



中国2011年(上海)世界健康博览会
The World Health Expo Shanghai China 2011

November 16-22, 2011
Shanghai, China

2011年11月16至22日
中国 上海

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健康生活
生命之源

Healthy living
Enduring eternity





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2011年11月16-22日 中国 上海

Organizers

Shanghai Harbor City Development (Group) Co Ltd

Shanghai All-Round Health Investment & Development Co Ltd

Shanghai Pudong Institute of Future City

主办单位

上海港城开发(集团)有限公司

上海全景健康投资发展有限公司

上海浦东未来城市研究院



Let us share with you
Tomorrow's **Healthy** living today at
WORLD HEALTH EXPO 2011



An opportunity you should not miss

November 16-22, 2011
Shanghai, China



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The World Health Expo Shanghai China 2011



明天**健康**生活，今天为你展示

「世界康博会」与你有一个约会

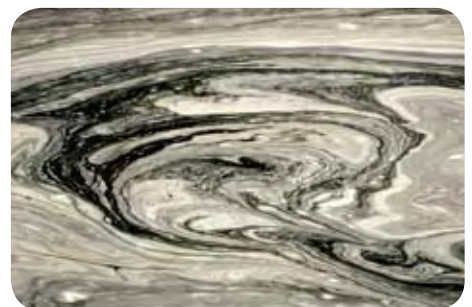
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For the health of human beings and preservation of our planet, we need a global platform to discuss health issues, exchange ideas, promote healthy products and services, and spread best health practices.

Our planet is being threatened by pollution which causes ecological unbalance, depletion of natural resources, diseases and many other crises. Our living conditions are being seriously affected. In order to protect our environment from being further damaged, WORLD HEALTH EXPO promotes preservation of the earth, environmental protection, safeguard of the ecosystem, healthy living and organized health initiatives. The ultimate goal is to edify the public to be conscious of healthy living in every aspect of our daily lives and eventually leads to the healthy and harmonious development of every society in the world.





地球和人类的健康 需要大家共同努力

目前全球正面临环境污染、生态失衡、资源匮乏、疾病挑战等多重危机，严重影响人类的生存环境。为了积极应对因环境恶化而产生的人类健康与生存危机，「世界康博会」倡导大众爱护地球、维护生态和保护环境，提倡健康的生活方式，最大限度地
把健康理念灌注到人类活动的每一个领域，使其成为人类日常的生活意识和社会规范，并最终促进人类社会健康和谐发展。



Background

In the long history of human evolution, good health is pursuit by generations and generations. In the 21st century, health industry is becoming a multi-trillion business that touches people from all walks of life. The importance of health is affecting decision makers in every government, enterprise, organization, professional institution and the public. The subject of health has also become the common language of people all over the world. The inauguration of WORLD HEALTH EXPO provides a perfect venue to consolidate the latest development of healthy lifestyles in the forms of exhibition and forum, for both leaders in the industry and the general public to review, exchange ideas and explore new frontier in the world of healthy living.

Objectives

Healthy living paves the way for harmonious development.
Good health leads to more happy lives.

Our aim

WORLD HEALTH EXPO provides the perfect platform for the world's health thought leaderships, health projects, health products & services, health strategies and the best health practices to promote and to benchmark their offerings with international recognition and economic return.

WORLD HEALTH EXPO categorizes major health products and services according to various health sectors. Suppliers and producers use this platform to establish corporate brands, to market products, to promote missions and visions, and to demonstrate the best practices in healthy living. This is an event you cannot afford to miss.

The real meaning behind “Good health leads to harmonious development and happy life.”

We should act now and promote the harmonious development of the world by healthy ideology; to achieve economic development without damaging the ecosystem; to build a healthy society and preservation of the environment; to promote healthy lifestyles and responsive organizational behaviors; to build a better life and better home for our future generations. WHE emphasizes on the harmonious development of relationship between ‘People and the Nature’, ‘People and the Society’ and ‘People and Themselves’. The health of individuals can never be realized without a healthy environment and society.



背景

健康是人类的普世价值、亘古的追求和民生要求的重要标志。健康产业更是21世纪“具有无限广阔前景的兆亿产业”。健康，由于其深远的影响，是各级政府、各种企业和组织、专家学者和民众都关心的话题。以健康为主题的世界康博会应势而生，旨在搭建一个全球开放的平台，汇集全球的健康力量，充分展示、交流与合作，共同探索解决全球健康问题的有效途径与方法。

主题

健康让发展更和谐，健康让生活更美好

目的

世界康博会致力于帮助各种健康思想、健康项目、健康产品、健康服务、健康政策和健康实践在世界范围内推广，占据“健康”心智资源，获得宝贵的信任状，实现更大的经济价值和社会影响力。世界康博会是立志以“健康”区分其产品和服务、愿意分享健康和贡献健康的全球力量不容错过的一个“形像展示、产品促销、理念传播、最佳实践推广”的高效的全球平台。

如何理解健康让发展更和谐， 健康让生活更美好？

我们应该积极行动起来，以健康的心态和理念促进全球和谐发展，使经济发展与生态平衡相一致，建立健康的社会体系和自然环境，提倡健康的生活方式和组织行为，为人类的美好生活与未来美好家园做出不懈努力。世界康博会强调“人与自然、人与社会、人与自身”之间的和谐健康，休戚与共，因为没有健康的环境与社会，个体的健康如“无水之鱼，无根之禾”。



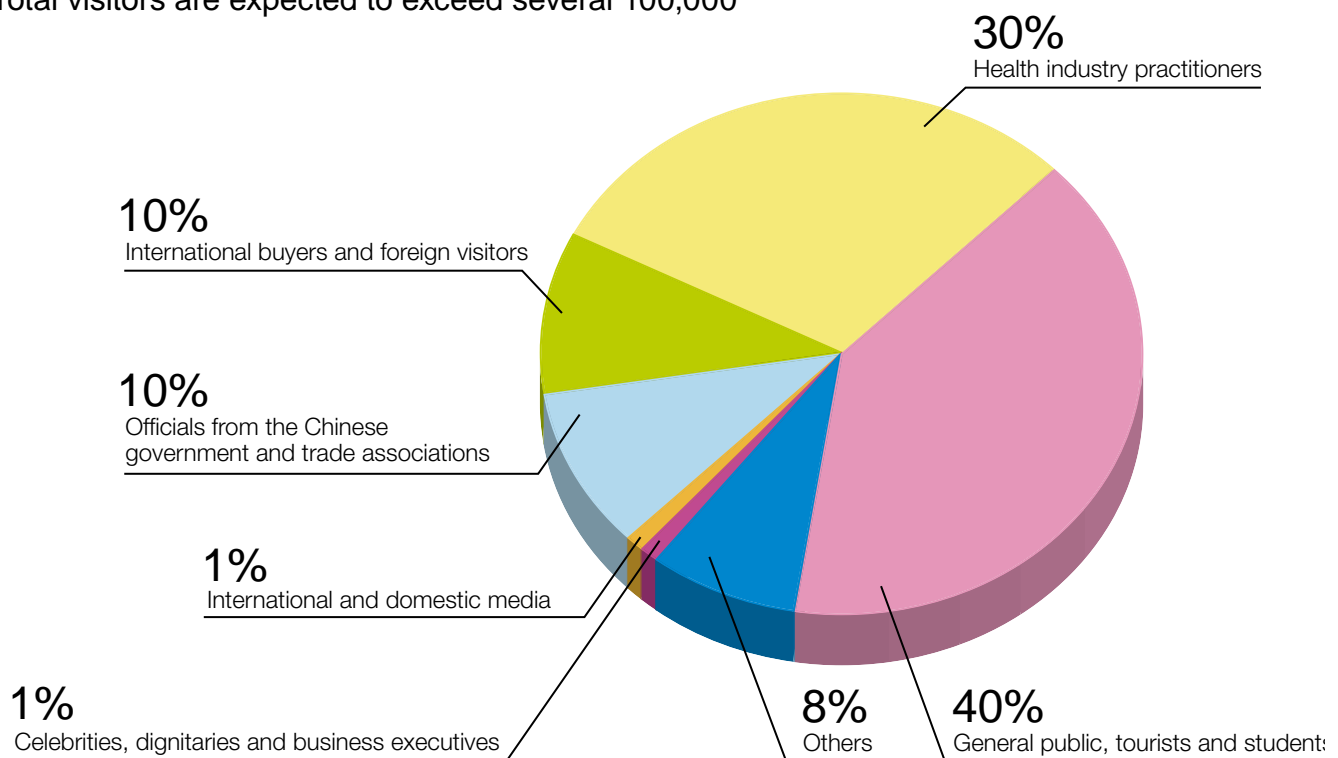
WORLD HEALTH EXPO

Participants

Health is the concern of every country, organization and individual. Health is an universal topic of all people in the world. Therefore, WORLD HEALTH EXPO (WHE) belongs to all countries and all people in the world. WHE welcomes all governments, organizations, NGOs, enterprises, academia and individuals from different parts of the world, who care for the health of our world and well-being of all people.

Number of visitors and analysis by profession

Total visitors are expected to exceed several 100,000



「世界康博会」

对 象

健康，由于关系到每一个国家、每一个组织和每一个人，是全世界和全人类的共同话题。因此，「世界健康博览会」属于全世界，属于全人类！世界康博会欢迎和包容全球的各级政府、非政府组织、企业、学术机构和个人中所有关心健康、实践健康和贡献健康的力量。

参观人数及行业分析

估计七天总参观人数达几十万人

● 学生，游客，市民	40%
● 健康行业从业人员	30%
● 中国各地政府官员， 行业协会人员	10%
● 国际采购团及参观者	10%
● 媒体工作者	1%
● 名人，政要，行业领袖	1%
● 其他	8%



Scope of Exhibits, Exhibitors and Activities

In order to satisfy demands of a wide range of exhibitors, WORLD HEALTH EXPO 2011 comprises four distinct themes, namely: Hall of Health Ideology; Hall of Health Projects; Hall of Health Products & Services and Hall of Best Health Practices. WORLD HEALTH SUMMIT 2011 will be held concurrently with the Expo and there will be many seminars, announcement of reports, theme events, large-scale activities with public health participations and mass media coverage.

Hall of Health Ideology

This hall will provide a collection of worldwide health philosophy and health knowledge, demonstrating the wisdom of human beings in the pursuit of healthy living and economic development. It is a platform for global academia, governments, enterprises and organizations to promote health ideologies, health concept and health idea. It is expected that no less than 50,000 people will visit this hall each day.

Hall of Health Projects

Display of health projects seeking funds and supports. This hall facilitates demonstration of projects, exchange of ideas, business negotiation and investment transactions between health projects and investors. WHE will invite more than 300 international financial institutions and investors to converge at WHE, in order to maximize the chance for health projects to obtain investments and global supports.



「世界康博会」主要内容、 参展对象、规模及有关活动

为了满足参会参展者多元多维的需求和目标，世界康博会由健康思想馆、健康项目推介馆、健康产品与服务展示馆和健康最佳实践馆四大主题展馆，以及多场高峰论坛和研讨会、众多大众健康参与活动和配套的媒体宣传等七大板块组成。

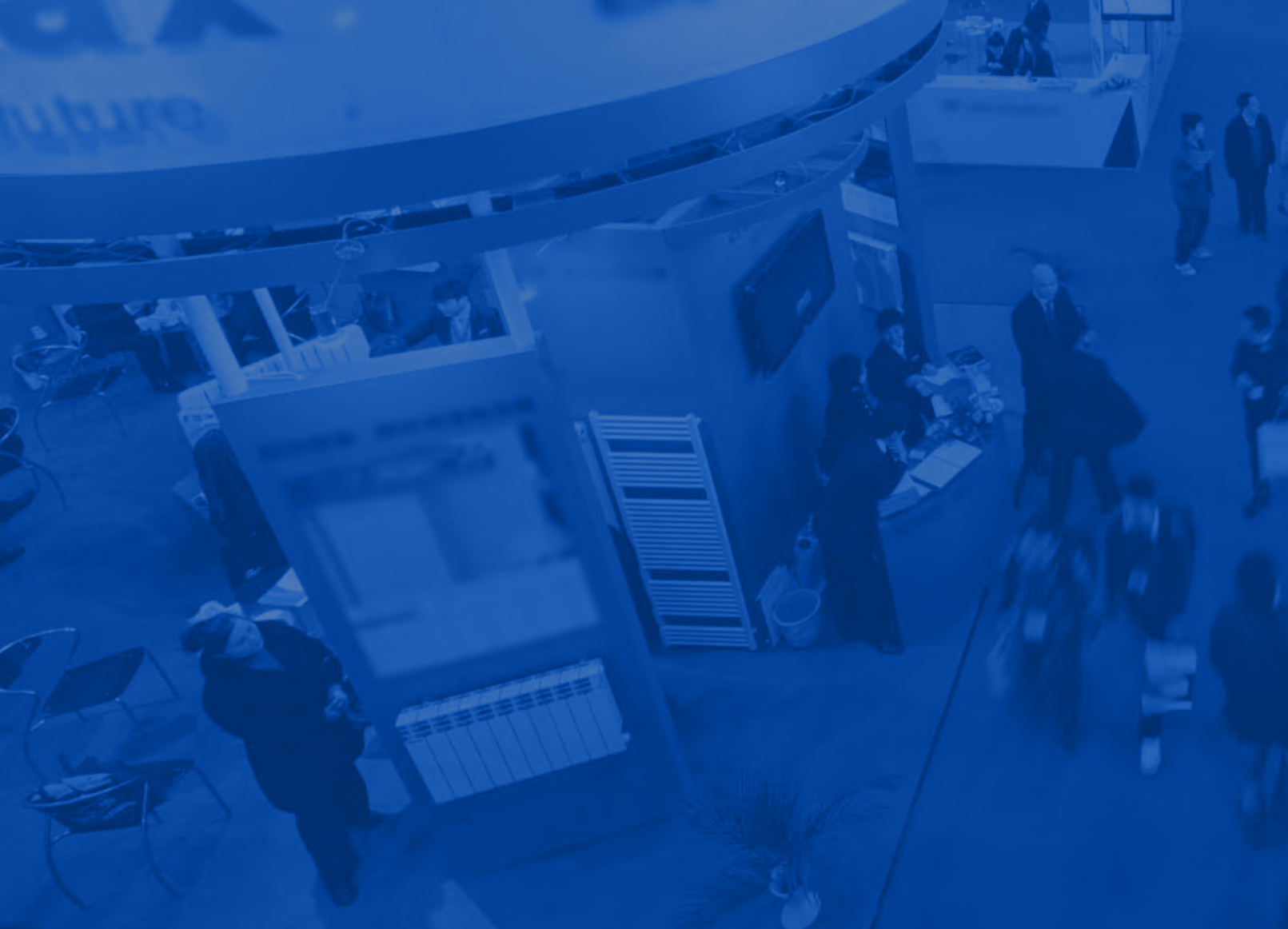
健康思想馆

汇聚全球健康文明思想、普及大众健康知识、展示人类健康智慧成果，是学术机构、高等院校、专家学者、企业和组织展示健康思想、健康观念和健康理念的平台。我们的目标是健康思想馆每日能吸引不少于5万的全球观众。

健康项目推介馆

健康项目的展示、交流、洽谈与投资，使健康商机落地为产业。世界康博会将邀请全球不少于300家的中外基金与全球的国家、地区、省、市、县和企业的招商引资需求对接，通过集中规模化的共享招商引资平台，使更多健康项目对接全球的资金和投资者。



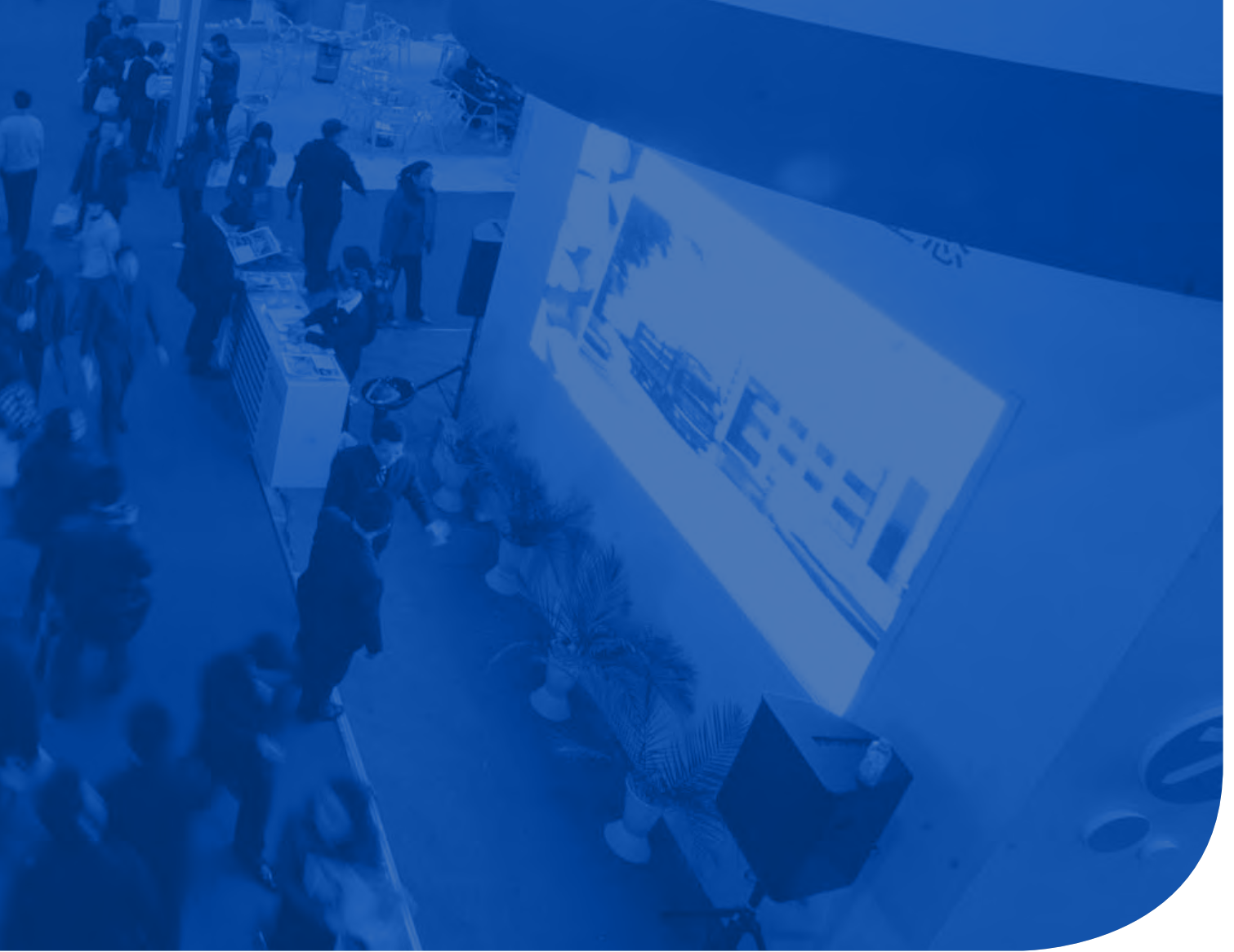


Hall of Health Products & Services

WHE 2011 will focus on those health products and services directly relevant to people's daily healthy living, such as housing, water, air, food, transportation, clothing and other necessities. Innovative solutions for the improvement of general environment and living conditions are also welcome. It is expected that approximately 50% of the exhibitors are from outside China. WHE 2011 will organize buying groups from various countries and international organizations to visit the fair, to globally promote the involving products and services

Hall of Best Health Practices

Display of health ideologies, health missions and visions, and health initiatives of various governments, enterprises and NGOs etc. This hall emphasizes the non-commercial side of health. It aims to promote successful practices related to healthy policies, healthy living, health agendas, and healthy organizational conducts. Individuals are particularly encouraged to share their valuable experience in the realm of nourishment, longevity, healthy leisure and entertainment and effective learning, etc. WHE will try its best to globally disperse the displayed best practices, which we believe will play a vital role shaping a healthier future of our world.



健康产品与服务展示馆

第一届世界康博会主要围绕与人的衣、食、住、行有直接关联的健康产品与服务，兼顾与环境 and 城市等“大健康”范畴有关的创新解决方案、产品与服务。希望50%的展商来自中国以外，并组织多国的国际采购团到会寻购各种健康产品和服务。

健康最佳实践馆

展示全球政府、企业与组织对健康的理念、宗旨和愿景，不以销售产品或服务为目的，而是向全球推广和宣传健康最佳实践为主要动机。健康最佳实践馆特别欢迎个人参展，向社会分享和展示个人的养生、长寿、休闲、娱乐、学习等健康的行为和生活方式，让健康最佳实践扩散，辐射全球，引导健康的世界未来。



Public health participations

In order to improve public health awareness, to promote healthy lifestyles and to engage more people to the health endeavors, a series of events are planned and organized every month leading up to the opening of WHE in November 2011. Sample events include '10,000-People Gymnastics Show', '1,000-People Taiji Parade', 'Dishui Lake Cycling Competition' and 'Healthy Working Habits' etc. These events will drum up the momentum of WHE and generate more publicity for the exhibitors at the Expo.

WORLD HEALTH EXPO SUMMIT

World renowned politicians, ideologists, entrepreneurs and the general public, etc are all invited to join WHE to share their experience and knowledge on health. Confirmed topics for the Summit include:

- Summit of Mayors on Healthy Cities
- Forum on Public Health and Safety
- Ecological and Sustainable Development of Agriculture
- Dialogue Between The East and The West on Life Nourishment and Health Wisdom

WHE welcomes governments, enterprises and health organizations from all over the world to co-organize, to suggest topics, to sponsor, to participate and to contribute to the Summit.

Media Coverage

To promote the Expo and all participants on a national and global scale, the organizers of WHE have engaged a wide range of media resources such as Xing Wen Evening News, Jamison Daily, Longevity News, CCTV, Dong Fang Satellite TV, etc and overseas media. Exhibitors may use those media resources free or at deep discounts to enhance company image, to promote products and services, or disperse thoughts and best practices on health.



大众健康参与活动

加强大众健康意识，倡导健康的生活方式，吸引更多民众参与健康，了解健康，实践健康。从3月到康博会举行的11月之间，康博会每月计划与企业与健康组织共同举办“万人体操、千人太极拳汇演、环滴水湖自行车赛、健康工作习惯”等系列大众健康活动，放大康博会的影响，为推广企业和健康组织提供更多的影响大众的机会。



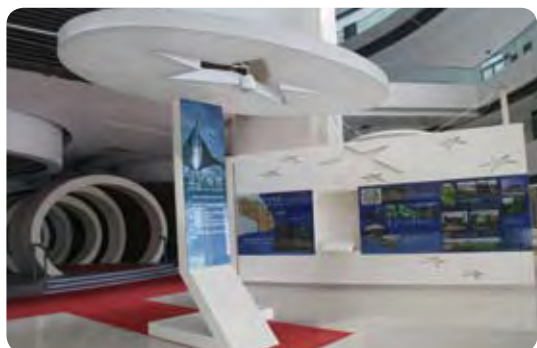
高峰论坛、主题报告会

邀请全球名流政要、思想家、企业家等与观众分享健康的真知灼见、敏锐的洞察与感悟。已经确定的论坛包括“世界健康城市市长高峰论坛”、“国际公共卫生健康高峰论坛”、“全球生态农业经济发展高峰论坛”、“东方养生与西方健康文明的对话”等。欢迎政府、企业与健康组织共同举办、赞助、参加、建议 and 分享。



配套媒体宣传

为了配合参展参会的政府、企业、组织和个人扩大参与世界康博会的效果和宣传力度，世界康博会将集中汇聚中央电视台、东方卫视、解放日报、文汇报、新民晚报、新闻晨报、长寿养生报、美国新亚电视台、法国亚洲电视台 (Good Asia TV) 等国内外媒体资源，可以用健康专栏、软文、电视专访等媒体形式把参展企业、组织的影响效果尽可能放大。



Why you should join World Health Expo?

For enterprises and organizations

- Branding and add value to your products on an international platform, excellent opportunity to promote your products, services and corporate image.
- To meet government officials from all over the world, dignitaries, entrepreneurs and thought leaders, exploring opportunities and developing relationships for future development
- To keep abreast of new ideas, market trends and the best practices in the health field in order to formulate new strategy in a more scientific and sustainable manner
- To develop new business partners, expand your markets, and increase sales volume
- To raise fund for further growth

For governments, municipalities and cities of the world

- Excellent opportunity to develop the market for health products
- Benchmark of health products on an international level. Enhancement of the status of a responsible nation
- By increasing people's awareness in health will lead to improvement of the standard of public health and hygiene in the cities.
- To emphasis on ecological living environment, healthy and harmonious improvement of people's quality of lives.
- Development and continuous expansion of the health industry will contribute to the overall economic growth of a city.
- To promote healthy and harmonious economic development and safeguard of the people.
- A new opportunity for development. Revitalization and increase the competitiveness of a city

WORLD HEALTH EXPO 2011 is expected to attract no less than 50,000 local and overseas visitors per day. Approximately over 1,000 enterprises will showcase their latest products and services at WHE. More than 300 financial institutions, about 200 to 300 large-scale projects by both governments and private sectors will join the Expo. Government officials and senior executives from the business sector will meet to exchange ideas on health development and cooperation.

为何你要参展？

对企业和组织

- 接触最新的健康思想、理念、观点、动态与最佳实践，开拓新的发展思路与方向，制定科学的可持续发展战略；
- 寻找合适的投资资金，缩短企业做大做强的周期，加速企业发展步伐；
- 在国际平台上展示企业与组织的产品、服务和形像，把企业与组织的产品或服务打上“健康”的标签，提升企业和组织的品牌价值；
- 在世界康博会平台上，寻找合适的合伙机构，增加产品或服务的销售区域和销售量；
- 结识更多的政府官员、国际知名人士、企业家，增加企业后续发展的各种健康资源。



对世界各级政府或城市

- 把握健康产业发展先机；
- 取得“世界健康发展话语权”，塑造负责任的国家或城市形像；
- 帮助提高民众健康意识，有利于改善城市公共卫生水平；
- 强调生态宜居，健康和谐，帮助改善民众生活质量；
- 大力发展健康产业，快速实现产业升级，高速提升城市经济
- 促进城市经济社会和谐健康发展，保障民生；
- 为城市发展提供一次全新的健康机遇，增加城市的活力和竞争力。



规 模

预计每天参观人数不少于5万人次，参展企业达到1000多家，上万种产品与服务集中展示，上百家基金和投资机构、200-300个政府部门及企业的大型项目共同交流。



Other activities

During WORLD HEALTH EXPO, a series of conferences, seminars and the WORLD HEALTH SUMMIT 2011 will be organized. The events are aimed for the professionals as well as the general public to share, to learn, and to gain more knowledge and information on the latest development in the health field.

Confirmed topics at WORLD HEALTH SUMMIT 2011

- Summit of Mayors on Healthy Cities
- Forum on Public Health and Safety
- Ecological and Sustainable Development of Agriculture
- Dialogue between the East and the West on Life Nourishment and Health
- Wisdom, Clean Water and the Standard of Healthy Drinking Water

There will be also many large-scale public involvement health activities to promote health in broad scope and to publicize healthy lifestyles and organizational healthy behaviors. The activities can be custom made to suit WHE collaborators' need with the main themes of the Expo. These activities will strengthen public health awareness, promote corporate healthy image and increase sales of the exhibitors. Samples of the planned activities include "Healthy Lunch"; "Clean and Safe Water"; "Dishui Lake Cycling Competition" and 'WHE Opening and Closing Ceremonies', etc.



相关活动

多场国际高峰论坛及一系列报告会、研讨会与「世界康博会」同期举行，为「世界康博会」凝聚思想的精华，和大众分享交流健康知识和成果。已经确定的部分论坛：

- 世界健康城市市长高峰论坛
- 国际公共卫生健康高峰论坛
- 全球生态农业经济发展高峰论坛
- 东方养生与西方健康文明的对话
- 水安全和健康饮用水标准

世界康博会还将开展众多大众参与的健康活动，来传播“大健康”理念，倡导健康的生活方式和组织行为。活动根据合作企业的需要量身定制，结合行业特征和康博会特色，在强化大众健康意识的同时，推广企业形像，促销企业产品。例如，健康午餐走进办公楼、健康好水科普活动、环滴水湖自行车赛、世界康博会开幕式、闭幕式等。





The Venue

WORLD HEALTH EXPO 2011 will be held at Harbour City in Pudong, Shanghai. Harbour City is unique with special strategic importance to the future of Shanghai. The development of Harbour City is based on 3 main themes, 'Green, Wisdom and Health.' The city is designed and built to meet stringent standards of low carbon, energy saving and environmentally friendly requirements. Harbour City presents a perfect venue for staging WORLD HEALTH EXPO 2011.

The main exhibition venue comprises

the Harbour City Exhibition Centre and the Linggang Administration Complex with a total gross floor area of approximately 150,000 square meters. The total net exhibition space will be approximately 40,000 square meters which could accommodate more than 4,500 standard exhibition booths.

Visitors will have a memorable time attending WORLD HEALTH EXPO 2011 in Shanghai. The wide-ranging healthy living ideology is sourced globally and WHE will become an international event in the future.





举办地

中国2011年（上海）世界健康博览会选择中国上海市浦东临港新城为举办地，其独特的临海拥湖自然景观风貌，全城辐射纵深的合理规划布局为依托，在充分体现临港新城“绿色之都”、“智慧之都”、“健康之都”的宏伟规划和地理优势上，利用现有的建筑体系和设施人才。将低碳、节能、环保的理念引入世界康博会，为整个上海临港新

城注入国际展会的新鲜活力。

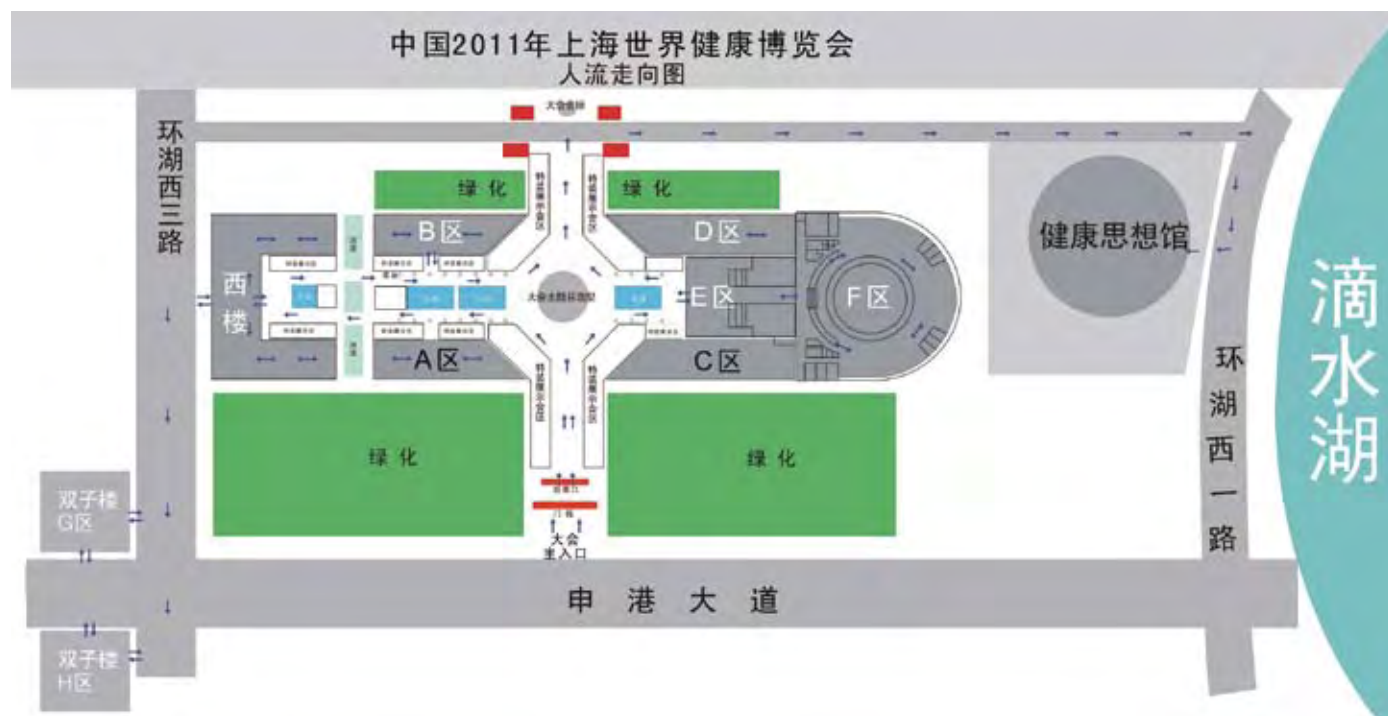
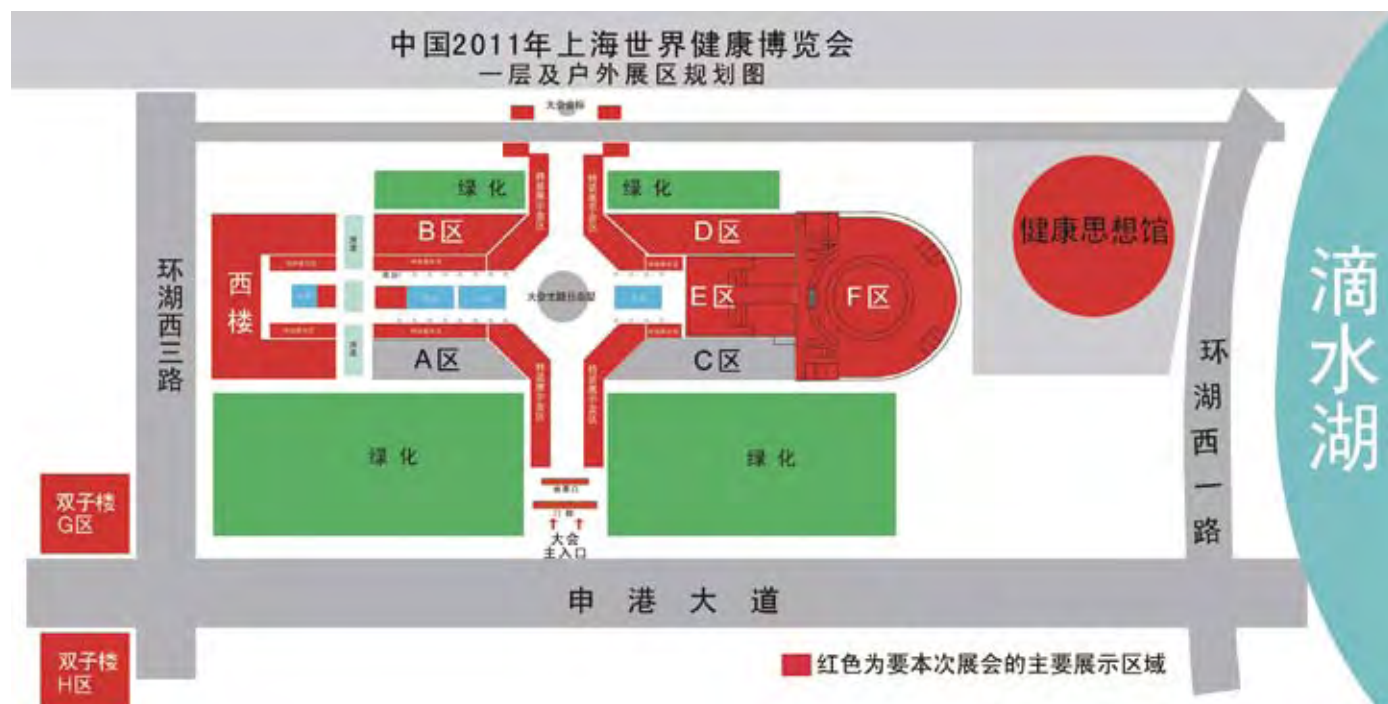
博览会由临港新城展示中心，临港机关办公楼两项建筑体系共同构成。总建筑面积约为15万平方米，展会实用面积约为4万平方米，约合4500个国际标准摊位。

中国2011年（上海）世界健康博览会必将努力打造一届让人流连忘返的国际盛会，将大健康理念推向全球，一届届的传承发扬下去。



WHE 2011 – Location

世界康博会 – 位置图





Organizers

Shanghai Harbor City Development (Group) Co Ltd

Shanghai All-Round Health Investment & Development Co Ltd

Shanghai Pudong Institute of Future City

Co-organizers & Supporting Organizations

For You Healthcare Technology Co Ltd

Good Asia TV

Bioagricert srl

Macau International Green Organize Union

Shanghai Health Products Trade Association

主办单位

上海港城开发(集团)有限公司

上海全景健康投资发展有限公司

上海浦东未来城市研究院

协办及支持单位

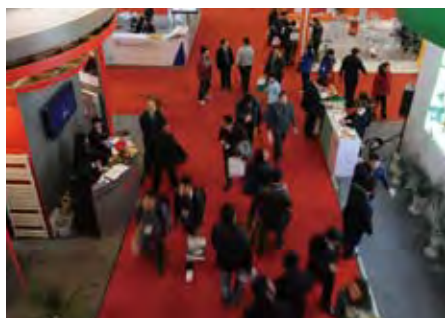
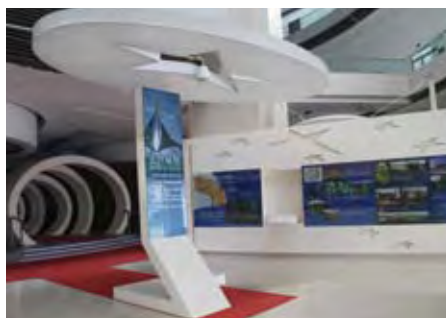
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