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## CIHIE·2018

The 24<sup>th</sup> China(Shanghai) International Nutrition & Health Industry Exhibition 2018

August 15th-17th , 2018 Shanghai New International Expo Center

### THE 17th WESTERN CHINA INTERNATIONAL FAIR

China(Chengdu) International Nutrition & Health Industry Exhibition 2018---

itinerant exhibition

September 20-24,2018 Century City New International Convention & Exhibition Center

Sponsors: National Development and Reform Commission

Ministry of Commerce of the People's Republic of China

Ministry of Science and Technology

State Administration of Industry and Commerce

China Council for the Promotion of International Trade

200,000 m<sup>2</sup> show areas 30 Country Pavilions

8000+ companies 600,000+ visitors

The 24th China(Beijing) International Nutrition & Health Industry Expo 2019

April 17th-19th,2019 Beijing.China International Exhibition Center

**Approved By:** MINISTRY OF COMMERCE, PRC

**Sponsor:** China Association of Traditional Chinese Medicine

China International Exchange and Promotive Association for Medical and Health Care

China Health Care Nutrition Council

China Good Agri-products Development Service Association

**Joint-Organizers:** CATCM Medicine Planting and Breeding Specialized Committee

CATCM Mugwort Specialized Committee

CPAM Sub-Health Specialized Committee

CPAM Health Care Equipment Specialized Committee

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

**Official website:** www.jianbohui.com

## ★Last Review

Shibowei.CIHIE.2018 The 23rd China International Health Industry Expo &The 7th World Health Industry Conference was held on April 8 -10 at Beijing.China International Exhibition Center r with 50,000m<sup>2</sup> show areas. We set up 1800 standard booths,1216 exhibitors,9 national pavilions,13 domestic provincial and municipal pavilions,64925 visitors, 86 site purchasing organizations and 165 media.During this expo,we also held The 7th World Health Industry Conference which attracted 202 political leaders of many countries and embassy counsellor.Meanwhile, The launching ceremony of the China-Germany Big Health Industry Cooperation Alliance & China-Africa Big Health Industry Cooperation Alliance were highly valued and evaluated by leaders of the country. The trade effect of the fair and the advanced idea of the organizers had been recognized and praised by professional visitors in this industry, and were well known as "the barometer of the health industry" by the profession.



## ★Exhibition Introduction

Shibowei. China International Health Industry Expo was found in 2003 (The abbreviation is Shibowei .CIHIE). Up to now, It has been successfully held for 23 times. This expo is approved by MINISTRY OF COMMERCE, PRC and jointly sponsored by China Good Agri-products Development Service Association、China Health Care Nutrition Council、China Association of Traditional Chinese Medicine、China International Exchange and Promotive Association for Medical and Health Care and Beijing Shibowei International Expo Co.,Ltd.Going through unremitting efforts of 13 years,Shibowei. CIHIE is developing from the original 80 booths to the current 1800 more booths、from 2000m<sup>2</sup>show areas to 50.000m<sup>2</sup> show areas、from 60 exhibitors to 1200 exhibitors, from China to the current 26 countries in the world and from 2000 visitors to the current 64925 visitors;This expo has been appraised as "National Key Guidance and Support Exhibition" for many years.

## ★Platform Advantage

- 1、 We only focus on the big health exhibition for 15 years and vigorously promote Chinese healthy industry development which is a high quality platform for enterprises to seek business opportunities, create an international brand image and strongly move towards the global market.
- 2、 We successfully held The 23rd Health Industry Expo and The 7th World Health Industry Conference:mutual promotion between the exhibitions and conferences;
- 3、 50,000 show areas,1500 domestic and foreign exhibitors, 70,000 professional buyer&visitors;
- 4、 Beijing, Shanghai,Chengdu -Three stations detonated the commanding point of national market;
- 5、 We created 650,000 accumulative total show areas to make this brand banquet in health industry;
- 6、 Serve 15000 exhibitors from 60 countries, ‘specialized, so trusted’ ;
- 7、 The accumulative total number of visitors was over 1100,000 and the huge visitors database is the business opportunity Library;
- 8、 The accumulative volume of trade is nearly USD7,927,300,000 which brought a substantial

economic benefit for the enterprise;

## ★Advantages for Creation of Health Event:

### 1. Data resources:

After 14 years of precipitation, Shibowei.CIHIE nearly establish 500 thousands of high-quality professional buyers database. According to the characteristics, regional characteristics and exhibitor's needs, it will precisely orientate, invite and match the relevant purchasers and agents to expand the sales channels for the exhibitors. We set up the characteristic of exhibition area, hold a special meeting to attract investment and projects, set up the purchasing meeting and link up with the resources of all concerned parties for major projects in group location.

### 2.High-end experts and community resources:

"World Health Industry Conference" was successfully held for 6 times, and attracted the attention of many Chinese national leaders.Meanwhile,many foreign countries sent congratulation wishes. Every year, "Shibowei.CIHIE" attract many local and foreign experts of health industry to deliver speech and constantly strengthen and enrich their database knowledge. As participants at this event, there are the governments, trade associations, business associations, economic federations, foreign chambers of commerce, embassies in China, etc... all maintain close contact and partnership relations. For the exhibitors, we provide the following services such as resource docking, media interview docking, procurement docking, Beijing media docking, e-commerce docking, expert docking, investigation docking, financing docking, source - origin rating and listing docking, product positioning consulting, marketing consultation, etc....

### 3. Advantages of Media Matrix Publicity

Media publicity: Pre-warming before this expo starts, Interview during exhibition, Report follow-up. As multi-Channel promotion there are: Xinhua network, phoenix, Sina, Sohu, today's headlines and other 120 online media; CCTV, Beijing TV and major local radio stations; YOUKU, IQIYI, Tencent and other online video; China Food newspaper, health times and other media; Wechat public platform and other self-media. Through the exhibition trade platform, it will continuously enhance the competitiveness of enterprises, the formation of a unique strong brand and enhance the recognition of enterprises in the minds of consumers

## ★Schedule:

Raw Space:August 13- 14, 2018 (2 days)	8:00am-17:00pm
Standard Booth: August 14, 2018 (1 day)	8:00am-21:00pm
Exhibition Time: August 15-17,2018(3 days)	9:00am-17:00pm
Move-out Time: August 17,2018	2:00am-21:00pm

## 2018 Exhibition Positioning

For 2018 CIHIE, We set a higher standard and goal, that is how to integrate more levels and more effective resources to make all participants achieve common progress through the exhibition platform. There will be more health-related brand enterprises and terminal channel resources to join us, especially for the selection of terminal channel resources. For exhibitors, you can use this platform to show your own brand and helps companies to optimize channel resources; For the on-site visitors, you can quickly get more exhibition info and quickly get the required info and exhibitor info ,so CIHIE can bring the new communication way for exhibitors and viewers to make it to be easier and more direct when contact. Meanwhile, the industry-related resources make you understand the industry trends at the first time for providing better service for the

enterprises. Through the planning of meeting market changes and demand, integration of effective resources and meeting the different demand of different participants, CIHIE will integrate the business development, spatial marketing, trend release and information sharing etc which make you use CHICE resources to realize self improvement with mutual benefit and win-win way.

★**Professional Visitor Profile** (The professional customer service team will call to invite

buyers to get their procurement list)

1. Effective, creditworthy, sales-network of dealers, agents, the joining trader, Wechat businessman, e-business, application dealer, trade company etc
2. Pharmacies, Chinese medicine shops, Franchised stores of health products, Medical recovery equipment, Health club, Elderly supplies stores, Pension institutions, Gym, Nursing home, Cadres' sanatorium, beauty salon, cosmetics stores, Home stores, Daily chemicals stores, Shampoo and hair care agencies, Health management institutions, private clubs etc;
3. Chinese medicine chain stores, Gift companies, TV shopping, Online shopping centers, Trade service providers, Gift shops, important group-buying units etc.
4. Hospitals of traditional Chinese medicine, Chinese medicine clinics, Traditional Chinese medicine specialist in traditional Chinese and Western Medicine, Colleges of traditional Chinese medicine, Community health center;
5. Buyers stationed in china, Import and export trading company, Industry association, The central enterprise trade union system of the SASAC, Medical and healthy management system, Relevant government department management, Association organization; Pharmaceutical business group etc;

★**Exhibit Scope**

A: Nutrition and Health Food area: Life nourishment products, Nutrients, Nutritional supplements, Sports nutrition, Functional food, High-end dairy products, Pollen products, Bee products, Ginseng products, Fish Oil, Enzymatic products, Green alga products, Embryo products, Chlorophyll products, Aloes products, Fungus products, Plant extract products

B: Health-care (functional) products area: Natural products, Organic food, Enhancing immunity products, Anti-aging products, Cardiovascular disease prevention products, Anti-cancer products, Liver protection products and kidney filling products, Marine biological products, Slimming health care products, Amino acids, Blood-supplementing formula, Fatty acid, 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, Health-care tea, Health-care wine, Functional water, Coffee drinks and related drinks etc;

E: Beauty and slimming products area: Collagen, Coenzyme Q10, Skin care cosmetics, Functional cosmetics and slimming products, Natural beauty products, Chinese herbal beauty products, Foot therapy bath products etc.

F: Sugar-free products area: Special Dietary foods, Low-sugar beverage, Milk powder, Oatmeal, Corn grains products, Diabetic health food

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.

### ★About Exhibitor

1、 Exhibitor's products must have valid 《Business License》 + 《Product Qualification certificate》 or other legal approval documents for the certificates and products. The quality of the exhibits should comply with the national relevant standards.

2、 Exhibitors who make sure to attend the exhibition should firstly contact the organizer to choose their ideal booth position, then fill in the application form and agreement form with company seal. Mail or fax the form with your signatures to the organizer. This contract will be effective after being signed by both parties. Faxes or copies are valid. Booth Distribution Principle: apply first, Paid first, confirm first.

3、 In order to help exhibitors win the market honor and expand the sales of products, the organizer set up the award activities, all the exhibitors who participate in the exhibition can join us, the awards are included "Gold Award " 、 "Good Faith Award" etc; (For details ,please ask the Organizing Committee).

4、 In order to show the strength of the company and corporate image, the organizer has set up the special sponsor scheme, so the interested companies can consult with the organizer

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

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