

2025 Sanya International Health Industry Expo & Medical Tourism Exhibition

Date: March 14-16, 2025

Venue: Mangrove Tree Convention Center, Sanya



Guiding Units:

National Health Commission of the People's Republic of China
National Administration of Traditional Chinese Medicine
Hainan Health Commission

Supporting Units:

Accounting Society For Foreign Economic Relations & Trade of China, ASFETC
Chinese Health Association
Chinese Aging Well Association
China National Health Association

Host Units:

Organizing Committee of the Excellent Traditional Chinese Culture in Yazhou
Health Commission of Sanya
Sanya Administration of Traditional Chinese Medicine
China Centre for Promoting SME Cooperation and Development
Sanya Think Tank (in Preparation)
Digital Health Development Alliance

Organizer:

Guangzhou Yi Fan Exhibition Co.,Ltd.

(The above rankings are in no particular order.)

Exhibition Background

China is the world's second-largest economy, with a massive consumer market of over 1.4 billion people. In recent years, China has been actively promoting the development of the health consumption market, and the demand for health-related products and services among Chinese residents has been growing rapidly. According to forecasts from Chinese health authorities, by 2030, the scale of China's health market is expected to reach 16 trillion RMB, positioning it among the leading health markets globally in both market size and prospects.

Hainan Province is currently China's only provincial-level free trade port. Leveraging the pioneering policies of the free trade port, overseas enterprises will gain unique opportunities to quickly access the Chinese market. The Chinese government has introduced several policies to support the development of Hainan's free trade port, including the "Notice on Promoting Trade Liberalization and Facilitation in Hainan Free Trade Port," the "Notice on the Zero Tariff Policy for Drugs and Medical Devices in Hainan Free Trade Port," and the "Pilot Policy for Special Food Registration in Boao Lecheng International Medical Tourism Pilot Zone." These policies provide various supports, such as tariff exemptions, market access, product registration, fast customs clearance, and financial subsidies, to help overseas companies quickly enter the Chinese market through Hainan.

Sanya, an important city in southern Hainan, has a broad health industry sector encompassing key areas such as nutritional supplements, health foods, medical tourism, and elderly care. The 2025 Sanya International Health Industry Expo and Medical Tourism Exhibition will be held from March 14-16, 2025, at the Sanya Mangrove International Exhibition Center in Hainan. The event will leverage the advantages of the Hainan Free Trade Port and invite many key buyers, sales channels, and consumers from China's health consumption market to visit and make purchases. The exhibition aims to create a platform that integrates four major functions: production and sales connection, trade transactions, international cooperation, and customer expansion. It will help overseas enterprises tap into business opportunities in China's health consumption market and accelerate the entry of overseas health products into the Chinese market.

Exhibition Venue Introduction

The Sanya Mangrove International Convention and Exhibition Center is located within the Mangrove Tree Resort World at Sanya Bay and is the largest convention and exhibition venue in Sanya. It boasts convenient transportation, situated just 6.4 kilometers from Phoenix International Airport, 2.6 kilometers from the railway station, and approximately 2 kilometers from the seafront. The center features expansive facilities and comprehensive hardware capabilities.

The convention and exhibition center spans three floors with a total area of 33,000 square meters, including a 12,000-square-meter indoor exhibition hall. Its largest hall can accommodate conferences of up to 5,000 attendees. Furthermore, through flexible partitioning and configuration, the center can simultaneously host two separate conferences, each for up to 2,000 participants, catering to diverse event needs.



Why Exhibit

Tap into China's 16 Trillion RMB Health Consumption Market	Quick Access to the Chinese Market through Hainan	Attracting a Wide Range of Domestic and International Buyers
<p>With the continuous rise in income levels among Chinese residents, China's health consumption market has experienced significant growth. Health consumption has now become a new habit for a large segment of Chinese consumers. According to forecasts by Chinese health authorities, by 2030, the health consumption market in China is expected to reach 16 trillion RMB, covering a wide range of sectors including nutritional supplements, health foods, medical tourism, elderly care, smart devices, anti-aging, and beauty.</p>	<p>The Hainan Free Trade Port offers overseas companies several preferential policies such as tariff reductions, market access, product registration, fast customs clearance, and financial subsidies. By participating in the exhibition in Hainan (Sanya), overseas companies will benefit from these policies, enabling them to rapidly enter the Chinese market and seize the business opportunities arising from the growth of China's health consumption market.</p>	<p>The exhibition is designed to accurately analyze the procurement and consumer demands of China's health market. It will invite a broad spectrum of professional buyers, including hospitals and medical institutions, chain pharmacies, elderly care centers, maternity and postnatal care centers, supermarkets, cross-border e-commerce platforms, distributors, and international traders. This will help exhibitors explore new market channels and opportunities, creating an authoritative international health and wellness exhibition.</p>



Exhibition Highlights

- 1** Location and Policy Advantages: Leveraging the strategic position of the Hainan Free Trade Port to create a professional and international procurement event, helping exhibitors expand into both China and international markets.
- 2** Cross-Industry Collaboration: Partnering with a wide range of buyers from Hainan's health, medical care, wellness, cultural tourism, and import-export food sectors to uncover new market channels and opportunities, establishing the region's authoritative, high-quality international health showcase.
- 3** Global Brands and Delegations: Bringing together outstanding health brands and delegations from Japan, South Korea, Southeast Asia, Europe, and North America, fostering extensive cooperation and exchanges with industry elites worldwide.
- 4** Integrated Medical Tourism Resources: Consolidating top-quality global medical tourism resources, showcasing the latest achievements and trends in medical tourism, and building a bridge for international cooperation and exchange in the health tourism industry.
- 5** Comprehensive Media Promotion: Over 300 professional media outlets and 100 mass media channels will provide intensive, multi-platform promotion, ensuring broad visibility for exhibitors' products.
- 6** Targeted Invitations: Utilizing a database of 350,000 contacts for SMS, email, and phone invitations, specifically targeting pharmaceutical health companies, top-tier chains, brand agents and distributors, cross-border e-commerce entities, and international traders to attract a large number of professional buyers.
- 7** Concurrent Events and Forums: Hosting multiple high-level forums and competitions during the expo, enabling direct dialogues with top industry experts and leaders, and gaining comprehensive insights into the cutting edge of the industry.

Professional buyers from both domestic and international markets.



Exhibit Categories

Traditional Chinese Medicine and Food-Medicine Homology Products	Chinese medicine pills, natural medicines, raw medicinal materials, plant and animal extracts, traditional medicine beverages, ethnic medicine, food-medicine homology tonics, food-medicine homology nutritional supplements, medicinal cuisine, natural health foods, traditional Chinese health maintenance, etc.
Marine Health Supplements	Sea cucumber, abalone, fish maw, fish stomach, deep-sea fish oil, shellfish, fish bladder, pearl powder, seaweed, seahorse, jellyfish, starfish, kelp, marine-derived health products, marine health foods, marine nutrition products, etc.
Functional Foods	Nutritional products, nutritional supplements, medical foods, dietary foods, sports nutrition foods, plant-based foods, vitamins, probiotics and gut health, maternal and infant foods, beverage powder, meal replacement foods, sleep aid foods and drinks, traditional tonics, etc.
Premium Imported Health Foods	Imported tonics, imported nutritional supplements, imported milk powder, imported health foods, imported beauty and anti-aging products, imported health products, etc.
Medical Tourism and Health Services	Precision physical examination, chronic disease management, cross-border medical services, medical aesthetics and plastic surgery, birth assistance, disease treatment, integrated healthcare, elderly care and health, health tourism, health resorts, health centers, health gardens, wellness consulting agencies, health maintenance bases, ecological health tourism parks, etc.
Health and Wellness Products and Devices	Premium wellness foods (bird's nest, ginseng, cordyceps, donkey-hide gelatin, caterpillar fungus, Dendrobium), health protecting tea, wine, and soup, health foods, fitness equipment, massage devices, beauty devices, physical therapy devices, moxibustion devices, air ionizers, etc.
Home Medical Devices and Equipment	Home medical devices (self-monitoring health devices, blood pressure monitors, electronic thermometers, blood glucose meters, vision improvement devices, sleep improvement devices, oral hygiene products, pain relief massagers, body fat measurement devices, home medicine kits, etc.), smart medical health products, in-vitro diagnostics, health-related electronic consumer goods, rehabilitation and therapy equipment, water purification, air purification and disinfection products, etc.
Anti-aging Beauty and Sleep Health	Hydrogen products, enzyme-based weight loss products, anti-aging, beauty oral liquids, functional beauty products, cosmeceuticals, breast enlargement and body shaping, weight loss, blemish and acne treatment, sun protection and detoxification, health and wellness products, vision care, massage, steaming products, moxibustion, traditional Chinese therapy products, etc.
Elderly Care Products and Services	Nursing products, hygiene and cleaning products, special living aids for the elderly, family health monitoring equipment, assistive devices, rehabilitation medical care, age-friendly home modifications, health management equipment, elderly entertainment products, elderly care institutions, elderly care services, home care services, etc.
Production and Packaging Machinery	Production equipment, packaging equipment, Chinese medicine decoction piece cabinets, dispensing tables, pill cutters, Chinese medicine grinders, automatic pre-packaging machines, warehouse drug racks, inkjet printers, tablet press machines, coating machines, packaging materials, etc.

Co-located Events

2025 Sanya Traditional Chinese Medicine Forum and the Development Conference of the Digital Health Industry

The Forum integrates the "inheritance + innovation" concept of traditional Chinese medicine's orthodox inheritance and development with the innovative development of digital Chinese medicine, shares the latest developments in the inheritance and development of traditional Chinese medicine, exchanges new concepts, new technologies and new products of "digital Chinese medicine" at home and abroad, and explores new paths and methods for digital technology to empower the high-quality development of the big health industry.

National Chinese Medicine Experiment Area of Inheritance and Innovation Construction Exchange Conference

The exchange conference, with the theme of "Traditional Chinese Medicine Inheritance and Innovation Construction, and discussing the construction of the pilot area", will bring together 54 national pilot areas for the development of Chinese Medicine inheritance and innovation, representatives of outstanding enterprises and typical cases to promote in-depth exchanges and cooperation among the pilot areas, and to explore in-depth the construction and development of the pilot areas.

Stand Price

Standard Booth

USD 1800

Facilities: 3X3X2.5 meters (9m² each), 1 information counter, 1 display cabinet, 1 meeting table, 2 chairs, carpet, dustbin, electric socket (500W)

Raw Space

Depend on the size starting from 18m²
USD 180/m²
(No facilities for raw stands, extra payment required for constructing management and electricity)

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