

NATURAL EXPO CHINA

亚洲国际天然产品博览会

November 17 - 19, 2022

南京国际博览中心

Nanjing International Expo Center

**International Trade Fair and
Conference for Natural Products**

同期举办 | Co-located with

BIOFACHCHINA

into organic

亚洲国际有机产品博览会



主办单位 | Organizers

NÜRNBERG MESSE

支持单位 | Supporter





安全、天然、无添加 成为中国消费市场新趋势

天然健康食品是指利用天然成分制成的包装食品，不含任何人造或合成食品添加剂，并且含有有益的营养成分，可帮助消费者维持或恢复健康的生活方式和均衡饮食。近几年国民健康意识提升，消费全面升级，据统计，2018年我国天然健康食品产量维持增长趋势，未来几年将持续增长。预测2022年我国天然健康食品市场规模近2000亿元。

尼尔森健康与食品成分意见调查显示，82%的中国消费者愿意花更多的钱购买不含有不良成分的食物，这一比例高于全球平均水平（68%）。中国消费者的健康意识不断提升，越来越关注饮食中所含的各种成分（79%）；并希望能够见到更多纯天然食品（67%），安全和健康已经成为消费者衡量商品的重要标准。

Healthy and Safe is Becoming the New Trend in the Chinese Market

Natural healthy food refers to the food made of natural ingredients, which does not contain any artificial or synthetic food additives, and it contains beneficial nutrients, which can help consumers maintain a healthy lifestyle. In recent years, citizens' health awareness has been improved and consumption level has been upgraded. According to statistics, in 2018 the output of natural healthy food in China maintain an increasing trend and will continue to grow in the next few years. It is predicted that the market scale of natural healthy food in China will be nearly 200 billion RMB in 2022.

According to Nielsen's Global Health and Wellness Survey, 82% Chinese consumers prefer to buy non-additive food, which is higher than the global average (68%). Chinese consumers' awareness of health has been increasing, more and more people focus on the components & (79%), 67% of them want to purchase more natural food. Safety and health are becoming the important standards of consumption.

Data source: China Business Industry Research Institute

“天然世界” 规模升级为亚洲国际天然展

亚洲国际天然产品博览会（原“天然世界”）自2015年起与BIOFACH CHINA同期举办。展出产品包含天然蜂蜜、燕窝、护肤品、洗护用品等，连续六年得到了专业采购商和消费者的高度关注和热烈拥护。

作为NATURAL EXPO CHINA的姐妹展，BIOFACH CHINA立足于中国有机市场，致力于寻求高质量产品的专业采购商提供良好的信息收集及采购平台。亚洲国际天然产品博览会将继续扩容，打造中国天然产品品牌展，以独特的形象、绝佳的展示为天然产品寻找高端买家提供契机！

Your Potentials at NATURAL EXPO CHINA

Since 2015, NATURAL EXPO CHINA has been proved as a reliable and professional platform for natural products. The products on display include for example honey, bird nest, skin care products and hygiene products, which have been highly concerned by professional buyers and consumers.

NATURAL EXPO CHINA welcomes products with organic or natural ingredients, such as natural food & beverages, natural cosmetics, personal care products and natural wellness products. A clear product concept behind NATURAL EXPO CHINA and BIOFACH CHINA provides security and trust, as exhibitors must meet strict exhibits criteria.

牵手NSF International 打造全新NATURAL EXPO CHINA 2022

10月15日，NSF International宣布成为NATURAL EXPO CHINA亚洲国际天然产品博览会战略合作伙伴，共同助力展会成长。这是NSF与NATURAL EXPO CHINA首次达成战略合作，双方基于各自在其专业领域的权威与经验，旨在实现展会与机构的双向赋能。此次合作，不仅体现出食品行业注重健康的发展趋势，展示了纽伦堡会展旗下NATURAL EXPO CHINA和BIOFACH CHINA作为细分领域展会的高度专业性，同时也意味着亚洲国际天然产品博览会进入了一个新的发展阶段。在2022年的展会当中，双方将通过展会和相关论坛等活动，宣传和推广双方品牌，共同扩大行业影响力，实现互利双赢。

Creation of a brand new NATURAL EXPO CHINA together with NSF International

On October 15th, NSF International has announced to become the strategic partner of NATURAL EXPO CHINA to jointly bring this exhibition to a new level. Based on the authorities and experience in the professional fields, both sides aim to make the exhibition stand out. This cooperation not only reflects the healthy development trend of the food industry, but also shows the professionalism of NATURAL EXPO CHINA and BIOFACH CHINA in subdivided fields. It also means that NATURAL EXPO CHINA has entered a new development stage. In the exhibition 2022, the two organizations will promote the brands through exhibitions and relevant forums, so as to jointly expand their influence and achieve the win-win situation which will make more benefits for our exhibitors as to learn more of the industry trends and standards.

展品类别 Product Groups

- 天然食品&饮料
Natural food & beverages
- 天然化妆品/健康产品
Natural cosmetics & wellness products
- 天然纤维/纺织品
Natural fibers & textiles
- 天然及环保清洁用品
Natural eco cleaning & household products
- 天然宠物产品
Natural pet products
- 其他相关服务
Services and media

Why to exhibit at NATURAL EXPO CHINA

2021展会回顾 Facts and Figures *

213家
参展商
Exhibitors

12,000 m²
展出面积
Exhibiting Space

10,216名
专业观众
Visitors

* incl. BIOFACH CHINA

“NATURAL EXPO CHINA亚洲天然展和BIOFACH CHINA亚洲有机展让真正潜心做产品的环保品牌有机会把好产品分享给更多崇尚自然，热爱生活的可爱的人。”

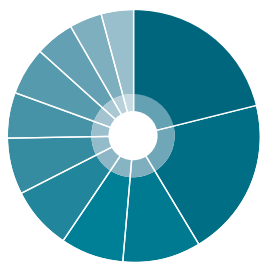
深圳市至尚臻品科技有限公司总经理 王帆

“NATURAL EXPO CHINA and BIOFACH CHINA in 2021 attracted high-calibre exhibitors and professional audiences. We were delighted to meet a lot of old and new contacts at the venue. It is quite simply the must-do event for organic food companies that want to present their brands to fantastic people with a passion for sustainability. We'll definitely be back in May 2022!”

— Ms. Fan Wang, General Manager of Shenzhen ZSZP Technology Co., Ltd.,



观众感兴趣的产品 Visitor Interests in Product Sections



- 21% 生鲜食品 Fresh food
- 20% 天然食品 Natural food
- 10% 饮料 Drinks
- 8% 其他食品 Other grocery products
- 8% 冷冻食品 Frozen food
- 7% 纺织品 Textiles
- 6% 便利食品、糖果 Snacks and sweets
- 6% 厨房、烘焙原料 Cooking and baking
- 5% 技术和设备 Technology and equipment
- 4% 媒体、服务供应 Media, service providers
- 4% 非食品类产品 Non-food

活动回顾 Program Review

- 注册认证天然燕窝企业座谈会
Bird's Nest Credit Alliance of Registration and Certification
- 天然产品论坛 Natural Product Forum
- 低碳生活互动体验区 Low-carbon life Interactive Experience Area
- 素食论坛&素食小吃街 Vegan Forum & Vegetarian Street

中高端专业买家 * High-end Professional Buyers *



*以上排名不分先后 Listed in no particular order.

An outlook for the seminar

天然健康滋养食品企业座谈会（筹） Natural Healthy Food Development Summit

蜂蜜是一种营养丰富的天然滋养食品，被誉为“大自然中最完美的营养食品”，也是最常用的滋补品之一。而燕窝是珍贵的纯天然产品，同时具有健康和美容养颜的功效。中国的燕窝产品大多以东南亚国家进口为主。新一届展会将邀请海关总署进出口食品安全局、中国检验检疫科学研究院，以及国内外百余位天然健康食品方面的嘉宾通过线上线下的方式参加研讨会，针对中国和东南亚市场的现状进行分析，并预测未来发展趋势。

Nutritious food is a unique concept in Asia food culture, such as honey, it known as "the perfect nutritional food", Bird's nest is one of the difficult natural product to harvest, but provides a number of health and beauty benefits. Bird's nest products in China are mainly imported from Southeast Asia. Leaders of the China General Administration of Customs and Chinese Academy of Inspection and Quarantine and hundreds of industry practitioners at home and abroad attend the seminar to jointly make an analysis and prediction of the development trend of the Chinese and Southeast Asian nutritious food markets. Also in 2022, the topic will be reflected in the Conference and will give an update on the latest developments.

中国植物基产业发展论坛（筹） Conference on China Plantbased Development

随着消费者对健康与可持续发展的追求，植物基食品受到越来越多的青睐。NSF与NATURAL EXPO CHINA达成战略合作后，基于各自在专业领域的权威与经验，双方计划在2022年的展会上将共同举办中国植物基产业发展论坛。2020是全球植物肉市场创新大爆发的一年，2021将是植物肉市场加速发展的一年，论坛将就中国市场和中国消费者的特点，从技术、产品、创新等各方面展开话题和讨论。

With consumers' pursuit of health and sustainability, plantbased food is favored by more and more people. Together with NSF International, NürnbergMesse will host the first China Plantbased Industry Development Forum at NATURAL EXPO CHINA 2022. 2020 is a year of great innovation in the global Vegetarian meat market, and it will be accelerated in 2021. The forum will debate the topics on the characteristics of the Chinese market and its consumers from the aspects of technology, products and innovation.



《中国有机天然产品目录》 China Organic & Natural Products Directory

深耕中国有机与天然市场十余载，汇集千余家有机及天然企业，万余款有机天然产品，NATURAL EXPO CHINA打造的《中国有机天然产品目录》，为企业提供更多渠道的宣传机会，将企业信息及展品直接推送至5万余条全球采购商、进出口商的手中，助力企业对接全球贸易，全方位整年持续为企业提供服务。

Deeply rooted in the Chinese organic market for more than 10 years, NürnbergMesse China has collected information of more than a thousand organic & natural enterprises and thousands of organic & natural products. The "China Organic & Natural Products Directory" provides comprehensive information about the market, companies and products to the global industry. It is also a business matching system used by professional visitors to access their targeted and interested information, including market information, suppliers, distributors and products. Meanwhile it provides the opportunities for visitors to make an appointment with exhibitors, which strongly enhances the interactive experience between them.

更多展会信息，欢迎随时与我们联系！ We are happy to help you with any aspects of NATURAL EXPO CHINA

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