



Asia China



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# Hi & Fi Asia-China 2023

19-21 June 2023

NECC, Shanghai, China

Organizer:  **informa markets**



**sinsexpo**  
informa markets

Co-located with:



Where the tastemakers of the world create a world of taste

# Why Hi & Fi Asia-China?

## China: Still the world’s growth engine after COVID

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 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 2023.

## Ingredients success in China: Huge potential for food ingredients suppliers


2023 will see significant changes at the front line of food consumption. As demand for functional healthy snack and healthy sugar is rising, combined with the fact that many people start to realize the convenience of using instant food, the food ingredients industry is expected to undergo various changes and developments. Hi & Fi Asia-China is a platform for companies to showcase 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 2023


## Showcase Product Categories




Health ingredients




Food ingredients




Functional raw materials and ingredients




Food additives




Natural ingredients



Food spices and flavours

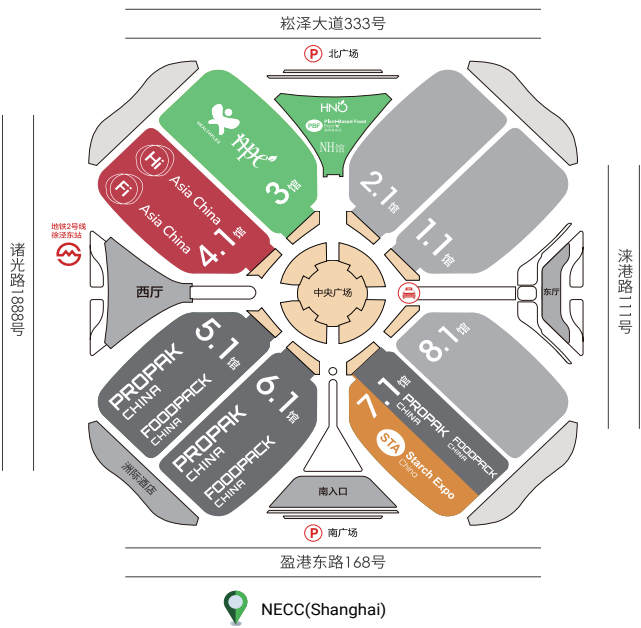


Beverage ingredients



Condiment

## Hall Plan



**Hall 4.1** Hi & Fi Asia- China

Hi Asia China Fi Asia China

**Hall NH** Healthplex Expo  
Natural & nutraceutical Products China

HNO Plant-Based Food Expo  
植物基食品

**Hall 3** Health Natural and Organic Food Expo  
International Plant - Based Food Expo

HEALTHPLEX npe

**Hall 7** Starch Expo

STA Starch Expo China

**Hall 5.1/6.1/7.1** ProPak China

PROPAK CHINA FOODPACK CHINA



# Show Highlights in 2023



## 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. 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

### Taste and Calorie Reduction going hand-in-hand

Food is meant to be enjoyed, and healthy and tasty options can co-exist. To support this belief, the condiment industrial association plans to introduce a new area in 2023 where consumers can explore and enjoy a variety of condiments. This special area will feature a selection of low-calorie condiments, sauces, and oils made from natural ingredients, providing options that are both delicious and nutritious.

**Related event:** Healthy Condiment Special Zone, Condiment Dealer Conference



### 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 being consumed at the moment, which helps develop more food categories and drive new forms of other ingredients.

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



### 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



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

As consumer groups of sports nutrition products gradually expand from core users to regular 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 different audiences, 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

### Biosynthetic technology is approaching

The concept of building a specialized "cell factory" has been developed, utilizing biosynthetic technology which encompasses various techniques such as genetic engineering, metabolic engineering, cell engineering, protein engineering, and more. These cutting-edge methods are leading a revolution in the food industry. Synthetic biology has already begun to make an impact in the field, such as artificial meat, artificial milk, and the creation of additives and flavorings. These developments have the potential to transform the food industry of additives and flavorings.

**Related event:** Alternative Protein Thematic Conference

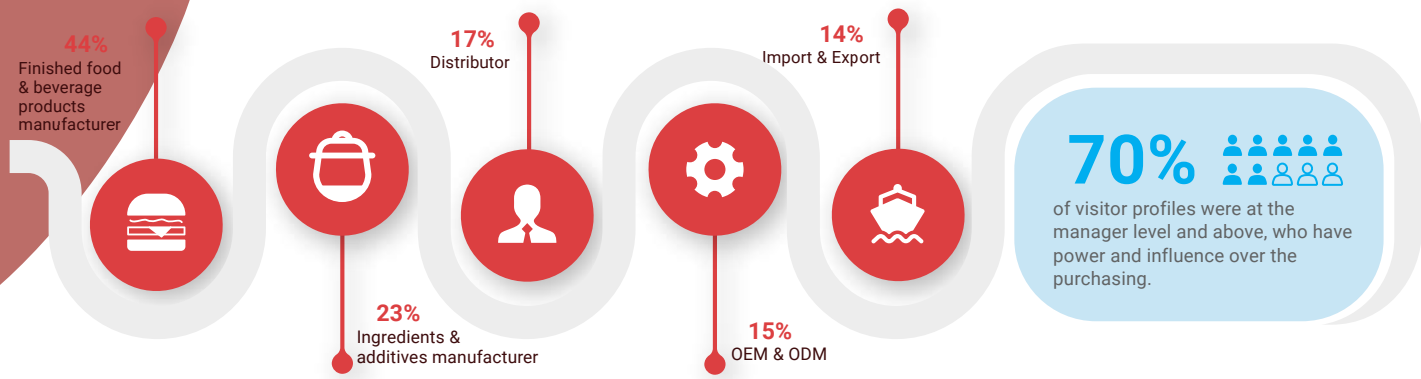


# Why Hi & Fi Asia- China?

\* based on 2021 onsite visitor survey



## Top 5 Business



## End Buyers we invited before



## What can you expect ?

- Access**  
The leading platform for entering into 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 opportunities for your company to the organiser'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 China's regulations and laws.



## China's New Entry Policy in 2023

- No nucleic acid tests for international arrivals.
- Travelers do not need to apply for a health code from Chinese embassies or consulates abroad.
- Passengers only need to declare health status on customs cards during the flight.





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## Join us at Hi & Fi Asia China 2023

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

### **Pan Asian**

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### **The rest of the world**

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