



# 上海儿童健康展

## SHANGHAI CHILDREN'S HEALTH & WELLNESS FAIR

**Whole-Child Wellness  
Evolving Care Ecosystems**

# 2025 11.14-16

Shanghai World Expo Exhibition  
and Convention Centre

## 3 Product Categories



Children's  
Healthcare



Children's  
Health Food



Children's  
Health Products

Organisers



博罗那展览(上海)有限公司  
BolognaFiere China Ltd.



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# Driving Innovation in Children's Health, Shaping the Future of the Wellness Industry

The 2<sup>nd</sup> Shanghai Children's Health & Wellness Fair (CHWF) focuses on the health and wellbeing of children aged 3 to 16, centered around the theme **"Whole-Child Wellness, Evolving Care Ecosystems"**. The event aims to reshape the children's health industry by moving from single-solution models to diversified approaches, and from traditional methods to smart innovations, fostering a more integrated and future-oriented ecosystem. The fair will bring together leading organisations, including Shanghai's renowned children's medical institutions, and specialists in psychological recovery, growth and development, vision care, and oral health. In addition, it will welcome pioneering enterprises from across China in the fields of children's health food and products, offering a comprehensive showcase of products, services, and solutions dedicated to children's health and wellbeing.

The three-day event not only attracts families with children and parenting professionals to experience, but also specifically invites industry professionals such as health management institutions, education service providers, training institutions, and retail channels to select products and expand the market, greatly fostering deeper connections between consumer demand and the children's health industry. In addition, the China Shanghai International Children's Book Fair (CCBF) will be held concurrently, achieving new heights in both scale and quality. Together, these two events will create a children's health and growth carnival that integrates diverse interactions and immersive experiences.

## Highlights

Reaching both professionals and the general public, with over 40,000 targeted visitors

The leading fair for children's health and wellness, driving industry development

One-stop business platform for product launches, brand promotion, product retail, channel expansion, and cross-industry collaboration

Two exhibition organisers joining forces with industry leaders to create a powerful synergy

Engaging interactive experiences to boost visitor participation

Medical science education with leading industry experts

## Concurrent Exhibition



上海儿童健康展  
SHANGHAI CHILDREN'S  
HEALTH & WELLNESS FAIR



CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR  
CCBF  
中国上海国际童书展

## Product Categories

### Children's Healthcare

37%

Medical & Rehabilitation Institution  
Vision Care, Oral Hygiene  
Mental Health, Supplement  
Health Protection and Services



### Children's Health Food

32%

Food  
Beverages  
Dairy Products



### Children's Health Products

31%

Health and Rehabilitation Products  
Sports and Protective Products  
Cleaning & Personal Care



## Exhibitor Comments

98%

We hope to convey more health knowledge and rehabilitation experiences to the visitors. During the exhibition, our traditional Chinese medicine pediatric experience, screening for learning difficulties and hyperactivity were very popular!



**Ms. Jia**  
Ching Tak  
Rehabilitation

We truly felt the love for Dr. Cheese at CHWF. It was a great opportunity to connect with both new and long-time users, strengthening our bond with consumers. We also joined hands with more industry peers to advance the flourishing development of children's health.



**Leo**  
Dr. Cheese

It's an honor for Deji Rui to contribute to CHWF. The event was professionally organised with a highly targeted visitors. We had in-depth exchanges with various sectors and look forward to an even larger-scale and more content-rich exhibition in the future.



**Mr. Lu**  
Deji Rui Skeletal  
Correction Centre



## Visitor Categories

**23%** **Health Management**

Medical Treatment & Rehabilitation  
Mental Health, Health Management  
Medical Examination & Growth Assessment  
Health Counseling, Preventive Screening  
Health Promotion & Service

**10%** **Education Services & Training Institutions**

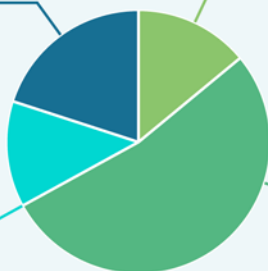
Education Institution  
Picture Book Library, Library  
Art & Cultural Institution

**14%** **Retail Channel**

E-commerce Platform, KOL & MCN  
Supermarket, Convenience Store &  
Shopping Center, Distributor, Agent

**53%** **Public**

Parent-child Family (Aged 3-16)  
Childcare Professional  
Foundation  
Investment Institution  
Media



## Visiting Purposes

**45%**

**Public Consumption**

**21%**

**Discover the Latest Trends in Parenting and Wellness**

**16%**

**Business Collaboration**

**10%**

**Purchasing Ordering Product Selection**

**8%**

**Cross-Industry Business Opportunities**



## Booth Fee

### Raw Space

Min. 36m<sup>2</sup> (incl.)

**945**

CNY/m<sup>2</sup>

### Standard Booth

Min. 9m<sup>2</sup> (incl.)

**1,200**

CNY/m<sup>2</sup>

### Premium Booth

Min. 18m<sup>2</sup> (incl.)

**1,780**

CNY/m<sup>2</sup>

### ProFlex booth

Min. 36m<sup>2</sup> (incl.)

**1,400**

CNY/m<sup>2</sup>

### Corner Fee

(Charged Separately)

Corner Booth / Peninsula Booth / Island Booth

\* All prices are exclusive of 6% VAT. The organiser will confirm the total cost.



## On-Site Events

### Medical Science Education

Focusing on vision care, oral health, and rehabilitation therapy etc., interpreting the concepts of children's health management and medical care.

### Mental Health Lecture

Enhancing parents' and educators' understanding of children's mental health through interactive engagement.

### Paediatric Nutrition Activity

Exploring issues and trends in children's nutrition through tasting and discussion, while promoting balanced and healthy eating habits.

### AI-powered Health Technology Experience

A first look at how AI is revolutionising children's health management and transforming the future of parenting.



## 2024 Educational Activities Review



**Healthy Mouth, Healthy Body**  
Wang Chang



**Exploring Children's Foot-Spine Health**  
Luo Yuting



**Developing Healthy Eating Habits through Food and Nutrition Education**  
Tong Qigen



**Why Should Rare Diseases Matter to Us?**  
Chen Yiwei



**Preventing and Managing Myopia in Adolescents**  
Zou Leilei



**Children's Mental Health Resources around Us**  
Duan Wei



**Empowering Children's Health Development with AI and Big Data**  
Zhong Wei



**Understanding Neurodiversity: Supporting Every Child**  
Wei Yi



**How to Scientifically Manage Your Child's Height**  
Li Xin



**How to Help Children Grow Taller? What Are the Key Factors?**  
Lu Ou



**Disabling Deformities in Adolescents: How to Early Detect Scoliosis**  
Wang Dahui



**Early Treatment during Primary and Mixed Dentition in Children**  
Yuan Gongjie



**What Challenges Can the 'Learning Difficulties' Clinic Help Children and Adolescents Overcome?**  
Zhao Yanjun



**Sharing Session: Shanghai High-End Children's Healthcare Resources**  
Cai Yudan



**New Trends in Children's Health Management Today**  
Teng Guoliang



**Starting from the Heart: Ending Mental Health Issues in Childhood**  
Liu Qiang



**Vision without Myopia: Book Signing of *The First Eye Care Book for Children***  
Ni Hailon



**What Should Be Noted When There Is a Diopter Difference between the Eyes?**  
Zhang Yan



**Probiotics for the Upper Respiratory Tract: Biohalo23 Expert Consensus and Daily Life Interventions**  
Li Rong



**Common Misconceptions about Autumn and Winter Supplements for Children**  
Fang Shuanfeng



**Are Orthokeratology (Ortho-K) Lenses Effective for Myopia Control?**  
Mao Xinjie



**Caring for Children with Strabismus and Amblyopia**  
Liu Hong

## Multi-Dimensional Media

**165** Media Outlets  
Covered the Event

**226** Press Releases  
Issued

**250** Million Media Exposures  
across All Channels

**1,142** Million CNY  
Media Value



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📍 1099 Guozhan Rd., Pudong, Shanghai

Organisers

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