



November 9 – 12, 2006

Shanghai Everbright Convention
and Exhibition Centre, Shanghai, China

China, increasingly rich opportunity for natural and nutrition products makers

Spending on health products has been identified as the number one consumer trend in some wealthy urban areas in China like Shanghai, Guangzhou and Beijing. According to the Public Nutrition and Development Centre (PNDC) research report the Chinese nutritional supplements market is currently worth \$3.63 billion but is set to increase to more than \$10 billion by 2010.

As Chinese living standards continue to improve, foreign nutritional foods are expected to enjoy an annual growth rate of 20% or more in the years to come. Key factors for a successful sale of foreign products in China include producing a consistently safe and effective product, understanding Chinese business practices and distribution channels, making effort to develop the market and finding a qualified distributor.

Join Expo China!

New Hope Natural Media, organizer of the largest natural products trade event in the world (Expo West, Anaheim, California) has established a joint partnership with Public Nutrition and Development Centre, the government unit who act as an advisor to the central government on health and nutrition related policies. Natural Products Expo China will be co-located with the first China International Nutrition Health Industry Expo Shanghai.

Expo China provides an ideal platform for foreign enterprises to make good network with local companies as well as relevant government officials through exhibition, conference and one-on-one meeting. Fully-fitted 9 SQM shell scheme booths are priced at US\$3,500. Participating at Expo China is a very cost-effective way for your company to enter in this dynamic market which predicted as a future market leader for the global health and nutrition industry.

To reserve your space or to request an exhibitor kit, view the floor plan, or learn more about this event, please contact:

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