



INTERNATIONAL
Maternal & Child Health
EXPO 妇幼健康展

2025 China (Guangzhou) International Maternal & Child Health Exhibition

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

12-14 June
2025

China Import and Export
Fair Complex

Organizer

China Centre for Promoting SME Cooperation and Development
Health Digital Development Alliance
Chinese Health Association
China Aging Development Foundation
Chinese Aging Well Association
China National Health Association
National Medicine Communication & Cooperation Work Committee
World Federation of Chinese Medicine Societies
Bird's Nest Branch of China Pharmaceutical Culture Society
GuangDong Health Care Association
Maternal and Child Care Industry Branch of GuangDong Health Care Association

Host/Organizer

Guangzhou Yi Fan Exhibition Co., Ltd.



Co-organizer

Society of Importers and Manufacturers of Medical & Allied Products (SIMAP)
Asian Federation of Societies for Lactic Acid Bacteria (AFSLAB)
Returned Talent Commission of Guangdong Teochow Overseas Friendship Union
Guangdong Pharmaceutical Retail Industry Association
Guangdong Cross-border E-commerce Industry Association
Pro-Biotic & Dairy Product Commission of Guang Dong Institute of Food Science and Technology
Yunnan Health Food Industry Association
Shandong Health Food Industry Association
Shenzhen Association of Pharmaceutical Commerce
Zhuhai Pharmaceutical Circulation Industry Association
Foshan Shunde Medical And Health Chamber
Traditional Chinese Medicine Science and Technology Industrial Park of Co-operation between Guangdong and Macao
Guangdong Health Care Culture Association
Guangdong National Medicine Association
Guangdong Province Industrial Park Association
International Bird's Nest Industry Alliance

Market Expectation



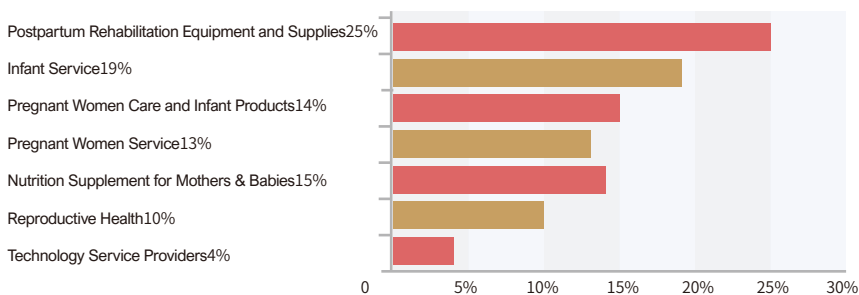
It is expected that China's confinement center industry will maintain a high-speed development at an average annual compound growth rate of 17%, and by 2023, the market size is expected to exceed 20 billion yuan. At present, most postpartum care institutions are chain-based. In the future, we expect that postpartum rehabilitation centers will develop in a diversified direction, gradually cooperate with other maternal and child platforms, and divert traffic to maternal and child platforms.

With the development of China's economy, the market demand for high-end services is also increasing, and there is huge market development potential for providing high-end maternal and child health care services. The 2025 Guangzhou International Maternal and Child Health Industry Expo will be held in Guangzhou from June 12 to 14, 2025. This exhibition will carry a full-category, high-quality and diversified exhibition display of the maternal and child health industry, with efficient and convenient production and sales matching, professional and accurate buyers invitations, and extensive and in-depth publicity and promotion. It will help the majority of merchants to deeply cultivate the maternal and child health track, create a brand image, grasp the industry trend, and win the future together.

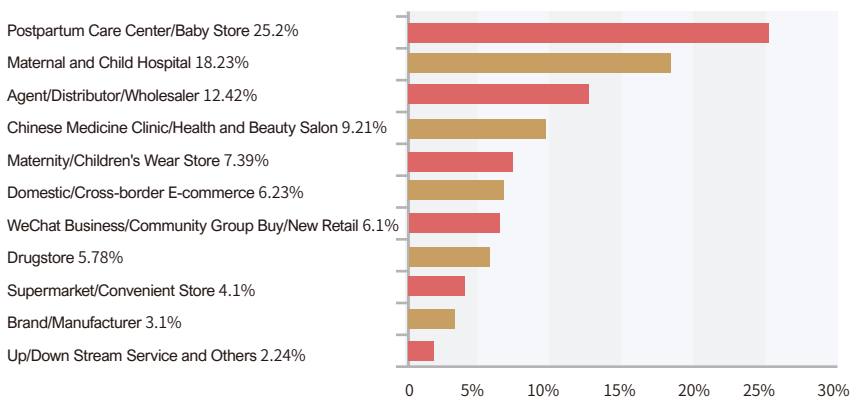
Why Exhibiting

- ◆ A high-level annual event of maternal and child health care industry, attended by experts, scholars, industry veterans and media from home and abroad. Together they will share the hot spots and trends of the industry market, provide opportunities to study and communicate with each other, and promote the development of the maternal and child health care industry harmoniously and steady.
- ◆ Engage the new technology and products, we will build a complete trade service chain to achieve efficient communication and cooperation at all ends of the industry, relying on diversified business resources covering channel dealers, terminal purchasers, and professional service providers, as well as the strong support of domestic and foreign industry associations and organizations.
- ◆ Holding with the 33rd China (Guangzhou) International Health Industry Expo (IHE 2025) at the same time, sharing high-quality resources of the health industry, build a comprehensive maternal and child health exchange platform, open up the entire Chinese maternal and child health industry chain, and expand global procurement channels for the Chinese maternal and child health market.
- ◆ Advertising by more than 300 professional media and 100 mass media, promoting your products widely.

Gathering Popular Products, Highly Sought After by the Buyers



80% of the Buyers Take Deals, Make Your Business Fast and Easy



Purpose of Visit



Exhibits Category

Maternal and child health care and postpartum services	Postpartum care center, postpartum recovery center, pediatric massage, traditional Chinese medicine care, recreational franchise, pregnant mother yoga center, etc.
Maternal and child health products	Maternity wear, belly bands, breast pumps, maternity pads, breast care, breastfeeding care products, fetal heart rate monitors, health care products, baby functional diapers, functional clothing, jaundice monitors, medicated bath products, diaper creams, newborn care products, etc.
Maternal and child nutrition/health food	Tonics for delivery and after delivery, confinement meals, health supplements, folic acid, multivitamins, DHA, breast milk nutrition, bird's nest, vitamin drops, probiotics, milk powder, complementary foods, etc.
Postpartum rehabilitation equipment and product	Pelvic floor rehabilitation therapy device, postpartum rehabilitation therapy device, breast milk analyzer, pelvic floor repair device, pelvic floor muscle treatment probe, stretch mark repair product, postpartum repair cream, etc.
Reproductive Health	Intimate care, gynecological perineal cleaning and care products, medical-grade sanitary napkins, manufacturers and brands of assisted reproductive related equipment, software platforms and consumables, eugenics preparation products, etc.
Technology & Service Provider	Design, postpartum rehabilitation management software, platform and marketing solutions, professional management system for confinement centers, talent training and entrepreneurship platform institutions or enterprises, etc.

Concurrent Events

Guangzhou International Maternal and Child Health Industry Summit Forum

This forum will present the current development status of China's maternal and infant health industry in an all-round and three-dimensional way through the five-in-one "forum discussion + new product display + precise docking + scene experience + online cloud exhibition". The organizer invited experts in the maternal and infant health industry to take the pulse of industry trends, discuss channel models, analyze new marketing characteristics, deconstruct new consumer groups, explore the future development direction of the maternal and infant health industry, seize industry development opportunities, explore industry value depressions, and empower new dynamics, new trends, and new models in the maternal and infant industry.

The Main Topics of the Forum

- (1) Postpartum care center transformation
- (2) Maternal and Child Health Development Opportunities Under the Three-child Policy
- (3) Standardization of Maternal and Child Services Empowers Industry Development
- (4) New Trends in Postpartum Recovery (Roundtable Discussion)



The First Pregnancy, Infants and Children Organic Food Health and Safety Innovation and Development Summit 2024—Launch Ceremony of the "Baby Tasty" Organic Life Platform in the Maternal and Child Industry






This forum is jointly organized by the Guangdong Organic Agriculture Association and the Guangdong Maternity, Baby and Children's Products and Services Association, with a focus on organic ingredients and food health. It is guided by the special group of pregnant, baby and children, and has the theme of "paying attention to the health and safety of pregnant, baby and children's food". Experts and enterprises from the government, universities and various industries have exchanged and discussed ideas. This forum has brought many new perspectives, ideas, and opportunities that are conducive to the development of the organic product industry to many companies that produce and sell organic products. It has given us a clearer understanding of the path of empowering the development of the entire industry chain for pregnant women, infants, and children, and has also given many participants and practitioners in the organic industry more confidence in the future.

Meiha Medicine Group - Private Care Products Industry Development Trend Sharing & Exchange Conference

Hosted by Meihua Medicine Group, Mr. Huang Yikai, President of Meihua Pharmaceutical Group, delivered a wonderful speech. He shared his views on the future development of the private care industry and the importance of the role of Meihua Pharmaceutical Group in the field of reproductive health. He emphasized the necessity of innovation and technology in the field of reproductive health, so that everyone can pay more attention to women's private care health. At the meeting, industry experts and participating guests had in-depth exchanges and jointly explored new paths to promote the development of the reproductive health industry!



Stand Prices & Facilities

	<p>Raw space USD 330/sqm</p>	<p>Facilities Location close to the entrance /exit or main corridor Exhibitors bear the cost of booth construction</p>
	<p>Premium booth with one side open USD 3,608/9sqm</p>	<p>Facilities 3mX3mX3.5m(H) 1 information counter 1 display cabinet 1 meeting table 4 chairs 1 dustbin Carpet 1 electric socket (220v and 500w)</p>
	<p>Premium booth with corner USD 3,968/9sqm</p>	
	<p>Standard booth with one side open USD 2,500/9sqm</p>	<p>Facilities 3mX3mX2.5m(H) 1 information counter 2 chairs 2 fluorescent lamps 1 dustbin Carpet 1 electric socket (220v and 500w)</p>
	<p>Standard booth with corner USD 2,750/9sqm</p>	

Visitor Guide Ad.

Front cover	USD4,600	The third front page	USD2,000
Back cover	USD4,300	Inside specified color page	USD1,200
Title page cover	USD2,300	Inside color page	USD1,000
The second front page	USD2,000		

Other Advertisement

Exhibitor badge	(single page)	USD5,000/per Color printing
Visitor badge	(single page)	8,400/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
Ground Stickers		USD 1,000/per
Visitors/Exhibitors Badge Rope Adv. (Logo Single Face)		

Product Introduction Meeting

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

E-Exhibition Catalog: inside color page USD1000

Contact Us

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