

China International Sports Nutrition Industry Summit 2016

中国国际运动营养产业峰会 2016



Organizer 主办方：

U.S.- China Health Products Association
美中健康产品协会

地点：上海豫园万丽酒店
上海黄浦区河南南路159号，邮编200010
电话号码：+86-21-2321 8888
时间：2016年6月20日（09:00—19:00）

Venue: Marriott Renaissance Yu Garden Hotel
159 South He Nan Road, Huangpu District
Shanghai 200010 China Phone: +86-21-2321 8888
Date: June 20, 2016 (09:00 – 19:00)



Sponsor:
赞助商：



Media Partners

*China Chamber of Commerce
Natural Products Insider
New Hope Natural Media
NutraIngredients – William Reed*

合作媒体：

中国医药保健品进出口商会
天然产品视野
新希望媒体
营养成分 – 威廉•里德

Partners

*Alibaba (Ali-Health)
Asia-Fit Consulting
China Gate Consulting
Euromonitor International
FIBO-ReedSinopharm
Ganeden Biotech*

合作伙伴：

阿里巴巴（阿里健康）
上海亚健联商务咨询公司
中卫国健
欧睿国际
上海国际健身与康体博览会 – 国药励展
Ganeden 生物科技



Sports nutrition has a very promising future in China. However, we as an industry need to work more closely together in order to educate, share and assist in guiding the industry toward its true potential. The fitness and exercise industry is growing exponentially. However, the sports nutrition side of the business is slow to grow due to the regulatory environment as well as consumer's lack of product knowledge. Below are some industry figures:

运动营养品在中国具有非常好的发展前景，我们需要更紧密的合作来普及知识、分享和帮助引导整个产业实现其真正的价值。运动健身产业呈指数增长态势，但是，运动营养品作为相关产业却发展缓慢，这是由于法规环境和消费者对产品缺乏认知造成的。一些相关产业数据如下：

China's Sports Nutrition Figures

中国运动营养品数据：

2015 Market Size:	\$74 million
2015 年市场规模	7.4 亿美元
2015 Growth Rate:	14% (slowing from 2012 growth rate of 19%)
2015 年增长率	14% (相对于 2012 年增长率 19%较慢)

China's Premiere Fitness Industry Expo - FIBO China by the Numbers

中国健身产业博览会—FIBO China

2014 1 st Inaugural:	4,238 visitors
2014 年 (第一届)	4,238 名专业观众
2015 2 nd Annual:	10,827 visitors (155% increase)
2015 年 (第二届)	10,827 名专业观众 (增加 155%)

China Fitness Centers

中国健身俱乐部

2015 Market Size:	\$20+ billion
2015 年市场规模	高于 200 亿美元
2015 Growth Rate:	30% compared with global average of 20%
2015 年增长率	30% (全球平均增长率为 20%)

China's Fitness Apps

中国健身应用程序

2015 Growth:	128% (2 nd overall growth category)
2015 年增长率	128% (整体增长排名第二)

With the above in mind, the U.S.-China Health Products Association is organizing the “China International Sports Nutrition Industry Summit 2016” in Shanghai, China. The summit is bringing together global and domestic industry leaders to share, learn and network. See agenda below:

基于上述现状，美中健康产品协会在中国上海组织举办 2016 年中国国际运动营养产业峰会。峰会将聚集来自全世界各地及中国本土运动营养产业的领先者与大家一起分享、学习并建立良好的关系网络。以下是具体的会议日程：

9:00 – 9:30:	Registration
9:30 – 9:45:	Welcoming Comments U.S. – China Health Products Association Jeff Crowther – Executive Director
9:45 – 10:15:	Sports Nutrition: Global Market Overview and Trends Euromonitor International Stacie Wan – Research Team Lead
10:15 – 10:45:	Refreshments
10:45 – 11:00	Insights to China’s Fitness Craze Shanghai Asia Fit Consulting Kelvin Goh – CEO
11:00 – 11:30	Probiotics: Enhancing Protein Absorption Ganeden Biotech Stephen Quinn – Intl Business Development
11:30 – 12:00	Regulatory: Ingredients, Supplements and Sports Nutrition China Gate Consulting Wendell Wei – Director
12:00 – 13:30	Lunch
13:30 – 14:00:	Novel Food ingredient CaHMB - Enhancing Sports Performance and Improving Post-workout Recovery TSI Group Dr. Jason Gu

14:00 – 14:30:	Omega-3 and Inflammation KD Pharma Rene Kamminga – Vice President Nutrition
14:30 – 15:00	Cross Border E-commerce Ali-Health (Alibaba Group) Daniel Yiu – International Director
15:00 – 15:30	Refreshments
15:30 – 16:00	Sports Nutrition Quality Assurance NSF International David Trosin – Business Development Director Dietary Supplements
16:00 – 16:15	FIBO China Expo Leading the Way Reed Sinopharm (FIBO) James Wang – Marketing Director
16:15 – 16:45	Sports Nutrition Retail Development in China World Health Store Drew Campbell - CEO
16:45 – 17:00	Closing Comments
17:00 - 19:00:	Cocktail Networking Party Party is on the 21st floor of the hotel at “The View” overlooking the famous Yu Garden area. Wine, Beer, soft drinks and light food will be served.
9:00 – 9:30:	签到
9:30 – 9:45:	开场致辞 美中健康产品协会 杰富礼 – 执行董事
9:45 – 10:15:	运动营养品：全球市场概况和趋势 欧睿国际 万慧 – 研究团队主管
10:15 – 10:45:	休息

10:45 – 11:00	视点聚焦：中国的健身热潮 上海亚健联商务咨询公司 吴任生—首席执行官
11:00 – 11:30	益生菌：促进蛋白质吸收 Ganeden 生物科技 Stephen Quinn—国际商务发展部
11:30 – 12:00	监管：原料、补充剂和运动营养品 中卫国健 魏明峰—总经理
12:00 – 13:30	午餐
13:30 – 14:00:	新型食品原料 CaHMB – 提高运动表现和促进健身后恢复 技源集团 Jason Gu 医学博士
14:00 – 14:30:	Omega-3 和炎症 KD 制药 Rene Kamminga – 营养部副总经理
14:30 – 15:00	跨境电子商务 阿里健康（阿里巴巴集团） 游典谕 – 国际部总监
15:00 – 15:30	休息
15:30 – 16:00	运动营养品质量保证 NSF 认证 David Trosin – 膳食补充剂商业发展部总监
16:00 – 16:15	上海国际健身与康体博览会引领运动营养产业发展 国药励展(FIBO) 王斯洋 – 市场部总监
16:15– 16:45	运动营养品零售业的发展（中国） 维卫生 Drew Campbell – 首席执行官

16:45 – 17:00 结束语

17:00 - 19:00: 鸡尾酒会

酒会在酒店 21 层的观景平台进行，可以看到整个豫园的美丽景色。将会提供酒、啤酒、软饮料和小食品。

Cost 费用：

Non-Members 非会员 \$660 (¥4,300)

USCHPA Members 会员 \$480 (¥3,100)

For More Information Contact the U.S.-China Health Products Association:

更多资讯详情请咨询美中健康产品协会：

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