



China's Authoritative B2B Fair for Health Industry

The 35th China (Guangzhou) International Health Industry Expo

**Concurrent
Meeting**

The 2nd International Exchange Conference on Medicine and
Food Homology (Guangzhou)

www.ihe-china.com

**CO-LOCATED
EVENTS**



10-12 March
2027

China Import and
Export Fair Complex

Hosts

Center for the Promotion of Cooperation and Development of Small and Medium Enterprises
China Entry-Exit Inspection and Quarantine Association
China National Health Association
China Aging Well Association
Guangdong Health Care Association
Zhongguancun Jianzhong Chronic Disease Diagnosis and Treatment Technology Innovation and Development Center
World Federation of Chinese Medicine Societies
Big Health Digital Development Alliance
Bird's Nest Branch of China Pharmaceutical Culture Association
Ethnic Medicine Exchange and Cooperation Working Committee of China
National Health Association

International Supporters

SIMAP (Pakistan Medical Device Manufacturers Association)
AFSLAB (Asian Federation of Breast Organ Societies)
The Department of Foreign Trade, Ministry of Commerce of Thailand
Thailand-China Health Industry Development Promotion Association
Government of Tomsk Region, Russia
Turkey Aegean Exporters' Associations
Jeollanam-do Government, Korea
Geumsan Ginseng & Herb Development Agency
CzechTrade
Italian Trade Agency
ICEX
PRO ECUADOR
InvestChile

Co-organizers

Beijing Yigi Public Welfare Foundation
Guangdong Nanshan Medical Innovation Research Institute
V1 Group Limited
Guangdong Provincial Health Association
Guangdong Pharmaceutical Retail Industry Association
Probiotics and Dairy Products Committee of Guangdong Food Science Society
Guangdong Health Culture Association
Guangdong Ethnic Medicine Association
Guangdong Industrial Park Association
Guangdong Folk Traditional Chinese Medicine Research Association
Guangdong Ginseng and Antler Association
International Bird's Nest Industry Alliance

Organizer

Guangzhou Yi Fan Exhibition Co., Ltd.

(Listed in no particular order.)

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

33.69%

In 2025, the health literacy level of urban and rural residents in China continued to rise to 33.69%. The Outline of the 15th Five-Year Plan explicitly calls for a profound shift in health work from a "disease-centered" approach to a "people's health-centered" approach.

USD 4.604 billion

Global health awareness is rising fast, driving a new wave of transformation in the health consumer market. In 2025, China's nutritional supplement exports reached USD 4.604 billion (unofficial data)—a clear sign that Chinese health products are winning growing global recognition.

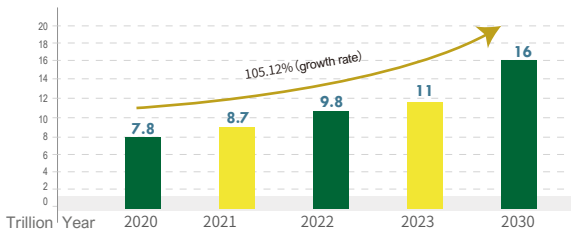
29 trillion

China's health industry is undergoing revolutionary change. Projected market size: RMB 17.4 trillion (2025) → RMB 29 trillion (2030).

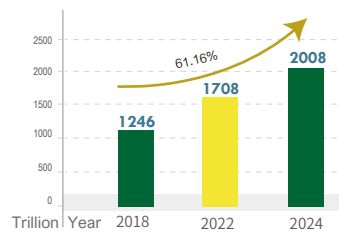
480 million

China's 60+ population: 320M+ (2025) → 480M (2050). Growing elderly numbers will drive rising health demand, awareness, and urgency.

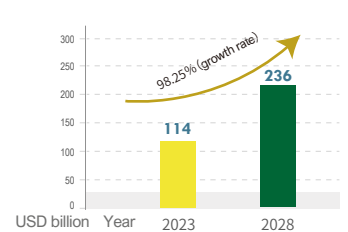
• China's health industry revenue scale



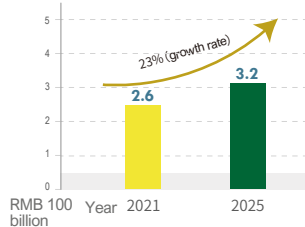
• Chinese medicine herbs market forecast



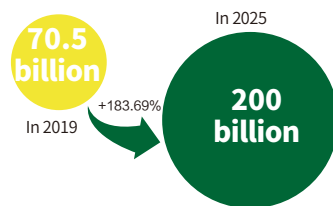
• Global personalized nutrition market size



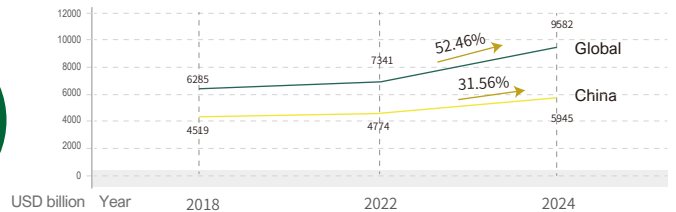
• Chinese tonic market size



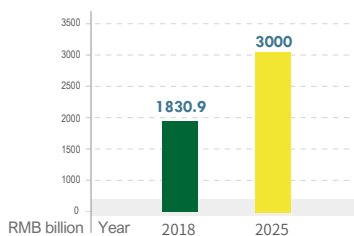
• Rehabilitation medical industry market size



• China Home Medical Device Market Forecast



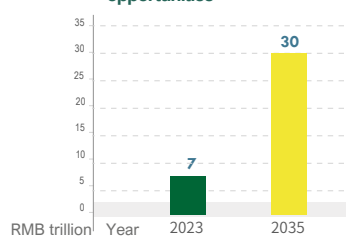
• China mineral water market size



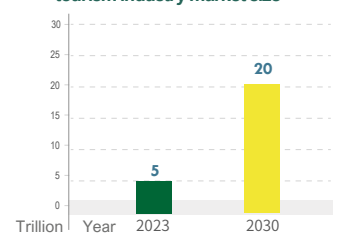
• The Chinese nutrition and health e-commerce market



• China's silver economy market opportunities



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





Exhibition Overview

Exhibition Scale

50,000 m²

Visitors

80000

Exhibitors

1500+

2027 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**



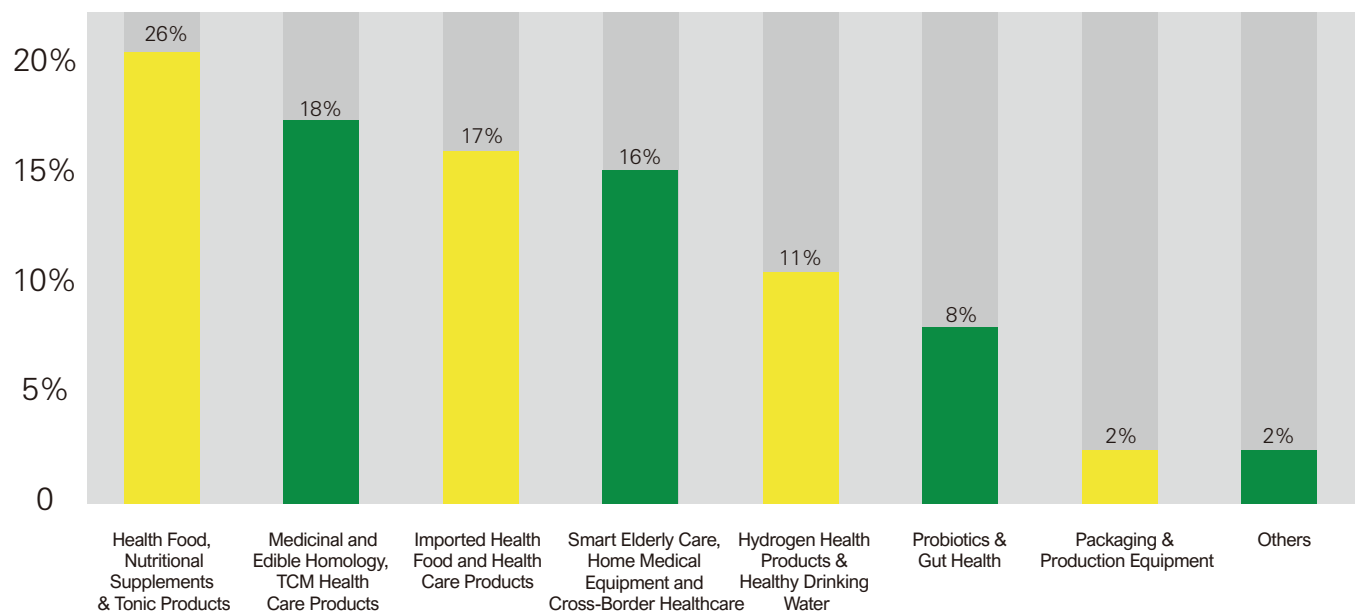
**Directional
Invitation
Resource
Integration**



**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



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

TCM & Wellness	Medicine and food homology products, ethnic medicines, TCM decoction pieces, nourishing TCM herbs, medicinal diets, TCM foods for special medical purposes (FSMP), health teas, health wines, bee products, health soups, chronic disease management with TCM, TCM health instruments, massage and fumigation products, moxibustion, TCM physiotherapy products, plasters and patches, etc.
Consumer Medical, Digital Medical Devices & Products	Home medical devices (blood pressure monitors, blood glucose meters, vision improvement devices, sleep improvement devices, oral care products, massage devices, body fat monitors, home medicine kits, etc.), AI-assisted TCM diagnostic instruments (facial diagnosis, tongue diagnosis, pulse diagnosis, etc.), hydrogen health products (hydrogen-rich water dispensers, smart hydrogen-oxygen generators, hydrogen-oxygen respirators, hydrogen beauty devices, etc.), energy chambers, oxygen-rich chambers, wellness chambers, smart medical and health products, internet hospitals, AI doctors, health management apps, health consumer electronics, rehabilitation physiotherapy equipment, water purification and air purification and disinfection products, etc.
Health Foods, Nutritional Supplements & Tonic Products	Nutritional products, nutritional supplements, plant-based nutritional foods, sports nutrition, rehabilitation nutrition, maternal and infant nutrition, health foods, functional foods, foods for special medical purposes (FSMP), foods for special dietary uses, dietary supplements, vitamins and minerals, bee products, premium tonic products (bird's nest, ginseng and antler, lingzhi, donkey-hide gelatin, cordyceps, dendrobium), novel foods, OEM/ODM, etc.
Natural Extracts & Innovative Health Ingredients	Plant and animal extracts, starter cultures, dietary fiber, peptides, collagen, plant protein, amino acids, vitamins, minerals, sugar alcohols, polyphenols, flavonoids, astaxanthin, resveratrol, SOD, flavors and fragrances, intermediates, lutein, melatonin, hyaluronic acid, etc.
Imported Health Foods & Products	Imported nutritional supplements, imported milk powder, imported health foods, imported consumer electronics, imported beauty and anti-aging products, imported health products, etc.
Biological Products	Ergothioneine, coenzyme Q10, prebiotics, postbiotics, probiotics, enzymes, stem cells, bio-fermented peptides, microbial fermented herbal wellness products, intestinal and metabolic regulating meal replacements, bio-nutritional care products, food-grade digestive enzymes, spirulina, chlorella, etc.
Healthy Drinking Water & Packaging/Equipment	Bottled drinking water (natural mineral water, glacier water, natural spring water, selenium-rich water, natural soda water, naturally carbonated mineral water, hydrogen-rich water, etc.), functional drinking water and equipment (electrolyte water dispensers, high-magnetization energy direct-drinking water systems, soda water dispensers, calcium ion water systems, multi-functional water treatment systems, nano-electrolysis water systems, etc.), premium water supporting services (instant hot water dispensers, premium water customization services, mineral water filling equipment, labeling equipment, water purification equipment, water filtration equipment, etc.)
Maternal and Child Health	Postpartum rehabilitation equipment and supplies, maternal and child services and franchising, maternal care and infant products, pregnancy testing products, maternal and infant foods, maternal and infant supplies, reproductive health, technology service providers, etc.
Elderly Care & Wellness	Age-friendly wearable health devices, communication and care systems, vital sign monitoring devices, smart age-friendly home products, elderly care institution management systems, information management systems, home care services, senior tourism, elderly care financial services, wellness bases, wellness equipment and devices, chronic disease wellness, eco-health tourism parks, smart wellness, wellness tourism supporting services, etc.
Cross-Border Medical & Medical Tourism	International specialist hospitals for oncology, cardiology, neurology, ophthalmology, orthopedics, etc.; international hospitals for stem cell therapy, anti-aging, genetic testing, etc.; international hospitals for IVF and assisted reproduction; international medical institutions for comprehensive health check-ups, HPV vaccines, medical aesthetics and plastic surgery; international wellness and physiotherapy, wellness tourism, cross-border telemedicine, remote consultation, mobile health, smart healthcare, etc.
Weight Management, Anti-Aging & Beauty, Sleep Health & Eye Health	Meal replacement products, sugar-control and fat-control foods, enzymes, L-carnitine weight-loss products, weight-loss teas, weight management services, slimming massage and devices, anti-aging products, beauty oral liquids, functional beauty products, cosmeceuticals, bust enhancement and body shaping, spot and acne removal, sun protection and detoxification, personal care products, sleep-promoting health foods, sleep devices and supplies, sleep therapy, eye-care nutritional products, myopia prevention and control, eye patches and steam eye masks, eye massage devices, ophthalmic medical equipment, etc.
Packaging & Production Equipment	TCM decoction piece production equipment, TCM decoction piece packaging, health product packaging, packaging materials, pharmaceutical packaging boxes, packaging bottles, packaging printing labels, etc.
Health Industry Parks & Bases	Local government health industry and industrial park bases, planning, exhibitions, promotions, investment attraction activities, etc.

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



Opening Ceremony and Awards Ceremony



International Conference on Medicinal and Edible Homology (Guangzhou)



The 6th International Symposium on Food Therapy and Nutritional Diet



Livestream E-commerce & Private Domain Channel Sourcing Matchmaking Meeting



Evidence-Based Medicine Empowering Medicated Diet Innovation Forum



The 7th TCM External Therapies Industry Ecosystem Conference

Macau Empowering the Internationalization of TCM Products: Practical Forum



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



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)

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

Contact Us

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