

# NATURAL EXPO CHINA

亚洲国际天然产品博览会

September 19 - 21, 2023

上海新国际博览中心

Shanghai New 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





## 安全、天然、无添加 成为中国消费市场新趋势

天然健康产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，可以帮助消费者培养和保持健康的生活方式与均衡饮食。近几年，国民健康意识提升，消费全面升级，快节奏的生活下，新一代开始不断追求更加健康的生活方式，自带“天然、安全、有益”等健康属性的天然植物成分产品正在成为越来越多消费者满足饮食健康的新选择。

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. Due to the fast-paced life, the new generation has begun to pursue a healthier lifestyle. Natural ingredients products with "natural, safe, beneficial" and other health attributes are becoming a new choice for more and more consumers to meet the needs of healthy eating and drinking.

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

## 亚洲天然展产品参考准入标准 NATURAL EXPO CHINA Admission Criteria

### 天然和零添加产品

#### Natural and non-additive products

天然产品，零添加或无额外添加的食品或产品；  
由天然原料制成的深加工食品和产品。  
Natural products, non-additive food or products;  
Deep processed foods and products made from natural raw materials.

### 符合相应食品质量安全的产品

#### Products conforming to food quality and safety

无抗生素产品；Clean label；CAIQ成熟蜂蜜，CAIQ溯源燕窝，原产地产品，散养鸡产品等；HACCP，IFS，BRC等。  
No antibiotic products; Clean label; CAIQ mature honey, Birdnest product traced by CAIQ, Geographical indication products, Free range chicken products, etc.; HACCP, IFS, BRC, etc.

### 符合可持续、生物多样性和社会责任产品

#### Products conforming to sustainability, biodiversity and social responsibility

GAP，FSC，雨林联盟，公平贸易，可持续农业，责任采购等。  
GAP, FSC, Rainforest Alliance, Fair Trade, Sustainable Agriculture, Responsible procurement, etc.

### 非食品类产品

#### Non-food Products

有机与天然化妆品；生态清洁产品；Cruelty free；  
有机与生态纺织品、回收纺织品、责任羊毛标准等。  
Organic and natural cosmetics; Ecological cleaning products; Cruelty free; Organic and ecological textiles, Recycled textiles, Responsible Wool Standard, etc.

### 关于碳排放和环保产品认证

#### Certification of carbon emission and environmental protection products

碳中和，碳足迹，零碳产品认证等；ESG评价体系等。  
Carbon neutralization, Carbon footprint, Zero-carbon product certification; ESG Rating system etc.

### 符合相应规则的产品

#### Products conforming to corresponding rules

无麸质产品，素食认证（包括但不限于VEGAN），植物基产品，犹太洁食产品，非转基因产品等。  
Gluten free products, Vegetarian Label, Plant-based products, Kosher food, Non-GMO products, etc.

### 其他产品

#### Other products

助农产品和其他符合天然、安全、健康标准的产品。  
Farm Aid products and other products conforming natural, safe and health standards.

## 展品类别 Product Groups

### 天然食品/饮料

#### Natural food and beverages

- 生鲜食品 Fresh Food
- 冷冻食品 Frozen Food
- 厨房和烘焙产品  
Grocery products Cooking and baking
- 零食和糖果  
Grocery products Snacks and sweets
- 饮料和天然水 Grocery products Drinks
- 其他产品 Other grocery products
- 天然原料 Raw material

### 天然化妆品/健康产品

#### Natural cosmetics and wellness products

- 皮肤护理 Skin care
- 身体护理 Body care
- 护发产品 Hair care
- 彩妆和装饰产品 Decorative cosmetics
- 香氛 Fragrances
- 特殊化妆品和个护产品 Special cosmetics/care
- 日化用品 Chemist articles
- 其他用于有机天然个护产品的原料和添加剂  
Raw materials and additives for the natural and organic cosmetics industry

### 不同种类天然产品

#### Miscellaneous natural products

- 纤维/纺织品 Natural fibers and textiles
- 环保清洁用品/家用产品  
Eco cleaning and household
- 宠物产品 Pet products
- 环保包装 Contract manufacturing, packaging
- 其他相关服务 Service providers, media

# Why to exhibit at NATURAL EXPO CHINA

## 2021展会回顾 Facts and Figures \*

213家

参展商  
Exhibitors

12,000 m<sup>2</sup>

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的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 2023!

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

元初食品致力于成为“健康三餐提供者”，秉承“坚持最大程度原生态、少处理、少添加”的商品理念，专注为热爱烹饪、关注食品安全和关注健康的家庭提供健康三餐食材。元初食品的经营特色是国际标准、全球同步。我们通过BIOFACH CHINA联系拥有中国、欧盟、美国三重认证的产品，未来也会通过NATURAL EXPO CHINA选择好的产品。祝愿展会越办越好！

——元初食品国际发展事业部 范威

Sungiven Foods is committed to become the “healthy food provider”, dahering to the concept of “less process and less addition”, focusing on providing healthy ingredients for families who love cooking, pay attention to food safety and health. The characteristics of Sungiven Foods are international standards and global synchronization. Through BIOFACH CHINA, we find products with triple certification of China, European and US, and will also select good products through NATURAL EXPO CHINA in the future. Wish NATURAL EXPO CHINA will be better and better.

—— Sungiven Foods International Development Department, Fan Wei

## 展会主要参加买家类型

### Main Types of Enterprises Participating the Exhibition

买家群体源于同期展BIOFACH CHINA亚洲有机展，以高质和精准为特色。

The buyer group originates from the concurrent exhibition BIOFACH CHINA, featuring high quality and accuracy.

### 我们的买家包括 Our Buyers Include:

- 高端食品经销商和渠道商  
High-end food dealers and distributors
- 商超和电商平台  
Supermarket and e-commerce platform
- 社群和私域平台  
Community and private domain platforms
- 有机店、有机餐厅、生态酒店等  
有机传统渠道  
Organic stores, organic restaurants and ecological hotels
- 集团采购和高端礼品采购  
Group procurement and high-end gift procurement
- 有机和可持续产品爱好者  
Organic and sustainable enthusiasts
- 有原料要求的产品研发  
Product R&D with high quality raw material requirements
- 高端餐饮和酒店  
High-end catering and hotels
- 月子会所和母婴店等  
Postpartum care center and maternal and children store

## 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 accompanying programs

### 同期活动（筹）

#### Onsite Event

- 注册认证天然燕窝企业座谈会  
Bird's Nest Credit Alliance of Registration and Certification
- 中国天然产品发展论坛（筹）  
Conference on China Natural Products Development
- 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

### 中国天然产品发展论坛（筹）

#### Conference on China Natural Products 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达成合作后，基于各自在专业领域的权威与经验，双方计划在2023年的展会上共同举办中国天然产品发展论坛。天然产品市场在国内究竟是一时热潮，还是持久趋势，论坛根据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, Nürnberg plan to hold the Conference on China Natural Products Development Forum at NATURAL EXPO CHINA 2023. Whether the natural products market is a fad or a long lasting trend in China, the forum debated the topics from technology, products, innovation and other aspects according to the characteristics of the Chinese market and consumers.

### 《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.



### 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 the Asian food culture. Honey as an example is 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 as well. 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 2023, the topic will be reflected in the Conference and will give an update on the latest developments.

### 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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