

CHINA INTERNATIONAL MATERNITY BABY AND KIDS FOOD EXHIBITION

2013中国(上海)国际孕婴童营养
食品博览会

2013年11月14日 – 16日
上海国际展览中心

November 14-16, 2013
INTEX SHANGHAI

要给你
更安全、更营养的
Better Food Better Life

Show Overview

展会介绍

由中国食品工业协会和上海国际展览中心有限公司共同主办的“2013中国(上海)国际孕婴童营养食品博览会”，将于2013年11月14日至16日在上海国际展览中心拉开帷幕。这是迄今为止聚焦孕妇、婴儿及儿童食品的专业性展览会。旨在通过这一平台，让更安全的孕婴童食品能展示在广大消费者面前，使普通消费者能更全面的认识孕婴童食品的特性，选择专业安全、营养全面的食品。同时也为生产企业提供一个面对面和消费者交流、沟通，并接受市场监督和自我展示的平台。

KIDS FOOD exhibition, organized by China National Food Industry Association and INTEX Shanghai Co., Ltd, will be held at INTEX Shanghai on November 14-16, 2013. KIDS FOOD will focus on baby food market trends, food safety and nutrition balancing. It will be a platform for exchange of ideas as well as for trade and business so as to promote the growth and development of the food industry. Consumers may have a chance to communicate with food manufactures face to face and to supervise their products and service.

A Glimpse of Market

市场概述

随着中国城市化进程的快速推进，孕婴童食品迎来了新的发展机遇。人们对孕婴童食品的营养性与安全性越来越关注，市场迫切需要经过精心加工、营养均衡的孕婴童食品与健康用品来满足消费者需求。目前，业内对我国孕婴童产品市场有一个普遍的预期，到2015年，市场规模将达到2万亿元人民币，而孕婴童食品行业将分享其中的一块“蛋糕”，中国孕婴童食品产业发展空间巨大，未来十年将是其发展的黄金时期。

但是，来自相关部门的调查和消费者的切身体验表明，在庞大的孕婴童食品消费市场中，目前还存在大量不合格产品，并正在危害孕婴童的健康。安全可靠的孕婴童食品越来越受到消费者的关注。

主办单位希望通过展览会，普及孕婴童食品安全与营养知识，教育和引导孕婴童培养良好的饮食习惯，建立科学健康的生活方式。同时提高企业的自律意识，增强国民的消费信心，引导产业范围内的科研实践、技术推广和市场规模，全面推动孕婴童食品产业的高速发展。

The baby and kid nutrition market in China is growing rapidly owing to the increasing awareness among parents regarding the proper nutritional well being of their children. The market demands safe and nutritional food manufactures and suppliers. According to the estimation, the capacity of the market is to be RMB 2000 billion. Baby and Kids food is an important portion of this market.

The recent series of food safety scandals hitting China has prompted called for a revamp to supervision practices. A wave of food safety scares has renewed fears in China over continued problems. The entire society should make efforts to concern the food safety issues.

Food safety, related to people's health, safety and the healthy development of the economy, is the major issue of national stability and social development. KIDS FOOD Show exhibits qualified products and services, and provides food safety knowledge education, hoping to build a healthy life style and making a contribution to the industry.



Exhibits Profile

参展范围

- **孕妇营养食品及保健品:** 孕妇奶粉、月子餐、孕妇保健品、纤体食品、滋补品、钙片、维生素片、膳食补充剂等
- **婴幼儿食品:** 婴幼儿奶粉、婴幼儿辅食、羊奶粉、米粉、豆奶粉、牛初乳、特殊配方奶粉、婴幼儿饼干等
- **婴幼儿营养品:** 钙片、鱼肝油、维生素片(剂)、益生菌、营养面、健脑产品、蜂蜜产品
- **儿童食品:** 儿童成长奶粉、各类儿童乳制品、燕麦片、膨化食品、蛋制品、豆制品、有机食品、罐头食品等
- **儿童饮料糖果:** 各类儿童乳酸菌饮料、果汁、糖果
- **儿童休闲食品:** 巧克力、糕点、休闲食品、烘烤食品、火腿肠、果冻、果酱、黄油、果脯等
- **安检类:** 孕婴童食品安全检测仪、儿童及青少年食品安全检测仪、健康水质检测仪等
- **其他类:** 儿童教育机构、专业书籍及相关食品原料、配料、机械、生产设备包装等
- **Nutritional food and healthcare products for pregnancy:** milk powder for pregnant women, confinement meal, healthcare products, slimming food, nutrition supplements, calcium, vitamins, dietary supplements
- **Baby food:** infant milk powder, infant food, goat milk powder, rice flour, milk powder, colostrums, special formula milk powder, infant biscuits
- **Infant nutrition:** calcium, cod liver oil, vitamin tablets (agent), probiotics, nutrition noodles, brain food for kids, honey products
- **Children's food:** milk powder, dairy products, puffed food, oatmeal, egg products, bean products, organic food, canned food
- **Children drink & candy:** children's lactic acid bacteria beverage, fruit juice, candy
- **Children's leisure food:** chocolate, cakes, snack food, baking food, ham sausage, jelly, jam, butter, preserved fruit
- **Detection equipments:** baby food safety tester, health food safety detector, water detector
- **Others:** Children's educational institutions, professional books and related food raw materials, ingredients, packaging machinery

How to Exhibit

参展费用

展位价格: (注: 光地27平方米起订, 标准展位3×3=9平方米起订)

Raw Space: Minimum size: 27 sq.m Shell Scheme: Minimum size: 9 sq.m

区域 / Zone	光地价格 / Raw Space	标准展位价格 / Shell Scheme
A	1480元/平方米 RMB1,480/ m ²	14800元 / 9平方米 RMB14,800 / 9m ²
B	1180元/平方米 RMB 1,180/ m ²	11800元 / 9平方米 RMB 11,800/ 9m ²
C	880元/平方米 RMB 880/ m ²	8800元 / 9平方米 RMB 8,800/ 9m ²

Fringe Programs(TBD)

同期活动: (拟)

- **中国(上海)国际孕婴童食品高峰论坛** (行业内权威机构就国内孕婴童食品宏观发展趋势及实际现状进行解析和探讨)
 - **孕前孕后营养及保健讲座** (行业内营养专家就孕前营养及孕后保健等举行专场讲座)
 - **健康宝宝评比大赛** (联合媒体或者电视台共同举办)
- 以上活动详情请关注网站 www.kidsfoodchina.com
- **China (Shanghai) forum on Maternity, Baby and Kids Food** (The experts covered different topics on the case and shared their experiences with the audience on Maternity, Baby and Kids Food and discussed the industry trends.)
 - **Nutrition and healthcare in pregnancy** (The experts will discuss the accumulation of nutrition and healthcare in pregnancy)
 - **Health Baby** (co-operate with Public Media)
- For further information, please visit the show website on www.kidsfoodchina.com

主办单位

中国食品工业协会
上海国际展览中心有限公司

Organizers

China National Food Industry Association
INTEX shanghai Co., Ltd.

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