



CIHIE 世博威·健博会® 旗下品牌

第23届 | 北京

第24届 | 上海

第25届 | 成都

2018



国际营养健康产业博览会 2018 International Nutrition Health Industry Expo



时间: 2018年4月8日-10日
地点: 北京·中国国际展览中心
Date: Apr 8th - 10th, 2018

Venue: China International Exhibition Center
同期举办: 第八届中国国际酵素产品展览会
2018 The 8th China Int'l Enzyme Products Expo



时间: 2018年8月15日-17日
地点: 上海新国际博览中心
Date: Aug 15th - 17th, 2018

Venue: Shanghai New International Expo Center
同期举办: 第九届中国国际酵素产品展览会
2018 The 9th China Int'l Enzyme Products Expo



时间: 2018年10月
地点: 成都世纪城新国际会展中心
Date: Oct, 2018

Venue: Chengdu Century City New Int'l Convention & Exhibition Center
同期举办: 第十届中国国际酵素产品展览会
2018 The 10th China Int'l Enzyme Products Expo

批准单位
中华人民共和国商务部

Approved By
MINISTRY OF COMMERCE, PRC

主办单位
中国保健营养理事会
中国医疗保健国际交流促进会
世博威国际会展集团

Sponsors
China Health Care Nutrition Council
China International Communication Promotion Association for Medical and Health Care
Shibowei International Exhibition Group

承办单位
北京世博威国际展览有限公司
世博威(上海)展览有限公司

Organizer
Beijing Shibowei International Exhibition Co., Ltd
Shibowei (Shanghai) Exhibition Co., Ltd

大会官方网站: www.jianbohui.net



Wendy wei Project manager

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BEIJING SBW INTERNATIONAL EXPO CO.,LTD.
SBW (SHANGHAI) EXHIBITION CO.,LTD.

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“创世界级博览，立国际化威名”



关于我们

世博威是一家专业会展公司，立足于中国北京，客户遍布全球60多个国家和地区。

世博威是中国国际健康产业博览会（简称：健博会）英文缩写“CIHIE”的创办机构。经过十多年的平稳健康发展，把健博会从一个区域小展，发展成为亚洲规模最大、人气最旺、国际化程度最高的健康主题展会。连续多年被商务部评为“全国重点引导支持的展会品牌”，更是全国健康产业领域唯一获此殊荣的展会。

世博威是世界健康产业大会（英文缩写“WHIC”）的执行运作单位。WHIC由中国国际健康产业博览会组委会、中国医疗保健国际交流促进会、美国传统中医药协会、德国天能生命科学研究院、日本统合医疗株式会社等单位联合发起。于2012年4月7日（第62个世界卫生日）当天，召开了2012首届世界健康产业大会。这届大会的召开使全球健康产业有了重新的定义，第三次全球卫生健康革命也由此拉开帷幕。

世博威是CIHIE旗下品牌：国际营养健康食品博览会、国际有机绿色食品展览会、国际健康食用油暨橄榄油博览会、国际进口食品饮料博览会、国际高端饮用水博览会、国际智慧医疗及康复护理老年用品展览会、国际健康养老及健康管理展览会等大型会展活动的主办单位。

世博威始终奉行“专业化、市场化、国际化、品牌化”的经营理念，为客户提供全方位的会展营销及延伸服务。公司经过14年的拼搏奋斗，已积累了丰富的展会营销经验，培养了大批善于组织、策划、宣传、销售、服务的各领域优秀人才，与国内外政府机关、行业协会、企事业单位建立了长久而紧密的协作关系，拥有着广泛而准确的客户资源和数据系统。在未来的发展中，世博威将不断融入国际会展的最新理念，以全新的视角俯览行业动态，合纵连横国际产业巨头及机构组织，大力拓展国际影响力，同时进一步提升服务质量，以求回报客户、感恩员工、造福社会，为推动中国会展业的繁荣昌盛，促进人类健康事业的发展贡献世博威人的全部力量与智慧。

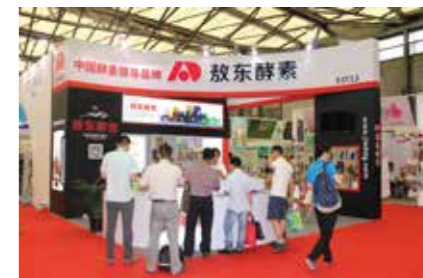
关注健康

关爱生命

2015年9月初，国家卫计委已全面启动《健康中国建设规划(2016~2020年)》编制工作。分析人士指出，将“健康中国”上升为国家战略有望全面推进医疗卫生体制改革，整个医疗卫生行业以及大健康产业将进入蓬勃发展期。国家卫计委主任李斌指出，该战略规划将从大健康、大卫生、大医学的高度出发，突出强调以人的健康为中心，实施“健康中国”战略并融入经济社会发展之中，通过综合性的政策举措，实现健康发展目标。

《保健食品注册与备案管理办法》已于2016年2月4日经国家食品药品监督管理总局局务会议审议通过，自2016年7月1日起，我国《保健食品注册与备案管理办法》将正式实施。这对于保健食品真正走向市场无疑起到了至关重要的作用。

健康中国战略为保健食品提供了一片生长的沃土，防病、治未病，让保健食品有了广阔的天地，《保健食品注册与备案管理办法》的正式实施，又将使保健食品的管理更加严谨和规范。保健食品或将迎来新的春天。





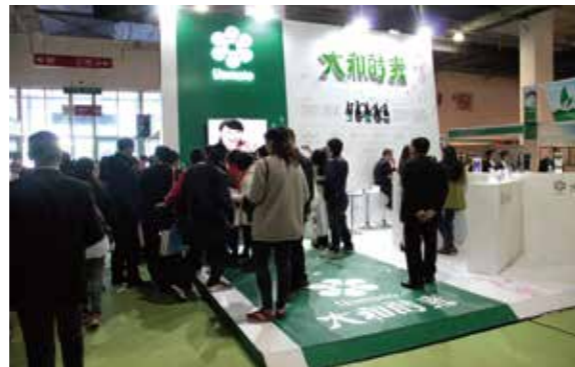
中国大健康产业正处在热火朝天发展的新阶段。由中共中央、国务院印发的《“健康中国2030”》，规划纲要明确2020年大健康产业的规模要达到8万亿，2030年要达到16万亿，并成为国民经济的支柱产业，大健康产业目前已经是全球最大的新兴产业。2017年7月13日国务院印发了《国民营养计划（2017-2030）》，健康产业引起国家和全民的高度重视，更是将推进健康中国建设上升为国家战略。中国政府完成了大健康从政策到规划再到组织体系的全面布局，2017年是健康中国建设元年的里程碑。

大健康产业前景广阔，面临重大发展机遇。近几年，我国保健产业产值约占国民生产总值的2%，而发达国家这一比例普遍超过15%，并以每年15%~30%的速度递增。欧美国家消费者用于保健食品的平均花费占总支出的2%，而我国仅占0.07%。美国波士顿咨询公司(BCG)今年2月发布的最新报告《从洞察到行动：掘金中国保健消费品市场》中指出，中国消费者的健康意识已与欧美不少发达国家并驾齐驱，预计到2020年，我国营养保健食品的市场规模将超过4000亿元。中国营养保健食品市场潜力巨大，前景也十分光明。



China health industry is in a hot new stage of development. The plan of "Healthy China 2030" issued by CPC Central Committee and the State Council had proposed that the scale of the health industry should reach 8 trillion in 2020 and 16 trillion in 2030 to become the pillar of the national economy. Meanwhile, the big health had already become the largest current emerging industry in the world. On July 13, 2017, The State Council issued <<The National Nutrition Program (2017-2030)>>, then health industry was aroused great attention by the state and the people which made the development of healthy China rise to a national strategy. The Chinese government has completed the overall arrangement of "big health", from policy to planning and to the organizational system again which make 2017 to be the milestone of the first year for healthy China Construction.

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.



往届回顾 数字说明一切

2017世博威·第21-22届健博会上，山东省无棣县健康产业协会展团、中国中药协会展团、韩国全南出口企业协会展团、台湾展团、日本展团、泰国展团、福建展团、山西展团等十大展团纷纷参与，敖东大高、善德兄弟、珍生昌盛、时代（中国）、一然生物、七天洁食、昌宏健康、北京同仁堂、片仔癀、国药乐仁堂、尖峰健康、正大青春宝、深圳高新区生物孵化器、东宝生物、永安康健、云南腾药、秦方堂、株式会社万帝生物、日本药品开发株式会社、株式会社、韩国东进制药、MENA COSMETICS CO.,LTD、乐得营（新加坡）、Sacha Inchi、华扬龙生、正大珍吾堂、植丰生物、益朵金花茶、天然润宝、博华高效生态、中生联合、浙江省医药保健品、和田帝辰、高原圣果、洁晶集团、海德尔、德尔美、南京同仁堂、高蕪茶色素、雷奥生物、卡纳斯、桓阁商贸、宏合康、金农盛世、台湾大鸿生物、益力康集团、星瀚生物、菟拉蜜、凯利威、久保康、会昌实业、长青胜肽、台湾牛樟芝、台湾统芳、台湾益又康、利成生技、龍辰洲際、台醋生医、三庆国际等国内外知名企业纷纷亮相，带来了全球健康产业最新趋势、行业动向及最新技术、受到世界各地的展商及买家青睐。

2017世博威·健博会上共吸引了来自全球30多个国家和地区的1500多家企业报名参展，博览会展出规模超过70000多平方米，创下历届之最。几天的展览有20多个国家的驻华使领馆官员代表及国务院、卫生部、农业部、商务部、民政部等领导和来自28个国家的80000多人观众，共同见证了此次盛会的宏大场面。正是由于世博威人的不断进取和服务创新，2012-2013连续两年，世博威-健博会被国家商务部评定为中国健康领域内唯一入围政府支持补贴的重点展会。目前第23届的招商工作已全面启动，2018年世博威-健博会将继续引领和打造全球高端品牌展示、国内外贸易对接、传统及现代保健养生理念传播为一体的健康产业大舞。

Review statistics speak for themselves

2017 SBW The 21st/22nd CIHIE attracted Health Industry Association in Shandong Province Wudi County, China Association of Traditional Chinese Medicine Pavilion, Korea Chonnam Exporters Association Pavilion, Taiwan Pavilion, Korean Pavilion, Japan Pavilion, Thailand Pavilion, Fujian Pavilion, Shanxi Pavilion etc, Jilin Aodong, BIOPTRON LIGHT SYSTEM, Ginseng Science Inc-Beijing, ERA(CHINA), Sanjin Pharmaceutical Company, Inatruel Biotech, Chang Hong Health Tech. Co., Ltd, 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, NEXUS INC, Dongjin Pharm, MENA COSMETICS CO., LTD, NUTRIRIGHT PTE. LTD, Sacha Inchi, 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, Conseco Seabuckthorn, Jie Jing Group, HEIDER, Beijing Deumed International Health Technology Co., Ltd, Nanjing Tongren Tang, GaoChun Tea Pigment, LEO BIO, KANA SI BIO-TECHNOLOGY, Huan Ge Trading, HONGHEKANG TRADING, Gold Farm, 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, Long Chen Intercontinental Trading Co., Ltd, Taiwan Vinegar Biomedical Co., Ltd, Sanqing International 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 CIHIE (Beijing&Shanghai) attracted more than 1500 exhibitors from 30 countries and regions. The exhibition area covered more than 70000m², 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 80000 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. 2018 SBW CIHIE 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.

选择世博威·健博会的理由

1. 世博威人通过13年的积淀，现已掌握了全球28个国家和地区保健食品相关领域的数万条精准有效的买家采购数据库，这一点足以满足参展商的参展效果和质量保证；

2. 世博威·健博会经过13年精心培育，已达到专业化、国际化、品牌化的成效。随着服务质量与管理水平的提高，在海内外广大参展商、专业参观人士的大力支持下，已成为健康业界公认的亚洲规模大、效果好、人气旺的行业盛会；

3. 针对性一对一的贴心服务：自从参展商报名参展后，我们会在第一时间由专职客服人员一对一跟踪服务，将根据参展企业的需求进行定向特约的买家邀请和组织，确保展会现场每位展商都可以遇到自己意中的代理经销商及采购商，从而实现企业参展的核心目的。

4. 广泛宣传：电视台、广播、平面、网络、通讯社等百家媒体参与对大会和相关企业产品宣传。

1. Through 13 year's experience, SBW has grasped ten thousands of effective purchasing databases from 36 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. In the recent 13 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.

3. Targeted one-on-one Service: Since the exhibitors participate in the fair, we will let 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.

4. Widely publicized: Television Station, Broadcasting, Plane, Network, News agency and hundreds of medias and products' publicity for conference and related enterprises.

经销商、代理商的邀约及政策

为了给国内外各地经销代理采购商提供更好的服务，欢迎世界各地经销代理采购商提交代理意向申请表，您的信息我们将递交正在招商的厂家或总代理，我们将尽力促成双方的代理业务合作。所有提交代理意向申请的经销商，将免费获赠大会厂商目录产品光盘资料一份并免费在大会官方网站上宣传6个月以及每年不间断的收到我们邮寄给您的最新产品信息，帮助您随时了解行业动态。

【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.



关于参展商

About Exhibitor

1、所有参展企业的参展品种应具备生产者经营有效期内的《食品流通许可证》、《营业执照》、《商标注册证》以及产品批号的合法审批文件和最新的质检报告等复印件；

2、确定参展请与组委会工作人员取得联系，选定自己理想展位，再认真填写参展申请及合约表，加盖公章后传真或邮寄至组委会，申请表一经签字盖章后同具合同效力，传真或复印件有效；

3、展位分配原则：先申请、先付款、先确认；

4、为了帮助客户赢取市场荣誉，扩大产品销售，组委会设置评奖活动，凡参加“世博威-中国国际健博产业博览会”的客户均可参与，大会奖项设置“金奖”、“十佳品牌、诚信标兵”奖；“指定产品、推荐产品、科技创新”奖；“四新”奖；（详细资料请向组委会索取）；

5、为展现公司实力，树立企业形象，组委会设立了冠名和协办方案，有意向的企业请向组委会索取相关协办赞助方案和回报条例；

6、为扩大贵公司的宣传力度，组委会免费提供贵公司网站和大会官方网站链接服务；

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..

4、All guests who participate in the exposition are entitled to take part in the bonuses issuing activity, which set "Gold award", "Best-Ten Brand & Good Faith model", "Appointed Product, Recommended product, Science and Technology Innovation", "Four news" award (For more information, refer to organizer committee).

5、To show the strength of the company and set up the enterprise image, the organizing committee established title sponsorship and sponsor scheme. If have interest, please ask the assisted sponsorship scheme and relevant return regulations from the organizing committee.

6、To expand your company's propaganda, the organizing committee will offer you the links service between your website and congress's official website free of charge.

专业观众来源：Professional Visitors

1、有实力、有信誉、有销售网络的经销商、代理商、加盟商、微商、电商、应用商、贸易公司等。

2、专业营养保健食品批发市场、大型超市、百货商场、医药商业集团、绿色保健食品连锁店和经营专柜、健康管理连锁机构、私人会所、社区连锁超市和便利店等。

3、药店连锁店、专卖店、社区卫生服务站、养生馆、健身房、美容院、电视购物频道、网络商城、贸易服务机构、礼品店、重要团购单位等。

4、驻华采购商、进出口贸易公司、130多国驻华使馆商务处、行业协会、50多个省市驻京办事处、国资委中央企业工会系统、敬老院、疗养院、科研机构及营养保健食品生产企业的技术人员和高级管理者等。

5、顾客服务机构、贸易服务机构等、礼品店、重要团购单位等。

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.

2018 International Nutrition and Health Industry Expo Price List

I: Booth Price

Booth Info	Booth Type	Building Style	Fee		Booth Furniture
			Beijing & Shanghai	Chengdu	
	9m ² Standard Luxury Booth		\$3500	\$2500	1 intel board, 1 reception desk, 5 chairs ,1 glass round table, 15Apower socket, 2 spotlights , Carpet ; Printing promotional pictures (obtain size from the organizing committee) Booth size:3m×3m×2.5m(H)
	9m ² Luxury Corner Booth		\$3800	\$2800	2 intel boards, 1 reception desk, 5 chairs ,1 glass round table , 15Apower socket, 2 spotlights ,Carpet , Printing promotional pictures (obtain size from the organizing committee) Booth size:3m×3m×3.5m(H)
	9m ² Luxury Pavilion Booth		\$4000	\$3000	4 intel boards, 1 reception desk, 5 chairs ,1 glass round table , 15Apower socket, 2 spotlights ,Carpet , Booth size:3m×3m×3.5m(H)
	Special Design		\$350/m ²	\$250/m ²	18m ² at least Only provide exhibition space, without any configuration , self-build .

II: Advertisement Price

Catalog over	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
Entrance Ticket	Invitation Letter	Handbag	Card case	Visit Tecket (Exclusive)	Hang rope
\$1500/10,000pcs	\$1200/1000pcs	\$1500/1,000pcs	\$1500/1000pcs	\$2500 /10,000piece	\$3000/10,000pcs
Ball(diameter: 3m) banner: 10m×0.9m	Arch door(18m) Line banner	AD Banner board Width: 8m Height: 5m	Moving Banner Board 4m*5m*2sides	Road Flag Height:1.5×0.5m	
\$1500/pc	\$2000/line	\$3000/item	\$2000/item	\$150/pc	

III. Forum Price

Contain 70 people	USD 1000/h	Contains the following services: 1 platform desk、 chair)and 1 bucket of water; 2. Power socket, projector, stereo, microphone etc 3.Broadcasting service and audience organization;
Contain 80 people	USD 2000/h	
Contain 160 people	USD 3000/h	

Participation Procedures

- Exhibitors must have effective business license and other legal documents.
- The organizing committee will follow the principle: "Applied first, Paid first, Served first". There is 10% additional charge for the corner booth.
- After the exhibitors book the booth, please fill in the Application Form carefully, and then send the Application Form with stamp and signature to the organizing committee. We will send you the "Booth Confirmation Form" after receiving your Application Form.
- Within 7 days after the exhibitor receives "Booth Confirmation", you should make full payment or 50% into the account of organizing committee, Expire, the organizing committee has the rights to cancel your participation.
- After receiving the booth payment, the organizer committee will send the payment invoice to the exhibitors.
- The organizing committee has rights to change and move some confirmed booths considering the safety problem and the whole image.
- To be sponsor of exhibition, you will get more business opportunities (For more information, please ask organizer committee).