



Asia China



Asia China

*Hi & Fi Asia-China 2024*

# Conference Agenda

19-21 June  
NECC Shanghai

[Visit Website](#)

# 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  
Specialty & Health Ingredients

### 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: UK Nutraceuticals Market Insights and Trends

Speaker: Stacy Jiang

Job Title: Senior Trade Advisor, Department for International Trade, British Consulate-General Shanghai

**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: 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

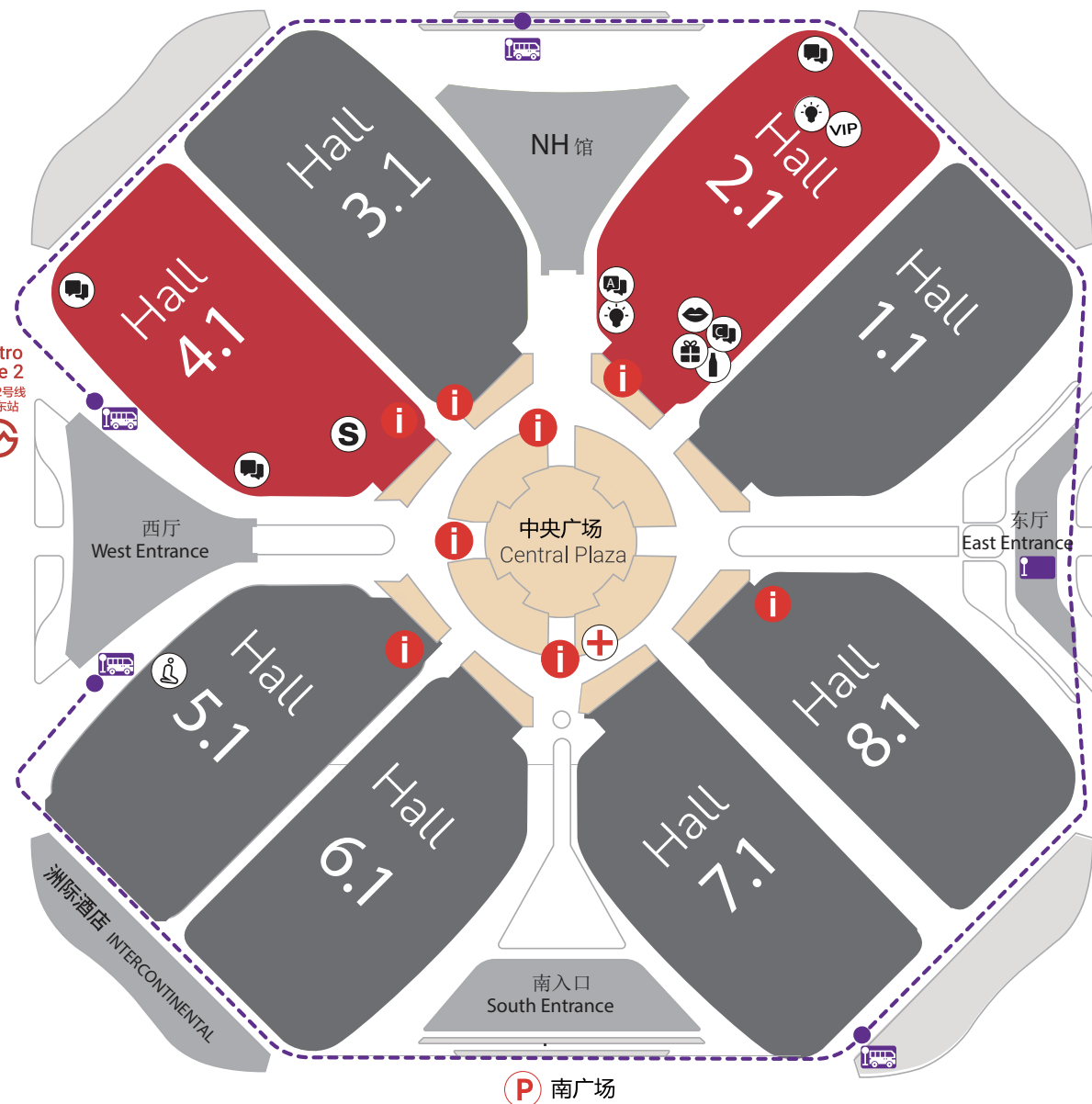
### Import & Export Desk

**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

25<sup>th</sup> | Hi Asia China | Fi Asia China

Hi & Fi Asia-China

Hall 3.1| Hall 2.1



Healthplex Expo /  
Natural & Nutraceutical  
Products China (HNC)

Hall 5.1| Hall 6.1| 7.1| 8.1



ProPack China & FoodPack China

Hall 2.1



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

*\*You can use your badge QR code  
to redeem a gift here*