China International
Nutrition and Health Industry Summit 2018
中国国际营养健康产业峰会 2018

Venue: Regal International East Asia Hotel
516 Hengshan Road Xuhui District
Shanghai, China 200000

地点: 上海富豪环球东亚酒店
上海徐汇区衡山路 516 号,
邮编 200000

Tuesday June 19, 2018
Check In: 08:30
Summit: 09:00 – 18:00

5th Annual "China International Nutrition & Health Industry Summit" featuring: 12 Industry Experts Covering the latest on Health Product Regulations, Import/Export, Cross Border E-commerce, Consumer Trends, Social Media(WeChat), Key Opinion Leaders, Global Industry Status, Omega-3s and Probiotics Insights and more.

Agenda

Tuesday June 19, 2018

8:30 – 9:00: **Registration**

9:00 – 9:30: **Welcoming Comments**
Health Products Association - China
Jeff Crowther – Executive Director

Summit Moderator
NutraIngredients-Asia
Gary Scattergood – Editor in Chief

9:30 – 10:00: **China Nutrition & Health Industry Development, Import and Export Status**
China Chamber of Commerce (Import/Export of Medicine & Health Products)
Zhang Zhongpeng – Director

10:00– 10:30: **Current Regulations for Health Food & Ingredients**
China Gate Consulting
Dr. Wendell Wei – Director

10:30– 11:00: **Refreshments**

11:00 – 11:30: **Quality Assurance in China**
NSF International (Sponsor)
David Trosin – Global Business Development Director

11:30 – 12:00: **Manufacturing Solutions for China and Beyond**
TSI Group (Sponsor)
Ross Norris – Managing Director (Australia)

12:00 – 13:30: **Lunch**

13:30 – 14:00: **China's New Consumers**
Nielsen Group
Marek Fudala – Director Innovation Practices

14:00 – 14:30: **Global Industry Updates and Trends**
Euromonitor International
Stephanie Yao - Analyst

14:30 – 15:00: **New Thoughts of Health Products in Cross-Border**
Rkylin E-commerce
Minty Xu – Director Cross Border Division

15:00 – 15:30: **Refreshments**

15:30 – 16:00: **WeChat Marketing & Sales Strategies**
WalktheChat
Jenny Chen – Co-founder

16:00 – 16:30: **Tracking E-commerce Performance**
Early Data
Brian Negley – Executive VP

16:30 – 17:00 **Global Probiotic Trends**
International Probiotic Association
George Paraskevakos – Executive Director

17:00 – 17:15: **Global Omega-3 Fatty Acid Trends**
Global Organization for EPA & DHA Omega-3s
Aldo Bernasconi – Director Information & Research

HPA Health Products Association CHINA 美中健康产品协会

17:15 – 17:30: **Omega-3 Index**
Omegaquant
Dr. Bill Harris - President

17:30 – 18:00: **Panel Discussion: State of the Industry**
Hosted by NutraIngredients-Asia (William Reed Business Media)
Moderator: Gary Scattergood – Editor in Chief

18:00 **Summit Closing**
Health Products Association - China
Jeff Crowther – Executive Director

For more information contact the Health Products Association - China
summit@uschinahpa.org

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