博华深圳联展 Connexion · Shenzhen

Hi Asia China Fi Asia China

POST SHOW REPORT

展后报告

深圳 健康原料、食品配料展
Hi & Fi Shenzhen 2026

2026年10月13-15日
深圳国际会展中心（宝安）
13-15 Oct 2026 I Shenzhen World

主办单位 (Organizer):
上海博华国际展览有限公司
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.



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Exhibition Overview

展会概述

为期三天的 2026 深圳健康原料、食品配料展（Hi & Fi Shenzhen 2026，以下简称为FiA深圳原料展）已于 10 月 15 日在深圳国际会展中心（宝安）圆满落下帷幕。

作为 FiA 上海展的延伸布局，本届深圳原料展，立足粤港澳大湾区区位与产业优势，深度联动国内内需市场与东盟等海外采购资源，汇聚全球行业同仁，共同探寻健康原料与功能食品配料产业创新发展新路径。

The three-day Hi & Fi Shenzhen 2026 exhibition successfully concluded on 15 October at Shenzhen World Exhibition & Convention Center.

As an extension of Hi & Fi Asia-China and a key component of Connexion ShenZhen co-located shows, Hi & Fi Shenzhen is organized by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. Leveraging the geographic and industrial strengths of the Guangdong-Hong Kong-Macao Greater Bay Area, the show connects the domestic market with overseas procurement resources including ASEAN. It brings together industry peers worldwide to jointly explore new pathways for innovation and development in the healthy ingredients and functional food ingredients sector.

联展规模再攀新高
观众数据实现历史性突破

Connexion ShenZhen Reaches New Heights, with Visitor Figures Achieving Historic Breakthroughs

FiA深圳原料展是博华深圳联展的重要组成板块，本次联展联动同期餐饮食品、咖啡茶饮、食品加工、食品包装、餐饮设备等9大主题展会，汇聚超过2000家展商，总展出规模达18万平方米，专业观众总规模达138,342人，同比提升25.25%，国际化表现尤为亮眼，**海外专业观众三天共计7,279人，同比大增39.5%。**

Connexion ShenZhen co-located shows reached new highs! Over 2,000 exhibitors gathered across a total exhibition area of 180,000 sq.m. The co-located shows welcomed a total of 138,342 trade visitors, representing a 25.25% year-on-year increase.International participation was particularly outstanding: 7,279 overseas trade visitors attended over the three days, surging 39.5% year-on-year.

博华联展共享

Shared Resources of Connexion ShenZhen Co-located Shows

138,342
观众及专业买家
Visitors & Buyers

39.5%
海外观众增幅
Increase in Overseas Visitors

180,000 m^2
参展面积
Exhibition area

2,000+
海内外展商
Domestic & Overseas Exhibitors

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Visitor Analysis

观众分析

01

Top 5 国内观众来源

Top 5 Visitor Origin Provinces (Mainland China)

广东省 Guangdong 01

上海市 Shanghai 02

北京市 Beijing 03

浙江省 Zhejiang 04

山东省 Shandong 05

*国内观众资源高度集聚于广东省大湾区，依托区域强大的健康食品与保健品产业底盘，聚集大量生产企业、研发机构、品牌方与渠道商，同时毗邻港澳，跨境供应链成熟，采购需求旺盛，是华南乃至全国健康食品产业核心聚集地。

*Domestic visitors are highly concentrated in the Guangdong-Hong Kong-Macao Greater Bay Area. Supported by the region's strong health-food and dietary-supplement industrial base, it hosts numerous manufacturers, R&D institutions, brand owners and distributors. With proximity to Hong Kong and Macao and mature cross-border supply chains, it features robust procurement demand and making it a key hub for the health food industry in South China and across the country.



Top 5 港澳台及海外观众来源

Top 5 Overseas Visitor Source Countries & Regions

中国香港 Hong Kong SAR, China 01

印度 India 02

印度尼西亚 Indonesia 03

泰国 Thailand 04

菲律宾 Philippines 05

*海外专业买家以东南亚客商为 TOP 主力，同时汇聚中国香港及东南亚地区食品配料、功能性原料与食品制造领域从业者，为亚太上下游供应链搭建稳定高效的商贸对接桥梁。

*Southeast Asian buyers make up the largest group of overseas trade visitors, alongside practitioners from Hong Kong SAR and Southeast Asia across food ingredients, functional ingredients and food manufacturing sectors. The show builds a stable, efficient business-matching bridge for Asia-Pacific upstream and downstream supply chains.

三年增长 60%

港澳台及海外观众趋势向好，汇聚全球健康配料买家

Three-Year Growth Trend of Hong Kong, Macao, Taiwan & Overseas Visitors (2024-2026)

港澳台及海外专业观众规模连续三年保持正向增长，2026 年延续上涨态势，**同比 2025 年增长 60%**。持续吸引东南亚、港澳台、南亚及东北亚地区食品配料、功能性原料与健康食品领域客商齐聚，稳步夯实展会亚太跨境商贸枢纽定位。

The number of trade visitors from Hong Kong, Macao, Taiwan and overseas has maintained growth for three consecutive years. In 2026 it continued to rise, growing 60% compared with 2025. The show keeps attracting industry participants in food ingredients, functional ingredients and health foods from Southeast Asia, Hong Kong/Macao/Taiwan, South Asia and Northeast Asia, steadily consolidating its position as an Asia-Pacific cross-border trade hub.

Visitor Analysis

观众分析

*数据源自观众预登记系统反馈
*Data sourced from visitor pre-registration submissions

01

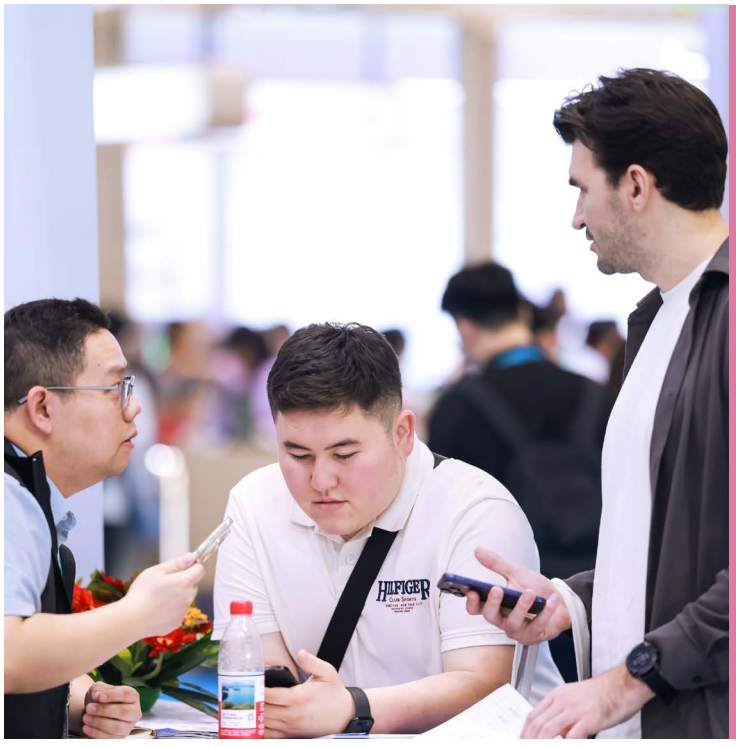
观众感兴趣产品
Products of Interest to Visitors

- 益生菌/益生元/后生元 Probiotics / Prebiotics / Postbiotics
- 动、植物提取物 Animal & Plant Extracts
- 植物基原料 Plant-based Raw Materials
- 香精香料 Flavours & Fragrances
- 膳食补充剂 Dietary Supplements
- 植物基休闲食品 Plant-based Snacks
- 天然有机食品 Natural & Organic Foods
- 饮品及茶饮配料 Beverage & Tea Ingredients

*观众聚焦功能性与天然原料、食品添加剂与风味配料、功能性食品成品等，契合清洁标签、功能营养、健康化的产业趋势。

*Visitors focus on functional & natural ingredients, food additives, flavour ingredients and finished functional foods, in line with the industry trends of clean label, functional nutrition and health-oriented consumption.





Top 5 观众主要业务性质
Top 5 Visitor Business Type

食品 & 饮料成品制造商 Finished Food & Beverage Manufactures	39%
经销商&批发商 Distributors	26%
原配料及添加剂制造商 Ingredients & Additive Manufacturers	13%
进出口贸易 Import & Exporters	9%
咨询 Consulting	6%

具有采购决策权的观众
Visitors with Procurement Decision-making Power **62%**

Exhibitor Analysis

展商分析

02

部分参展企业

Selected Exhibitors



展商对展会满意度评分

Exhibitor Satisfaction Score

4.52

满分5分
out of full score 5

80.8%

的展商认为参加Hi & Fi Shenzhen对他们的业务尤为重要
80.8% of exhibitors regarded participation in Hi & Fi Shenzhen as highly important to their business.

82.7%

的展商推荐本展会
82.7% of exhibitors would recommend the show.

展商寄语

What our exhibitors say

北京盛桐世纪食品科技有限公司
Beijing Shengtong Century Food Technology Co., Ltd.

这次深圳健康原料展质量很不错，到场精准同行客户多，对接效率高。主办方组织有序，交流氛围很好，给我们乳制品原料业务带来不少有效线索，是一次很有价值的行业对接展会，期待下次继续合作。

Hi & Fi Shenzhen delivered excellent quality. Many targeted industry clients attended, and business matching was highly efficient. The organizer ran the show in an orderly way with a great networking atmosphere. It brought us many qualified leads for our dairy-ingredient business, a truly valuable industry-matching event. We look forward to our next cooperation.

苏鹏旭　总经理
Su Pengxu, General Manager

拓丰粉体技术（昆山）有限公司
TRUTHFUL FOOD POWDER TECHNOLOGY (KUNSHAN)

深圳展会整体人流不错，现场氛围很好。主办方在展商服务和观众引流上做得很到位，帮我们省了不少心。不仅顺利推广了我们的产品，还收集到了不少真实的终端反馈，对业务很有帮助。

The show had good overall footfall and a vibrant on-site atmosphere. The organizer did an excellent job with exhibitor services and visitor recruitment, which saved us a lot of effort. Beyond successfully promoting our products, we also gathered genuine end-user feedback—very helpful to our business.

徐安琪　市场经理
Xu Anqi, Marketing Manager

Onsite Activities

现场活动

03

海外原料买家配对会

Overseas Ingredient Buyer Matchmaking

覆盖 **24** 种原料品类 (24 ingredient categories)

共计 **65** 场配对 (65 matching meetings)



海外买家采购重点

Key Procurement Focus of Overseas Buyers

- 保健品用营养及天然草本原料 Nutritional & natural herbal ingredients for heath supplements
- 植物提取物 Plant extracts
- 胶原蛋白 Collagen
- 肽类 Peptides
- 功能性成分 Functional ingredients
- 标准化SAC Standardized SAC
- 维生素系列 Vitamin series
- 大蒜干粉 Garlic powder
- 姜黄干粉 Turmeric powder
- 软胶囊成品 Finished soft-gel capsules



Onsite Activities

现场活动

03

行业共建·系列专题论坛
Industry Collaboration Themed Forums

展会携手多家行业协会、科研机构联合打造系列专题论坛，聚焦食药同源、功能营养、健康食品创新等前沿议题，输出高质量行业分享、搭建专业交流高地；依托论坛的行业号召力，吸引超 400 名专业观众莅临现场，促进行业新理念、新技术的互通共享。

In collaboration with industry associations and research institutions, the show hosted a series of themed forums focusing on emerging topics such as food-medicine homology, functional nutrition and health food innovation. The forums delivered valuable industry insights and provided a platform for professional exchange. Leveraging the strong industry appeal of these events, the show attracted more than 400 trade visitors, facilitating the sharing of new ideas, technologies and industry developments.





现场论坛活动 Onsite forums

健康中国2030·第五届健康食品的创新与发展学术论坛
Healthy China 2030 · The 5th Health Food Innovation and Development Academic Forum

亚洲有机新时刻，破局有机新消费——暨OMA 2027 亚洲有机产业博览会启动发布会
Asia's New Organic Moment, Breaking New Ground in Organic Consumption — OMA 2027 Asia Organic Industry Expo Launch Conference

2026 未来食养丨药食同源产品创新与增长论坛
2026 Future Food Nourishment | Forum on Innovation and Growth of Medicinal and Edible Homologous Products

全球食药同源全产业链创新发展新路径
New Pathways for Innovation and Development Across the Global Food-Medicine Homology Value Chain

2026情绪健康与脑功能营养配料创新发展论坛
2026 Forum on Innovation and Development of Nutritional Ingredients for Emotional Health and Brain Function

第二届功能性食品创新年度大会
The 2nd Annual Innovation Conference on Functional Foods

海南热带特色香料饮料作物科技论坛
Hainan Forum on Science and Technology of Tropical Specialty Spices and Beverage Crops

共建合作方 Co-organising partners

广东省食品学会
Guangdong Institute of Food Science and Technology

国际有机农业亚洲联盟
IFOAM-Organics Asia

深圳市有机产品行业协会
Shenzhen Organic Products Industry Association

广东省生物技术产业化促进会
Guangdong Provincial Association for the Promotion of Biotechnology Industry

深圳市食品工业协会
Shenzhen Food Industry Association

深圳市天佑医学研究院
Shenzhen Tianyou Medical Research Institute

中国热带农业科学院
Chinese Academy of Tropical Agricultural Sciences

FFL未来食品实验室
FFL Future Food Lab

FDL数食主张、FDL数食有料
FDL Foodaily Insight, FDL Foodaily Resources

Onsite Activities

现场活动

03

精准邀约 · 协会组团采购团

Targeted Invitation · Association-organized Buyer Delegations

在专业内容引流之外，展会同步发挥论坛共建 + 买家组团的协同优势，联动山东省乳制品工业协会、佛山市食品行业协会定向组织采购代表团。依托协会会员资源，优先筛选具备采购决策权的企业代表到场，合计邀约约 200 名精准对口专业买家，为展商创造高质量的上下游洽谈机会。

In addition to attracting visitors through professional content, the show leveraged the combined strengths of its forum partnerships and buyer delegation initiatives. In collaboration with the Shandong Dairy Industry Association and Foshan Food Industry Association, the show organised targeted buyer delegations. Drawing on their extensive membership networks, the associations helped identify and invite company representatives with purchasing authority. Approximately 200 highly relevant trade buyers were invited, creating valuable business opportunities for exhibitors to connect with upstream and downstream industry players.







Hi健康·健康营养交流沙龙

Health & Nutrition Communication Salon

Hi 健康·健康营养交流沙龙”于10月13日顺利举办。本次沙龙既是主办方对全体参展企业的致谢，感谢各展商对深圳健康原料、食品配料展的支持与参与；同时依托冷餐交流的轻松形式，汇聚上游原料、配料展商与下游营养保健品成品展商，为供需双方搭建面对面洽谈对接的场景，促进上下游企业高效沟通、发掘潜在合作机会，助力健康营养产业链协同发展。

现场隆重揭晓并颁发“大湾区臻选健康原料金奖”，表彰为行业创新发展作出卓越贡献的业界先锋与创新典范。

The "Health & Nutrition Communication Salon" was successfully held on 13 October. The salon served as the organizer's token of gratitude to all participating exhibitors for their support and engagement in Hi & Fi Shenzhen. Through a relaxed networking reception with light refreshments, it brought together upstream ingredient exhibitors alongside downstream finished nutritional-health-product exhibitors, creating a face-to-face networking setting for both supply and demand sides—enabling efficient communication, uncovering potential cooperation opportunities and driving coordinated development across the health-nutrition industry chain.

The "Greater Bay Area Selected Premium Award for Healthy Ingredients" was unveiled and presented on-site, honoring industry pioneers and innovation benchmarks for their outstanding contributions to industrial innovation and development.

2027-2028 Fi/Hi/Vitafoods/SupplySide 全球系列展

Hi Asia China　Fi Asia China	第二十八届健康天然原料、食品配料展览会 2027年6月22-24日 中国 上海 22-24 June 2027 Shanghai, China
Hi Asia China　Fi Asia China	2027深圳健康原料、食品配料展 2027年10月13-15日 中国 深圳 13-15 October 2027 Shenzhen, China
Vitafoods Europe	2027欧洲国际营养保健食品展 2027年5月18-20日 西班牙 巴塞罗那 18-20 May 2027 Barcelona, Spain
Fi Africa | PROPAK MENA	2027非洲食品配料展 2027年6月1-3日 埃及 开罗 1-3 June 2027 Cairo, Egypt
Fi South America | Vitafoods South America New	2027南美洲食品配料展 2027南美洲国际营养保健食品展 2027年8月3-5日 巴西 圣保罗 3-5 August 2027 Sao Paulo, Brazil
Fi Asia	2027亚洲食品配料展（泰国） 2027年9月1-3日 泰国 曼谷 1-3 September 2027 Bangkok, Thailand
Vitafoods United Kingdom New	2027英国国际营养保健食品展 2027年9月8-9日 英国 伦敦 8-9 September 2027 London, United Kingdom
Fi India | PROPAK INDIA	2027印度食品配料展 2027年9月29日-10月1日 印度 班加罗尔 29 September - 1 October 2027 Bangalore, India
Vitafoods Middle East & Africa New	2027中东非国际营养保健食品展 2027年10月12-14日 阿联酋 迪拜 12-14 October 2027 Dubai, United Arab Emirates
SupplySide Global	美国天然提取物和健康原料展 2027年11月17-19日 美国 拉斯维加斯 17-19 November 2027 Las Vegas, USA
Fi Europe	2027欧洲食品配料展 2027年11月30日-12月2日 法国 巴黎 30 November – 2 December 2027 Paris, France
Fi Vietnam	2028越南食品配料展 2028年5月17-19日 越南 胡志明市 17-19 May 2028 Ho Chi Minh, Vietnam
Fi Asia	2028亚洲食品配料展（印尼） 2028年9月20-22日 印度尼西亚 雅加达 20-22 September 2028 Jakarta, Indonesia

中国大陆销售主办方：上海博华国际展览有限公司　马莹洁 Ms. JR Ma 手机:13917425260

2027展会预告

2027 Show Preview

Shanghai

第二十八届健康天然原料、食品配料展览会

Hi & Fi Asia-China

2027年6月22-24日

国家会展中心（上海）

22-24, June 2027 I NECC （Shanghai）

Shenzhen

2027深圳健康原料、食品配料展

Hi & Fi Shenzhen

2027年10月13-15日

深圳国际会展中心（宝安）

13-15 October 2027 I Shenzhen World

参展咨询

Exhibition Inquiry

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