



Asia China



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Hi & Fi Asia-China 2024

Conference Agenda

19-21 June
NECC Shanghai

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Forum Agenda

19 June

China International Natural Food Ingredients Summit

Time: 19 June 09:30-16:00

Location: Conference Area A, (16 Meter Area), Hall4.2

Organizer: Shanghai Food Additive & Batching Association、China Association of Productivity Promotion Centers、Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

2024 Women's Nutritional Food Trend Insight Conference

Time: 19 June 10:00-16:00

Location: Conference Room M4-02, Mezzanine


Organizer: Food Mate、Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Natural Health Ingredients Innovation Forum

Time: 19 June 10:00-16:00

Location: Onsite Conference Room A, Booth No.21A10(Near by Gate20), Hall 2.1

Organizer: Food & Beverage OnLine、Foodix、Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Sponsored by:  LONZA
Nutrition & Health

2024 Healthier Sweet Taste Industry Trends Forum

Time: 19 June 10:30-12:00

Location: HUB Conference Area, Booth No.41L36(Near by Gate21), Hall 4.1

Organizer: China Stevia Association、Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Protein Nutrition Ingredients and Sports Performance Enhancement Conference

Time: 19 June 10:30-12:00

Location: Onsite Conference Room A, Booth No.41L100(Near by Gate15), Hall 4.1

Organizer: ISSN、Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Food Technology Forum: Technological-Driven Transformation of the Food Supply Chain

Time: 19 June 13:00-16:00

Location: Onsite Conference Room A, Booth No.41L100(Near by Gate15), Hall 4.1

Organizer: Daofoods、Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

2024 Health Food Industry Ecological Product Showcase

Time: 19 June 13:00-16:00

Location: Conference Room M2-02, Mezzanine

Organizer: 健食汇、Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

A New Era of Nutritional Health, an All-encompassing Approach to Food

Time: 19 June 14:00-15:00

Location: HUB Conference Area, Booth No.41L36(Near by Gate21), Hall 4.1

Organizer: Food Additives And Ingredients Industry Of Zhejiang、Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Comprehensive Probiotics Industry Development Forum and Academia-Industry Alliance Signing Ceremon

Time: 19 June 10:00-12:00

Location: Conference Room M4-01, Mezzanine

Organizer: Synbiotech Biotechnology(YangZhou)CO.,LTD.、Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Evaluating the Effectiveness of Compositions to Improve Skin Melanogenesis and Distribution Using a Novel Skin Deep Non-Destructive Imaging Technique

Time: 19 June 13:00-14:00

Location: HUB Conference Area, Booth No.41L36(Near by Gate21), Hall 4.1

Organizer: 诺泰斯检测科技有限公司、Sirio Pharma Co., Ltd.

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Probiotics China Summit

Time: 19 June 13:00-16:00

Location: Conference Room M4-01, Mezzanine

Organizer: HPA、Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Sponsored by: novonesis 

20 June

The 16th "Food Safety and Food Additives Seminar"

Time: 20 June 10:00-16:00

Location: Onsite Conference Room A, Booth No.21A10(Near by Gate20), Hall 2.1

Organizer: Shanghai Food Additive & Batching Association、Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Probiotics Food Technology and Nutritional Health Forum

Time: 20 June 10:00-12:00、13:00-16:00

Location: Onsite Conference Room A, Booth No.41L100(Near by Gate15), Hall 4.1

Organizer: Branch of Lactic Acid Bacteria, Shanghai Society of Food Science
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Sponsored by:  均瑞  润盈 novonesis

Plant-based Diet and Sustainable Lifestyle Forum

Time: 20 June 09:30-16:00

Location: Conference Room M4-02, Mezzanine

Organizer: China Plant-Based Foods Association、Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

2024 New Food Ingredients Technology Innovation Forum

Time: 20 June 10:00-12:00

Location: HUB Conference Area, Booth No.41L36(Near by Gate21), Hall 4.1

Organizer: Science and Technology of Food Industry、Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Diving Into Important Marine Sources: Trends, Challenges, and Growth Strategies of Omega-3

Time: 20 June 13:00-15:30

Location: HUB Conference Area, Booth No.41L36(Near by Gate21), Hall 4.1

Organizer: GOED (The Global Organization for EPA and DHA Omega-3s)、Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Food Import Market Overview and Access Requirements

Time: 20 June 15:30-16:20

Location: HUB Conference Area, Booth No.41L36(Near by Gate21), Hall 4.1

Organizer: Chemlinked、Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Utilizing Marine Resources, Benefiting Human Health

Time: 20 June 10:00-12:00

Location: Conference Room M2-01, Mezzanine

Organizer: Qingdao Bright Moon Seaweed Group Co.Ltd.、Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

The Latest Research Of Symrise Prunes In Gut Health

Time: 20 June 14:00-15:00

Location: Conference Room M4-01, Mezzanine

Organizer: Shanghai Taste Synergy Industrial Co.,Ltd.、Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

English Content

Food Technology Forum: Technological-Driven Transformation of the Food Supply Chain

Time: 19 June 13:00-16:00

Location: Onsite Conference Room A, Booth No.41L100(Near by Gate15), Hall 4.1

13:30-13:40

Opening Speech

Speaker: Francis Zhang

Job Title: Director of Investments, DaoFoods

13:40-14:00

Speech Title: From 0 to 0.5 – DaoFoods’ Journey of Industry Construction and Investment

Speaker: Hanna

Job Title: Head of Industry Eco-system building, DaoFoods

14:00-14:20

Speech Title: Researcher and Doctoral Supervisor at the College of Biosystems Engineering and Food Science, Zhejiang University

Speaker: Ximing Zhang

Job Title: Researcher and Doctoral Supervisor at the College of Biosystems Engineering and Food Science, Zhejiang University

14:20-14:40

Speech Title: People Don't Eat Tech, They Eat Food: Bridging Innovation and Practicality

Speaker: Eve Samyuktha

Job Title: Founder and CEO of 70/30

14:40-15:00

Speech Title: A Paradigm Shift in Cultural Cuisine via Food Technology

Speaker: James Chang

Job Title: Founder and CEO of Geb Impact

15:00-15:45

Round Table Discussion

Host: Rouyu Wu

Speaker: James Chang

Job Title: Director of Innovative Investments, DaoFoods

Guests:

Speaker: Ming Zhu

Job Title: Senior Manager, Investments & Partnerships, Asia Pacific, Nourish Ventures

Speaker: Hongtao Fei

Job Title: Founder and General Manager, Antion Consulting

Speaker: Ye Li

Job Title: Deputy Director, Rugao Changshou Future Agricultural Park Management Office

Diving Into Important Marine Sources: Trends, Challenges, and Growth Strategies of Omega-3

Time: 20 June 13:00-15:30

Location: HUB Conference Area, Booth No.41L36(Near by Gate21), Hall 4.1

13:00-13:30

Speech Title: Oceans of possibilities: The farms of the future.

Speaker: Nicole Jansen

Job Title: Team Manager, Insights & Innovation, Innova Market Insights

13:30-13:50

Speech Title: Insights into the Global EPA and DHA Omega-3 Market

Speaker: Ellen Schutt

Job Title: Executive Director, GOED

13:50-14:20

Speech Title: China Healthcare & Supplement Market Opportunities and Challenges

Speaker: Scott Yi Zhang

Job Title: Country Manager China, Pattern

14:20-14:35

Speech Title: Antarctic krill oil - marine phospholipid type OMEGA-3 high quality Ingredients

Speaker: Ningning Fan

Job Title: Deputy General Manager, Luhua Biomarine (Shandong) Co., Ltd

Food Import Market Overview and Access Requirements

Time: 20 June 15:30-16:20

Location: HUB Conference Area, Booth No.41L36(Near by Gate21), Hall 4.1

15:30-15:50

Speech Title: North American Nutritional Food & Dietary Supplements Compliance policy

Speaker: Sisi Li

Job Title: NSF Health Sciences Global Certification Senior Manager

15:50-16:20

Speech Title: Unveiling China's Imported Food Regulatory Requirements and Importation Procedures

Speaker: Krystal Wang

Job Title: Business Development Manager, Chemlinked

Activities

Beauty Walk: Nutricosmetics Innovation Tour

Time: 14:00, 19 June

Location: Innovation Zone, Booth No.21H20, (Near by Gate5), Hall 2.1

Maiggic
美琪健康

Booth.41E70

华熙生物
BLOOMAGE BIOTECH

Booth.41E40

AMICOGEN

Booth.41E60

BGG
Your natural partner

Booth.41F35

焦点福瑞达
FocusFreda

Booth.41K73

宾美生物
BINMEI BIOTECHNOLOGY

Booth.41C63

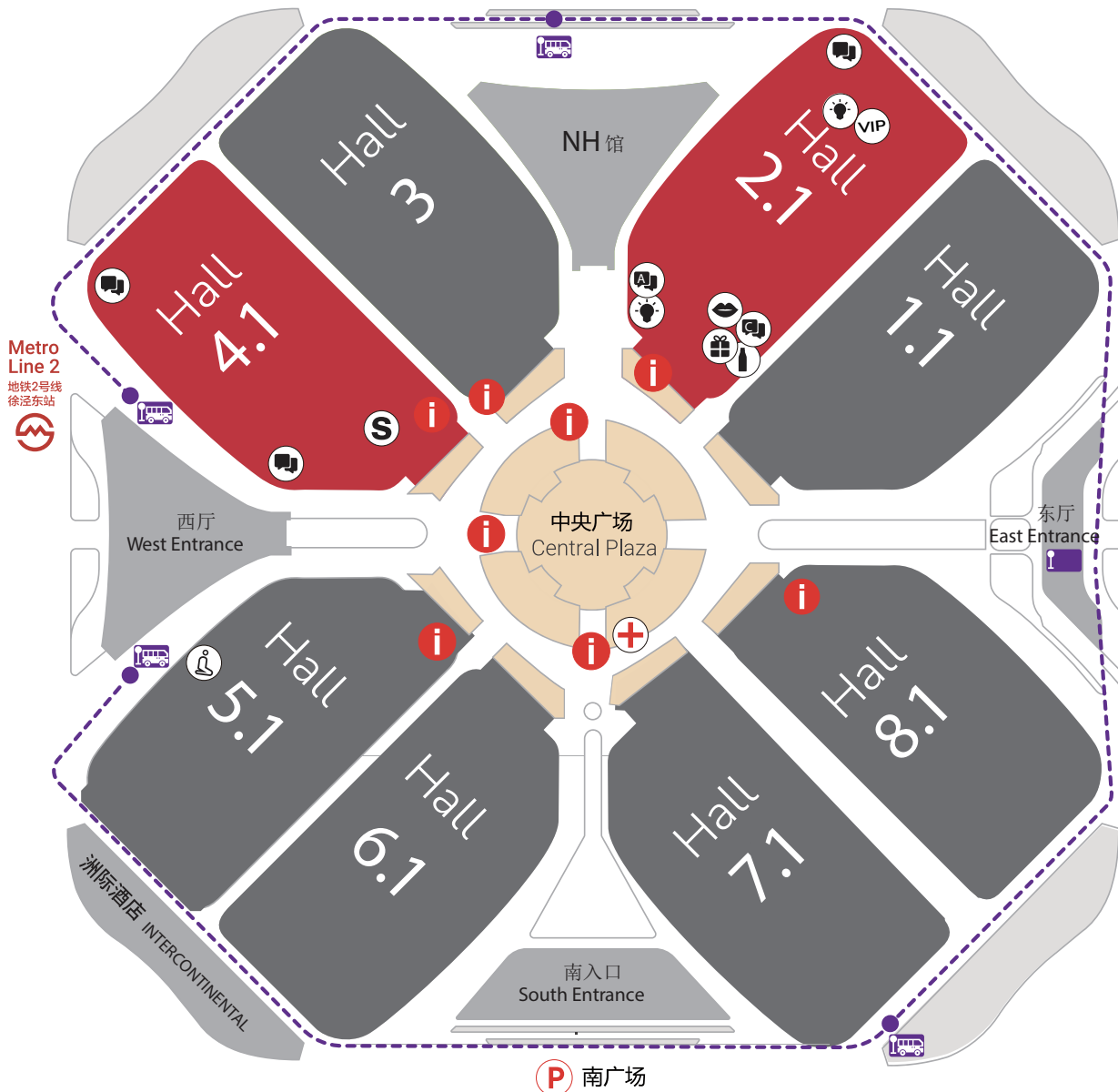
Import & Export Desk

Location: Close to Gate 1, Hall 4.1
Booth No. 41P10

NECC Shanghai

崧泽大道333号 No.333 Songze Avenue

北广场 North Entrance



Metro Line 2
地铁2号线
徐泾东站

颛桥路1888号 No.1888 Zhuguang Road

盈港东路168号 No 168 East Yinggang Road

- 开幕式
Opening Ceremony
- 现场论坛区
Onsite Conference Area
- 祈祷室
Prayer Room
- 销售办公室
Sales Office
- 主题展示区
Spotlight Zone
- 口服美容之旅起点
Starting Point of
Nutricosmetics Tour
- 贵宾休息室
VIP Lounge
- 领水处
Complimentary Water
- 馆间穿梭巴士
Hall to Hall Round Shuttle
- 问询台
Information
- 停车场
Parking Lot
- 发往上海新国际博览中心巴士
Shuttle Bus to SNIEC
- 医疗点
4.2馆4号门对面 (16米层)
Medical Center/
Opposite Gate 4 of Hall 4.2
(16m level)
- 贵宾休息室
VIP Lounge
- 礼品领取处
Gift Distribution

Hall 4.1| Hall 2.1

25th | Hi Asia China | Fi Asia China

Hi & Fi Asia-China

Hall 3.1| Hall 2.1

npc

Healthplex Expo /
Natural & Nutraceutical
Products China (HNC)

Hall 5.1| Hall 6.1| 7.1| 8.1

PROPAC CHINA FOODPACK CHINA

ProPack China & FoodPack China

Hall 2.1

STA China HNO

Starch Expo
Shanghai International
Natural & Health
Products Expo (HNO)

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