



Asia China



Asia China

Discover Hi & Fi Asia-China 2024

The most innovative ingredients & solutions from China and around the world

19-21 June 2024

National Exhibition and Convention Center Shanghai, China



Hi Asia China

4.1 Hall 馆

健康与营养保健品
Health & Nutraceutical
食品添加剂及配料
Food Additives & Ingredients

← Hall 3 馆

健康与营养保健品
Health & Nutraceutical

← 请前往NH馆参观

Hi Asia China Fi Asia China

健康天然原料、食品配料展

HNO 天然产品展 Plant Based Food 植物基展

← Hall 3 馆

健康与营养保健品
Health & Nutraceutical

Co-located with

PROPAK CHINA

FOODPACK CHINA



STA Starch Expo China

informa markets

Hi & Fi Asia-China 2024

Join us at Hi & Fi Asia-China, the leading global event for food ingredients professionals, where buyers and sellers come together to fuel innovation, forge new alliances, and expand their enterprises. Spanning the entire range of health, food, and beverage ingredients, Hi & Fi Asia-China provides exhibitors with a forward-thinking platform that empowers businesses to achieve their utmost potential. Don't miss the opportunity to be part of this dynamic event!

What can you expect from Hi & Fi Asia-China, together with 4 co-located shows?



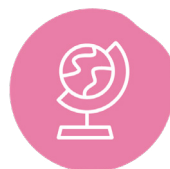
100,000+
visits



2,300+
exhibitors



170,000
SQM



115
countries



70%
C-suite visitors

Why should you exhibit?

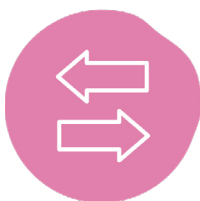
- Acquire new customers
- Showcase new technologies and solutions
- Nurture relationships with existing customers
- Establish a corporate PR/brand
- Present your products and offerings
- Develop your ideas and join themed discussions
- Stay updated on industry trends and gain insights into the Chinese market
- Engage with local market professionals / buyers in-person

Visitor Evaluation



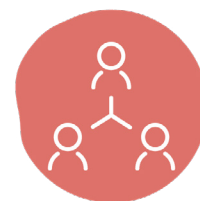
77%

were satisfied / very satisfied with Hi & Fi Asia-China 2023



80%

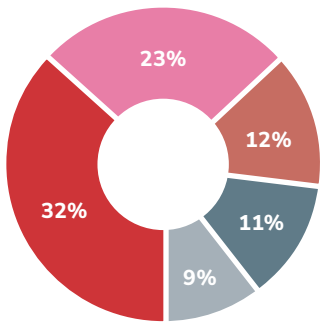
would like to attend Hi & Fi Asia-China 2024



90%

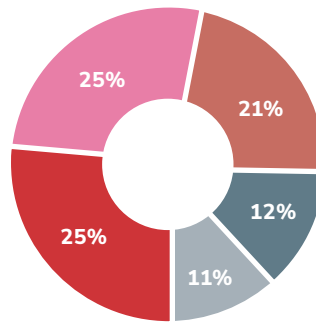
would recommend Hi & Fi Asia-China to industry friends or colleagues

Top 5 visitor profiles



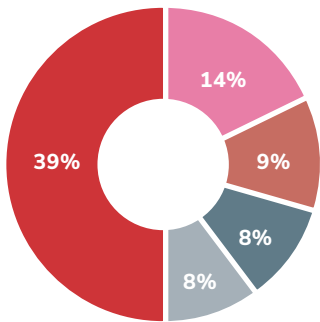
■ Purchasing	32%
■ Marketing	23%
■ Sales	12%
■ Product Development	11%
■ Distribution	9%

Top 5 visitor purposes



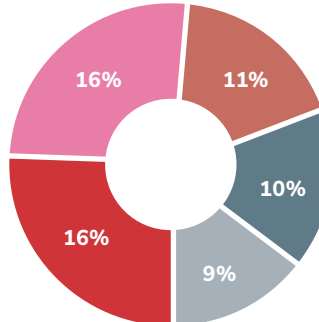
■ Finding new products and services	25%
■ Networking with peers/suppliers/customers	25%
■ Looking for new suppliers	21%
■ Exploring industry innovations	12%
■ Attending on-site meetings	11%

Top 5 visitor key business sector



■ Food & Beverage manufacturer	39%
■ Ingredients manufacturer processing	14%
■ Distributor	9%
■ Original Equipment Manufacturer	8%
■ Food safety quality and service	8%

Top 5 visitor interest



■ Ingredients/additives manufacturers	16%
■ Food service industry	16%
■ Beverage manufacturers	11%
■ Food manufacturers	10%
■ Original Equipment Manufacturer	9%





Key themes of Hi & Fi Asia-China

1. Probiotics in Focus: The Path to Growth

China's probiotic ingredients industry is on the rise, propelled by growing health consciousness and government initiatives. The market is expected to reach US\$735.0 million by 2033, with a 6.7% annual growth rate from 2023. In parallel, China's overall probiotics market is set to grow at a strong 12.23% yearly, reaching US\$20,835.868 million by 2027, up from US\$9,292.021 million in 2020. (Future Market Insights)

Relevant show feature: China International Probiotics Industry Exchange Seminar.

2. The Alternative Protein Era: Reshaping the Future of Food Technology

China has the largest meat substitutes market size of USD 2.13 billion, with a 20% compound annual growth rate (CAGR) predicted by 2027, with global players establishing manufacturing plants, and pushing for funding for start-ups. (Mintel)

Relevant show feature: Global Plant-Based Conference, Alternative Protein Industry Innovation and Development Forum.

Cooperation with institution/partners: China Plant-based Food Application Promotion Alliance of CFNA.

3. Pet Nutrition: Where Supply Meets Demand

China's overall pet food market grew from \$719 million to \$6.72 billion between 2010 and 2020. Euromonitor forecasts that in just 5 years, the industry will grow by 103%, from \$8.23 billion in 2021 to \$16.77 billion in 2025. This growth also creates a ripple effect, fostering positive developments that can benefit the human food market in China. (Euromonitor)

Relevant show features: Pet Nutrition Roadshow; New Pet Healthcare Ingredients Showcase Zone.

4. Nutricosmetics: A Period of Rapid Development

China is now the world's second-largest market and leads regional growth in Asia. China's cosmetics and personal care market is on track to reach a remarkable US\$78 billion by 2025, driving nearly 70 percent of the growth in the beauty and personal care in the APAC region. This development potentially benefits the broader human food market with new functional ingredients and healthier product formulations. (Statista Market Forecast)

Relevant show feature: Beauty Transformation Journey; Nutricosmetics Ingredients Trend Forum.

5. Agriculture Products: Quality Flavors, Authentic Origins

China has a large number of geographical landmark products with regional characteristics and quality such as unique regional products like Dragon Well tea from Hangzhou, showcasing regional quality that influences consumer preferences. This year, we aim to display and promote geographical indications of agricultural products and natural food ingredients across China.

Relevant show features: National Geographical Indication of Agricultural Products; Natural Food Ingredients Exhibition Area; China's Natural Food Ingredients Summit.

Cooperation with institution/partners: Shanghai Food Additives & Batching Association.


6. Beverage Ingredients: Revitalize, Refresh, Renew

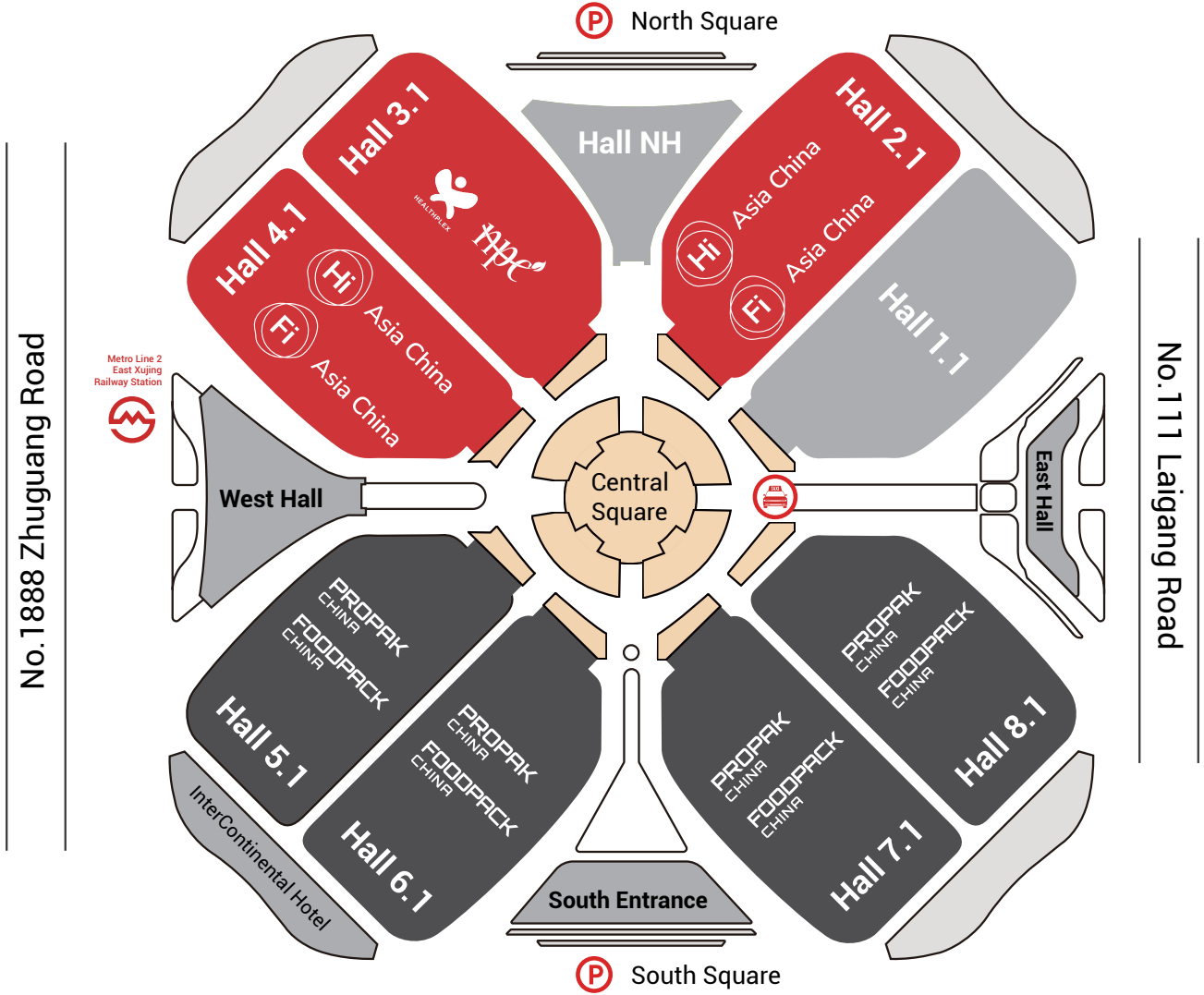
Revenue in the Chinese beverages market is projected to reach US\$69.15bn in 2023. Revenue is expected to show an annual growth rate (CAGR 2023-2027) of 9.91%, resulting in a projected market volume of US\$100.90bn by 2027. (Statista Market Forecast)

Relevant show feature: Beverage Association VIP Tour; Healthy Sugar Pavilion.

Cooperation with institution/partners: China Stevia Association.

NO.333 Songze Avenue

 North Square



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 **STA** Starch Expo China

Hall 2.1/ 3.1/ 4.1

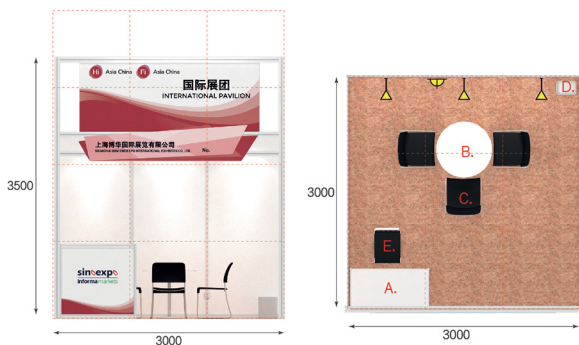
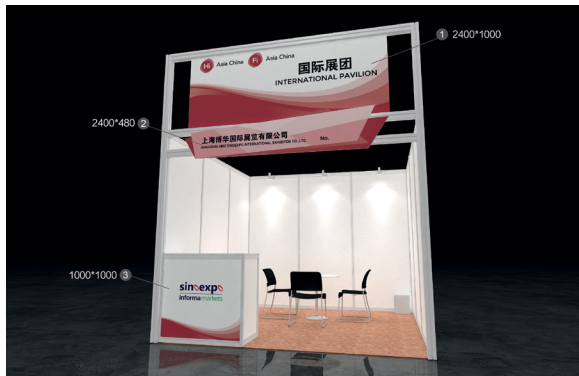
Hi & Fi Asia-China | Healthplex Expo | Natural & Nutraceutical Products China | Starch Expo

PROPAK CHINA **FOODPACK CHINA**

Hall 5.1/ 6.1/ 7.1/ 8.1

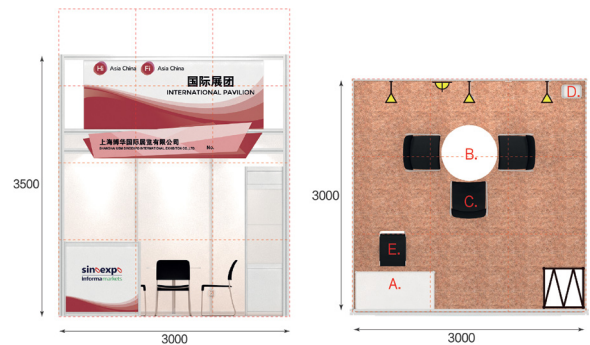
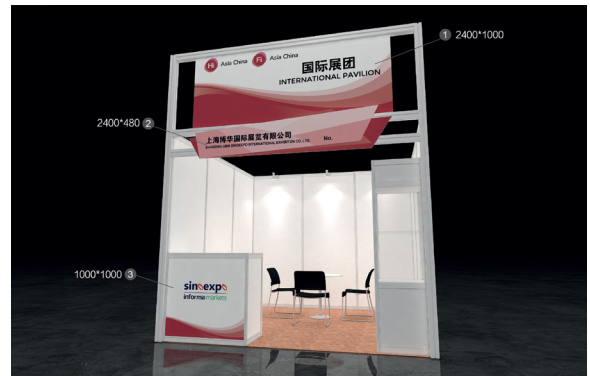
ProPak China & FoodPack China

Stand Packages and Pricing



Shell A (3000L * 3000W * 3500H mm)

- (A) Lockable Cupboard x1
1000L * 500W * 1000H mm
- (B) Round Table x1
660C * 780H mm
- (C) Black Leather Arm Chair x3
570W * 440D * 455H mm
- (D) Wastepaper Basket x1
250L * 170W * 290H mm
- (E) Bar Stool x1
460W * 400D * 455H mm
- Led Spotlight x3
- Power Socket x1
500W



Shell B (3000L * 3000W * 3500H mm)

- (A) Lockable Cupboard x1
1000L * 500W * 1000H mm
- (B) Round Table x1
660C * 780H mm
- (C) Black Leather Arm Chair x3
570W * 440D * 455H mm
- (D) Wastepaper Basket x1
250L * 170W * 290H mm
- (E) Bar Stool x1
460W * 400D * 455H mm
- Led Spotlight x3
- Power Socket x1
500W
- Tall Glass Showcase
500L * 500W * 2000H mm

Pricing

Stand Options	Unit Cost
Space only (under 30m ²)	US\$ 436
Space only (over 30m ²)	US\$ 400
Shell A	US\$ 515
Shell B	US\$ 535

Additional Fees

In addition to the Fees for the Space you acknowledge that participating at the Event will result in additional fees being charged to You by Organizer which include:

- Digital Product Solution-SJGLE (US\$ 604)
- Venue Service Fees US\$ 7.00/ m²
- Any other fees set out in the Event Manual

Digital Product Solution EN-SJGLE.COM serves as a comprehensive e-commerce B2B portal for the food processing and packaging, food ingredients, health, and nutraceutical industries. It provides Internet solutions to enterprises featuring e-shop, industry news, brand promotion, exhibition, video streaming, Online matchmaking and offline marketing services.

For more information, contact our support team at atcustomerservice@informa.com

*Where applicable You further acknowledge that participating at the event may result in certain Contractor fees being charged to you. please refer to the conditions for further details.



Connect with us



Contact us:

Pan-Asian

Vicky Peng

Tel: +86(0)2133392463

Email: vicky.peng@imsinoexpo.com



The rest of the world

Cathal O'Doherty

Tel: +31(0)643563796

Email: cathal.odoherty@informa.com



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