



**Natural Health & Nutrition Expo**

**2022.4.14-16 Shanghai**

**National Exhibition and Convention Center (Shanghai)**

The leading platform for the natural health and nutrition in China where leading exhibiting brands will meet key wholesalers, distributors, chain drugstores and online pharmacies operating in the country

**Co-located with**



**Support**



**国药励展**  
Reed Sinopharm  
Exhibitions



## A Selection of Our Online Buyers >



## A Selection of Our Chain Drug Store Buyers >



## A Selection of Our Retailers and TV Shop >



## What Products are on display at NHNE?

Dietary Supplement 50.3%

Natural Food 20.3%

Food for Special Medical Purpose 8.7%

Maternal & Child Nutrition 8.0%

Beauty Food & Personal Care Product 5.7%

Functional Food & Beverage 4.3%

Traditional Health Preservation 2.7%

94%

of exhibitors were overall satisfied with the NHNE 2018

64%

of exhibitors have rebooked onsite for the NHNE 2019

### International Exhibitors are from

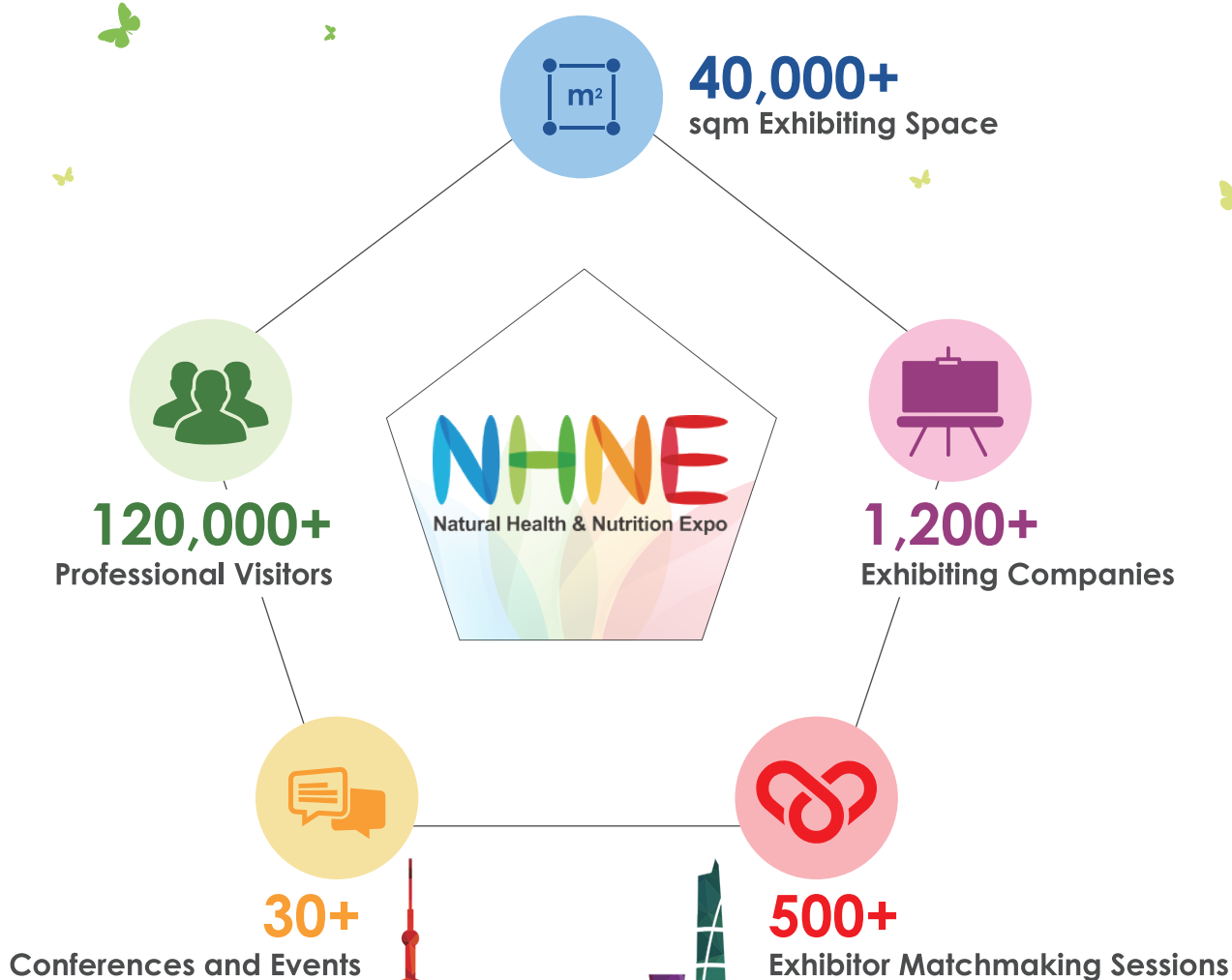




**Natural Health & Nutrition Expo (NHNE)** is China's dedicated platform for meeting key industry players, including wholesalers, distributors, chain drugstores, and online pharmacies.

NHNE, as the largest expo focusing on natural health and nutrition products in Asia, helps global manufacturers of health food and nutrition to promote their brands and develop business channels in Greater China. With over 120,000 participating distributors and retailers, it remains the best platform for participants to source new products and gain deep insights into the Chinese market.

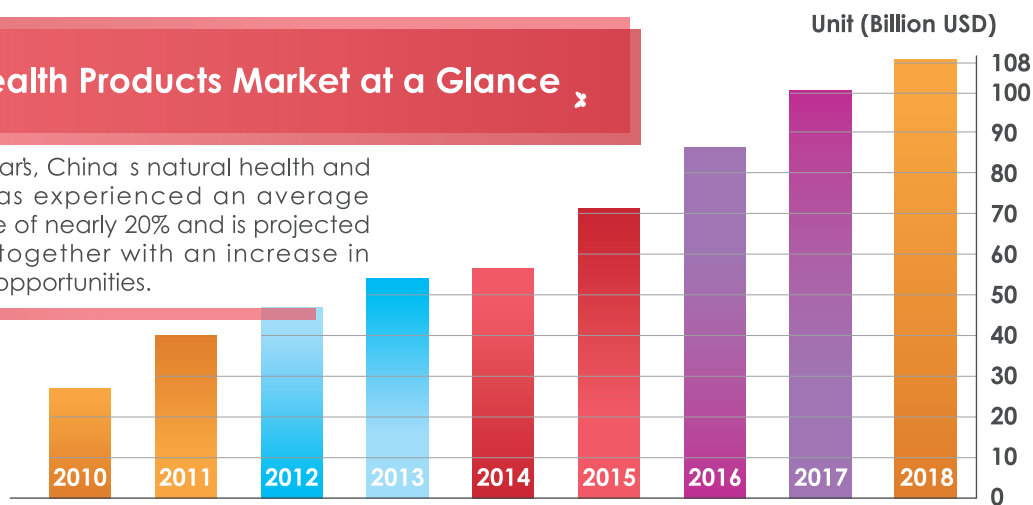
More world-leading brands will be attending NHNE to expand their business in China and chase golden opportunities for entering China's natural health and nutrition market.



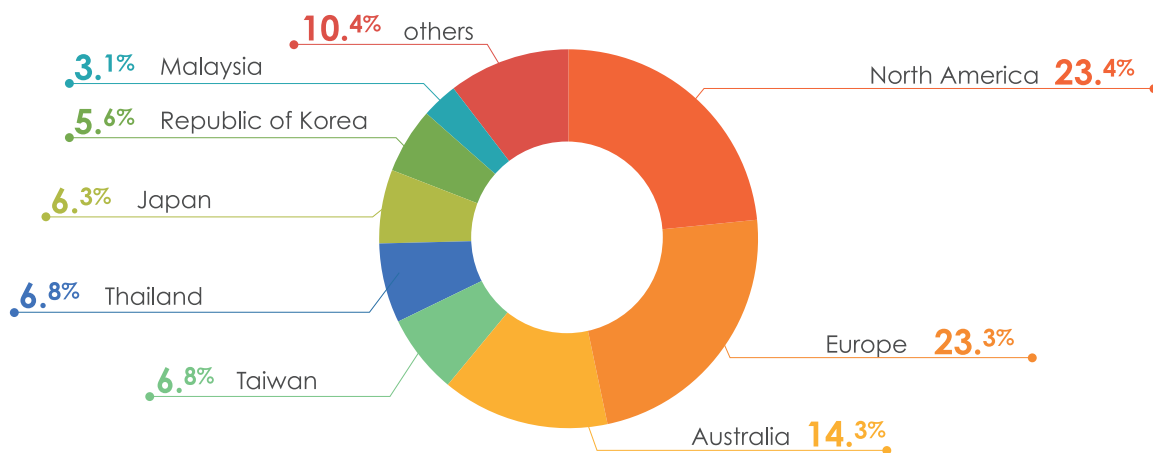


## The Chinese Health Products Market at a Glance

Over the past few years, China's natural health and nutrition industry has experienced an average year-on-year increase of nearly 20% and is projected to further expand, together with an increase in tremendous business opportunities.

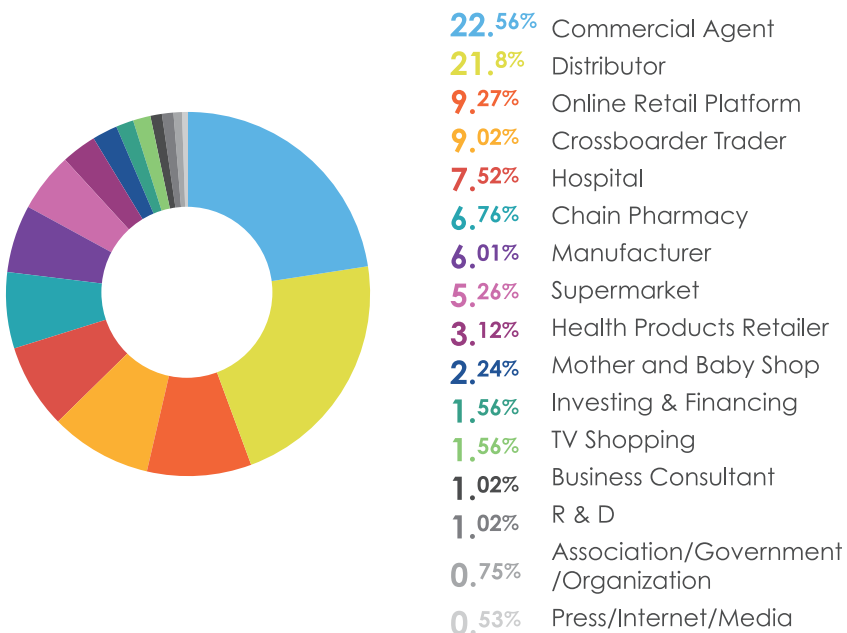


## Which countries and regions' health products are most popular for Chinese consumers?

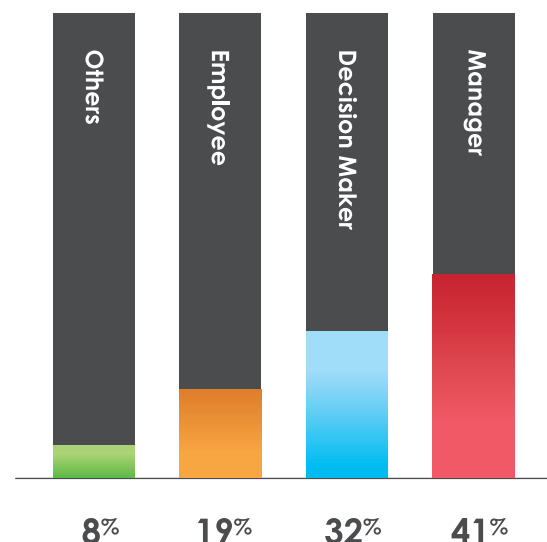


## Who are our Visitors?

**80%** of visitors are Distributors and Retailers



**73%** of visitors are Managers and Decision Makers





A selection of leading international brands at this year's show



NHNE is now the preferred platform for many of the world's leading brands, and it is where the trend for this incredible industry take shape. Some of the world's leading brands join NHNE as the only trade show they attend in China.

Where you meet more business opportunities in China

### NHNE Conference Programme

NHNE features the most comprehensive conference programme to date. Over 15 industry forums and more than 200 (industry-relevant) themes will be presented over three jam-packed days.

Exhibitors will also have the opportunity to take part in a series of International seminars to both master the latest information on China's market and introduce their innovative products to Chinese customers right on the show floor.



### Marketing Campaigns

Through a specialised series of Spring NHNE 2018 marketing campaigns, the NHNE team can help you take full advantage of this platform starting with the most optimal exhibition plan that efficiently promotes your company and brand to Asian clients.

Our online marketing campaigns will directly convey your latest news and product information to over 55,000 NHNE online fans.



### Target Attendee Program

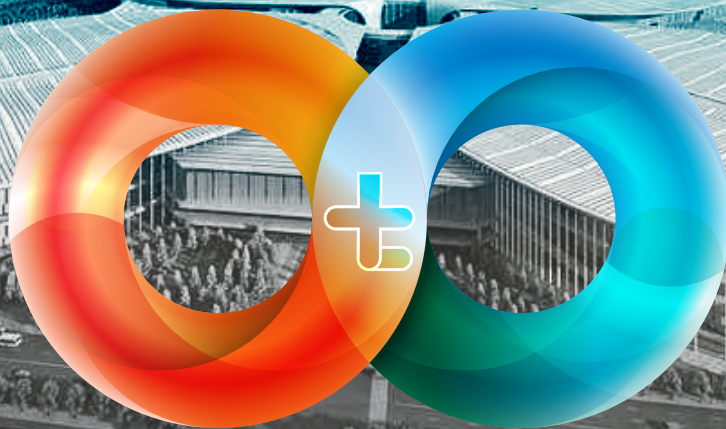
The Reed-exclusive Target Attendee Program has been specially established to gather core expo visitors. It aims to help exhibitors further expand their business, while finding the most suitable partners. More than 300 professionals from the Top 100 retail pharmacies, regional chain pharmacies, agents, and the e-commerce field will be invited to attend this exhibition. It is an efficient, convenient and complimentary service, tailored for exhibitors who are eager to open up channels for business.



### A wide variety of international activities

NHNE organises an increasing number and variety of international activities that offer an unrivaled opportunity for overseas exhibitors to promote their brands and products to professional visitors.

NHNE will be carrying out both online and offline campaigns in order to have more professional visitors know your name through the activities.



**The Health Industry Summit (tHIS)** – EXPO and Congress is the umbrella global Pharmaceutical and Medical industry event in Asia, the world's fastest growing health market. It brings together CMEF, PharmChina, NHNE and API China in one place at the same time, the only event providing complete coverage of the health industry. It enables leading academics and professionals from around the world to meet and share the latest innovation and thinking on policies & investment, R&D, Manufacturing & distribution, education & hospital applications and related services for the industry.

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