

首届 NHNE 营养保健食品国际高峰论坛

——进入中国市场的方法和路径

NHNE's First Forum on China's Market Entry Strategy for Foreign Dietary Supplements

近些年来中国营养保健食品市场发展十分迅速，有数据显示，2017 年中国保健食品市场规模已达 2300 亿元，其中营养素补充剂类产品市场规模接近 1300 亿元，并以每年 20% 的速度增长，中国即将成为全球最大营养保健食品消费市场。

In recent years, the Chinese market for nutritional health products has been developing rapidly. The relevant data shows that the market size of health products in China reached USD 36 billion in 2017, of which nutritional supplements approached USD 21 billion, representing an annual growth rate of 20%. China will soon become the world's largest consumer market for health products.

拥有庞大消费群体和旺盛消费需求的中国营养保健食品市场，得到了越来越多海外品牌的青睐。随着《保健食品注册与备案管理办法》的正式实施，营养素补充剂类产品只要符合“原料目录”的要求即可申请备案，入市进程极大缩短。1 月 25 日首个海外保健食品备案已获得批准，1 月 27 日保健食品评审中心网站又公布了 17 款进口保健食品备案信息。据悉多个产品正在审批中，进口营养素补充剂类产品即将加速进入中国。

The Chinese market for nutritional health products, which features a large consumer group and high consumption demand, has been gaining favor from more and more overseas brands. With the formal implementation of the *Management Method for the Registration and Filing of Health Products*, the application for the registration of any nutritional supplement can be submitted as long as it meets the requirements of the ‘Raw Materials List’, and thus the process of entering the market is dramatically shortened. On January 25th, the first application for registration was approved; on January 27th, the website of the Health Products Review Center announced the registration information of 17 kinds of imported health products. It is reported that a number of other products are being examined, and nutritional supplements will be imported to China in a faster manner.

为满足海外品牌更好的开拓中国市场业务，助力渠道商发掘海外营养保健食品的商业机会，我们特推出海外营养保健食品进入中国高峰论坛，邀请市场咨询和投融资机构全面梳理中国营养保健食品市场的现状及未来的市场机会，邀请行业专家和终端市场全面研究海外营养保健食品（如膳食补充剂）进入中国的渠道路径，致力于为营养保健食品国际贸易提供专业的商业解决方案。

In order to meet the needs of overseas brands to open up the Chinese market and help distributors explore business opportunities for overseas nutritional health products, we will hold the Summit Forum for the entry of overseas nutritional health products into

China. We will invite market consulting, investment and financing institutions to elaborate on the status quo and future opportunities of the Chinese market for nutritional health products; we will also invite industry experts and terminal markets to comprehensively study how overseas nutritional health products (e.g. dietary supplements) enter the Chinese market, with the aim of providing professional business solutions for international trade in nutritional health products.

论坛时间：2018年4月11日（星期三）9：00-17：00

Time: 9:00-17:00, April 11th, 2018, Wed.

论坛地点：国家会展中心（上海）M6-02 会议室

Venue: Conference Room M6-02, National Exhibition and Convention Center (Shanghai)

主办单位：国药励展、庶正康讯（北京）商务咨询有限公司

Organizer: Reed Sinopharm Exhibitions Co., Ltd., Shuzheng Health (Beijing) Commercial Consultation Co., Ltd.

参会人群: 海外品牌企业, 代理商, 终端商, 投融资机构等

Participants: overseas brands, distributors, terminal dealers, investment & financing institutions, etc.

会议规模: 100 人

Number of attendees: 100

语言: 中英双语

Languages: Chinese and English

报名链接: <http://event.31huiyi.com/1302860991/index?c=02>



扫描二维码获得更多资讯

Scan QR code to get further information

会议议程 Conference Agenda

9:30-10:00	签到 Sign-in
10:00-10:10	主办方致辞 The host's address
10:10-10:40	数据说：中国维他命膳食补充剂及运动营养品市场现状及趋势 About Data: The Current Situation and Trend of the Chinese Market for Vitamin Dietary Supplements and Nutritional Sports Products 发言嘉宾：欧睿信息咨询（上海）有限公司 美妆、保健品行业客户经理 Oliver GE Guest Speaker: Oliver GE, Customer Manager of Cosmetics and Health Products at Euromonitor International (Shanghai) Co Ltd.
10:40-11:10	规则说：谋取营养健康产品准入资质的 N 个维度 About Rules: The N Requirements for Nutritional Health Products to Gain Access to China 发言嘉宾：庶正康讯技术法规总监 李芑 Guest Speaker: Li Peng, Director of Technical Regulations, Shuzheng Health
11:10-11:40	贸易说：进口健康食品的商业机会和操作规程 About Trade: Business Opportunities and Operation Rules for Imported Health Products 发言嘉宾：北京奥利金商贸有限公司总经理 Oliver Jin Guest Speaker: Oliver Jin, Managing Director, Beijing Olijin Trading Co., Ltd.
13:00-13:30	资本说：借力资本运作撬动中国营养健康市场机会 About Capital :Leverage Capital to Invest and Acquire Foreign Brands for the Chinese Nutrition and Health Market 发言嘉宾：美国 VISION AVENUE CONSULTING 创始人 CEO Shirley Huang Guest Speaker: Shirley Huang, Founder & CEO, VISION AVENUE CONSULTING

13:30-14:00	<p>渠道说：进口产品在中国的销售渠道分析和布局策略</p> <p>About Channels: Analysis of Sales Channels of Imported Products and Placement Strategy in China</p> <p>拟邀嘉宾：上海广伊国际贸易有限公司 总经理 邱金</p> <p>Guest Speaker: Qiu Jin, General Manager of Shanghai Guangyi International Trading Co., Ltd.</p>
14:00-14:30	<p>渠道说：电商渠道营养保健品发展现状与趋势</p> <p>About Channels: Current Situation and Trend of Dietary Supplement E-commerce</p> <p>拟邀嘉宾：京东营养保健部总监 霍春艳</p> <p>Guest Speakers: Huo Chunyan, Director of Nutrition and Health at JD</p>
14:30-15:00	<p>经验说：抓住新零售风口，推进线下战略布局</p> <p>发言嘉宾：Jamieson 健美生</p> <p>About Experience: Advancing Online and Offline Strategic Placement through New Sales Channels</p> <p>Guest Speaker: Jamirson</p>
15:00-15:30	<p>经验说：发力电商渠道，线上产品运营经验分享</p> <p>About Experience: Expanding E-business Channels and Sharing Experience in Online Product Operation</p> <p>发言嘉宾：NOW FOODS 诺奥</p> <p>Guest Speaker: NOW FOODS</p>
15:30-16:30	<p>Happy Hour 国际酒会(定邀,凭邀请函)</p> <p>Happy Hour International Reception (By invitation)</p> <p>活动地点：6.2 展馆星光舞台</p> <p>Activity Place: Main Stage, Hall 6.2</p>