



China's Authoritative B2B Fair for Health Industry

The 34th China (Guangzhou) International Health Industry Expo

4-6 June
2026

China Import and
Export Fair Complex

www.ihe-china.com

CO-LOCATED EVENTS



Hosts

China Centre for Promoting SME Cooperation and Development
China National Health Association
ZHONGGUANCUN INNOVATION & DEVELOPMENT CENTER OF
CHRONIC DISEASE DIAGNOSIS AND TREATMENT, HEALTHY CHINA
World Federation of Chinese Medicine Societies (WFCMS)
Digital Health Development Alliance
China Pharmaceutical Culture Society, Bird's Nest Branch
China National Health Association, China National Medicine Exchange
and Cooperation Working Committee
Guangdong Health Care Association

International Supporters

The Department of Foreign Trade, Ministry of Commerce of Thailand
Thailand China Health Industry Development Promotion Association
Turkey Aegean Exporters' Associations
Government of Tomsk Region, Russia
Government of Jeollanam-do, Korea
Geumsan Ginseng & Herb Development Agency
CzechTrade
Italian Trade Agency
Invest in Spain
PRO ECUADOR
InvestChile

Co-organizers

The Surgical Instrument Manufacturers, Association of Pakistan (SIMAP)
Asian Federation of Societies for Lactic Acid Bacteria (AFSLAB)
Guangdong Pharmaceutical Retail Industry Association
Guangdong Cross-Border E-Commerce Association
Guangdong Provincial Food Society Probiotics and Dairy Professional
Committee
Yunnan Health Food Industry Association
Shandong Health Food Industry Association
Foshan Shunde Medical and Health Industry Association
Traditional Chinese Medicine Science and Technology Industrial Park of
Co-operation between Guangdong and Macao
Guangdong Yangsheng Culture Association
Guangdong Provincial Association of Ethnic Medicine
Guangdong Province Industrial Park Association
Guangdong Province Ginseng Association
Bird's Nest Industry International Alliance

Organizer

Guangzhou Yi Fan Exhibition Co., Ltd.

(The above list is in no particular order.)

Closely Aligning with the Pulse of China's Health Industry Development

31.87%

The Party Central Committee with Comrade Xi Jinping at the core has always placed people's health in a strategic position of priority development. The data shows that the health awareness level of urban and rural residents have increased to 31.87% in 2024. The concept of health and wellness is continuously gaining traction among the public.

6.7 billion

With the continuous trend of health preservation, the demand for health consumption is becoming more diverse, and health consumption is accelerating towards new trends. Among them, the online sales of health food in China exceeded 140 billion yuan, with an annual growth rate of over 30%. Meanwhile, the import volume of cross-border e-commerce has also exceeded 6.7 billion US dollars, achieving a doubling growth in the past five years.

29 trillion

China's health industry is experiencing transformative development and opportunities. In 2025, the market size of China's health industry was approximately 17.4 trillion yuan, and it is expected to reach 29 trillion yuan by 2030.

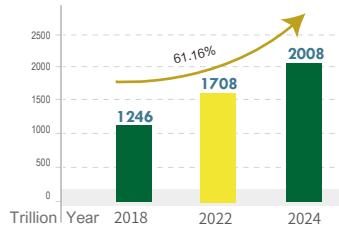
480 million

By the end of 2024, the number of elderly people in China reached 310 million, and is expected to reach 480 million in 2050. As the number of elderly population continues to grow, society's demand, concern and urgency for health will also continue to rise, which is one of the reasons why the health industry is growing at a rapid pace.

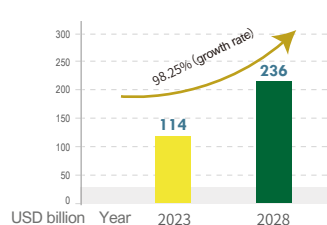
• China's health industry revenue scale



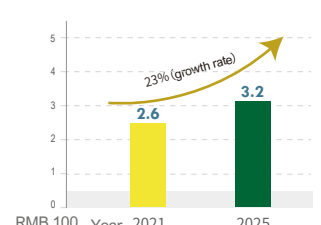
• Chinese medicine herbs market forecast



• Global personalized nutrition market size



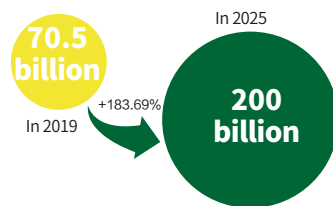
• Chinese tonic market size



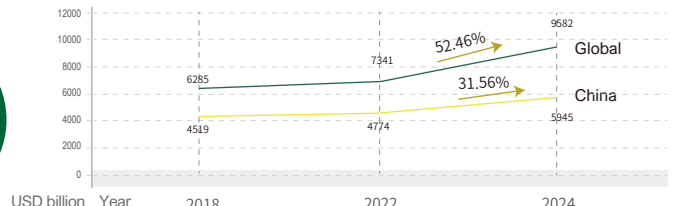
• China maternal and infant market size



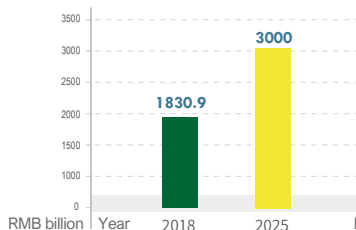
• Rehabilitation medical industry market size



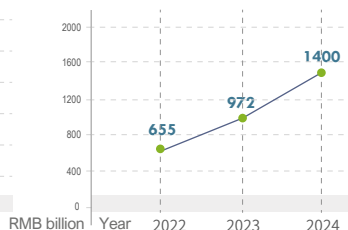
• Medical device market size



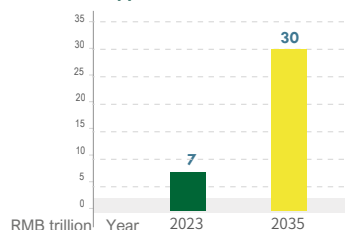
• China mineral water market size



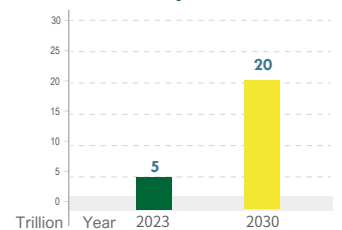
• The Chinese nutrition and health e-commerce market



• China's silver economy market opportunities



• China's health preservation and wellness tourism industry market size





Exhibition Overview

Exhibition Scale

50,000m²

Visitors

80000

Exhibitors

1500+

2026 Preview

China (Guangzhou) International Health Industry Expo (IHE China - Inter Health Expo) is an international annual B2B trade show on nutrition, healthy food, and health care products held at the China Import and Export Fair Complex. Being the first of its kind to introduce the "Inter health" concept to a trade show platform in China, IHE China is a significant health industry exhibition and an ideal platform for overseas enterprises and premium products to enter the Chinese market.

Exhibition Advantages

**Excellent
Resources
Efficient
Matching**



**Internal and
External
Circulation,
Whole Chain
Coordination**



**Targeted
Promotion
Intensive
Output**



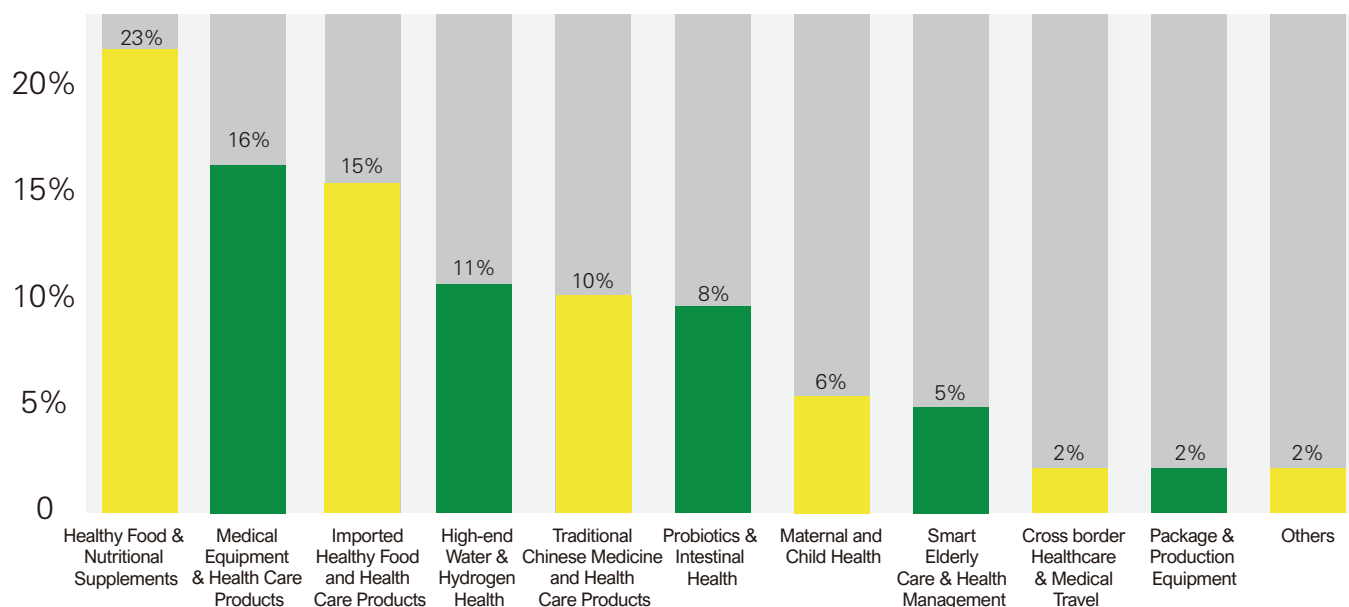
**Directional
Invitation
Resource
Integration**



**Focus on
Hot Spots
Hit the
Frontlines**



Global High-quality Enterprises Gathered, Leading the Health Industry Trend



The Following Brands Have Made IHE Part of Their Business Success in China



IHE China is Supported by Key Government and Industry Associations in and out of China

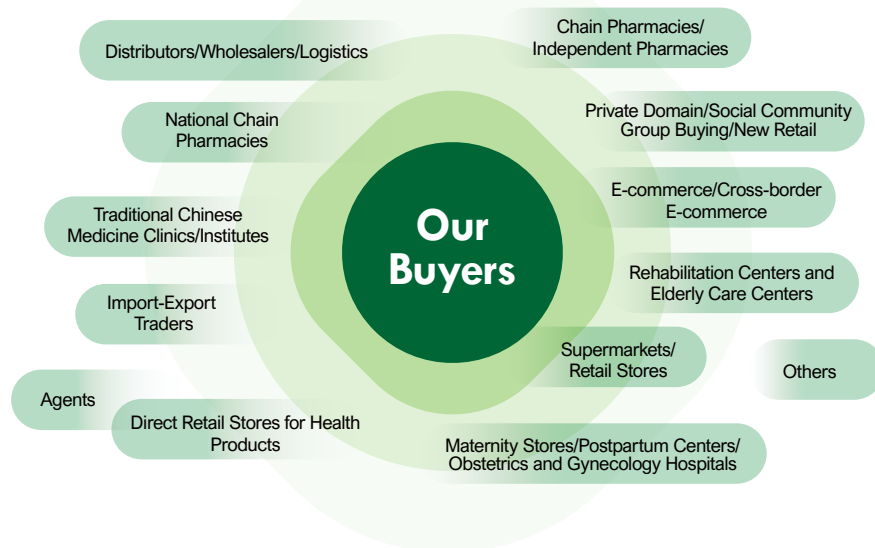


Gathering the upstream and downstream of the industry chain, focusing on quality segments.

Healthy Food and Nutritional Supplements	Nutritional products, nutritional supplements, nutritional fortified foods, sports nutrition foods, rehabilitation nutrition, health food, maternal and child food, healthy food, bee products, functional food, special medical use formula food, special diet, dietary supplements, vitamin and mineral food, new resources food, healthy raw materials, commissioned production, labeling Branding, etc.
Imported Healthy Food and Health Care Products	Imported nutritional supplements, imported milk powder, imported health food, imported electronic consumer goods, imported beauty and anti-aging products, imported health products, etc.
Natural Extracts, Healthy and Innovative Raw Materials	Animal and plant extracts, probiotics, bacterial strains, prebiotics, enzymes, dietary fiber, peptides, collagen, plant protein, amino acids, vitamins, minerals, sugar alcohols, polyphenols, flavonoids, astaxanthin, resveratrol SOD, Essence, intermediates, ergothione, coenzyme Q10, lutein, melatonin, hyaluronic acid, etc;
Traditional Chinese Medicine and Health Care Products	Medicine, health tea, health wine, bee products, health soup, management of chronic diseases, health products, massage, fumigation products, moxibustion, traditional Chinese medicine therapy products, ointment patches, etc;
Hydrogen Health and Healthy Water	Hydrogen water, hydrogen water dispenser, hydrogen water bottle, hydrogen inhalation machine, all-in-one hydrogen inhalation and drinking machine, pure hydrogen generator, smart hydrogen oxygen machine, hydrogen oxygen mixer inhaler, hydrogen gas generator, hydrogen oxygen respirator, hydrogen beauty device, hydrogen bath and hydrogen bathing machine, hydrogen series products, packaged drinking water products, functional drinking water and equipment, and premium water support services and health drinking water series.
Medical Equipment	Home medical equipment (including self-care testing devices, blood pressure monitors, electronic thermometers, blood glucose meters, vision improvement equipment, sleep improvement equipment, oral hygiene products, pain massage equipment, fat measurement devices, home medicine cabinets, etc.), smart healthcare, in vitro diagnostics, health electronic consumer products, rehabilitation therapy equipment, water purification, air purification and disinfection products, etc.
Maternal and Child Health	Postpartum rehabilitation equipment and supplies, national maternal and child services and franchise, maternal and child care and infant products, pregnancy and postpartum testing products, nutritional and health food, reproductive health, technology service providers
Smart Elderly Care	Wearable health devices, telecare, vital signs monitoring devices, smart home, elderly care facility management systems, information management systems, home care services, elderly travel, elderly financial services, etc.
Cross-border Healthcare & Medical Travel	International specialized hospitals in Oncology, Cardiology, Neurology, Ophthalmology, Orthopedics, etc. International hospitals offering treatments such as Stem Cell Therapy, Anti-aging, Genetic Testing. International hospitals specializing in services like IVF (In Vitro Fertilization), Assisted Reproduction. International medical institutions providing services such as Precision Health Check-ups, HPV Vaccination, Medical Aesthetics and Plastic Surgery. International institutions focusing on Wellness Therapy, Wellness Tourism. Cross-border Telemedicine, Teleconsultation, Mobile Healthcare, and Smart Healthcare.
Biological Products, Anti-aging Beauty, Sleep Health, and Eye Health	Stem cells, synthetic biological products, hydrogen products, enzyme weight loss products, anti-aging, beauty oral liquids, functional beauty products, cosmetics, breast enhancement and body beauty, weight loss and slimming, freckle and acne removal, sun protection and detoxification, personal care products, sleep aids and supplies, sleep health foods, sleep therapy, vision health care, etc;
Packaging and Production Equipment	Health product packaging, packaging materials, pharmaceutical packaging boxes, packaging bottles, packaging printing labels, etc.
Health Industry Parks and Bases	Government-led activities in various regions such as the development, planning, showcasing, promotion, and investment attraction of the health industry, industrial parks, and bases.



Nearly 80% of buyers are purchasing decision-makers, making your business dealings faster and easier.



Gathering multi-channel quality buyers



VIP Buyers from Major Industry Organizations

Guangdong Yangsheng Culture Association
 Guangdong Health Care Association
 Guangdong Health and Wellness Association
 The Association of Folk Traditional Chinese Medicine and Pharmacology Studies of Guangdong
 Global e-commerce (Shenzhen) Co., Ltd.
 Foshan Shunde Medical and Health Industry Association
 Foshan Industrial Park Association
 Zhuhai Health Care Association
 Shenzhen Medicine Profession Association
 Zhuhai Association Of Health-Protection Food
 China Hong Kong International Chinese Merchants' Association
 Guangdong Chamber of Commerce of Importers & Exporters
 Guangdong Organic Agriculture Association
 Guangdong Cross-border E-commerce Industry Association
 Guangzhou Non local Chamber of Commerce Entrepreneurs Alliance



365 Days

Full Media Promotion Matrix

80,000+

WeChat Official Account Fans

40,000+

Short video platform followers

50,000+

SEM - Search Engine Clicks

300,000+

Mobile Text Messages

100,000+

Email

80,000+

Direct Mail

2,000+

Online Advertising Placement

30,000+

Offline Advertising Placement

300+

Strategic Partnership Media

Forum Events in Rotation: Jointly Exploring New Trends in Industry Development



Exhibition Opening & Award Ceremony



The 5th International Food and Dietary Therapy Symposium



The Integration and Development of Health Industry and Artificial Intelligence Conference 2025



The 6th Traditional Chinese Medicine External Treatment Methods Conference



Anti-aging and Health Science Popularization Forum

New Economy, New Consumption, New Configuration—The 2nd Big Trend National Brand Capital Empowerment Summit 2025



Maternal and Child Industry Festival and Postpartum Meal Cooking Competition 2025

Stand Prices and Facilities



Raw space
USD 330/sqm

Facilities

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



Premuim booth with
one side open
USD 3,608/9sqm

Premuim 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)

*The actual facilities is subject to the exhibition contract

Visitor Guide Ad.		Other Advertisement		E-Exhibition Catalog	
Front cover	USD4,600	Exhibitor badge (single page)	USD5,000/per Color printing	Inside color page USD1000	
Back cover	USD4,300	Visitor badge (single page)	8,400/per Color printing	Product Introduction Meeting Exhibitors USD1,800/Session (30 mins) Non-Exhibitors USD3,600/Session (30 mins) Appoint hours should be charged USD1,000 (Please contact us for more information.)	
Title page cover	USD2,300	Gift bag (single color printing)	USD3,400/2000 bags		
The second front page	USD2,000	Visiting Ticket Back Adv. (single page)	USD850/5000 pieces		
The third front page	USD2,000	Visiting invitation letter (back cover)	USD1,650/2000 pieces		
Inside specified color page	USD1,200	Ground Stickers	USD 1,000/per		
Inside color page	USD1,000	Visitors/Exhibitors Badge Rope Adv. (Logo Single Face)			

Contact Us

Guangzhou Yi Fan Exhibition Co., Ltd

19th Floor, Guangjian Building, No. 87 Tianrun Road, Tianhe District, Guangzhou, China

Website: www.ihe-china.com

E-mail: Info@ihe-china.com

Tel: +86-20-88521856

