

Where food and health meet



22-24 June 2020

NECC, Shanghai, China



Health ingredients
China
健康天然源



Food ingredients
Asia-China

PROPAK
CHINA

FOODPACK
CHINA



The perfect location is waiting for you



As the spearheading B2B trade show in China, Hi & Fi Asia-China combines the health and food ingredients industries. The 2020 edition will take place from 22-24 June in the NECC, Shanghai together with HNC, ProPak China & FoodPack and Starch Expo to bring you an extensive offering ranging from health & natural ingredients to food ingredients, beverage ingredients, starch ingredients, organic products, finished nutraceuticals, food packaging and processing solutions in one venue.

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We were very happy with the 2019 edition of Hi & Fi Asia-China in the new venue NECC. Feedback from exhibitors and visitors was very positive. It is clear that the market sees this event as the leading health industry event in the region.

Olav Masseling,
Brand Director,
Hi & Fi Asia-China



WHY EXHIBIT?

- ✓ Meet with **over 100,000 local and international** industry professionals across all co-located events
- ✓ **Be a part of** 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
- ✓ **Guaranteed ROI** by dedicated promotional support through extensive visitor campaigns

WHY HI & FI ASIA-CHINA 2020?

- ✓ Demand for international health supplements remains high – **over 50% of surveyed Chinese consumers** have purchased imported nutrition supplements
- ✓ 73% of Chinese consumers are **willing to pay more** for **healthier foods**
- ✓ Trade between the EU and China exceeds **€1 trillion a day**
- ✓ China is the **world's largest consumer market** and the most populous country, with a population of +1.4 billion

Learn more about Hi & Fi Asia-China:
www.figlobal.com/china

HI & FI ASIA-CHINA VISITOR FACTS



11.000+
expected
attendees



80
countries
represented



95%*
of surveyed
visitors plan to
attend next
year's edition

TOP 5 VISITORS*



*Hi & Fi Asia China 2019

HI & FI ASIA-CHINA EXHIBITOR FACTS



500+
expected
exhibitors



30.000+ m²
total exhibition
space



93%*
of exhibitors were
satisfied/ very
satisfied with Hi &
Fi Asia-China 2019

TOP 5 EXHIBITORS



SHOW CATEGORIES



**Health ingredients
China**
健康天然源

Hi China

A centralised hub
for health and
natural ingredient
suppliers



**Food ingredients
Asia-China**

Fi Asia-China

Meet and network
with leading food
and beverage
ingredients suppliers



HNC

Connect with suppliers of
healthy finished products,
dietary supplements, health
foods and functional foods

**PROPAK
CHINA**

**FOODPACK
CHINA**

ProPak China & FoodPack

China's premier
event for the
processing and
packaging
industries



Starch Expo

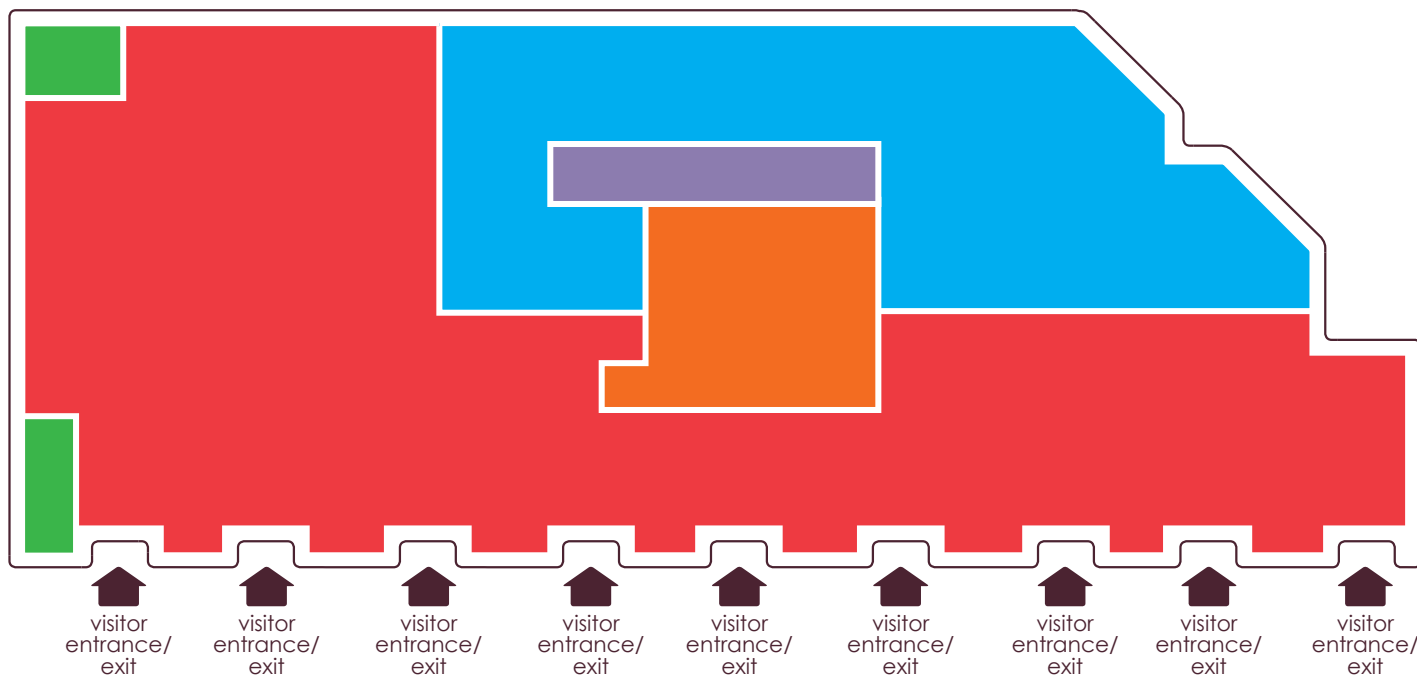
The most important
exhibition for
starch and starch
derivatives suppliers
in the Asia Pacific
region.





FLOORPLAN HI & FI ASIA-CHINA

22-24 June 2020
Shanghai, China



■ Health ingredients

■ China and Taiwan Pavillon

■ Food ingredients

■ Features

■ International Pavillon - Overseas

CONTACT

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LEARN MORE

Explore your opportunities
at Hi & Fi Asia-China 2020



Look for all upcoming events at figlobal.com. These events might be interesting for you:



Food ingredients
Vietnam

1-3 July 2020
Ho Chi Minh City, Vietnam



Food ingredients
Asia

9-11 September 2020
Jakarta, Indonesia