



## 會長的話

張玉儀女士  
香港保健食品協會會長

新冠病毒疫情持續三年，政府取消所有防疫限制，社會亦逐步回復常態。今年，政府再度派發消費券，成功帶動本地消費，包括餐飲、零售及多個行業。然而，由於人力資源流動及改變，導致部分行業出現人手短缺情況。

職業訓練局轄下院校一直積極培訓年青人，幫助他們投入職場。人口老化、慢性病人數增加，加上疫情後醫療及健康市場發展蓬勃。

有見及此，職業訓練局訓練委員會今年首次加入健康護理及保健業組別，以回應市場需求。香港保健食品協會獲職業訓練局邀請，代表業界加入訓練委員會，提供業界意見參與課程設計，以配合香港未來市場發展及人力資源的需求。業界可提供職位及實踐機會，讓同學獲取工作經驗，裝備自己。

內地與香港終於迎來通關，旅客增加，令內地經濟隨着活動恢復而加快增長。大灣區擁有龐大的市場，為讓業界更深入了解融入大灣區，協會一直舉辦不同類型的活動，包括與香港貿發局合作，提供進入內地市場營商資訊、法律、法規、產品註冊、銷售平台及宣傳推廣等講座，未來亦會與生產力局舉辦申請政府基金活動，將與前海及南沙駐港聯絡官舉辦大灣區考察團，助業界拓展大灣區市場。

跨業界合作可推動保健、美容及健康護理發展，為業界向政府反映意見，產生協同效應，同時為市民提供正確健康資訊，提升業界水平，確保產品安全及高品質，維持大眾健康，減少政府醫療負擔，讓市民享有優質及健康的生活。

# 副會長的話

## 周薇薇女士



我的願景是香港和大灣區之間進一步深化合作。現在協會會員的產品想要進入大灣區市場銷售，仍要受到大灣區相關條例的規管限制，要先完成產品註冊流程後才予准入；相反從大灣區進入香港市場亦是如此。在一國兩制政策的引導下陸港的保健品市場發展仍停留在初級階段。

我相信內地和香港都懷著同樣的目標和期望：深化合作，整合市場，推動兩邊不同的規管制度的整合、統一和標準化，從而在保健品方面推動實行統一制度。這不僅有利於香港和大灣區之間的市場發展，亦可讓香港有機會發揮窗口作用，背靠祖國，面向世界，在一帶一路國家以及世界其他地區推動保健品出海，講好香港故事、中國故事。

## 徐啟雄先生



社會復常，同時為經營環境帶來多方面挑戰，例如人手不足、租金壓力、客群結構改變、原物料成本上升、以及環球局勢影響等，都是每位會員現在需要克服的營商難題。協會過去努力連繫政府及商貿組織，舉辦多個交流活動，有助緊貼營運環境改變，為會員提供最新資訊，目的是加強會員權益，並創展更多機遇。希望在「新常態」下，各會員能夠抓緊每個新商機，協會發展亦能更上一層。

## 新任秘書長及司庫介紹

由於人事變動關係，以下理事會職務委員亦有所改動，並感謝新任理事會委員對本會無私付出，祝會務蒸蒸日上。

-名譽秘書長 改由  
無限極(香港)有限公司  
香港及澳門業務及市場營業負責人(香港及  
澳門) 李振強先生擔任

- 名譽司庫 改由  
美國如新企業香港分公司  
市場推廣及企業傳訊總監  
黃詠誼女士擔任

# 歡迎新會員加入

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普通會員:

卓嘉顧問有限公司

NIPPI  
COLLAGEN

卓嘉顧問有限公司，成功引入百年品牌、日本第一膠原蛋白Nippi Collagen成為首家海外總代理。Nippi 是唯一擁有自家膠原蛋白研究所的生產商，其星級產品Nippi Collagen 100 膠原蛋白肽是維持身體真正的「健康」「美麗」、享受無「痛」、逆轉肌齡的必需原材料，獲多項權威國際認證及醫生推介，安全可靠。

[www.nippihealth.com](http://www.nippihealth.com)

天獅國際發展有限公司

 TIENS

天獅集團於1995年成立，如今已成為一家橫跨生物科技、健康管理、酒店旅遊、教育培訓、電子商務、國際貿易等領域的全球化企業集團，業務覆蓋全球224 個國家，擁有多樣化的產品，包括保健食品、健康儀器、美容和家居產品。

[www.tiens.com](http://www.tiens.com)

夥伴會員:

芽芽寶貝有限公司

 芽芽寶貝  
YAYABABY

芽芽寶貝是一家領先的中國跨境電商和數字營銷機構，為品牌提供一站式解決方案。除此之外，近年更致力代理優質品牌，當中包括日本保健品等。憑藉多年經驗，芽芽寶貝以了解中國市場和幫助品牌獲得成功而自豪。

[www.hkyayababy.com](http://www.hkyayababy.com)

# 策略發展委員會最新資訊

## 棄置大麻二酚 (CBD)產品及相關法例

由2023年2月1日起，CBD已被列為《危險藥物條例》（《條例》）下的危險藥物。根據《條例》，非法販運（包括進口及出口）及售賣受管制物質的最高刑罰為終身監禁及罰款500萬元。違反《條例》管有及服用受管制物質的最高刑罰為監禁七年及罰款100萬元。

詳情可參閱禁毒處的專題網址：

<https://www.nd.gov.hk/tc/CBD.html>

## 大灣區商業交流團基金計劃

香港保健食品協會計劃舉辦一個大灣區的商貿考察團，香港生產力局建議申請(中小企業市場推廣基金EMF) 作為今次活動的資金，成功獲批的申請之最高資助額，為有關活動繳付的核准開支總費用的50%或10萬港元，以較低者為準。會員須在參與的商貿考察團完結日後的60個曆日內遞交申請。商貿考察團暫定會在今年八月終至九月初舉行，經香港貿發局介紹，現正與前海管理局聯絡中，商討行程上的安排。

## 《2021年食物內有害物質（修訂）規例》（「修訂規例」）

- 香港食物安全中心於2021年6月11日在憲報刊登《2021年食物中有害物質（修訂）規例》（「修訂規例」），並於2021年7月14日獲立法會通過。
- 修訂規例將分兩階段實施，即有關將部分氫化油列為禁用物質的條文及相關標記及標籤規定將於2023年12月1日實施（“第一階段生效日期”），及關於加強有害物質監管控制的所有其他規定將於2023年6月1日（“第二階段生效日期”）實施。
- [https://www.cfs.gov.hk/english/whatsnew/whatsnew\\_fstr/files/Combined\\_Guideline.pdf](https://www.cfs.gov.hk/english/whatsnew/whatsnew_fstr/files/Combined_Guideline.pdf)

## 與香港化妝品同業協會午餐會

與香港化妝品同業協會舉行午餐會，探討兩個協會在以下方面的合作：

- 大灣區貿易發展
- 擴大網路以提高對協會及其活動的認識，並增加對網路研討會或計劃的參與
- 對政府產生更大的影響和更有效的宣傳，併為其成員和社區帶來更好的結果

# 外部事務委員會最新資訊

## 1. 社會企業責任

### I) 《同心展關懷嘉許計劃》

- 香港保健食品協會連續3年獲嘉許同心展關懷標誌，以表揚協會對社會的貢獻。

### II) 香薰心療工作坊

- 香港人生活節奏繁忙，每日的日常生活都經歷著不同程度的壓力、擔憂和焦慮。學習如何放鬆身心便成了一個重要的課題。協會與心晴慈善基金會聯辦香薰心療工作坊，誠邀英國IFA國際香薰治療師 Miss Kit Chow介紹香薰的類型和功效，不同體質的人如何選擇香薰，並教授如何正確地使用香薰，按壓身體有益健康的穴位，明目安神、舒緩肩頸痛、改善失眠。會員在工作坊調製自己喜愛的香薰製品，享受一個愉快的下午，回家後可在日常生活中使用香薰放鬆自己，享受輕鬆時刻。



## 2. 香港貿發局、生產力局、GS1及現代化中醫藥國際協會合共舉辦5場講座

### I) 香港貿發局舉辦兩場網上研討會

- 「進口保健食品進入中國市場的新機遇和發展」
- 「內地進口食品市場 – 發掘線上線下營銷新機遇」

香港貿發局緊貼市場發展，主辦「內地進口食品市場 – 發掘線上線下營銷新機遇」網上研討會，香港保健食品協會為協辦機構，會長張玉儀女士分享入駐「香港設計廊」的流程及其他跨境電子商貿營銷渠道，致力協助業界，讓香港保健食品，進入國內市場營銷，國內市民都可以購買到香港安全及優質的保健品。

協會理事趙德賢先生講述預先包裝食品在香港包裝、銷售及轉口之藍圈，線上研討會反應熱烈，未來協會會繼續舉辦不同講座，為業界提供更多資訊，拓展業務。



## II) 香港生產力局《藥品和保健食品行業防偽技術應用分享會》

疫情的影響下，愈來愈多企業改變了傳統的銷售模式，不斷嘗試多元化的電子商貿方式，既為消費者帶來了便利，同時也為產品品牌侵權行為埋下了隱憂。零售產品（包括藥品、保健食品及餐飲業等行業）都涉及消費者的健康，對產品防偽辨識及追溯來源有更高要求。香港生產力局舉辦《藥品和保健食品行業防偽技術應用》項目，為業界帶來最新防偽技術及溯源的現狀及發展趨勢。

協會全力支持及出席項目分享會，會員也通過協會推廣，把握機會，參與先導計劃，增加公司產品透明度，貨物溯源追蹤，掌握及管理市場客顧數據，互動營銷，提升公司競爭力及品牌形象。



### III) GS1「保健食品全攻略」研討會

香港保健食品協會分享保健品在國內市場網上及線下營銷推廣和保健食品市場發展藍圖，讓業界向著更好的方向發展。



### IV) 現代化中醫藥國際協會主辦、香港生產力局協辦的「大灣區健康行業市場政策研討會」

香港保健食品協會秘書長李振強先生亦代表協會出席，並在會內分享「香港保健食品進入內地市場發展及機遇」。近年來社會大眾開始注重健康，對保健食品的需求愈見殷切。協會以會員及業界的權益出發，與不同相關部門官員及專家交流，提升香港業界的競爭力的同時，為未來於大灣區的發展奠下基石。



## 3. 香港保健食品協會接受無綫財經 · 資訊台[大灣區解碼]節目訪問

香港保健食品協會接受無綫財經 · 資訊台[大灣區解碼]節目訪問，講述疫情後，更多人關注增強自身的免疫力，消費者對保健食品需求愈見殷切。加上人口老齡化及內地民眾追求健康生活等因素，為保健食品業帶來龐大商機，吸引港商進軍內地市場。

香港保健食品協會會長張玉儀女士及副會長周薇薇女士分享有關中港兩地最新保健食品發展的商機，法規和市場趨勢及如何將業務拓展至華東地區，「進口保健食品進入中國市場的新機遇和發展」。



#### 4. 支持機構

- I) 香港生產力促進局智瞻2023
- II) 開心工作間2023
- III) 企業創新投資100
- IV) 香港運動及健康博覽
- V) 香港生產力促進局中小企支援組
- VI) 健康博覽2023

#### 5. 最新活動

##### I) 香港貿發局香港國際醫療及保健展

香港貿發局香港國際醫療及保健展為業內人士提供了一個理想的平臺，展示保健產品和服務，醫療設備，健身和美容產品及服務，功能性食品和營養補充劑等領域的產品。瞭解醫療保健行業的最新發展，並與行業建立牢固的聯繫。

日期: 2023年 5月16-18日

地點: 香港會議展覽中心





## II) 港・潮流 | 深圳

日期: 2023年 5月26-28日

地點: 福田星河COCO Park(中國深圳市福田區福田CBD福華三路268號)



## III) 健康博覽2023

香港保健食品協會設有攤位宣傳協會理念及服務，更提供講座宣傳健康訊息。

日期: 2023年 6月9-11日

地點: 香港會議展覽中心

## IV) 香港貿發局美與健生活博覽 2023

日期: 2023年 8月17-21日

地點: 香港會議展覽中心



## V) 第六屆中國國際進口博覽會 2023

中國國際進口博覽會是世界上第一個以進口為主題的國家級展會。由習近平主席推動，是內地最受關注的重點貿易盛會。第五屆進博會吸引了2800多家企業參展，參觀人數共計46萬人次，現場意向交易額（按年計）約735億美元。

香港貿發局將在博覽會的「食品及農產品展區」設立「香港產品展區」，展示香港的優質食品，併為參展商提供買家交流和對接活動，以幫助擴大商機。

日期: 2023年 11月5-10日

地點: 國家會展中心(上海)



# 復辦香港保健食品協會週年晚宴 2023

長久疫情終於結束，本會將於今年復辦週年晚宴。現訂於 2023年 11月 14日(星期二)，晚上七時，假座香港尖沙咀凱悅酒店，宴會大禮堂(大堂樓層)，舉辦香港保健食品協會18週年晚宴暨頒獎典禮。屆時將邀請政府相關部門官員及公共機構代表出席。感謝各會員對本會鼎力支持，稍後會向各會員公司發出邀請函。

每間會員公司將有2個免費名額\*參與週年晚宴，敬請預留時間，參與本會一年一度盛大活動。  
\*會員公司須於2023年6月30日前(以郵遞日期為準)，完成繳交本年度會費。

## 延長會員推薦計劃

協會於去年推出會員推薦計劃，以鼓勵更多業界同行加入香港保健食品協會。由於反應熱烈，本會決定延長計劃至2024年3月31日，各位會員勿失良機。

現任普通會員或附屬會員，每推薦一間會員公司成功加入本會\*，將可於續會獲得15%折扣，並以一個年度計算\*\*。每多推薦成功一間會員公司，可再獲15%折扣優惠。最多可於來年全免會費續會。相關入會表格可於香港保健食品協會網頁www.hkhfa.org下載。

\*2024年3月31日前，以成功審核當日計算。

\*\*會員資格由每年4月1日起至翌年3月31日止

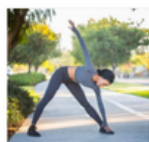
## 健康資訊

(按下圖檢視全文)



### 醫藥人文章

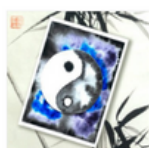
協會以市民及消費者的福祉為依歸，透過不同媒體例如報章、雜誌、互聯網等等，提供最新的保健食品科研發展及如何正確、安全使用保健食品的資訊。如要閱讀已刊登的文章請按學期的主題。



#### 減壓運動 提升靜態代謝率 | 醫·藥·人

2023-05-18

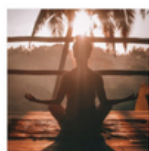
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#### 養生三大要素 | 醫·藥·人

2023-01-28

↓ 下載



#### 壓力影響生活質量 | 醫·藥·人

2022-11-29

↓ 下載



# HKHFA E-NEWSLETTER



## MESSAGE FROM THE PRESIDENT

BY MS. JOANNE CHEUNG

It has been three years since the global outbreak COVID-19. With the call from government lift all COVID restrictions, life appears to be returning to normal. While the second phase of consumption voucher scheme has boosted local economy, the catering, retail and various other industries is experiencing manpower shortages due to the mobility and changes in human resources.

Institutions under the Vocational Training Council provide education, training and professional development with credentials to the next generation, to empower them to enter the workforce.

The aging population, the increase in chronic diseases, and the post-pandemic impacts have led to a booming health food and healthcare market. In response to the market demand, the Training Board of the Vocational Training Council (VTC) set up the Healthcare and Wellness Industry Division for the first time this year.

The Hong Kong Health Food Council is honoured to join the Training Board on behalf of the health food industry. By providing the sector insight into the curriculum design, we hope to achieve the objectives of meeting the market future development goals and human resource needs in Hong Kong. The industry provides placements, internship and practical opportunities to gain work experience and develop the relevant skills specific to this work sector.

Resumption of economic activity and accelerated growth has been observed since the re-opening of Mainland - Hong Kong boarder. The Greater Bay Area (GBA) is a market with huge potential. To enable the sector to gain a better understand of its integration into the GBA, the Association organized various activities, examples include cooperation with the HKTDC to provide seminars on business information, laws and regulations, product registration, cross-border sales platforms and marketing promotions in the mainland market. Upcoming events include seminars on application for government funding activities with HKPC and GBA study tours with liaison officers of Qianhai and Nansha, to help expand into the GBA market.

Cross-sector collaborations generate a synergistic effect for the industry to reflect our opinions on the Government policy. Together, we provide the public reliable health information, raise standards of the industry, ensure product safety and quality and improve public perceptions, with the ultimate goal to improve quality of life.

# Message from Vice Presidents

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## Ms. Vivien Chou



My visions are further collaborations between Hong Kong and the Greater Bay Area (GBA): now when products are intended to be marketed in China via GBA channels the procedure still comes under the compliance and product registration process (and vice versa). One Country Two Systems policy only represents the very first phase of developing products for both markets.

I believe mainland China and Hong Kong share the same intention and aspiration to open and integrate both markets, so the integration, unification and standardization of compliance and regulations across border shall be our next common goal that in aspects of health products One Country Two Systems could merge to one system. When this can be achieved, then there will be great potentials to enter international markets via HK.

## Mr. William Tsui



After the pandemic, we are facing new challenges in the business environment. For example, understaffing, high rental costs, shift of target customers, increasing raw material price, and impact from global issues, etc. Those are the difficulties we shall overcome in our daily operations.

In this year, Hong Kong Health Food Association connected closely with the government and related organizations, and organized numerous conferences. We aim to provide the latest business information, strengthen members' rights and create more business opportunities. As the business environment is becoming stable, I wish all the members can catch up with every new opportunity in the future, and all the best to the HKHFA.

## Welcome the appointment of New Key Officer of Council Member

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According to the changing of representative of company member, the following key officers have been changed. We welcome the new appointments in below, and thank you for supporting the association.

- Mr. Clement Lee, Head of Sales and Marketing, HK & Macau, Infinitus (HK) Company Ltd., assumes the post of Honorary Secretary
- Ms Mandy Wong, Director of Marketing & Communications, NU SKIN Enterprises Hong Kong, LLC, assumes the post of Honorary Treasurer

# Welcome New Members

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## Ordinary Member:

Jaeger Consultants Limited

NIPPI  
COLLAGEN

Jaeger Consultants Limited is the first sole distributor appointed by Nippi Collagen outside Japan. Founded over 116 years ago, Nippi has been the No. 1 market leader in Japan's collagen market, and it is the only manufacturer in the world with its own collagen research laboratory. Its star product Nippi Collagen 100 provides premium collagen peptide, an essential element to human body, for true health and beauty. Nippi Collagen 100 is accredited by various distinctive international authentication organisations and awards, and is endorsed by medical doctors and specialists worldwide, its safety and reliability unparalleled.

[www.nippihealth.com](http://www.nippihealth.com)

Tianshi International  
Development Limited

 TIENS

Tiens Group was established in 1995 and has become a global enterprise with interests in many sectors including, biotechnology, health management, tourism, education and financial investment property. With operations extending to over 224 countries, Tiens now has a diverse product portfolio including health food, wellness equipment, beauty and household products.

[www.tiens.com](http://www.tiens.com)

## Associate Member:

Mosie Egate Limited

 芽芽宝贝  
YAYABABY

YAYABABY is a leading Chinese cross-border e-commerce and digital marketing agency that provides brands with one-stop solutions. In recent years, they have also been dedicated to representing high-quality brands, including Japanese health supplement brand. With many years of experience, YAYABABY takes pride in understanding the Chinese market and helping brands achieve success.

[www.hkyayababy.com](http://www.hkyayababy.com)

# Strategic and Regulatory Committee Update

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## **The legislative control of cannabidiol (CBD)**

From 1 February, 2023, CBD has been listed as a dangerous drug under the Dangerous Drugs Ordinance (DDO). Under the DDO, trafficking (including importing and exporting) and sales of substances in contravention of the law will be subject to a maximum penalty of life imprisonment and a fine of \$5 million. Possession and consumption of substances in contravention of the DDO will be subject to a maximum penalty of seven years' imprisonment and a fine of \$1 million. For detail information, please visit <https://www.nd.gov.hk/tc/CBD.html>

## **Business tour in Greater Bay Area**

Hong Kong Health Food Association is planning a Greater Bay Area business tour. Hong Kong Productivity Council recommend to apply EMF for the business tour. The maximum amount of EMF for a successfully approved application is 50% of the total approved expenditure paid for the relevant activity or HK\$100,000, whichever is lower. Members must submit their applications within 60 calendar days after the completion date of the participating business tour.

The business tour will tentatively be held at end of August or beginning of September. As referred by the HKTDC, our association is now in contact with the Qianhai Authority to discuss the itinerary arrangements.

## **Harmful Substances in Food (Amendment) Regulation 2021 ("the Amendment Regulation")**

The Hong Kong Centre for Food Safety gazetted the Harmful Substances in Food (Amendment) Regulation 2021 (the "Amendment Regulation") on 11 June 2021 and passed by the Legislative Council on 14 July 2021.

The amended Regulation will be implemented in two phases, i.e. the provisions relating to the listing of partially hydrogenated oils as harmful substances and the related marking and labelling requirements will come into force on 1 December 2023 (the "Phase 1 effective date") and all other requirements relating to strengthening the regulatory control of harmful substances will come into force on 1 June 2023 (the "Phase 2 effective Date").

[https://www.cfs.gov.hk/english/whatsnew/whatsnew\\_fstr/files/Combined\\_Guideline.pdf](https://www.cfs.gov.hk/english/whatsnew/whatsnew_fstr/files/Combined_Guideline.pdf)

## **Meeting with Cosmetic and Perfumery Association**

A luncheon meeting was held with Cosmetic and Perfumery Association to explore the collaboration between two associations in terms of:

- trade development in GBA
- expand network to increase awareness of the associations and their activities, as well as increase participation in webinars or programs
- greater impact and more effective advocacy on the government and have better outcomes for their members and communities

# External Affair Committee

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## 1. Community Social Responsibility

### I) Caring Organisation

Hong Kong Health Food Association is awarded “Caring Organisation” for 3 consecutive years for the contribution of the association to the community.

### II) Aromatherapy workshop

Hong Kong people live a busy life and experience varying degrees of stress, worry and anxiety in their daily lives. Learning how to relax physically and mentally has become an important topic.

Our association and Joyful Mental Health Foundation jointly organized an aromatherapy workshop. Miss Kit Chow, an international aromatherapist from the British IFA, introduced different types and effects of aromatherapy, how to choose aromatherapy for people with different physiques, and taught how to use aromatherapy correctly. Acupoints that are beneficial to the body, improve eyesight, soothe the nerves, relieve shoulder and neck pain, and improve insomnia. Members prepared their favourite aromatherapy products in the workshop and enjoy a pleasant afternoon. After returning home, they can use aromatherapy to relax themselves and enjoy relaxing moments in their daily life.



## 2. 5 Seminars were organised with HKTDC, HKPC, GS1 & MCMIA

### I) Co-organised 2 webinars with HKTDC

- Opportunities and Developments of Imported Health Foods Entering the China Mainland
- Imported Food in Mainland Market – Exploring Online and Offline sales opportunities

Keeping abreast of market developments, the HKTDC organised 2nd webinar with The Hong Kong Health Food Association on “Imported Food in Mainland Market – Exploring Online and Offline sales opportunities”, with the Hong Kong Health Food Association. The President, Ms. Joanne Cheung shared the process of entering the Hong Kong Design Gallery and other cross-border e-commerce marketing channels, and is committed to helping the industry to bring Hong Kong health food into China market, and the Mainland public can purchase safe and high-quality health products from Hong Kong.

Council member of the Association, Mr. Terry Chiu talked about pre-packaged food packaging, sales and re-export in Hong Kong. The response to the webinar was overwhelming. The association will continue to organise different webinars and provide more information for the industry to expand their business.



## II) Co-organised a seminar with HKPC - Application of anti-counterfeiting technology in the pharmaceutical and health food industry

Under the influence of the epidemic, more and more enterprises have changed their traditional sales models and tried diversified e-commerce methods, which not only brings convenience to consumers, but also lays hidden worries for product brand infringement. Retail products (including pharmaceuticals, health food and catering industries) are related to the health of consumers, and there are higher requirements for anti-counterfeiting identification and traceability of products.

The Hong Kong Productivity Council organised the “Application of Anti-counterfeiting Technology in the Pharmaceutical and Health Food Industry” project to bring the latest anti-counterfeiting technology and product traceability to the industry.

Members grasped this opportunity to participate in pilot schemes through the promotion of the association, increased the company’s product transparency, traceability of goods, collect market & customer data, do interactive marketing, and enhanced the company’s competitiveness and brand image.





III) Co-organised a seminar with GS1 – Comprehensive guide to Health Food Supplements The seminar shared the information about brand protection across online & offline channels , the marketing strategy in Mainland China and the future of Hong Kong health food market.



IV) Organised by MCMIA & co-organised by HKPC – Greater Bay Area Health Industry Market Policy Seminar Mr. Clement Lee, Secretary of the Hong Kong Health Food Association was invited as a speaker to share “Hong Kong Health food entering the mainland market development and opportunities”. Based on the rights and interests of members and the industry, the association communicates with government officials and experts from different relevant departments to enhance the competitiveness of the industry and lay a foundation for the future development of the Greater Bay Area.



### 3. Interview by the TVB Financial News Channel [Greater Bay Area Decoded] program

-New opportunities and development for imported health food into the Chinese market

The Hong Kong Health Food Association was interviewed by TVB Financial News Channel [Greater Bay Area Decode]. More people are concerned about enhancing their own immunity and consumers' demand for health food has increased after the pandemic. Coupled with factors such as the ageing population and the mainland's pursuit of a healthy life, the health food industry has brought huge business opportunities and attracted Hong Kong companies to enter the mainland market.

Ms. Joanne Cheung, President of HKHFA, and Ms. Vivien Chou, Vice President, shared their views on the latest health food development opportunities, regulations and market trends in Hong Kong and Mainland China, and how to expand their business to East China.



#### 4. Supporting Organisation

- I) HKPC Foresight 2023
- II) Happiness at Work Promotion Scheme 2023
- III) Enterprise Innovation Investment 100
- IV) Hong Kong Fitness and Wellness Expo
- V) HKPC SME ReachOut
- VI) Health Expo 2023

#### 5. Upcoming Activities

##### I) Hong Kong International Medical and Healthcare Fair 2023

The HKTDC Hong Kong International Medical and Healthcare Fair provides an ideal platform for industry insiders to showcase products in the fields of health care products and services, medical equipment, fitness and beauty products and services, functional food and nutritional supplements. Learn about the latest developments in the healthcare industry and build strong connections with the industry.

Date: 16-18/5/2023

Venue: Hong Kong Convention and Exhibition Centre



## II) Chic HK Shenzhen

Date: 26-28/5/2023

Venue: COCO Park, Shenzhen



Shenzhen  
深圳

## III) Health Expo 2023

Hong Kong Health Food Association has a booth to promote its vision and services.

The association will provide a seminar to distribute health information to general public.

Date: 9-11/6/2023

Venue: Hong Kong Convention and Exhibition Centre

## IV) HKTDC Beauty & Wellness Expo 2023

Date: 17-21/8/2023

Venue: Hong Kong Convention and Exhibition Centre



## V) The 6th China International Import Expo

The China International Import Expo is the world's first import-themed national-level exhibition. It is promoted by President Xi Jinping and is the most concerned key trade event in the Mainland. The fifth expo attracted more than 2,800 companies to participate in the exhibition, with a total of 460,000 visitors, and the on-site intentional transaction value (on a yearly basis) was about 73.5 billion U.S. dollars.

The HKTDC will set up a "Hong Kong Products Exhibition Area" in the "Food and Agricultural Products Exhibition Area" of the Expo to showcase Hong Kong's high-quality food products and provide exhibitors with buyer exchange and docking activities to help expand business opportunities.

Date: 5-10/11/2023

Venue: National Exhibition and Convention Center (Shanghai)



# Hong Kong Health Food Association

## Annual Dinner resumes in 2023

As the epidemic is over, we are glad to announce the annual dinner will be restated in this year. 18th Anniversary Dinner & Award Ceremony will be hold on November 14, 2023 (Tuesday), at 7:00 pm, at the Grand Hyatt Hotel, Tsim Sha Tsui, Hong Kong, Banquet Hall (Lobby Floor). The Association will invite Government officials and senior staff of public organizations to join us. Invitation letters will be sent to all members afterward.

Each member company complies with 2 free seats\* in the annual dinner, please reserve your time to join the biggest event of the association.

\*Member company should complete the payment of membership fee of this year before 30 Jun 2023.

## Extension of Member Referral Program

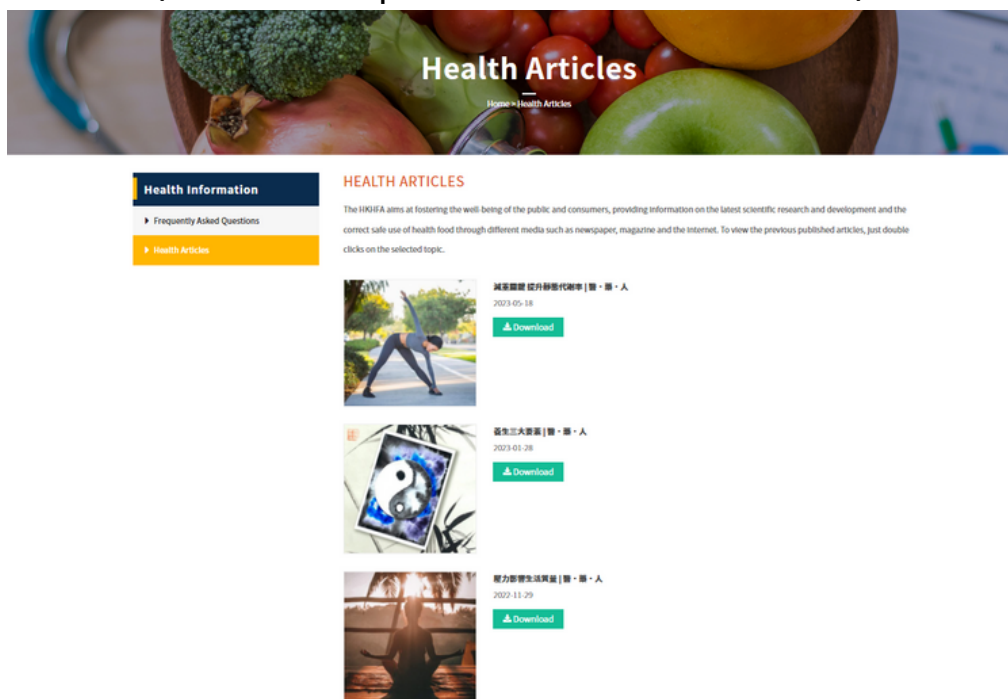
Due to the overwhelming response of the Member Referral Program last year, the program will be extended to 31 March, 2024. For existing Ordinary Members or Associate Members, each successful referral\* of one potential member company to join the association, will get a 15% discount on the membership renewal in next year\*\*. At most, you can renew the membership at no cost.

\*Counted on the day of successful membership application before 31 March, 2024

\*\*Membership valid from April 1st to March 31st in the following year.

## Health Corner

(Click on the picture to view the full text.)



The screenshot displays the 'Health Articles' section of the HKHFA website. It features a navigation menu on the left with 'Health Information', 'Frequently Asked Questions', and 'Health Articles' (highlighted). The main content area is titled 'HEALTH ARTICLES' and includes a brief description of the HKHFA's mission. Below this, three articles are listed, each with a thumbnail image, a title in Chinese, a date, and a 'Download' button:

- 減低胃酸 提升靜態代謝率 | 醫 - 攝 - 人**  
2023-05-18  
Download
- 攝生三大寶 | 醫 - 攝 - 人**  
2023-01-28  
Download
- 精力管理生活真經 | 醫 - 攝 - 人**  
2022-11-29  
Download