



The 33rd China (Guangzhou) International Health **Industry Expo**



Organizer: Guangzhou Yi Fan Exhibition Co.,Ltd. ZNIER





Exhibitors are enthusiastic about participating in the exhibition, and the future can be expected

The 33rd China(Guangzhou) International Health Industry Expo was successfully concluded on 12-14 June 2025 at the China Import and Export Fair Complex. The success of this exhibition heralds the vigorous development of the International and domestic health industry, and also shows everyone's firm confidence in the future of the health industry. The exhibition lasted for 3 days. Focusing on the theme of "Health China, Better World", many industry leaders and cutting-edge brands had a smart collision with more experienced and mature industry professionals on the spot, which not only showed vigorous industry opportunities, It also points out the wind direction for future industry trends. The successful holding of this exhibition is inseparable from the love and support of all quests, Chinese and international exhibitors, partners and audience friends. It is because of everyone's responsibility and persistence that we once again jointly create an annual health industry chain event.

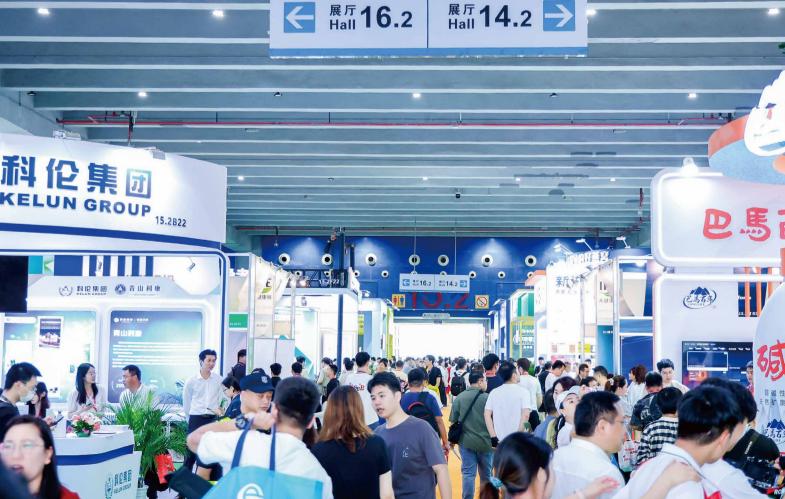
Exhibitors Exhibition Space 30,000_{m²} 768

Professional buyers

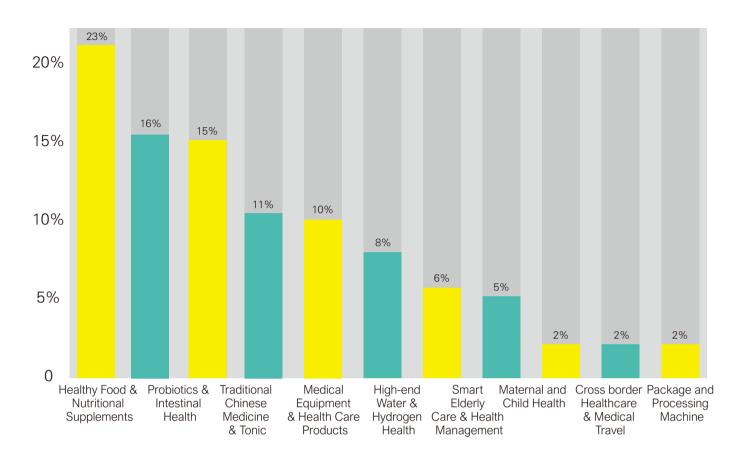
53,622



展厅 16.2



Exhibitors



Exhibiting Goals



Exhibitor brands



Featured Sectors



Probiotics/ Intestinal Health

Smart Elderly Care



Beauty and Health Care Products

High-end Water & Hydrogen Health



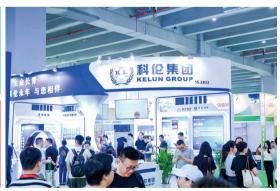
Healthy Food & Nutritional Supplements

Traditional Chinese Medicine & Tonic

Maternal and Child Health

Medical Equipment

Package and Processing Machine











Exhibitor Testimonials

"IHE China 2025 did an outstanding job in inviting high-quality buyers—their targeting was precise and efficient. We met numerous potential clients at the event, and even secured partnerships on the spot, with agreements signed right away! A huge thanks to the organizers and the hardworking staff for making this possible!"

— Yang Chuyi, Nanjing Dajing Quetang Yufang Health Technology Co., Ltd.

"Thank you so much to the IHE China organizers for inviting us! Our goal this year was to connect with potential clients and expand our market presence—IHE provided an excellent platform for communication, enabling us to introduce more of our medicinal food and health products to a wider audience. Big kudos to the organizers for their outstanding buyer recruitment and precise targeting!"

— Chen Zhaodong, Anhui Dabie Mountain Huqiu Technology Co., Ltd.

"The Guangzhou Health Expo delivered outstanding results! Our company set up two product experience zones at the exhibition, attracting a steady flow of visitors over the three-day event. Attendees had hands-on experience with how graphene technology enhances healthy living. These interactive demonstrations not only deepened customer understanding of our products but also provided invaluable feedback for our future market expansion."

- Wang Qi, Guangdong Xigu Saimo Technology Co., Ltd.

"As part of the Korean exhibition group, our primary goal was to introduce China's market to our premium Korean red ginseng products. We sincerely appreciate the organizing committee's invitation and the meticulous support provided to Korean companies participating in this exhibition. Through our interactions with Chinese clients, we've recognized tremendous market potential in China."

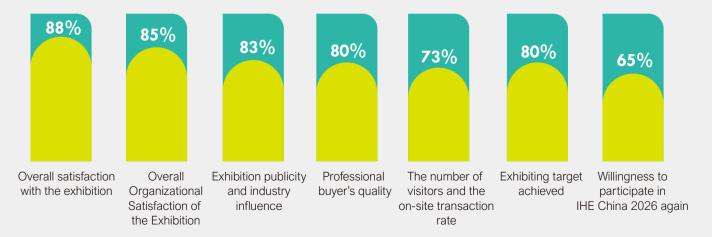
— Park Ro-Woon, Geumsan Ginseng & Herb Development Agency (GGHDA)

"This year's exhibition yielded excellent results! Both domestic and international customers visited our booth, experienced our products, and placed orders immediately. As a new brand based in Shenzhen, participating in the IHE Health Expo has been incredibly valuable for our startup's growth. We truly appreciate the organizing committee's hard work and dedication."

—Hu Lanying, Panda Ruyuan

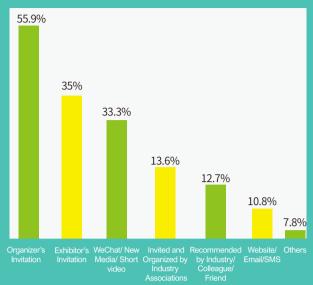
"The exhibition was exceptionally well-organized! In addition to the standard trade show displays, the organizers creatively incorporated events like the Water Tasting Competition, which greatly enriched the exhibition format. These innovative activities provided exhibitors like us with multidimensional promotional opportunities. We sincerely hope the organizing committee will continue to introduce more diverse event formats in future editions!" -- Jin Zhaohui, HydroSpeed Health Technology (Shenzhen) Co., Ltd.

Survey for Exhibitors



Visitors by Regions Visitors Source





Visiting Categories

Agents/Distributors25.8%

E-commerce/Live E-commerce16.1%

Health Product Direct Sales Store12.3%

Chain Pharmacies 10.9%

Supermarket/Retail Store8.4%

Elderly Care/Health and Wellness/Rehabilitation center7.1%

Traditional Chinese Medicine Clinic/Chinese Medicine Clinic/Health Club5.3%

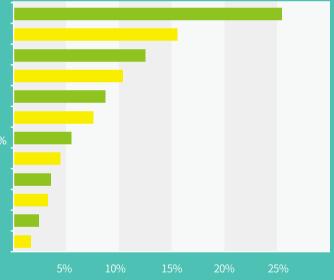
Overseas Buyers4.8%

Manufacturer/Brand/Franchisee3.3%

Government/Association/Group Organization3%

International Trade/Cross Border E-commerce2%

Individual Operation 1%



Visiting Objectives

Purchase 48.3%

Looking for distributors and business partners 33.3%

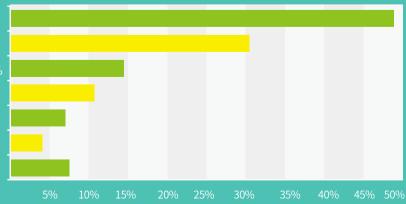
To know the market needs and innovative technology 14.1%

Stay connect with supplier and dealers 10.8%

Attend forum and conference 6.5%

Evaluate the possibility of exhibiting 4.2%

Others6.66%



VIP Buyers



VIP Group Buyers

Guangdong Health Culture Association

Guangdong Health Care Association

Guangdong Provincial Health Associatior

Guangdong Folk Traditional Chinese Medicine Research Association Global Union

Foshan Shunde Medical and Health Industry Association

Foshan Association of Industrial Parks

Zhuhai Health Association

Jievang Health Industry Association

7huhai Health-Protection Food Association

World Chinese Business Federation

Guangdong Chamber of Commerce of Importers & Exporters

Guangdong Organic Agriculture Association

Guangdong Cross-Border E-Commerce Association

Guangzhou Overseas Chambers of Commerce Entrepreneurs Alliance

The above list is in no particular order



Buyer Testimonials

"We were thoroughly impressed with this year's exhibition. The quality of exhibitors' products was outstanding, providing our Guangdong Chamber of Commerce for Import & Export with an extensive selection. The organizing committee delivered exceptional service—meticulously attentive and well-organized. They facilitated our visit seamlessly, arranging VIP guest credentials in advance and personally escorting us to key exhibitors for direct business discussions.

The event proved highly productive, and we were particularly honored to sign a trade agreement with the Jeollanam-do Provincial Government delegation from South Korea. Moving forward, our association will actively promote increased import/export trade of health and wellness products between our regions."

— Secretary-General He, Guangdong Import & Export Association

"This year's Health Expo was exceptionally well-organized! The organizers provided thoughtful services for our association's delegates. We brought a delegation of 29 pharmacy executives from our member companies, who conducted productive meetings with multiple exhibitors.

The organizing committee consistently arranges dedicated shuttle buses for our group each year, making transportation from Shunde, Foshan to the Canton Fair complex seamless and time-efficient. Our sincere appreciation to the organizing team - together, we're advancing health industry collaboration across the Greater Bay Area!"

— Secretary General, Shunde Pharmaceutical & Health Industry Association (Foshan)

"At the 33rd IHE Guangzhou Health Expo, we discovered numerous high-quality products in the health and wellness industry. The exhibition attracted many outstanding enterprises specializing in wellness and nutritional supplements. This provided us with an excellent opportunity to stay abreast of industry trends. We look forward to attending next year's -Mr. Huang, Shenzhen Luohu Peking University Hospital "At this year's exhibition, we had the privilege of meeting with multiple exhibitors in the VIP guest area. We discovered numerous high-quality products and are currently exploring potential collaborations with these brands on Youzan Mall. Thank you to the "Each year, the IHE Health Expo showcases numerous innovative products in organizers for creating this valuable the healthcare industry, providing valuable insights into market demands and platform that connects businesses. we future consumption trends. The exhibition serves as an exceptional platform look forward to next year's event!" to broaden our horizons and discover emerging brands. We eagerly Milly, Marketing Department, Youzan anticipate the next edition and look forward to connecting with more premium healthcare partners!" -Maggie, Marketing Manager. Jasmine Media

Conferences and Special Events

Based on the concept of "Promoting Exhibition Through Conferences, Promoting Conferences Through Exhibition", the 33rd Guangzhou International Health Exhibition presented multiple professional activities with different content dimensions on site. At the forum, senior experts, university scholars, corporate executives, professional buyers, research institutions, and industry associations shared cutting-edge information and unique insights from top elites in the field of health, focusing on hot topics such as showcasing achievements, product innovation, academic exchanges, new quality productivity, hot tracks, policy interpretation, and brand promotion. Together, they explored innovative paths for high-quality development of the health industry, showcased the latest achievements of empowering the health industry with new quality productivity, and promoted in-depth integration and communication between industry chains. The presentations and sharing of forum experts and guests have inspired new inspiration and triggered new opportunities for professionals in the health industry. They have also opened up new perspectives for the future big health ecosystem and expanded new paths for industry cooperation.

Opening and Award Ceremony

The Opening and Awards Ceremony brought together leaders from various provinces and cities, consuls of various countries' consulate in Guangzhou, senior experts and scholars, dozens of domestic and foreign industry associations, research institutions, universities, and health institutions, connecting hundreds of top global celebrities, industry media, to gather talents and empower the health industry, promoting the vigorous development of China's health industry. At the opening ceremony, the organizer specially announced the awards, such as the Gold Award for High Quality Products and the Top Ten Brands.





The 5th International Food and Dietary Therapy Symposium

The seminar, with the theme of "Food and Dietary Therapy Seminar, Empowering the Greater Bay Area Health Industry Alliance", brought together government leaders, industry experts, business association representatives, enterprise representatives, and media guests. The attending guests conducted in-depth discussions on the trends of the food and nutrition therapy industry, the development of medicinal and edible products, and the coordinated development of the health industry in the Greater Bay Area, jointly providing suggestions and recommendations to promote the high-quality development of the industry.





Anti-aging and Health Science Popularization Forum

Organized by China National Health Association, held on the afternoon of June 12th. During the forum, dozens of experts in the industry, such as Lei Haimin, dean of the School of Traditional Chinese Medicine of Beijing University of Traditional Chinese Medicine, Wu Xiangming, founder of China's standardized nutritional intervention weight control, Caiduo, Tibetan Hospital of Xizang Autonomous Region, and Jia Fujun, former director of Guangdong Mental Health Center, gave science popularization explanations on multi-dimensional and multidisciplinary anti-aging and healthy lifestyle, including Chinese medicine and Chinese medicine, standardized implementation of lifestyle intervention, Tibetan medicine bath therapy, psychology and health.

The 6th Traditional Chinese Medicine External Treatment Methods Conference

Inheriting the essence of a thousand years of Chinese culture, innovating for the future of external governance! This conference is hosted by the Guangdong Folk Traditional Chinese Medicine Research Association, continuing the diversified model of "academic exchange+free consultation for the benefit of the people+industry docking" from previous conferences, and jointly exploring new development paths in the field of global TCM external treatment!





2025年广东省民间传统中医药学研究会 第六届中医外治法大会





2025 Greater Bay Area First Organic Postpartum Meal & Soup Competition

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This event is organized under the guidance of the Guangdong Preventive Medicine Association and initiated by Mengbao Baiwei. Co-organizers include the Mommy baby Products Association of Guangdong, the Guangdong Organic Agriculture Association, and the "Jiang Yu Liang Cai" program. With the theme "Connecting Organics, Unlocking Infinite Business Opportunities," the competition aims to empower postpartum meals through organic ingredients and promote high-quality development across the maternal nutrition industry.



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

This summit is hosted by the China Configuration Officer Platform, mid tier listed incubation institutions, and the Billion National Brand Super Companion Run Plan, with the assistance of Yifan Exhibition. It focuses on three major engines: big health, capital empowerment, and the Billion National Brand Super Companion Run Plan. Let's take this summit as a starting point, explore trends and create rules together, and ignite the momentum of China's big health industry!

300+ Professional Media



Media Coverage

IHE China continues to innovate the content and form of communication. By radiating more than 100 industry media around the world, intensive campaign and high-frequency reports throughout the year, IHE China's latest highlights and latest trends are timely pushed, and multiple measures are taken to strengthen the international voice and comprehensively disseminate IHE China's super strength continues to expand the global influence of the exhibition.



4-6 June 2026

China Import and Export Fair Complex

SEE YOU NEXT YEAR



