

Act on Healthy Life Now
健康生活，立即行动

www.dna-expo.com

Highlights:

More than **150** exhibitors from **15** countries
More than **8,000** buyers from retail sector,
pharmacies, food manufacturers.
SPECIAL professional conference & forum on diabetes.

展会亮点：

预计**150**多家品牌企业，来自**15**个国家。
超过 **8,000** 名来自分销商、制药、医疗、保健等专业买家。
特别为特种食品设制的论坛会议。



Co-location with
SIAL CHINA 2013

Distinctive Nutrition Asia Expo

2013.05.07 ~ 09

SNIEC Shanghai New International Expo Centre

上海新国际博览中心

亚洲国际膳源新生活博览会



Market 市场

China is currently undergoing an important strategic period of economic and social development. Many successful individual often pay the price for their health. "Rich man's diseases" comes on top of the list.

It refers to high blood pressure, high blood sugar, and hyperlipidemia.

High blood pressure is a serious condition that can lead to coronary heart disease, heart failure, stroke, kidney failure, and other health problems.

High blood sugar levels happen when the body either can't make insulin (type 1 diabetes) or can't respond to insulin properly (type 2 diabetes).

Hyperlipidemia refers to excess amount of lipids in your blood. It leads to problems such as heart disease, heart attack and stroke.

They are usually caused by lifestyle choices. By having a healthy balanced diet, you will begin to help control your blood sugar level, blood lipids and blood pressure.

我中国目前正在经历经济和社会发展的重要战略机遇期。许多人在获得成功的同时也丧失了健康的体魄，其中“富贵病”首当其冲。

“富贵病”是指高血压、高血糖和高血脂。

高血压 (HBP) 是一种严重的疾病，可导致冠状动脉疾病，心脏衰竭，中风，肾功能衰竭，和其他健康问题。

高血糖是身体无法产生胰岛素(1型糖尿病)或无法正确对胰岛素产生反应(2型糖尿病)。

高血脂是指血液中有过量的脂肪。它会导致很多问题诸如心脏病、心脏病发作、中风。

他们通常是由人们错误的生活方式导致的。通过健康均衡的饮食，您就可以控制住您的血糖水平，血脂，血压和管理。

WHY Exhibit in DNA Expo

- Colocation with SIAL CHINA 2013 means plot for success. While SIAL CHINA being the Asia's largest international & beverage show, DNA-Expo tackles the natural, and nutraceutical special function food.

SIAL CHINA 2013 figures

1,907 exhibitors (+25% vs 2011) from 69 countries and regions

73,200 sqm exhibition space (+25% vs 2011)

37 international pavilions

40,722 visitors (+22.4% vs 2011) including 14.5% international visitors

- China's emerging & fast growing health market - China's central government invested 450.6 billion yuan (\$70.8 billion) in health-care sector from 2009 to 2011. And the government will invest more from 2011 to 2015(xinhua).
- DNAExpo is created out of exhibitors feedback and market demands.
- Powerful crossed platforms and channels marketing under Comexposium Shanghai group management. And wide demistic and international media coverage.

为何参展

- 与 SIAL China 2013 同期同场举办是亚洲国际膳源新生活博览会成功的策略。在 SIAL China 领导亚洲成为最大的国际食品饮料展会同时，DNA-Expo 出击为天然的、具有特殊功能的营养素与保健品提供顺应市场需求的平台。
SIAL China 2013 相关数字：
来自 69 个国家、地区的 1,907 家参展商 (和 2011 年相比增加 25%)
73,200 平方米的展览面积 (和 2011 年相比增加 25%)
37 个国际展团
40,722 名专业观众 (与 2011 年相比增加 22.4%)，包括 14.5% 的国际观众。
- 从 2009 年到 2011 年，中国中央政府投资 4506 亿元人民币 (合 708 亿美元) 的医疗保健部门为中国快速增长的新型健康市场。2011 年到 2015 年，中国政府将会投入更多 (新华社)。
- 参展商的反馈和市场需求下诞生了 DNA-Expo。
- 高美艾博集团上海管理部提供的强大的交叉平台和营销渠道。贵品牌同时得到国内外媒体广泛的报道。

All data comes from China Daily, Xinhua News & International Diabetes Federal
所有数据来源于中国日报、新华社及联合国世界卫生组织



Exhibit 展

Special Conference & Forum on Diabetes
特设糖尿病论坛会议

2013.05.06

18:00 - Registration & Welcome
登记签到
19:00 - Welcome Dinner for all conference attendees & exhibitors
开幕晚餐聚会,所有展会论坛会议人员及展商出席。

2013.05.07

08:30 : Registration
登记
09:00 - 12:00: conference sess. 1
会议, 章程1
12:00 - 13:30: networking lunch
社交午餐
13:30 - 15:30: conference sess. 2
会议, 章程2
15:30 - 16:00: networking tea break
社交下午茶
16:00 - 18:00: conference session 3
会议, 章程3
18:00 - 18:30: closing remarks
总结
18:30 : networking cocktail
社交鸡尾酒聚会

2013.05.08

Exhibition Day & visit the exhibition
展会展出、参观时期

Price for delegates including all events & food:
会议出席价格: 包括所有活动餐饮 4,800RMB
Price for exhibitors & VIP to attend the conference:
展商及VIP价格: 包括所有活动餐饮3,800RMB

Exhibitor Profile

Food & nutrition manufacturers
Health supplements & Nutrition ingredients
Healthy food that promotes low cholesterol, low calories
Green food
Nutrition (dietary) supplements
Nutrients
Family health appliances
Diabetic sugar & sweet ingredients suppliers
Fortified foods
Botanical extracts
Tradition Chinese Herbs
Functional foods and drinks
OEM
Consultancy, regulatory and marketing services

Exhibition Details

May 7-9, 2013
May 7 – trade visitors only & professional conference
May 8-9 – public & trade visitors

展商简介

食品营养生产商
低胆固醇和低卡路里的健康食品
营养(膳食)补充剂
家庭健康器具
营养强化食品
传统药膳
加工生产商

保健食品成分
绿色食品
营养素
糖尿病及用糖及配料供应商
植物萃取物
功能性食品饮料
咨询管理和营销服务

展会日程安排

2013年5月7~9日

5月7日 – 行业专业买家、观众, 以及专业论坛。
5月8~9日 – 专业买家观众, 并对公众开放。

Visitor Profile

Hospitals
Health products supplements
Private health clinics
Pharmacies
Fitness centers
Supermarkets
Online shops
Hotel & spa

观众概况

医院
健康食品补充剂
私人医疗诊所
药房
健身中心
超市
网上商店
酒店和会所

Food manufacturers
Distributors
Wholesalers
Retailers
Importers and exporters
Research and development specialists
Marketing professionals
Purchasers
Product developers

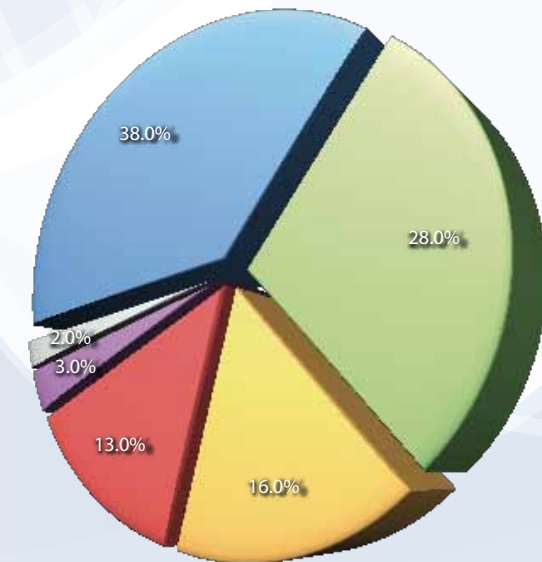
食品制造商
经销商
批发商
零售商
进口商和出口商
调研和开发专家
市场营销专家
买方
产品开发商

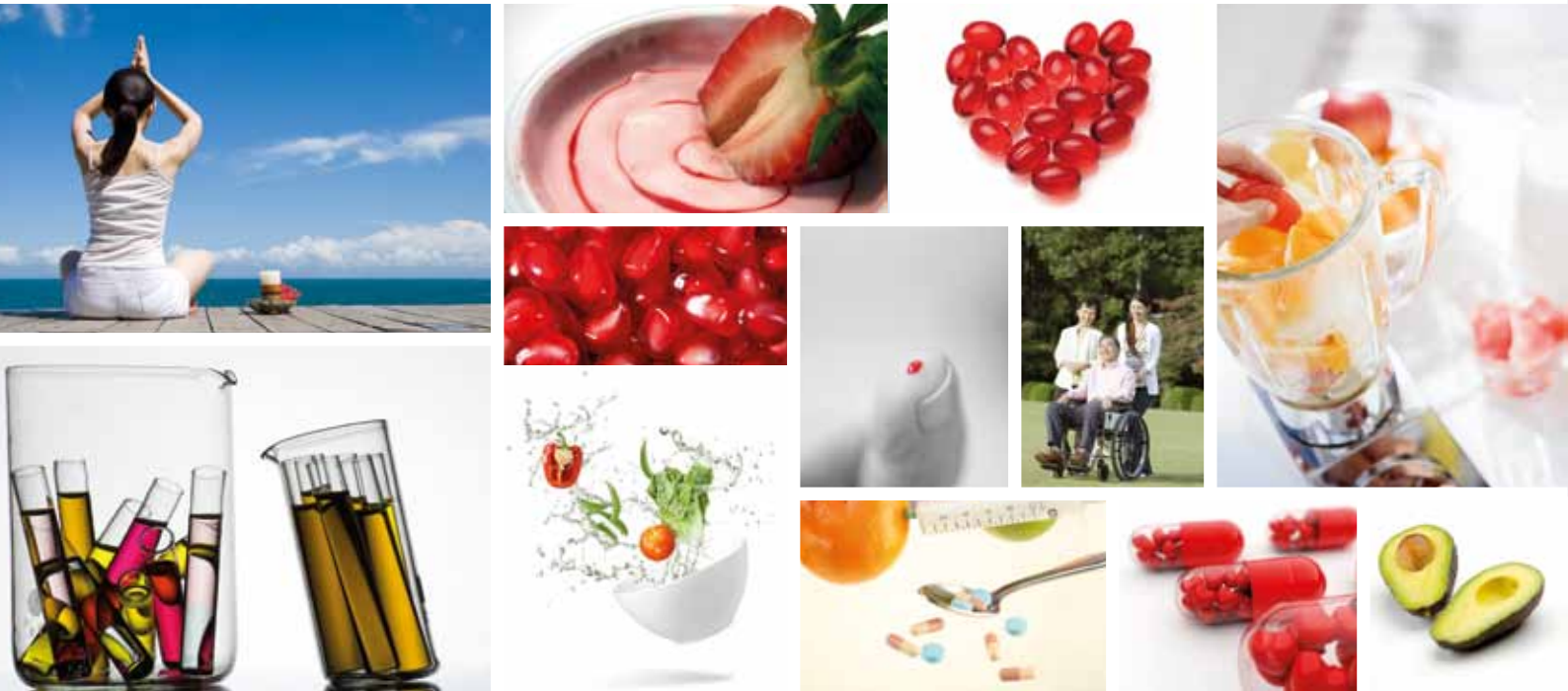
38% Food manufacturers & pharmaceutical companies
功能性食品生产商及制药企业
28% Retail, hotel & spa / 分销商, 酒店, SPA
16% Public sector & hospital / 公共部门, 医院
13% Pharmacies / 医疗界, 医院
3% Government organizations / 政府机构
2% Others / 其他

Visit 观

Projected Visitor Profile

预计专业观众比例





Asia's No.1 meeting point
for special nutrition & health supplement!

International zone :

USA FRANCE GERMANY KOREA HK SAR TAIWAN REGION

国际区 :

美国 法国 德国 韩国 香港特别行政区 台湾地区

ACT NOW

China has pumped in 71.6 billion RMB (\$10.53 billion USD) into health care. Health care reform focuses on public health, medical care, health insurance, and drug supply. Looking into health figures, it's inevitable that China health sector is going to be the next big thing.

中国政府投入了716亿人民币（约105.3亿美元）在国民健康上。医疗改革重点在公共卫生、医疗服务、医疗保险和药品供应。这些健康指标显示，解决中国的医疗健康问题将会成为一件不可避免的大事。



**High blood pressure,
hyperlipidemia
high blood sugar
in China**

中国三高(高血压,
高血脂, 高血糖)人群

3.7 370million
亿人

**High blood pressure
population percent
in China**

中国高血压人群百分比

34 %

Diabetes in China

中国糖尿病患者数目

9.2 92million
千万

Organizer

Comexposium Shanghai
高美艾博展览（上海）有限公司
www.comexposium.com



Co-organizer

DElink Int'l Ltd
德凌凯
www.DElink.com



Strategic Partners

ZhongDao Investment(Group) CO., LTD.
中导投资(集团)有限公司

SIAL CHINA 2013
中国国际食品和饮料展览会



展会主办机构

展会协办单位

战略合作伙伴

Media Partners 媒体合作伙伴



Diabetes New Technology Professional Guidance Unit 糖尿病新技术专业指导单位



华山医院科研处
Department of Scientific Research
Huanshan Hospital, Fudan University

Association Partners 协会合作伙伴



河南省保健品协会
HE NAN SHENG BAO JIAN PIN XIE HUI