



WORLD OF PLANT EXTRACTS

INNOVATIVE NATURAL INGREDIENTS EXPO

Advertising & Sponsorship Proposal

August 24-26, 2026 | Xi'an, China

Organizer



Worldboston
沃德博森展览集团 Exhibition Group

WorldWell Exhibition
沃德韦尔国际会展

www.wpe-whpe.com



CONTENTS

01 General information of the exhibition



02 Single advertising programme and cost standard

03 Sponsorship programme and cost standard



01

PART

General information of the exhibition

Connecting Global Resources, Defining the Future of Natural Health

WPE & WHPE World Expo 2026 Grandly Upgraded

In 2026, the WPE & WHPE™ "World of Plant Extracts Innovative Natural Ingredients Expo" for Natural Health Ingredients will make a grand return to Xi'an, China, bringing together the core forces of the global natural extracts, health ingredients, and functional food industries. As Asia's leading and globally recognized flagship event for the natural health sector, the 2026 edition will be positioned around three pillars — Internationalization, High Standards, and Full Industry Chain Integration, creating a world-class platform for exhibition, networking, cooperation, and trend release.

The 2026 WPE & WHPE will fully utilize Halls 1 and 2 of the Xi'an International Convention & Exhibition Center, expanding the total exhibition area to 40,000 square meters, marking the largest scale in its history.

As a benchmark event in the global natural extracts, health ingredients, and functional nutrition sectors, WPE & WHPE 2026 will welcome over 700 highly specialized exhibitors from around the world, showcasing cutting-edge research achievements, innovative formulations, advanced technologies, and future trends.

The exhibition will once again be held in conjunction with PE-TECH 2026 — China International Processing Exhibition for Technology in Extraction, Biotech, and Packaging, establishing a comprehensive international platform that connects the entire industrial chain from raw materials to technology and finished products, driving global synergy and innovation within the natural health industry.

Against the backdrop of growing global demand for nutrition and health, WPE & WHPE 2026 will join hands with leading international brands, research institutions, and industry partners to foster technological innovation and sustainable development — opening a new era for the natural health industry.

2025 Review

The 5th WPE & WHPE Expo 2025 was successfully held from September 17–19, 2025 at the Xi'an International Convention & Exhibition Center. As one of the most influential exhibitions in Asia and the world for natural extracts and health ingredients, the event achieved comprehensive upgrades and reached new heights — with a total exhibition area of 26,800 square meters, featuring 600+ exhibitors and 26,000 professional visitors. Together, they witnessed the industry's transformation toward innovation and global integration.

With the vision "Make the Natural Extracts Show Global", WPE & WHPE 2025 delved into the synergy of natural extracts x personalized nutrition x technological innovation.

The exhibition floor was vibrant with business activity, high-quality matchmaking, and in-depth discussions — reaffirming the event's pivotal role in advancing the global natural nutrition ecosystem.

The concurrent International Precision Nutrition Forum (IPNF 2025) and WPE & PE-TECH International Innovation Forum on Ingredients and Advanced Production Technologies, together comprising over 100 high-level conferences, attracted more than 3,000 professional attendees. Topics covered precision nutrition, regulations and efficacy validation, functional ingredients, and cross-disciplinary applications, fostering deep integration between scientific research and commercial innovation.

As globalization of the natural health industry accelerates, WPE & WHPE has evolved into a key bridge connecting international brands, scientific institutions, OEM systems, and global buyers, becoming a vital platform for innovation release and global cooperation.

Looking Ahead to 2026

In 2026, the exhibition will be fully upgraded as:

**World of Plant Extracts Innovative Natural Ingredients Expo
& World of Health Products and Functional Foods Expo**

Concurrent Event:

PE-TECH 2026

China International Processing Exhibition for Technology in Extraction, Biotech, and Packa

Date: **August 24–26, 2026**

Venue: Xi'an International Convention & Exhibition Center, China



700+
Exhibitor



40,000
Square Meters



30,000
Total Visitors



100+
Conference Highlights



Exhibition layout

Exhibits Range

Natural and Innovative Raw Materials

- Natural extracts, healthy and innovative functional ingredients
- Natural ingredients and additives for food, beverage, and nutrition
- Cosmetic ingredients and bioactive raw materials for beauty
- Pharmaceutical, nutraceutical, and "medicine & food homologous" ingredients
- Pet food and nutrition ingredients

Health Products and Functional Foods

- Health and nutritional products
- Functional foods, plant-based products, and FSMP (Food for Special Medical Purposes)
- OEM/ODM contract manufacturing for health and nutrition brands

Biotechnology & Production Equipment

- Biotechnology and natural plant & animal extraction equipment
- Pharmaceutical and nutraceutical machinery, and intelligent manufacturing & innovative packaging solutions
- Laboratory instruments, analytical and testing equipment, and reagent technologies
- Efficacy and safety testing services, compliance consulting, and R&D institutions

Exhibition hall



Exhibition Highlights

- **Global Vision**
- Bringing together leading exhibitors and professional buyers from over 30 countries and regions, WPE & WHPE 2026 builds a truly international platform for communication and collaboration in the natural health industry.
- **Expanded Scale**
- With a total exhibition area of **40,000** square meters, over **700** exhibitors, and **30,000** professional visitors, the 2026 edition will reach a record-breaking scale and set new industry standards.
- **Full Industry Chain Coverage**
- The exhibition showcases natural extracts, functional and health ingredients, functional foods, and innovative solutions, connecting the entire industry value chain from raw materials and technologies to finished products.
- **High-Level Concurrent Forums**
- A series of high-profile conferences will be held concurrently, including the International Precision Nutrition Forum (IPNF 2026) — the world's first international forum focused on precision nutrition and personalized health.
- **Innovation-Driven**
- Featuring a dedicated "TOP20 Innovative Ingredients" zone and new product launch stage, WPE & WHPE 2026 highlights cutting-edge research, innovation breakthroughs, and future market trends, driving



WPE & WHPE
PE-TECH
August 24-26, 2026
China · Xi'an



WPE & WHPE
PE-TECH
Vietnam Medi-pharm Expo
July 30 - August 1, 2026
Vietnam · Ho Chi Minh

2026 Global Dual-City Tour
WPE & WHPE 2026
A New Era for the World Natural Health

IPNF - China's First International Precision Nutrition Forum

Leading the global trend of precision nutrition



Customized Nutrition, Global Impact

- As one of the core events of this exhibition, the IPNF 2025 was successfully held on September 17. Centering on the theme of "Customized Nutrition, Global Impact", it focused on the cross-border integration and international development trends of precision nutrition technology. The forum was hosted by representatives from the Chinese Academy of Medical Sciences and Peking Union Medical College, and invited over twenty prominent guests from state organs, research institutions, well-known enterprises, clinical nutrition, health food and traditional Chinese medicine industries to give speeches.
- The topics of the forum covered many frontier directions, such as accurate diagnosis, nutrition big data, AI intelligent nutrition intervention, traditional Chinese medicine nutrition system, innovative functional raw materials and dosage form development. The audience responded warmly, and the forum was full of seats.
- Meanwhile, the forum also particularly focused on the role path of plant extracts in precision nutrition and discussed practical application cases from laboratory research and development to the terminal market. As one of the few high-level cross-border nutrition forums in China's natural health industry chain, IPNF is becoming a bridge platform for China's nutrition science and technology to go international.

Core Topics	Speakers	Position and Company
Industry Situation and Development Suggestions for Nutritional and Health Food	Zhang Zhongpeng	Secretary-General of the China Nutrition and Health Food Association
From "Shennong's Classic of Materia Medica" to "Precision Nutrition": Efficacy Decoding and Health Applications of Natural Extracts	He Yuerong	Lifetime Fellow of the Royal College of Physicians (UK); Visiting Professor of Natural Medicine at the WHO Academy of Traditional Medicine
Interpretation of Current Application and Evaluation Policies for Health Products	Chen Guangyao	Vice President of the Food-World Research Professional Committee of the World Federation of Chinese Medicine Societies (WFCMS)
Current Status and Future Development Trends of the "Food as Medicine" Industry	Cui Yongjie	Chairman of the Medicine-Food Homology Food Working Committee, China Food Culture Research Association
Collaborative Innovation of Precision Nutrition and TCM Health Preservation: Integration Paths and Practice Exploration	Li Ning	Former Deputy Director of the Health Care Bureau of the former Ministry of Health; Former Secretary of the Party Committee of China-Japan Friendship Hospital
Precision Nutrition: Building a "One-of-a-Kind" Health Nutrition "Core" Based on Precisional Diagnostic and AI Technology	He Yihui	Postdoctoral Fellow & Lecturer at Harvard Medical School; Managing Director of QiJi Biotechnology
Some Thoughts on the R&D of Xiaoji Kuding(Tree)	Lin Ruichao	Foreign Member of the French Academy of Pharmacy; Dean of the School of Chinese Materia Medica, Beijing University of Chinese Medicine
Redefining Nutrition and Health: AI-Powered Precision Nutrition	Shens Lu	Head of the Precision Nutrition Project, Sino Pharma Co., Ltd.
Market Trends and Consumer Behavior in Precision Nutrition	Li Yuanbo	Dean of the School of Natural Medicines, Jinan University (Guangzhou); Chief Scientist of Perfect Group
Functions of Uplifts and Their Development and Application in Precision Nutrition	Wang Yingyao	Deputy Secretary-General & Researcher of the Chinese Nutrition Society; Executive Dean of the Nutrition and Health Research Institute of the Chinese Nutrition Society
New Technologies for Plant Extract Preparation and Their Functional Properties in Nutrition	Zhao Bing	Researcher & Doctoral Supervisor, Institute of Process Engineering, Chinese Academy of Sciences (CAS)
Gut Microbiota and Precision Health Intervention	Liu Qingjun	Postdoctoral Fellow in Microbiology and Immunology at The Ohio State University (USA)
Aerospace Breeding Facilitating the High-Quality Development of Precision Nutrition from Natural Extracts	Zhang Chuanjun	Aerospace Breeding Expert, Senior Aerospace Engineer; Director of Xinhangtun Starry Sky Laboratory
Interpreting Precision Nutrition Management Based on the Oriental Systematic Approach of "Tong Xiao Zhi Jing"	Tong Rui	Professor of the School of Management, Jinan University (Guangzhou)
Healthy Aging and Cellular Anti-Aging Nutritional Technology	Yang Ze	Current Deputy Director of the National Expert Committee on Elderly Health Standards; National Health Commission of the People's Republic of China; Doctoral Supervisor and Second-Level Professor at Peking University and Peking Union Medical College
New carrier of plant extracts "oral instant dissolving"	Wei Shaowen	Director of R&D of Anfu Jinnuo Biotechnology Co., Ltd.
The Wisdom of "Harmony Between Men and Nature" Empowers the Precision Nutrition Industry	Cui Xiufang	Professor of Rehabilitation Medicine; Executive Vice-President of the Acupuncture Professional Committee of the World Federation of Chinese Medicine Societies



100+ Conferences

3000+ Audience

The 2nd Fermented Foods and Functional Foods Forum Multi-Dimensional Forums Accelerating Natural Health Advancement

As one of the important concurrent events of WPE & WHPE 2025, The 2nd Fermented Food and Functional Food Forum was successfully held on the afternoon of September 18, 2025. The forum is hosted by the China National Institute of Food and Fermentation Industries, with "Functional Nutrition + Microbial Technology + Consumer Innovation" as its core, focusing on the cutting-edge applications and future trends of fermented foods in the field of health and nutrition.

The forum invited expert representatives from research institutions, universities, standard organizations and the business community to have in-depth discussions on hot topics such as functional probiotics, the development of the kimchi industry, the evaluation of Baijiu rich in bitter substances, fermented ginseng, natto and erythritol. Through dimensions such as sharing industrial application cases, trends in the development of functional ingredients, and standard evaluation methods, the huge potential of fermentation technology in the development of functional foods has been demonstrated.

Core Topics & Speakers include:

- Research on Functional Factors of Fermented Dairy Products - Professor Shu Guowei, Shaanxi University of Science and Technology
- The Development Trend of the Kimchi Industry - Professor Zhang Qisheng, Sichuan Fermentation Research Institute
- Characteristic Analysis of Bitter Substances in Guizhou Moutai - Wang Wei, National Food Quality Supervision and Inspection Center
- Innovation in Solid Fatty Acid Formulations for Baked/Frozen Foods - Liu Ning, Shaanxi Normal University
- Case Analysis of Fermented Ginseng Market - Lin Youren, Poly Zhongqing Biotechnology
- Innovative Combination of Natto and Erythritol in Functional Foods - He Zhiqiang, Jiangsu Yangtze River Microecology
- Research on GI Evaluation Methods and Functional Mechanisms - Wang Yuxi, China National Institute of Food and Fermentation Industries

The forum was fully occupied, with in-depth discussions on the diverse scenarios and standardized paths of microbial fermentation in the development of health foods, injecting cutting-edge technology and practical experience into the development of functional foods in China.

The concurrent forum brings together wisdom and creates a multi-dimensional communication platform!

During the WPE & WHPE 2025 exhibition, 5 major professional industry-university-research forums were held concurrently, comprehensively covering multiple core sections such as functional foods, plant nutrition, compliance supervision, advanced production technologies, and pilot-scale transformation platforms. The total number of conferences exceeded 100, attracting over 3,000 professional audience to participate in on-site exchanges.

The forums invites experts and scholars from research institutions, regulatory authorities, leading enterprises and technology platforms to build a high-quality ideological platform integrating cutting-edge exploration and practical connection through various forms such as "trend release + technology sharing + case analysis".

Representative forums include:

- Seminar on Functional Food Development and Innovative Application of Raw Materials and Ingredients 2025
- Unleashing New Potential of Plant Nutrition - 2025 New Plant Focus Summit (Xi'an Station)
- Co-creation of All Things - Empowerment of Pilot Production - 2025 Raw Material Pilot Production Platform Construction and Operation Forum
- WPE&WHPE Cosmetics and Food Ingredients Compliance Development Forum 2025 - China Trade Compliance Center
- WPE&PE-TECH International Forum on Innovative Raw Materials Application and Advanced Production Technology

Through in-depth coverage of multi-dimensional topics, forum activities have become an indispensable and important part of the exhibition, building an efficient dialogue bridge for the upstream and downstream of the natural health industry chain.



100+ Authoritative Speakers
100+ Professional Topics

02

PART

Single advertising programme and cost standard

- Print materials promotion
- On-site advertising

Print materials promotion



Name	Place	Specification (width × height mm)
Catalogue	Title page	142×210
	Inside front cover	142×210
	Inside back cover	142×210
	Color inner pages	142×210
	Specified version of color inner pages	142×210
	Back cover	142×210
	Gatefold	284×210
	First spread	284×210
	Inner spread	284×210

Print materials promotion



Name	Place	Specification (width × height mm)
Visiting Guide	Back cover	120×210
Exhibitor Badge	Print enterprise logo	90×130
Visitor Badge	Print enterprise logo	90×130
Handbag	Single-sided Ads	480×400
Media Interview	Live broadcast + Media release	/
VIP Visitor Invitation Letter	Print enterprise logo	210×99
Badge Lanyard	Print enterprise logo	15×900
Water Voucher	Single-sided Ads	145×212
Gifts	Printed with enterprise logo and exhibition logo	Provide by enterprises
Put your promotional materials in the exhibition handbags	Exhibition handbags	/
Self-service certificate machine advertisement	Print enterprise logo on the machine	/

On-site Advertising-South Square



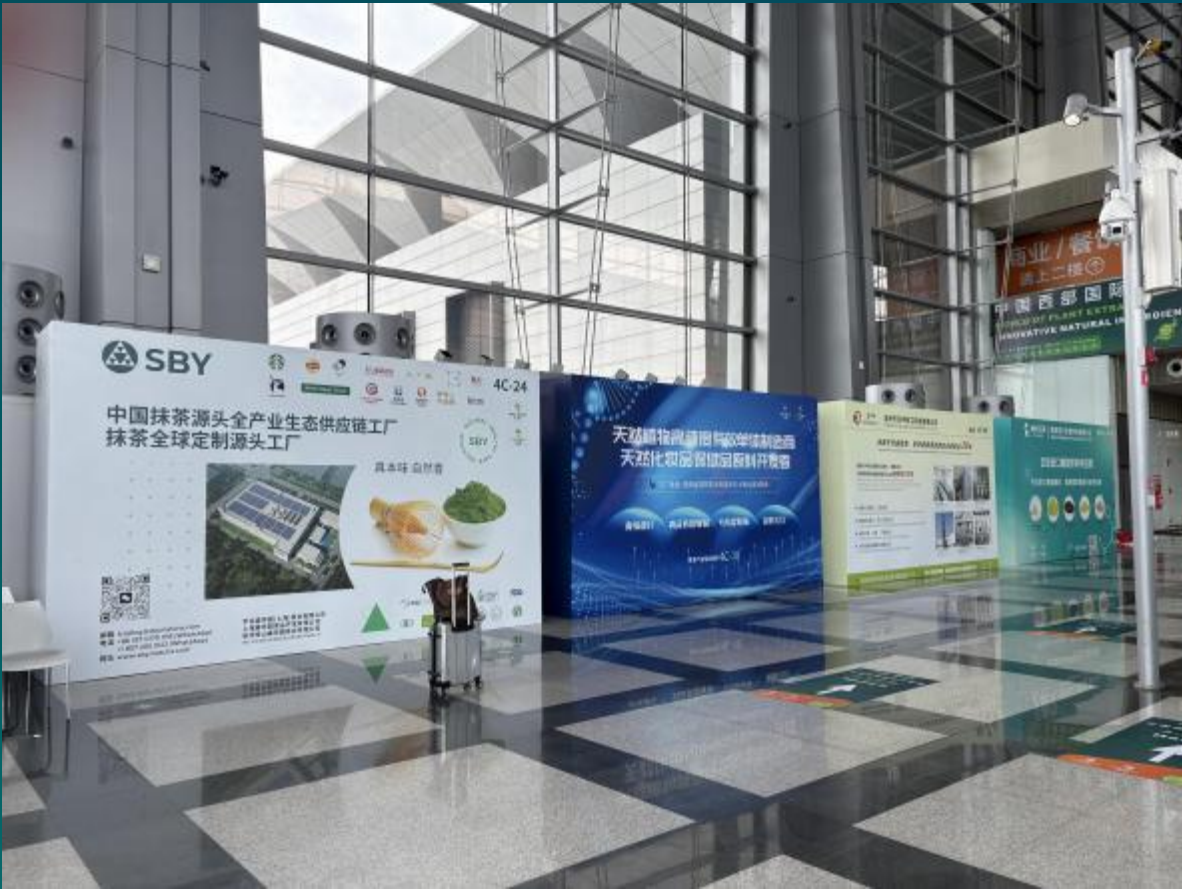
Name	Place	Specification (width × height m)
Glass curtain wall advertisement	The glass curtain wall at the entrance of the registration hall	36*4

On-site Advertising-South Square



Name	Place	Specification (width × height m)
Feather Flag	South Square	1.2*3
Truss Advertising	South Square	8*4

On-site Advertising-Registration Hall



Name	Place	Specification (width × height m)
Floor Sticker	Registration Hall	0.75*1.5
Truss Advertising	Registration Hall	6*4

On-site Advertising-The Corridor between Hall 1 and Hall 2



Name	Place	Specification (width × height m)
Corridor hanging flag	Corridor area	1.5*0.75
Corridor column	Corridor area	4*3

On-site Advertising-The Corridor between Hall 1 and Hall 2



Name	Place	Specification (width × height m)
Corridor Truss	Between the columns of the hall 1-2 corridor	6*4
Corridor Light Box	Between the columns of the hall 1-2 corridor	6*4
Corridor Light Box	Between the columns of the hall 1-2 corridor	1.5*1.8

On-site Advertising-Entrance of Hall 1&2



Name	Place	Specification (width × height m)
Wall Ads	At the entrance of hall 1&2	1.5*3.9
Column Ads	At the entrance of hall 1&2	4*3

On-site Advertising-Inside Hall 1&2



Name	Place	Specification (width × height m)
Corporate Signage	Main Aisle Area	0.8*0.25



03

PART

Sponsorship programme and cost standard

- Special Title Sponsor
- Official Website Homepage Sponsor
- The Only Official Gift Sponsor
- IPNF 2026 TOP20



Special Title Sponsor	
Benefits Package	Logo on front cover of the catalogue, and 1/4 front cover page ad. Estimated circulation: 25,000 copies
	Logo printed on exhibitor badges and visitor badges. Estimated quantity: 30,000 badges
	Badges lanyard ad (Exclusive)
	Exclusive logo placement on the main event key visual (KV)
	Full-scene visual presence at the IPNF (International Precision Nutrition Forum)
	Logo placement as the main sponsor on the official website

Sponsorship Proposal 2



Official Website Homepage Sponsor

Benefits	Website sponsor logo (one year)
	One corridor column advertisement



The Only Official Gift Sponsor

On-site activities, important forums and key buyers.
The total number of distribution will be high as 15,000.

Benefits

Logo printed on exhibition handbags
(Exclusive)

Website sponsor logo (one year)

One corridor column advertisement



IPNF 2026 TOP20	
Benefits	On-site awards presentation at the IPNF
	On-site branding board at the IPNF, featuring the "TOP 20" certification mark
	Winning company logo displayed on the official website homepage (one year)
	Full-page color advertisement in the official catalogue
	One innovation product display counter (Prime area)



WORLD OF PLANT EXTRACTS

INNOVATIVE NATURAL INGREDIENTS EXPO

Advertising Sponsorship Quotation & Reservation

Tel +86 10-89353006

Email: laura@wpe-whpe.com

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