

Chinese Medicine Fair Attracts International Interest

More than 180 Exhibitors to Attend Next Month's Exhibition

July 26, 2007 – Chinese medicine, health supplements, health care and therapy, equipment and much more will highlight the 6th International Conference and Exhibition of the Modernization of Chinese Medicine and Health Products (ICMCM), August 16-20, at the Hong Kong Convention and Exhibition Centre.

About 180 exhibitors from 12 countries and regions will make this year's fair more international than ever. Along with Hong Kong, the Chinese mainland, Macau and Taiwan, companies from Canada, Japan, Korea, New Zealand, Malaysia, Singapore, Poland and Switzerland will take part. The Canadian, Malaysian and Swiss exhibitors will be participating for the first time at the fair, which is jointly organised by the Hong Kong Trade Development Council (TDC) and the Modernized Chinese Medicine International Association Ltd (MCMIA).

The fair will feature eight pavilions, spotlighting the offerings of Korea and Japan, as well as those from Jilin, Guangzhou, Shanghai, Hangzhou, Qinghai and Ningxia in the Chinese mainland.

"About 30 buying missions, with representatives from more than 300 companies, will visit the fair," said Sidney Ng, an MCMIA executive. "Both the TDC and MCMIA are doubling their efforts to boost business matching between buyers, exhibitors and local companies," said Dr Ng.

In this regard, a life sciences mission from Canada has reached three cooperation agreements with Hong Kong research institutes and enterprises. They will sign memorandums of understanding (MOUs) during a networking lunch, hosted by the Canadian Consulate in Hong Kong and the TDC, on August 15. The MOUs include: Canada's AFMnet and the Hong Kong Jockey Club Institute of Chinese Medicine; the Canadian Health Food Association and MCMIA; and Bell Alliance and Zigen Pharmaceutical.

"Chinese medicine is becoming more and more popular around the world," said Albert Wong, founding president and council member of MCMIA. "More and more western countries are realising the value of Chinese medicine in treating chronic diseases and improving quality of life," Dr Wong added.

Last year, more than 9,100 buyers from 60 countries and regions visited the fair, a 66 per cent increase over 2005. Public visitors exceeded 231,000.

A high-level conference will take place during the first two days of the ICMCM. Under the theme of “the Integration of Science Research and Development in Novel Chinese Medicine,” the conference will focus on pharmacological and clinical studies and the latest developments in Chinese medicine, including branding.

With the support of the University of Hong Kong, an educational display will be set up at the fair, offering healthcare tips to the public. A Chinese Medicine Health Public Forum will also be held, providing information about Chinese medicine and health products.

The ICMCM will be staged concurrently with the Hong Kong International Medical and Health Care Fair, as well as Food Expo. The fair will be open exclusively to trade visitors for the first two days, with the public able to attend the ICMCM from August 18 to 20.

Hong Kong has long been a trading centre for Chinese medicine. Exports of Chinese medicine in 2006 amounted to US\$254 million. Exports for the first five months of this year totalled US\$108 million, a 3.4 per cent increase compared to the same period last year.



Albert Wong (left), founding president of the Modernized Chinese Medicine International Association (MCMIA), and Sidney Ng, an MCMIA executive, agree that Hong Kong has the potential to become the region's trade and information hub for quality Chinese medicine. The two took part in the press briefing today, for the 6th International Conference and Exhibition of the Modernization of Chinese Medicine and Health Products. The exhibition will take place August 16-20.

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Fair website: <http://www.icmcm.com>

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About the TDC

Established in 1966, the Hong Kong Trade Development Council (TDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 offices worldwide, including 12 in the Chinese mainland, the TDC promotes Hong Kong as a platform for doing business with China and Asia. The TDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and the mainland, while providing information via trade publications, research reports and online. For more information, please visit www.tdctrade.com.