



INTERNATIONAL
BIRD'S NEST
EXPO 燕窝展

The 9th China (Guangzhou) International Bird's Nest Exhibition 2025

Co-located: The 33rd China (Guangzhou) International Health Industry Expo

12-14 June

2025

China Import and Export
Fair Complex

Organizers

Bird's Nest Branch of China Pharmaceutical Culture Society
International Bird's Nest Industry Alliance
Guangzhou Yi Fan Exhibition Co., Ltd.



As the continuing increase of people health awareness, beauty and health care have become the new consumption trend among young generations. Driven by the demand and product innovation, bird's nest has become one of the fastest growing category among Chinese tonics due to its advantages in health, beautifying and good taste. Data shows that the bird's nest market will be expected to raise 16.5% from 2022 to 2027, which significantly better than most food market segments. Nowadays, the consumption concept of wellness protection has become the core driving force of consumption for the main consumers born in the 90s and 95s. With the advent of the era of national health, the bird's nest consumer market will continue to maintain its popularity, maintaining rapid growth, it is expected that China's consumption of bird's nest products will reach 3,299.3 tons in 2027.

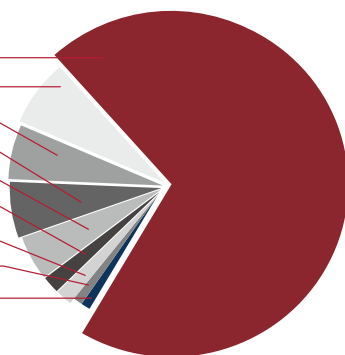
Why Exhibiting

- Holding with the 33rd China (Guangzhou) International Health Industry Expo (IHE 2025) at the same time, to create an authoritative and professional business procurement feast, and help exhibitors expand the market.
- Join hands with the International Bird's Nest Industry Alliance and the Bird's Nest Branch of China Pharmaceutical Culture Society, we will create an authoritative international bird's nest boutique exhibition in South China.
- Gathering advanced bird's nest brands from Indonesia, Malaysia, Singapore, Thailand, Vietnam, etc. to communicate the experts in the industry.
- Advertising by more than 300 professional media and 100 mass media, promoting your products widely.
- Telemarketing and email campaigns to 350,000 databases to ensure you connect to agent, import & export trading company, distributors, star hotel, coffee shop, catering, club, confinement center, etc.
- More than 20 high level forums and conference, providing innovative opportunities for your brand exposure and establishing sales channels.

2024 Facts and Figuresures

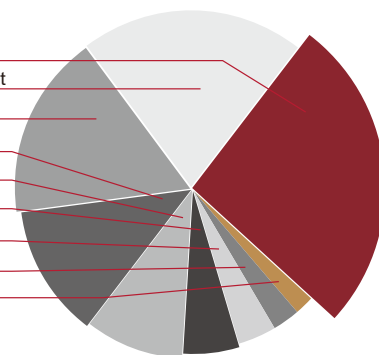
Visitors by Region

South China 68%
East China 8%
North China 6%
Central China 6%
Southwest China 5%
Northeast China 2%
Hong Kong, Macao and Taiwan 3%
Overseas 2%
Northwest China 1%



Title of Visitors

Distributors/Dealers 26%
Wholesaler/Agricultural products marke 24%
Supermarket/Chain store 17%
E-commerce/Community group buying 14%
Agricultural product processing factory 8%
Catering/Hotel 5%
Import & Export Trading Company 3%
Government/Association/Organization 2%
Others 1%



Renowned Brands and Pavilions



VIP Buyer Groups

Famous Chef Committee of China Cuisine Association
Guangdong Yangsheng Culture Association
GuangDong Food Circulate Association
Guangdong Organic Agriculture Association
Guangdong Province Guangning Tea Trade Association
Guangdong Province Sihui City Food Industry Association
Guangdong Healthy Diet Culture Association
Guangzhou TV "Meeting Quality Ingredients" Catering Procurement Group
Guangzhou Food Enterprises Association
Guangzhou Area Food and Drink Trade Association
Guangzhou Panyu Restaurant & Catering Association
Guangzhou Yuexiu Restaurant & Catering Association
Guangzhou 007 Culinary Elite Association
Guangzhou Nansha Food Industry Association
Guangzhou Panyu Food and Beverage Chamber of Commerce
Guangzhou Liwan Alcohol Industry Association
Guangzhou Baiyun Food Industry Association
Guangzhou Huadu Distinct Catering and Hotel Association

Shenzhen Organic Products Industry Association
Foshan Shunde Longjiang Catering Industry Association
Foshan Shunde Jun'an Catering Industry Association
FOSHAN HOTEL THE SAME TERAD OR BUSINESS CHAMBER OF COMMERCE
Foshan Nanhai District Catering Industry Association
Foshan Gaoming Dining Profession Association
Foshan Nanhai District Le Cong Food Association
FOSHAN SHUNDE RONGGUI RESTAURANT ASSOCIATION
Foshan Daliang Food & Tourism Promotion Association
FOSHAN SHUNDE XINGTAN DIETARY ASSOCIATION
FOSHAN SHUNDE DIETETIC ASSOCIATION
THE ASSOCIATION OF HOTEL, FOOD & BEVERAGE ZHANQING
Heshan City Catering Industry Association
Jiangmen Cuisine Association
Zhongshan Cuisine Association
QINGYUAN FOOD CULTURE INDUSTRY ASSOCIATION
The Chef Association of Zhuhai

Key Buyers

The exhibition has deepened its national sales network and will invite food and health product distributors, traders, retailers, pharmacies, chain supermarkets, hotels and restaurants and other buyers with bulk purchasing intentions to attend the event to conduct one-on-one precise business negotiations with enterprises. Meanwhile, the exhibition also aggregates new retail channels such as e-commerce, community/community retail, WeChat merchants, franchisees, etc., to expand sales channels for enterprises in an all-round and multi-level manner.



Exhibitor Testimonials

At this year's exhibition, we brought our company's new products, nutrition and healthy food a series of products. During the exhibition, our products were loved by professional buyers coming around the world. We have established contact with many new customers and reached intention orders with some potential customers. Thanks very much for the active preparation and meticulous organization of the organizer committee!
——Bing Xie, vice president of Guangzhou Dofoln Health Industry Group Co., Ltd.

The exhibition showed a high quality, which is mainly reflected in the perfect event management and accurate invitation to the buyers from the organizer. We have met many professional buyers in the exhibition, and we can clearly feel the high quality and kindness from them through the communication. We can't appreciate more to the organizer!
——President Qian, HONG KONG ZANCY ENTERPRISE DEVELOPMENT CO., LTD.

Currently Events

Hosted by the Bird's Nest Branch of China Pharmaceutical Culture Society, multiple meetings including The 5th Bird's Nest Culture Academic Exchange Summit Forum, conference on the research results of the Special Project on Trace Element Composition of Bird's Nest and its Functions on Human Body and the Opening Ceremony of Bird's Nest Education and Training Center were successfully held, which brought new opportunities and hope for the difficult times of the industry development. The event kept bringing professional contents and high-lighted words, attracting many audiences to stop by.



Exhibit Category

Original imported bird's nest, dried bird's nest, bird's nest slices, instant bird's nest, bird's nest series products, bird's nest deep-processing products, bird's nest deep-processing technology and equipment, nourishing health products, nutritional health food, natural herbs, medicinal food, beauty food and beverages, etc.

Stand Prices & Facilities



Stand Type/Price
Raw space
USD 330/sqm

Facilities
Location close to the entrance
/exit or main corridor
Exhibitors bear the cost of
booth construction



Stand Type/Price
Premium booth with
one side open
USD 3,608/9sqm

Premium booth with corner
USD 3,968/9sqm

Facilities
3mX3mX3.5m(H)
1 information counter
1 display cabinet
1 meeting table
4 chairs

1 dustbin
Carpet
1 electric socket (220v and 500w)



Standard booth with
one side open
USD 2,500/9sqm

Standard booth with corner
USD 2,750/9sqm

Facilities
3mX3mX2.5m(H)
1 information counter
2 chairs
2 fluorescent lamps

1 dustbin
Carpet
1 electric socket (220v and 500w)



Visitor Guide Ad.:

Front cover USD4,600
Title page USD2,300
The third front page USD2,000
Inside color page USD1,000

Back cover USD4,300
The second front page USD2,000
Inside specified color page USD1,200

Other Advertisement:

Exhibitor badge(single page) USD5,000/per Color printing
Visitor badge(single page) USD8,400/per Color printing
Gift bag(single color printing) USD3,400/2000 bags
Visiting Ticket Back Adv.(single page) USD850/5000 pieces
Visiting invitation letter (back cover) USD1,650/2000 pieces
Visitors/Exhibitors Badge Rope Adv.(Logo Single Face)

E-Exhibition Catalog: inside color page USD1000

Product Introduction Meeting:

Exhibitors USD1,800/Session(30 mins)
Non-Exhibitors USD3,600/Session(30 mins)
Appoint hours should be charged USD1,000
Ground Stickers USD1,000 (Please contact us for more information.)

Contact Us

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