

Fast market developments call for one central sourcing platform

New venue for 2019 – We look forward to welcoming you to NECC Shanghai

19-21 June 2019, NECC, Shanghai

China is the world's largest food & beverage market, and one that continues to expand and grow year on year. By 2020, 75% of China's urban population are expected to be middle class, resulting in an increased demand for high quality diverse, food, beverage and health products. This continued growth in the Chinese market offers a wide variety of opportunities for both global suppliers and manufactures to tap into the Chinese market.

In addition, consumers are becoming increasingly health-conscious, leading to the food and health industry being more intertwined than ever before. In line with these market trends, we have therefore decided to create one exhibition **to cover products and services for the whole food & beverage value chain**, from raw ingredients to finished health food products. This will be achieved by once again co-locating Hi China and Fi Asia-China and co-locating these leading ingredient sourcing platforms with Health and Nutraceutical Products China (HNC), ProPak China and FoodPack and Starches Expo. Another change this year is that this new combination **will move venue and will take place from 19-21 June 2019 in the NECC, Shanghai.**

Olav Masseling, Brand Director UBM: "We are very excited about these changes to the event and these combined platforms will be the only event of this scale in China, bringing our exhibitors and visitors an extensive offering in health ingredients, food ingredients, nutraceuticals, supplements, natural ingredients, starch ingredients and packaging and processing solutions – all under one roof."

This combined platform is expecting to welcome **over 100,000 visitors** and **1,800+ exhibitors** over the course of three show days, all in one place. Alongside this, there will be a wide range of conferences and seminars to keep you up to date on the trends and developments in the ever-changing Chinese market.

A summary of what is on offer in each of the shows:

- **Hi China** | A centralised hub for health and natural ingredient suppliers
- **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's premier event for the processing and packaging industries
- **Starch Expo** | The place for starch and starch derivatives suppliers in the Asia Pacific region

Alongside this **CPhI and NEX**, will continue to take place in SNIEC, Shanghai from 18-20 June. Your registration for Hi & Fi Asia-China will also give you free access to these events, meaning **your one entry pass gives you free access to the entire Chinese food, health, pharma and nutraceuticals industries, over four days.** For anyone active in or interested in the Chinese food and pharma market, this is an opportunity not to miss out on.

Registration for Hi & Fi Asia-China is now open – secure your spot today at ubm.figlobal.com/china2019/press/



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Hi & Fi Asia-China is organised by UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organiser in the world. To learn more and for the latest news and information, visit www.ubm.com and www.informa.com.

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