



Health ingredients
China
健康天然源



Food ingredients
Asia-China



Hi & Fi Asia-China 2022



8-10 November 2022



SNIEC, Shanghai, China

Co-located with:



Organizer:



Why Hi & Fi Asia-China?

China: Still the world's growth engine after COVID- 19

In 2020 the COVID-19 pandemic changed the world and put tremendous pressure on economic and social development around the world. However, China first controlled the epidemic, and realized quick recovery of economy in May. Looking forward to the "Vision for 2035", the "14th Five-Year Plan" will play a critical role in China's economic transformation. In 2021, the economic growth rate will be up to 8.5%. In the next five to seven years, the average annual growth rate of China's economy will be around 5.5%, which means that China's economy will enter a new golden cycle of rapid growth from 2021.

Ingredients success in China: Huge potential for food ingredients suppliers

2022 will see significant changes at the frontline of food consumption. As demand for functional healthy Snacks soars, healthy sugar and womenomics gain popularity, followed by instant food of home-stay users, leading to some changes in the food ingredients industry. Hi & Fi Asia-China is a platform for showcasing a wide variety of food ingredients & health ingredients. We work with you to promote product innovation, build a large professional network and do business with potential customers.

China's one-stop shop for the food and health industry

Hi & Fi Asia-China, the leading event from Fi Global in China, is a platform for the latest food and health ingredients, technology, and industry insights. It will be co-located with Healthplex Expo, Natural & Nutraceutical Products China, International Plant-based Expo, Starch Expo and ProPak China, serving as one of the health & food events with striking influence in the Asia-Pacific region.

Welcome to Hi & Fi Asia-China 2022

Product categories



Health ingredients



Food ingredients



Functional raw materials and ingredients



Food additives



Natural ingredients



Food spices and flavours

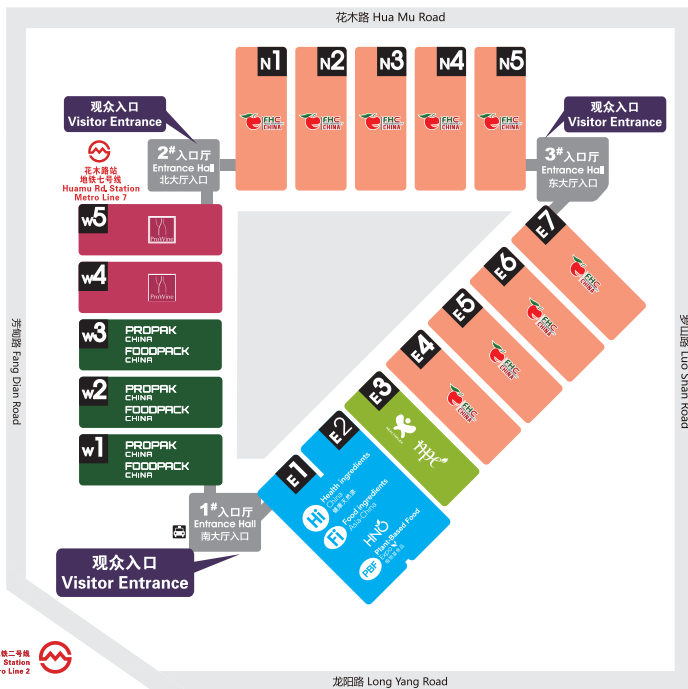


Beverage ingredients



Condiment

Hall Plan



Hall E1-E2 Hi & Fi Asia - China



Access to Chinese food & health ingredients market

Hall E2 Health Natural and Organic Food Expo International Plant-based Expo



New launch exhibition focusing on plant-based food and beverage.

Hall E3 Healthplex Expo | Natural & Nutraceutical Products China



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

Hall W1-W3 ProPak China



China's premier event for the processing and packaging industries.

Shanghai New International Expo Center
No.2345 Longyang Road, Pudong New District, Shanghai, China

Concurrently held:
26th Shanghai Global Food Trade Show, 2022 ProWine China

Show Highlights in 2022



Probiotics

Probiotics are extended to more fields

According to the data displayed in "Report on Operation Status and Investment Profit Forecast of Probiotic Industry in China 2020 to 2026", the Chinese market value of probiotics is expected to hit 89.6 billion yuan in 2022. With a top priority of Probiotics for Hi & Fi Asia-China, high-quality strains and applications of probiotics are followed by the debut of probiotic leading enterprises including Fonterra, Probi, Deerland and Sirio. Other than functional foods and health foods, applications in more fields such as complementary foods for infants, pet foods and cosmetics will appear.

Related event: China International Probiotics Industry Exchange Symposium

Advocate nature, plant-based foods

Cutting-edge companies of plant-based foods, including Oatly, OTA Planet, V2, Haofood, Plantag, HERO Protein, WOW Foods and Sulian, were present at the 2021 National Forum on Plant-based and Low GI Food Health, showcasing delicious plant-based foods & beverages. Plant-based proteins are increasingly used now, and in the process of developing food categories, more ingredients will take on new forms.

Related event:  **International Plant-based Foods Expo, Global Plant-based Foods Conference, Plant-based Foods Innovation and Development Forum**



Plant-based



Sports nutrition

Weight management and sports nutrition, easy to enjoy "thin"

As consumer groups of sports nutrition products gradually expand from core users to ordinary users and new consumers, it is estimated that by 2024, the domestic market of sports nutrition will hit nearly 7.3 billion yuan. More new ingredients are promoted by a variety of people, especially functional ingredients such as white kidney bean extract, L-L-carnitine, curcumin and elderberry enzyme.

Related event: Seminar on Ingredients and Regulations of Sports Nutrition Supplement



Taste and Calorie Reduction going hand-in-hand

Food is something to be enjoyed, and 'healthy' & 'tasty' need not be mutually exclusive. In 2022, the condiment industrial association will create a special area for the first time, where consumers can enjoy different condiments including low-calorie condiments, sauces and oils of natural ingredients.

Related event: Healthy Condiment Special Zone, Condiment Dealer Conference



Sugar reduction attracts attention

Innova's global consumer survey shows that 60% interviewees prefer low-sugar food. In addition, the average sugar content in soft drinks has been reduced significantly, and sugar reduced products will see a huge demand. The healthy sugar special zone will also move from innovation to standard for two consecutive years to explore more sugar substitute materials.

Related event: Sugar-free Exhibition Area, Mainstream Development Trend of Natural Sweetener Stevioside Summit

Delicious snacks, double joy

Data from iiMedia Research showed the compound annual growth rate of healthy snacks consumption on Taobao Live was 362% in 2020. Snacks are a way to satisfy the appetite, while also providing a pleasurable experience to people. With the rising demand for snacks, replacement snacks, snacks for oral gratification and functional snacks are entering the market. This results in a greater demand for food additives, food ingredients and functional ingredients.

Related event: Seminar on the New Trend of Snack Development

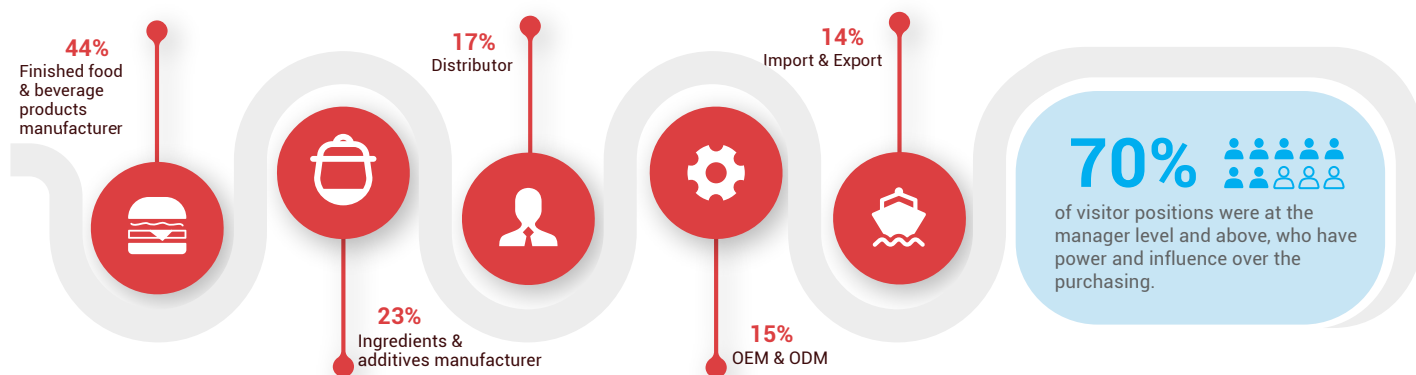


Some visitor numbers from Hi & Fi Asia-China 2021...

*based on 2021 onsite visitor survey



Top 5 Business Nature



Sample of buyers from Hi & Fi Asia-China 2021





What you can expect

■ Access

The leading platform for entering the world's largest F&B market.

■ Network

The combined one-stop platform allows you to network directly with HNC exhibitors (finished nutraceuticals) and ProPak China exhibitors (food processing and package).

■ Branding

Complimentary promotion opportunities for your company to the organizer's marketing channels, including e-newsletters, buyer guide, media coverages, website etc.

■ Learning

Hear from local authorities and international leading names to learn about the latest industry trends and the China's regulations and laws.

■ Matchmaking

Pre-arranged B2B meetings with buyers organised by our B2B experts.



Who will you meet at Hi & Fi Asia - China 2022



Buyers from
F&B industry



Finance and
investment



Channel
Agent



Visitors with
purchasing power



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What are you still waiting for?

Come and consult with our sales
experts who will give you
professional advice on exhibiting!

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