

# Hi & Fi Asia-China 2026

15 – 17 June 2026

National Exhibition and Convention Center



## Opening Hours

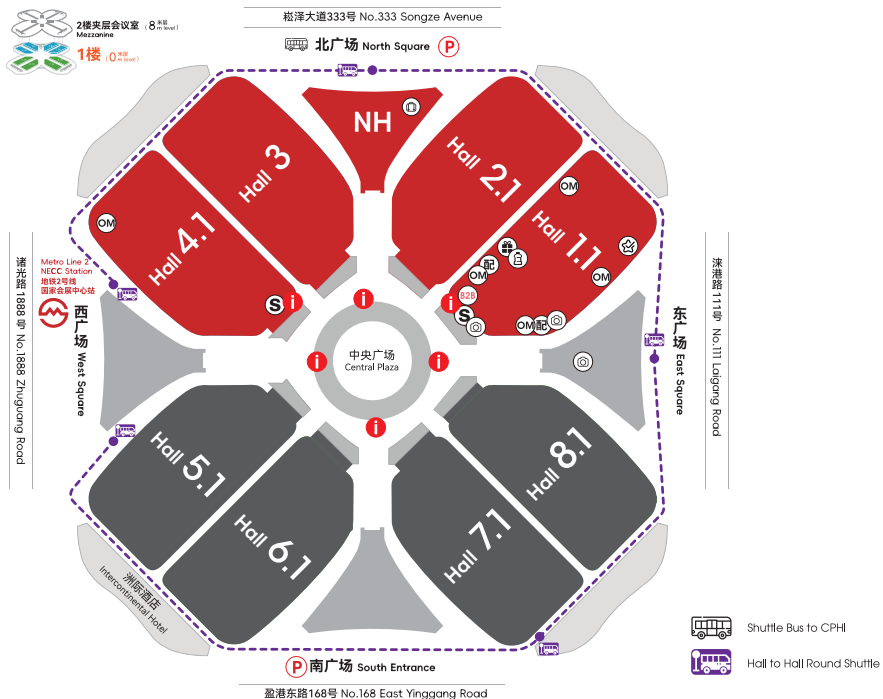
Day 1 (Mon 15 June) 9:30 AM – 18:00 PM  
Day 2 (Tue 16 June) 9:00 AM – 18:00 PM  
Day 3 (Wed 17 June) 9:00 AM – 16:00 PM

## For Exhibition Inquiries

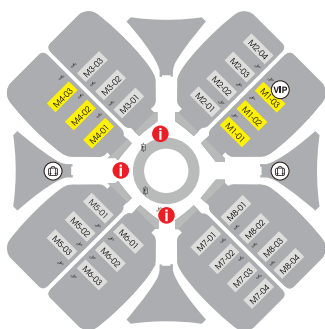
visit Sales Office at Booth 41C03, Hall 4.1



# NECC Hall Plan



- Onsite Activity Area
- Onsite Conference Room
- Gift Distribution
- SJGLE.com
- Selfie Spot
- Matchmaking Area
- Sales Office
- Luggage Storage



# Visitor Services for Registered International Visitors

## Gift Distribution

Booth No. **11A32**  
Hall 1.1 (Near Gate 5)

Visit our Gift Distribution Centre to redeem your exclusive welcome gift package.

- Welcome Gift
- Dining Vouchers
- Free Water

## VIP Lounge

Room **M103**  
Upstairs of Hall 1.1

Exclusive lounge available for registered international visitors throughout the show.

- Complimentary refreshments
- Comfortable seating & work area
- WiFi available

## NECC Shuttle Bus to SNIEC

Route: NECC-SNIEC

Pick Up Point:  
Outside Hall NH (NECC)

Date	Departure Times
16 June (Tue)	11:00 – 16:00 (Every 45 min)
17 June (Wed)	11:00 – 16:00 (Every 45 min)

**HALL 1.1/2.1/4.1** Hi & Fi Asia-China 2026

# Onsite Conferences & Seminars

English interpretation provided for the following sessions

15 June 2026

13:00 - 14:00

## GPNi & ISSN Sports Nutrition Seminar

Venue: Hall 1.1 HUB | Booth No. 11A80 (near Gate 9)

Organizers: International Society of Sports Nutrition (ISSN) & Sinoexpo Informa Markets

**13:00** **Recovery Nutrition:**  
**14:00** **The Core Role of Carbohydrates in Repair, Refueling, and Returning to Performance**

Dr. Reid Reale  
Head of Performance Nutrition, CISSN UFC Performance Institute

**14:00** **The Second Brain: Exploring the Science of Gut Health**

**15:00** Jacqueline Shang (Jackie)  
Registered Practicing Dietitian & Registered Sports Nutritionist, Founder of The Nutritious Lifestyle

15 June 2026

14:30 - 16:30

## Decoding China's Health Consumer Market

Venue: Hall 1.1 HUB | Booth No. 11A80 (near Gate 9)

Organizers: Sinoexpo Informa Markets

**14:30** **Opening Speech**

**15:00** Verry Yannik  
FI Brand Director, Informa Markets

**15:00** **New Growth Frontiers:**

**15:30** **2026 Cross-Border Nutrition & Health Trends on JD Health**

Kelly Chen  
JD Health Cross-Border Nutrition & Healthcare  
Senior Nutrition Investment Manager

**15:30** **2026 New Trends in Food, Beverage and Health**

**16:00** James Gu  
Head of Retail Research (East China), NielsenIQ

**16:00** **Regulatory Requirements for Imported Health Food and**  
**16:30** **Ingredients in China**

Leo Tian  
Business Supervisor, Chemlinked

16 June 2026

13:00 - 15:30

## From Lab to Market: Commercialization and Consumer Innovation in Alternative Proteins

Venue: Hall 4.1 HUB | Booth No.: 41L100 (near Gate 15)

Organizers: Daofoods Ventures, Sinoexpo Informa Markets

**13:00** **Welcome Remarks**

**13:05** Francis Zhang  
Investment Director, Dao Foods Ventures

**13:05** **Reimagining the Food System:**  
**13:25** **When Alternative Proteins Become the New Staple**

Jianzu Cheng  
President & CEO, Fushine Bio

**13:25** **Scaling the Intelligent Manufacturing and Commercialization of Mycoprotein**

**13:45** Wenqi Shan  
CEO, Zhonggu Mycelium

**13:45** **Yeast Protein:**  
**14:05** **From Functional Foods to Mainstream Foods in Real World Applications**

Yunhai Dong  
Senior R&D Engineer, Angel Yeast

**14:05** **Rebuilding the Future Protein Supply System**  
**14:25** **Through Non Food Feedstocks and Artificial Intelligence**

Yaxun An  
CEO, X Food Bio

**14:25** **Panel Discussion: Mass Market Adoption and Monetization of Alternative Proteins**

**15:10** Moderator: Yi Fan, Founder & CEO, Pangjing Media  
Panelists: All Keynote Speakers

**15:10** **Product Tasting & Networking**

**15:30** All Attendees & Guests

16 June 2026

15:30 - 17:00

## Winning in China's Omega-3 Market: Supply Intelligence, Consumer Strategy & Education Tools

Venue: Hall 4.1 HUB (Booth No.: 41L100, near Gate 15)

Organizers: GOED, Sinoexpo Informa Markets

**15:30** **Omega-3 Supply Chain Insights: Market Update**

**16:00** Dr. Aldo Bernasconi, PhD  
Vice President of Data Science, GOED

**16:00** **Omega-3: China Consumer Trends**

**16:30** Liam Mather  
Director of Corporate Affairs, WPIC Marketing + Technologies

**16:30** **Trust Upgrade: Building Omega-3 Industry Credibility and Consumer Trust**

**17:00** Vicky Lin  
Marketing Communications Manager, GOED





Healthplex Expo 2026  
Natural & Nutraceutical Products China 2026



Hi Asia China

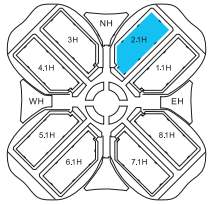


Fi Asia China

Hi & Fi Asia-China 2026



Scan to view  
2026 exhibitor list



通往3馆 To Hall 3

20号门 Gate 20

**21M10 商贸配对区 BUSINESS MATCHING ZONE**

21A30 中研中创 ZHONGYAN ZHONGCHUANG  
21A35 银河 YINHE

21B30 康世达 KANGSHIDA  
21B35 上海天宏 TIANLONG

21C10 结来医药 JIELAI  
21C15 康康 KANGKANG  
21C20 康康 KANGKANG  
21C25 康康 KANGKANG

21C30 维纳斯集团 TINUS

21D00 康康 KANGKANG  
21D05 康康 KANGKANG  
21D10 康康 KANGKANG  
21D15 康康 KANGKANG

21D30 康康 KANGKANG  
21D35 康康 KANGKANG

21E01 益康 YIKANG  
21E05 康康 KANGKANG  
21E10 康康 KANGKANG  
21E15 康康 KANGKANG

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19号门 Gate 19

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18号门 Gate 18

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17号门 Gate 17

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16号门 Gate 16

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21B75 康康 KANGKANG

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15号门 Gate 15

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21B85 康康 KANGKANG

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21号门 Gate 21

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7号门 Gate 7  
8号门 Gate 8  
9号门 Gate 9

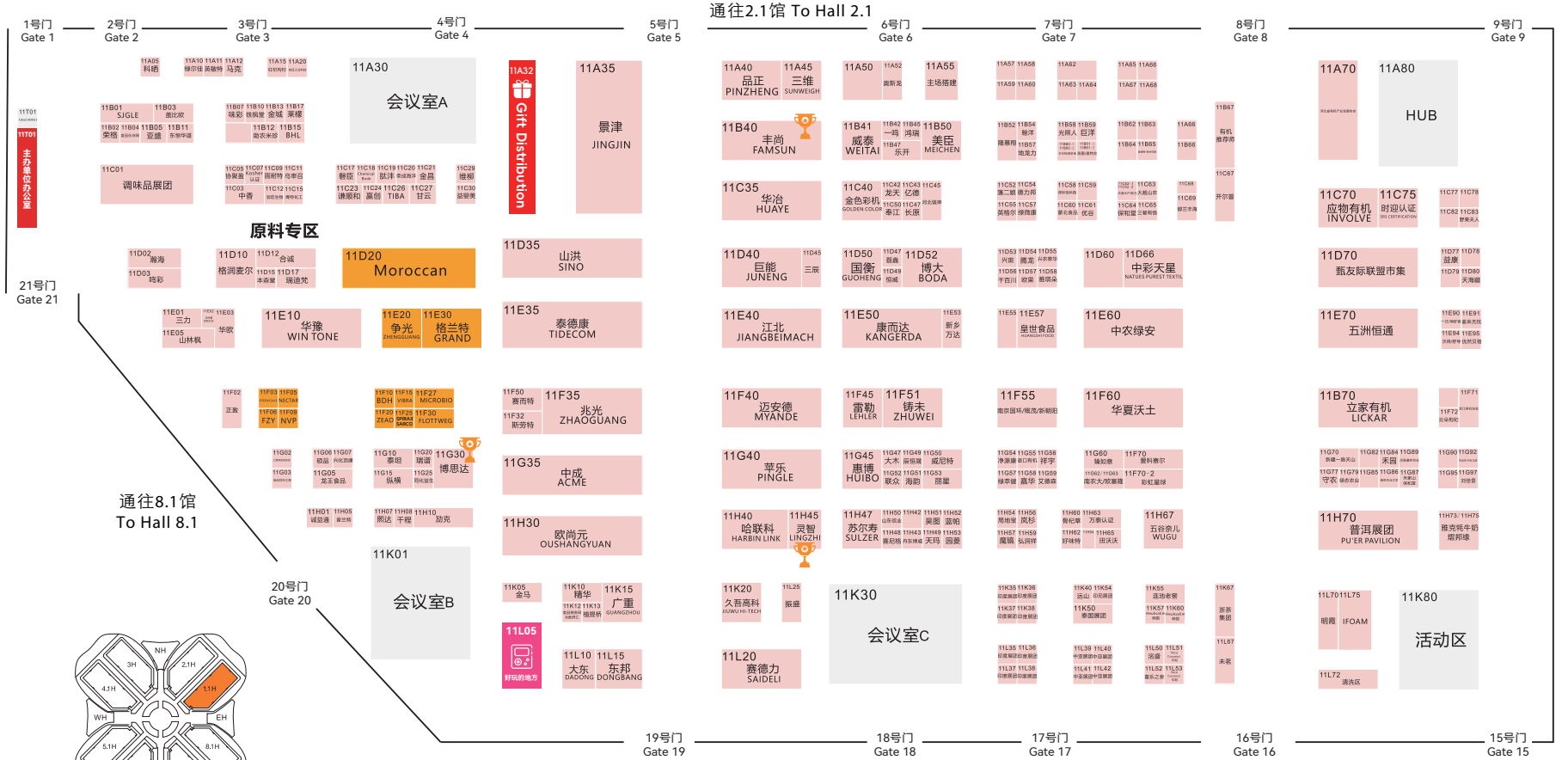
通往1.1馆 To Hall 1.1



Hi & Fi Asia-China 2026 Starch Expo 2026 Organic Products

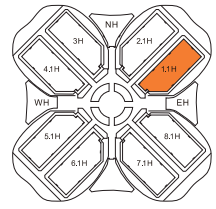


# Hall 1.1



通往8.1馆 To Hall 8.1

20号门 Gate 20



# International Visitor Gift Voucher

Please present this page at the Gift Distribution Centre

## Gift Distribution Centre

Booth No. 11A32  
Hall 1.1 (near Gate 5)

This voucher entitles the bearer to:



Welcome Gift



Dining Vouchers



E-Exhibitor Catalogue

Valid for Hi & Fi Asia-China | One redemption per person  
Valid 15 - 17 June 2026 during show hours

See You Next Year  
22-24 June 2027  
NECC Shanghai China