

HNC Lights Up the Way into the Chinese Health Market

SHANGHAI , SHANGHAI, CHINA, January 9, 2017 /EINPresswire.com/ -- Asia's top nutraceutical event—[Healthplex Expo and Natural & Nutraceutical Products China](#) (HNC)—is set to take place in Shanghai on June 20–22, 2017. It is the eighth year that HNC is returning to the Chinese health market—this time on a larger scale and with more visitors.

Since its launch in 2010, HNC has only ever occupied one hall. However, with the continued support from the exhibitors and relevant associations, this year the HNC floor space will be expanded to three halls in the Shanghai New International Expo Centre. More than 70,000 visitors and 3,800 exhibitors are expected to attend this annual gathering in 2017 (including those attending HNC's co-located shows Hi China, Fi Asia-China & Ni, Starch Expo, Expo FoodTec and CPhI China).



Registration for HNC is live

We are pleased to announce that registration for HNC is now open. Visitors can pre-register for the event and activate badges in advance to avoid the on-site queue. Registered visitors can get free access to the on-site activities and all the co-located shows including Hi China, Expo FoodTech, Starch Expo, and CPhI China, as well as free access to the VIP lounge and a gift and lunch coupon.

Your guide to entering the Chinese market

The Healthy China 2030 plan set out the main targets for the building of a healthy China at the 13th National Party Congress, and it was suggested that the health industry would be worth 16 trillion RMB by 2030. China is fast becoming the largest market for health foods, with a large number of overseas nutraceutical enterprises attracted to this booming market.

One of the on-site events at HNC 2017 will be the 4th Nutraceutical Industry Development Conference—China's Market Entry Strategy for Foreign Dietary Supplements, which will be held on June 20–21, 2017. It will include an analysis by government officials of the latest health food registration and application policies in China, as well as a look at market trends and some successful business case studies.

Attendees who are looking to discover new business opportunities in China and want to gain first-hand information about the Chinese health food industry are sure to find the presentations insightful and engaging. The conference agenda will be released on the website in January 2017. Interested visitors may contact us to book a place.

Apart from the Nutraceutical Industry Development Conference, more on-site features will be confirmed and updated soon. For more information on HNC 2017, please visit www.hncexpo.com/en

About HNC

Organized by the China Chamber of Commerce for Import & Export of Medicines & Health Products and Shanghai UBM Sinoexpo International Exhibition Co.,Ltd., Healthplex Expo and Natural & Nutraceutical Products China is the best dedicated event in Asia, which gathers health food, traditional Chinese medicine, beauty products, health care products and third party services. HNC acts as a key meeting place for the industry colleagues to establish business relationship.

HNC is also an industry-chain expo co-located with Hi China, Fi Asia-China & Ni, Starch Expo, Expo FoodTec and CPhI China, which features health ingredients, food ingredients, starch products, food machinery and pharmaceutical ingredients, all under one roof.

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