



**Subsidized by China Ministry of Commerce**  
**Health Industry Flagship Expo**



**TO:**

**From: Wendy**

**86-15810310934**

**The 21<sup>st</sup> China(Shanghai) International Nutrition & Health Industry Expo 2017**

August 30th -September 1st,2017 SNIEC Shanghai (W1,W2)

**The 21<sup>st</sup> China(Chengdu) International Nutrition & Health Industry Expo 2017**

October 27th -29th,2017 CCNICEC Chengdu(Hal 7,Hall 8,Hall9)

**The 22<sup>nd</sup> China(Beijing) International Nutrition & Health Industry Expo 2018**

April 8th-10th,2018 CIEC Beijing (1A,1B,2A,2B,6,7,8A,8B)

**Approved By:**

**Ministry of Commerce of the People's Republic of China**

**Sponsors:**

**China Health Care Nutrition Council**

**Organizer:**

**Beijing Shibowei International Expo Co., Ltd**

**Shibowei (Shanghai) Expo Co., Ltd**

**Official site:**

**<http://en.jianbohui.com/>**

**★ The State Guidelines and Policies**

In early September 2015, The National Health and Family Planning Commission have fully launched the preparation work of "the construction planning of health China (2016 ~ 2020)". Analysts pointed out that the "healthy China" rise as a national strategy is expected to comprehensively promote the reform of health care system, the entire health industry will enter a period of rapid development. Li Bin, director of the National health and family Planning Commission pointed out that the strategic planning will be started from the height of big health, big sanitation, big medicine and focus on human health as the center, also carry out the "healthy China" strategy and integrated into the social and economic development, through comprehensive policy initiatives to achieve healthy development goals.

" Health Food Registration and Filing Management Method" has been deliberated and approved at February 4th, 2016 through the State Food and drug supervision and Management Bureau. since July 1st, 2016, China's "Health Food Registration and Filing Management Method" will be formally implemented. This is undoubtedly played a vital role in the health food products to the market.

Health China strategy for health food provides a piece of fertile soil for the growth, disease prevention, cure ill, so that health food has the vast world, the formal implementation of the "health food registration and filing management approach" and will enable the management of health food more rigorous and normative. Health food will usher in a new spring.



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### ★ Market Prospect

China health industry is in a hot new stage of development. On October 14th, 2013, The State Council issued several opinions to promote the development of health services. It clearly stated that the total scale of the health services industry up to 8 trillion yuan by 2020. And the latest "Food safety law" which had been revised, provided a good opportunity for the development of health care food. Experts believed that the nutritional healthy products in China are gradually shifting from high-end consumer goods to dietary supplements products and expect the industry will then enter into the rising stage of the scale development. In the future ten years, the permeability of the Chinese nutrition and health products will evolve gradually along the direction of "first, second-tier city to third, fourth -tier city, aging populations to the youth, functional health tonic to dietary supplements", China nutrition and health industry will enter a rapid development of the "golden age".

Big health industry has a bright prospect. In recent years, the health industry in our country accounts for 2% of total GDP. In contrast, the developed countries' health industry value added exceed 15% of total GDP and it was increasing within an annual rate of 15-30%. In Europe and America, the average cost on health care products accounts for 2% of the total expense. However, in our country, it only reached 0.07%. The American- Boston Consulting Group (BCG) issued the latest report "From insight into action: Denver health care consumer market in China" at February this year which pointed out that the health consciousness of customers in China has developed with many developed countries in Europe and America and China's health industry scale is expected to exceed 400 billion yuan by 2020. The nutritional health products in China have a huge market potential. There will be a bright prospect waiting for us.

### ★ Review: Statistics speak for themselves

2017 SBW The 21st Beijing Health Expo attracted Jilin Aodong — Ohtaka Enzyme Co., Ltd, China Association Of Traditional Chinese Medicine, BIOPTON LIGHT SYSTEM, Ginseng Science Inc-Beijing, ERA(CHINA), Tong Ren Tang (Group), Fujian Pien Tze Huang Health Food, LE REN TANG Pharmaceutical, JIANFENG GROUP, Zhengda Qingchun Pharmaceutical, Hi-tech Industrial Park Bio-incubator, Dongbao Bio-Tech, Yunnan Teng Yao Pharmaceutical, Jianengjia Health, SHANXIQINFANGTANG, JPD CO., LTD, JAPAN BIO-ESTATECO., LTD, Dongjin Pharm, MENA COSMETICS CO., LTD, NUTRIRIGHT PTE. LTD, Hua Yang Long Sheng Technology, CP PHARMACEUTICAL, SHANGHAI ZHIFENG BIOLOGICAL, Xinyu Industrial, TANGERINE BABY, Bo Hua Gao Agriculture, Songao Biological, SINOLIFE UNITED, Zhejiang Medicines and Health Products Import & Export Co., Ltd, Eskang Health, MARKALON, DICHEN KANKA, Consec Seabuckthorn, Jie Jing Group, HEIDER, Health Care Products, Taiwan Dahong Biotechnology, EASY CURE (CHINA), Taiwan Xinghan Biological, Kolarmy Enzyme Ltd, Kalleway Biological, Jiubaokang Biological, A.T.P. Co., Ltd, Dr. Biopeptide Healthtech Co., Taiwan niuzhangzhi Corporation, Taiwan Tong Fang Biological, Ezsiway International, Lichen Biotech Co., Ltd, Taiwan Pavilion, etc which brought the latest trends, industry trends and the latest technology of the global health industry and was especially popular with the domestic and international exhibitors and buyers.

2017 SBW The 21st Beijing Health Expo attracted more than 1000 exhibitors from 30 countries and regions. The exhibition area covered more than 30000 sq m, breaking the record of the previous Nutrition and Health Fair. During this expo, there were officials from 20 countries stationed in China and The Ministry of Health, The Ministry of Agriculture, The Ministry of Commerce, Development

Research Center of the State Council and 40000 professional visitors from 28 countries have witnessed the unprecedented event together. Due to continuous effort and service innovation of Shibowei's staffs, From 2012 to 2013, SBW Health expo was rated as one of the key exhibition in national health industry with the government subsidies. 2017 SBW Health expo will continue to lead and build a health industry big platform combined with the world high-end brand display、 domestic and foreign trading matching and the concept spreading of traditional and modern health care.



### ★ Why choose SBW Health Expo?

1. Through 10 year's experience, SBW has grasped ten thousands of effective purchasing databases from 28 countries and regions in the field of related industry about health food which is enough to meet the needs and quality guarantee of exhibitors.
2. SBW Health Expo is one key exhibition in national health industry with the government subsidies.
3. In the recent ten year's development, it has reached to specialization, internationalization, branding. With the improvement of service quality and management level and the support of exhibitors and professional visitors at home and abroad, the health industry has been recognized as large scale, good in effect, popular industry event in Asia market.
4. Targeted one-on-one Service: Since the exhibitors participate in the fair, we will arrange the professional customer-service staffs have one-to-one tracking service in the first time. According to the demand of the exhibitors, we will have directional invitation and organization for sellers to ensure that every exhibitor can find satisfied agent dealers and purchasers so that realize core purpose of exhibitors.
5. Widely publicized: Television Station, Broadcasting, Plane, Network, News agency and hundreds of medias and products' publicity for conference and related enterprises.

### ★ About Exhibitor

- 1、 Exhibitor's products must have valid hygienic license, business license, trademark registration certificate, and products approval documents. the quality of the exhibition products should comply with the relevant standards.
- 2、 Exhibitors who make sure to attend the exhibition should firstly contact the organizing committee to choose their ideal booth position, then fill in the application form and agreement form. Mail or fax the forms with your signatures to the organizing committee. This contract will be effective after being signed by both parties. Faxes or copies are valid.
- 3、 Booth Distribution Principle: apply first, Paid first, confirm first.



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## ★Dealers、 Agents Invitation and Policy

In order to provide better service both at home and abroad, warmly welcome the worldwide distributors, agents, purchasers to submit agency intent application form, we will promptly submit your information to the manufacturers or general agent of the investment promotion, we will try our best to contribute to both sides of the proxy cooperation; For distributor of submitting agency intended application, and we will freely give exhibitor directory with CD to the agents who submit the intent agents and offer advertisement free on the official website for six months each year and mail you the latest product information to help you understand industry dynamics.

## ★ Professional Visitors

1. Effective, creditworthy, sales-network of dealers, agents, the joining trader, Wechat businessman, e-business, application dealer, trade company etc
2. Professional nutrition health food wholesale market, large supermarkets, department stores, medicine business group, green health care food chain and operation counters, health preservation hall, health management chain institutions and private clubs, community supermarket chain and convenience stores.
3. Pharmacy chains, franchise house, community health service station, health club, fitness center, beauty salon, TV shopping channel, E-shop.
4. Buyers stationed in china, foreign trade companies, 130 multinational embassy stationed in china and trade associations, more than 50 provinces and cities in Beijing office, The central enterprise labor union system of SASAC, rest home, nursing homes, scientific research institution and technical staff and senior managers of nutrition health food production enterprise, etc.
5. Customer service agency, trade service agencies, gift shop, major group buying unit.

## ★ If you are the following suppliers, please reserve the booth:

**Special setting up area: Health care products direct selling enterprises Display Area, Conference Experience Marketing Display Area, Dietary fiber products Area.**

**A: Nutrition and Health Food area:** Life nourishment products, nutrients, nutritional supplements, sports nutrition, functional food, pollen products, enriched food, ginseng products, fish oil products, enzymatic products, green alga products, embryo products, chlorophyll products, aloes products, fungus products, botanical extracts etc.

**B: Health-care (functional) products area:** Natural products, organic food, enhancing immunity products, anti-aging products, cardiovascular disease prevention products, liver protection products and kidney filling products, marine biological products, diet products and gain weight health care products, amino acids, blood tonic, dietary fiber, DHA/EPA products, new resources of food, etc.

**C: Enzymes and Enzyme Related Products:** enzyme powder, enzyme plaster, enzyme ingot, liquid enzymes, natural enzymes, Noni enzyme , fruit enzymes, compound enzyme, etc. enzymes cosmetics, enzymes skin care products, enzyme soap, enzymes cosmetic mask products and other wash protect daily products;

**D: Health-care (functional) drinks area:** Health-care drinks, health-care juice, jam, health-care tea, health-care liquor, functional water, slimming tea, vegetable protein beverage, beauty beverages, lactic acid bacteria drinks, coffee drinks and the relevant drinks.

**E: Beauty and slimming products area:** Collagen, Coenzyme Q10, Skin care cosmetics, Functional cosmetics and slimming products, natural beauty products,etc.



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**F: Sugar-free products area:** Special Dietary foods, low-sugar beverage, milk powder, oatmeal, corn grains products, diabetes health food, sugar-free biscuits, xylitol Tablets, No sugar wafers, no sugar layer cake, no sugar grains cookies, no sugar cookies, no sugar teppanyaki, etc.

**G: Diet therapy medicinal food products area:** Diet therapy and medicinal food raw materials and related equipment, Chinese traditional medicine (chopped/traditional medicine etc), Chinese medicine pills, national features drugs and traditional Chinese herbal medicine, material and extract etc.

**H: Health-care products packaging area:** Medicine and health-care production equipment and packing equipment, printing equipment, pharmaceutical packaging materials, etc.

**I: Health services area:** traditional Chinese medicine health maintenance, health care servicing agency, brand servicing agency, health care consulting and nursing services, health check-up agency.

**★ Concurrent events:**

1. 2017 China International Nutrition and Health industry Developing Summit Forum and New product Release and Promotion Meeting.

**Organizing Committee: Beijing Shibowei International Exposition Co., Ltd**

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**I: Booth Price**

	Booth Division	Dimension	Fee		Configuration Instructions
			Beijing & Shanghai	Chengdu	
Booth Setting	Booth (one opening)	3m×3m	\$3500	\$2500	1 lintel board, 1 reception desk, 5 chairs ,1 glass round table,1 5A power socket, 2 spotlights , Carpet ; Printing promotional pictures (obtain size from the organizing committee) Booth size:3m×3m×2.5m(H)
	Booth ( two opening)	3m×3m	\$3800	\$2800	2 lintel boards, 1 reception desk, 5 chairs ,1 glass round table ,1 5A power socket,.2 spotlights ,Carpet ; Printing promotional pictures (obtain size from the organizing committee) Booth size:3m×3m×3.5m(H)
	Raw space	Baseline: 18sq m	\$350/m <sup>2</sup>	\$250/m <sup>2</sup>	No allocation, setting up by yourself.



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## II: Advertisement Price

Catalog cover	Catalog Back Cover	Color Page Spread	Catalog Cover (the second, third page)	Color Pages inside of Catalog	Black and white Pages of Catalog
\$4000	\$3000	\$2800	\$2000	\$1500	\$800

## Printed Material Exhibition site

Entrance Ticket	Invitation Letter	Handbag	Card case	Visit Ticket (Exclusive)	Hang rope
\$1500 /10,000pcs	\$1200 /1000pcs	\$1500/1000pcs	\$1500/1000pcs	\$2500/10,000pcs	\$3000/10,000pcs
Balloon Scroll (Diameter=3m) H:15m x W:1.4m	String flags (20 pieces one line) Specifications :20x1.5mx1m)	The wall banners W:24m x H:4m	The wall banners H:10mx0.8m	The road flag H:1.5mx0.45m	
USD1800/pc	USD1800/pc	USD6000/pc	USD600/pc	USD124/side	

## III. Forum Price

contain 70 people	\$1000/h	Notes: Include following services 1. Technical equipment (platform, chairs) and a bucket of water; 2. Power socket, projector, stereo, microphone; 3. Broadcasting service and audience organization;
contain 80 people	\$1500/h	
contain 120 people	\$2000/h	