

Fast market developments call for one central sourcing platform

We look forward to welcoming you to NECC Shanghai and online

23 - 25 June 2021, NECC, Shanghai

China is the world's largest food & beverage market, and one that continues to expand and grow year on year. This continued growth offers a wide variety of opportunities for both global suppliers and manufacturers 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 continued with one exhibition covering 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 Starch Expo. The event will take place from 23 -25 June 2021 in the NECC, Shanghai.

Along with the physical event, Hi & Fi Asia-China has launched a virtual platform for the second year. This virtual platform integrates the online exhibition and breaks down the physical restrictions imposed on international travel, enabling the industry to connect, source and learn through the range of virtual solutions on offer, including Digital Showroom, Import & Export Desk, Content Theatre, and Hosted Buyer Video Meeting.

This combined platform is expecting to welcome over 80,000 visitors and exhibitors over the course of three show days. 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 ingredients 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

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

https://jinshuju.net/f/odVbnM?x_field_1=website%20/



About Food ingredients Global –the trusted route to market since 1986

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.informa.com.

For further information on Hi & Fi Asia China or imagery, please contact:

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