

Event name: Hi & Fi Asia-China 2019

Organizers: UBM EMEA, CCCMHPIE, UBM Sinoexpo

Date: 19-21 June, 2019

Venue: NECC, Shanghai, China

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Chinese health and food market facts

- ✓ The Chinese health food and supplements market is valued at a staggering 28.5 billion USD and in recent years has become a top destination for companies seeking solutions to make their food and beverage products healthier
- ✓ China is likely to become the world's largest nutraceuticals market by 2030
- ✓ China is the world's largest consumer market for F&B products
- ✓ China's growing middle class is estimated to make up 75% of China's urban consumers by 2022. These consumers have higher disposable incomes, and an increased awareness of food and health issues.
- ✓ Chinese food, beverage and health supplement manufacturers are actively seeking a new range of ingredients to develop innovative products to meet this market growth
- ✓ China has a unique business culture that strongly emphasises "face to face interactions". Hi & Fi Asia-China is the place to make these business connections.



Hi & Fi Asia-China 2019

The must attend event for all food and health professionals

Hi and Fi Asia-China together with Healthplex Expo (HNC), ProPak China & Foodpack China, Starch Expo and Agri-tech offer you access to the entire food and beverage production chain under the 1 roof. Combined, these events will bring together the entire food and beverage production chain; food and health ingredients, nutraceuticals and finished functional foods and packaging and processing. The combined exhibitions will cover the space of 140,000 square meters, and are expected to bring more than 1,800 exhibitors and 100,000+ visitors.

Quick Facts

- ✓ 5 events
- ✓ 140,000 SQM
- ✓ 100,000+ Visitors from China and abroad
- ✓ 1800+ Exhibitors



What's in it for you?

- Meet with over 100,000 local and international industry professionals
- Be a part of the China's leading one-stop shopping point for the entire F&B industry
- Do business in a cost-effective way by meeting all your current and potential buyers and suppliers in 1 location
- Your chance to grow your business in the largest F&B market in the world
- Get the latest market insights and see what your competitors are up to
- Get up to date on the ever changing regulatory landscape in China
- Guaranteed ROI by dedicated promotional support through extensive visitor campaigns
- A wide range of matchmaking tools to ensure you meet the right visitors

Show categories

- **Health**

Functional ingredients, nutraceutical, ingredients, dietary supplements, natural ingredients, organic ingredients, Dietary supplements, vitamins, functional foods, sports nutrition, traditional Chinese food and beverage products, beauty and personal, care products

- **Food**

Food and beverage ingredients, Solutions in processing, packaging, equipment and associated services, Processing and packaging solutions focused on the dairy, beverage, pharma and cosmetics industries, starch, modified starch, starch sugar and machinery.

Onsite activities:

- ✓ Nutraceuticals industry development conference
- ✓ New Product Zone
- ✓ Business match-making
- ✓ Topic focused seminar sessions
- ✓ Supplier Finder
- ✓ Self-guided discovery tours
- ✓ Exhibitor seminars

About the organizers**UBM EMEA**

UBM EMEA connects people and creates opportunities for companies across five continents to develop new business, meet customers, launch new products, promote their brands and expand their markets.

Our 700 people in eight major cities, ranging from London to Dubai, combine local expertise with a global industry network to provide high-quality events and the best customer experience for trade show attendees from all over the world.

CCCMHPIE

Founded in May 1989, China Chamber of Commerce for Import & Export of Medicines & Health Products (CCCMHPIE) is the leading and most influential national trade association in China with a mission to promote the international trade and cooperation in medicinal and health products.

CCCMHPIE, directly under the Ministry of Commerce of China, has a diverse membership of more than 2,400 companies including most of the major manufacturers and trading companies of pharmaceutical and health products across China. The fields that CCCMHPIE covers range from Traditional Chinese Medicines (TCM), pharmaceuticals, preparations, medical devices and equipment, dressings, biopharmaceuticals, nutraceuticals, functional cosmetics to health products.

UBM Sinoexpo

UBM Sinoexpo is a professional company by operating trade shows/events/online B2B platforms, which is a joint venture setup in 1998 between Shanghai Sinoexpo International Exhibition Ltd and UBM Asia Ltd (a division of UBM plc). Our exhibitions cover Furniture (350,000 sqm); Pharmaceutical /Food Ingredients (220,000 sqm), Food, Processing/ Packaging (500,000 sqm), Hospitality & Commercial Properties, Boat &Leisure (200,000 sqm), and other regional exhibitions in Beijing,

Chengdu, Guangzhou and Zhongshan. All together 71 international trade shows with a total exhibition area of 1,200,000 sqm, 9 online B2B portals are serving for over 770,000 worldwide trade buyers. Headquartered in Shanghai, UBM Sinoexpo operates two Branches in Beijing and Guangzhou as well as one joint venture in GuzhenZhongshan, Guangdong Province. The total headcount exceeds 400.

Join us in Shanghai to grow your business in the Chinese market!

Contact us

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