



INTER  
HEALTH  
EXPO 大健康展



INTERNATIONAL  
HEALTHY FOOD & ORGANIC PRODUCTS  
EXPO 高端健康食品展

# The 24<sup>th</sup> China (Guangzhou) International Nutrition Healthy Food and Organic Products Exhibition 2025



**12-14 June  
2025**

**China Import and  
Export Fair Complex**

**CO-LOCATED  
EVENTS**



## Organizer

Guangzhou Yi Fan Exhibition Co., Ltd



## Co-organizers

China Centre for Promoting SME Cooperation and Development  
China Chamber of Commerce of Import & Export of Foodstuffs, Native Produce & Animal By-Products (CFNA)  
China National Health Association  
International Federation of Organic Agriculture Movements (IFOAM)  
Guangdong Organic Agriculture Association  
Guangdong Food Circulation Association  
Guangdong Healthcare Industry Association



With the continuous deepening of national health awareness, the concept of nutrition, health and wellness continues to penetrate the hearts of the people. This will provide a strong driving force for the development of the nutrition, organic, and healthy food markets. In the future, the main force of health consumption in China, with young consumers as the main body, and over 290 million elderly people aged 60 and above, will release a huge demand for healthy, organic, and health food consumption, promoting the sustained growth of consumption in the nutrition, organic, and health food industry. According to data, the global market size for nutritious and healthy foods in 2023 is approximately 180 billion US dollars, of which the Chinese market size is about 600 billion yuan, and the growth rate of the Chinese market ranks among the top in the global market. Driven by the "Healthy China" strategy and high-quality development of the national economy, China's nutritional, organic, and healthy foods will have considerable market growth potential.

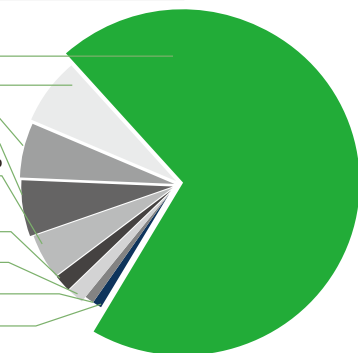
## Why Exhibiting?

- By setting up an exhibition and exchange platform, new technologies and new achievements will appear in a centralized manner, and in-depth exchanges and negotiations will be held on site to help enterprises find a blue ocean in the market.
- 3-day exhibition and 365 day uninterrupted promotion. The exhibition was deeply reported by dozens of professional media. The association's self media precision marketing, online and offline, soft and hard combination, and the exhibition information and Exhibition dynamics were effectively released before, during and after the exhibition, reaching the industry elite. Many free publicity channels and value-added services to maximize exhibitors' brand exposure and Exhibition revenue.
- Focusing on the future, the exhibition always adheres to technology oriented and innovation driven industry development. Supporting industry brand event, each exhibition will carry out wonderful simultaneous activities with high industry participation, great influence and rich pragmatism, sort out industry development problems and look forward to industry development trends
- According to specific needs, conduct one-to-one invitation to exhibitors and targeted business matching for audience buyers with procurement plans, accurately grasp the needs through effective communication before the exhibition, and improve the on-site work efficiency and business success probability of exhibitors and visitors.

## 2024 Facts and Figures

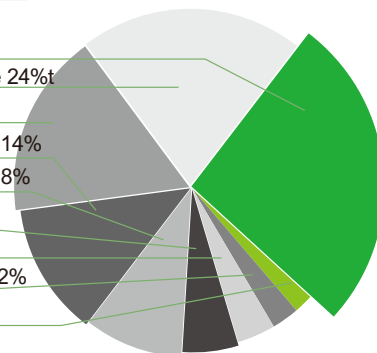
### Visitors by Region

South China 67%  
East China 8%  
North China 6%  
Central China 6%  
Southwest China 5%  
Hong Kong, Macao and Taiwan 3%  
Northeast China 2%  
Overseas 2%  
Northwest China 1%



### Title of Visitors

Distributors/Dealers 26%  
Wholesaler/Agricultural products market 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



### Exhibitor reviews

Glad to be here as an exhibitor! Pura Pharm established in 1998, has a history of 26 years. We listed in Hong Kong in 2015, and currently the group's layout is a traditional Chinese medicine company with full industry chain. This time we bring our main products, such as formula granule products, which are one of the six enterprises authorized license by our country and the only overseas enterprise. IHE CHINA is a significant expo in health industry, it's an important trade show that we should participate.

—Wangjun Hao, Pura Pharm

Vitux AS is a Norwegian contract manufacturer for the patented dosage form ConCordix Smart Chews. It was our first time at the IHE China 2024 and we were pleased with the good organization of the expo team. The quality discussions with many interesting companies and people from the food supplements industry showed us that we want to further expand our presence at trade fairs in China and consider coming back to Guangzhou next year.

—Wangjun Hao, Pura Pharm



## VIP Buyer Groups

Professional Committee of famous chefs of China Cuisine Association  
Guangdong Health Culture Association  
Guangdong Food Circulate Association  
Guangdong Organic Agriculture Association  
Guangdong Guangning Tea Chamber of Commerce  
Guangdong Sihui Catering Industry Association  
Guangdong Health Diet Culture Association  
Guangzhou TV Food and Beverage Purchasing Group  
Guangzhou Association of Food Enterprises  
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

## Key buyers include...

The exhibition deeply cultivate the national sales network and invite food and health product distributors, traders, retailers, pharmacies, chain supermarkets, hotels, catering and other buyers with bulk purchasing intentions to attend and conduct one-on-one precise business negotiations with enterprises. At the same time, the exhibition also brought together new retail channels such as e-commerce, community/community retail, WeChat business, and franchisees, providing enterprises with comprehensive and multi-level opportunities to expand their sales channels.



## Conference and special events

### 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.



### Healthy Catering High Quality Development Conference 2024—Award Ceremony for "Commended Healthy Catering Restaurants"

The conference guided by the Guangdong Health Food Culture Association, hosted by the Guangdong Health Culture Association and Yifan Exhibition, and organized by the TV program team of "Top Chef Meet Good Food", the program mainly focuses on helping catering enterprises, restaurants, and food shops grasp the current trend of health, promoting green and healthy ingredients such as grain, oil, staple food, miscellaneous grains, vegetables, and meat, and popularizing healthy and scientific cooking and eating styles.

### The 3<sup>rd</sup> International Food Health-preserving & Dietary Therapy Seminar-Health Industry Empowerment Summit

In the current era of big health, people have moved towards an "active health" lifestyle, and the awareness of early health preservation is gradually strengthening. In order to deeply explore and share the latest development trends, industry dynamics, and future development directions of the health industry. This conference is rich in content, with industry experts gathering together to promote the high-quality development of the food and dietary therapy industry, injecting new vitality into the health of the whole nation.





### Hebei Brand Agricultural Products (Guangzhou) Special Promotion Conference

Hosted by the Department of Agriculture and Rural Affairs of Hebei Province and undertaken by the Agriculture and Rural Bureau of Xingtai City. A total of 36 enterprises participated in the exhibition with over 150 high-quality agricultural products, focusing on promoting Hebei's characteristic agricultural products. This event not only showcases the excellent quality and brand strength of agricultural products in Hebei Province, but also provides new opportunities for Hebei agricultural product enterprises to explore domestic and international markets and expand sales channels.

## Exhibits Categories

<b>Nutrition &amp; Supplement</b>	Nutritional supplements, dietary supplement, nutrition-intensified food, sports nutrition food, rehabilitation nutrition, vitamin, mineral- enriched food, medical food, etc.
<b>Functional Ingredient</b>	Natural raw materials and auxiliary materials, original ecological supplies, ecological raw materials and auxiliary materials, etc.
<b>Healthy Food &amp; Beverage</b>	Functional food, super food, herbal products, plant based food, special diet, bee products, healthy snacks, healthy tea, healthy juices, healthy bottled water, healthy wine, gluten-free foods, low-fat foods, etc.
<b>Organic Products</b>	Organic fruit & vegetable, organic rice & oil, organic grains, organic tea & herbal, organic beverage & drink, organic wine, vegetarian diet, organic dairy and milk, organic maternal & child products, pet foods & healthcare, organic wash supplies, organic baby products, organic clothing, fabrics & textiles, organic farm & restaurant, etc.
<b>Natural Agro-food</b>	100% Nature egg, meat, milk, dairy, tea, coffee, juice, jam, honey, canned food, spice, sauce, dried fruit, nut, etc.
<b>Probiotics &amp; Enzyme</b>	Prebiotic products, probiotics products, enzyme Products, probiotics beauty products, etc.
<b>Natural Beauty &amp; Wellness</b>	Nature cosmetics, natural face & skincare, natural body care products, natural haircare, essential oils, men's grooming, dental products, beauty supplies & equipment, spa / salon equipment & supplies, 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)

	<p><b>Visitor Guide Ad.:</b>            Front cover USD4,600            Title page USD2,300            The third front page USD2,000            Inside color page USD1,000</p> <p><b>Other Advertisement:</b>            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)</p> <p><b>E-Exhibition Catalog:</b> inside color page USD1000</p> <p><b>Product Introduction Meeting:</b>            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.)</p>	<p>Back cover USD4,300            The second front page USD2,000            Inside specified color page USD1,200</p>
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## Contact Us

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