

BAMBOOS **百本** Presents

健康博覽

11th HEALTH EXPO 2017

Partner Exhibitors:



北京同仁堂

Nyber Force 世森健

創新無藥保健專家

德善健髮
CHINESE ESSENCE HAIR CARE



ASANA

愛麗健
Eaulier
醫療集團
Medical Group



Date: 2017/6/9-11 Time: 10am-8pm

Venue: Hall 5FG, Hong Kong Convention and Exhibition Centre

Ticket Price: \$20 (free for 65 years and above)

THINK HEALTHY.

Stressful lifestyle, environmental pollution, imbalanced diet, lack of exercises, job strain, aging and etc. are harmful to health. Unfortunately, most of us are unaware of, or even choose to ignore, the warning signs and symptoms of various diseases until health deteriorated badly.

Moreover, population aging is becoming a major concern in Hong Kong. The 65-and-older population in Hong Kong has reached over a million and is expected to surpass 2 million in 2031. Population aging leads to decline in workforce and increase in elderly health care expenditure, the impact is not solely a personal problem but an entire social issue instead. Prevention is better than cure, we must keep a healthy lifestyle and stay alert of the health warning signals before it's too late.

In Health Expo 2017, we will focus on some of the most common diseases among the 40 plus population. We will invite health professionals and businesses to showcase their ideas, services and products in promoting good health and wellbeing of the community. All health related organizations and businesses are welcome to participate and share the opportunities with us!

**Alzheimer's and
Parkinson's diseases**

**Menopause,
Osteoporosis**

**Stroke, Diabetes
and Heart Disease
(3-Highs)**

**Musculoskeletal
pain**

Mental Health

Cancers



TARGET AUDIENCE:

40+ adults who are conscious of their own health and care much for their parents' too.

2017 HEALTH EXPO

Advisors:

Prof. Vivian TAAM WONG, JP

Former Chief Executive, Hospital Authority;
Former Chief Executive, Queen Mary Hospital;
Former President, Hong Kong Association for
Integration of Chinese-Western Medicine

Dr. CHEUNG Suk Yee, Polly

Founder of Hong Kong Breast Cancer Foundation

Dr. DAI Lok Kwan, David, JP

Chairman, Hong Kong Alzheimer's Disease
Association

Dr. Huang Chen Ya

Chairman, The Hong Kong Brain Foundation

Prof. WANG Hui Min

President, The Hong Kong Association of
Traditional Chinese Medicine

Prof. CHAN Lai-wan Cecilia

Chairperson, The Hong Kong Society for
Rehabilitation

Dr. MOK KWAN Ngan-hing Edith

Vice-Chairperson, The Hong Kong Society
for Rehabilitation

Dr. WONG Ping San

President, Physical Fitness Association of
Hong Kong, China

Dr. Cecilia LAM

Chief Executive Officer, Rehabaid Society

Prof. Jonathan W. C. Wong, MH, JP

Director, Hong Kong Organic Resource Centre

Ms. HUI Yin-Hing, Erika

President, Hong Kong College of Chinese
Medicinal Nursing Ltd; Chairman,
Chinese-Western Integrative Nursing Committee

Dr. Eason LAM

Traditional Chinese Medicine and
Health Consultant

Organizer:



Co-organizer/ Appointed Radio:



Exclusive Sponsor:



Exclusive Sponsor:



Supporting Organizations:



Cooperating Partner:



Supporting Media:



Special Thanks To:



2016 HEALTH EXPO REVIEW

The 10th Health Expo organized by In Express Expo Limited in 2016, with about 200 booths, was the largest in scale over the years. The expo was led by an advisory board of reputable professionals and over 30 supporting organizations and partners offered their best support to the event.

The organizer, supporting organizations and exhibitors had organized over 130 health talks, seminars, workshops and many interactive activities for visitors to participate in the 3-day expo. All in all, the 2016 Health Expo was a fruitful event for all the participating parties and for the general public too.



2017 MASSIVE PROMOTION FOR MORE OPPORTUNITIES

Continuing the success of the 10th Health Expo, a strategic and targeting promotion plan is set to arouse public interest in the attractions and benefits of the event.

TV and Radio

Advertising in TV and radio will start in February and reach at an intensive frequency before the event. For TV, we will have different phases of promotions at TV Easy slots of TVB targeting to the huge number of middle aged audience of the free TV channel. For radio, Metro Broadcast as the Co-organizer will provide full support through its radio channels, website, social media and mobile app platforms.



Print Media

Advertisements and advertorials will also be put on newspapers and health magazines to bring up the main features of the expo, exhibitors' information and promotion highlights.

2017 MASSIVE PROMOTION FOR MORE OPPORTUNITIES

Network/Social Media

The information of Health Expo will be released through the Organizer and supporting organizations' official websites, Facebook, YouTube, WeChat and various social media. Expo highlights and attractions can be widely and quickly spread on the Internet.

Press Conference

A press conference will be held shortly before the Expo to promote special features of the exhibitors, on-site discounts and special offers.

Public Relation Activities

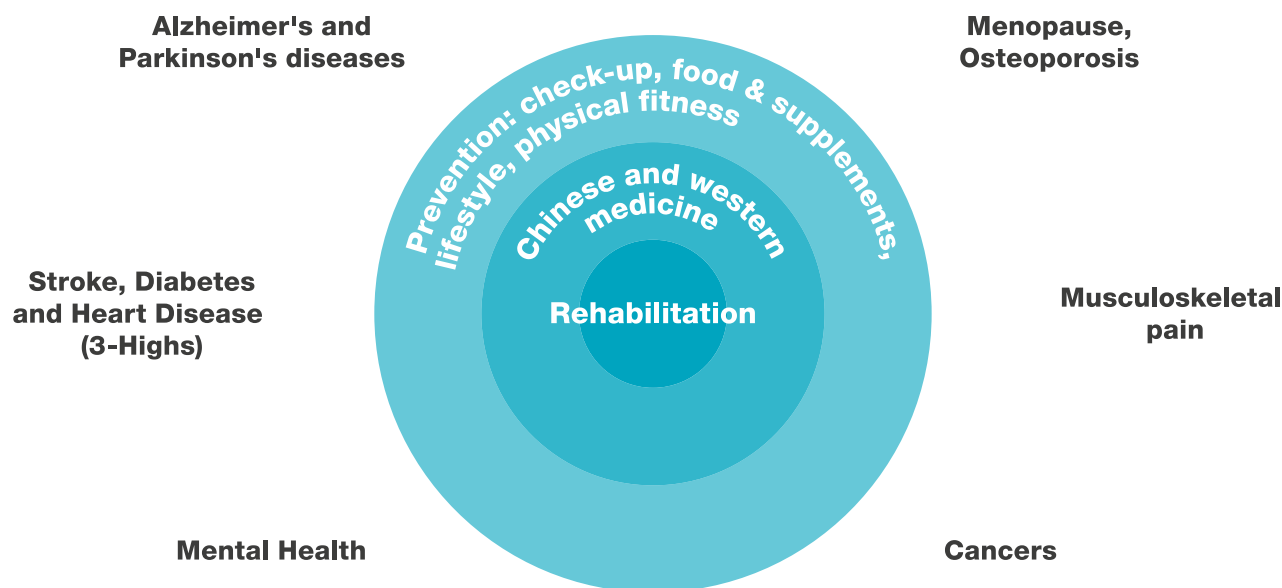
A professional public relations team is dedicated to raise public awareness forwards the importance of health, and to drive the public's interesting towards Health Expo, from now until the end of the exhibition.

Complimentary Tickets

A large number of complimentary tickets and e-tickets will be distributed to target audience through exhibitors and supporting organizations. Selected residential estates and social media groups are also ideal channels for distribution.



2017 RANGE OF EXHIBITS



The Health Expo targets at people of aged 40 and above who are conscious of health and care much of their parents' too. The range of exhibits spans from modern technologies to traditional wisdom, from Chinese to western, and in all aspects of physical, mental and social health. All health related organizations, businesses, retailers or distributors are welcome to participate and to share the opportunities.

Health Technology

Smart, hi-tech, innovative products for personal and family health and safety, health-management apps, domestic health-checking devices, health oriented kitchenware and bathroom facilities, massage equipment and etc.

Nutritional Products/Health Supplements

Dietary supplements, nutritional supplements, sport supplements, vitamins, personal healthcare products and etc.

Traditional Chinese Health Food and Products

Chinese medicine, health drinks, instant essence, herbal products and etc.

Health Food and Drinks

Health soup packs, dried seafood, tonics and etc.



2017 RANGE OF EXHIBITS



Organic Products

Organic food, drinks, products, personal healthcare products and etc.

Health Check/ Consultation service

Private hospitals, Chinese and/or Western medical centres, nutritional, physiotherapy, chiropractic, podiatric, rehabilitation and care centres etc.



Sport/Health/ Rehabilitative products and courses

Fitness, Yoga, Qigong and Taiqi centres, fitness and sport equipment, natural therapy, rehab and care products etc.



Investment/Insurance

Banking, investment, insurance, financial services and etc.

Organizations/Associations

Government organization, social enterprises, nonprofit organizations, industry and commercial associations etc.



Others



2017 STAGE AND WORKSHOP ACTIVITIES FOR BETTER PROMOTION

In 2016, all the stage and workshop activities throughout the 3-day event had drawn a lot of attention from the visitors.

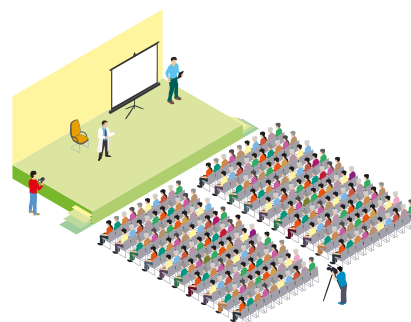
In view of this, the Organizer will give full support to encourage exhibitors to organize various kinds of healthcare talks and workshops. Please book early for the stage and workshop sessions before the schedule is full.

(Sound system and projector will be provided.)

Main Stage:

6 to 8 sessions per day, each lasts for 30 to 45 minutes. Around 150 seats available.

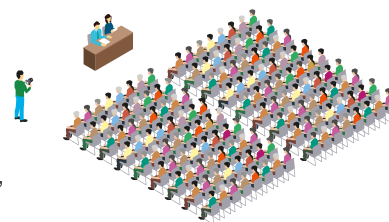
Main stage is suitable for holding professional talks, demonstrations and Q&A forums etc.



Workshop:

8 to 10 sessions per day, each lasts for 30 minutes. Around 80 seats available.

Workshop is suitable for holding product/service presentation, demonstration, interactive activities etc.



ORGANIZER & CO-ORGANIZER



About the Organizer

In Express Expo Limited was established in 2000 with its focus in exhibition and event organization. IEE is best known for organizing the mega-scaled public exhibition Ani-Com & Games Hong Kong which is world famous for its success. Exhibitors include international leading brands of animation, comics, games and toys that attract hundreds of thousands of visitors every year.

For the trade sector, we have SISTERS BeautyPro Trade Fair for the professional beauty industry. SBPTF is held biannually in May and September.

In 2016, In Express Expo became the Organizer of the 10th Health Expo.

Our objective is to promote the concept of healthy living to middle age and senior groups through a range of exhibits in health technology, healthy lifestyle and nutrition, organic life, medicine, rehabilitation and physical fitness etc. This B2C expo will bring the exhibitors and visitors together for a meaningful exchange of knowledge, needs and ideas in all aspects of a healthy life.

About the Co-organizer

Metro Broadcast Corporation Limited currently operates 3 channels, namely Metro Finance, Metro Info and Metro Plus. Together with its web and app media, Metro Broadcast provides a wide range of programmes that take care of the needs of listeners from different industries and sectors.



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