



HEALTHPLEX & NUTRACEUTICAL CHINA 2015

第六届中国国际健康与营养保健品展

Post Show Report
展后报告

上海新国际博览中心 2015 年 6 月 24-26 日
24-26 June, 2015 SNIEC, Shanghai, China



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展会概述

About HNC 2015

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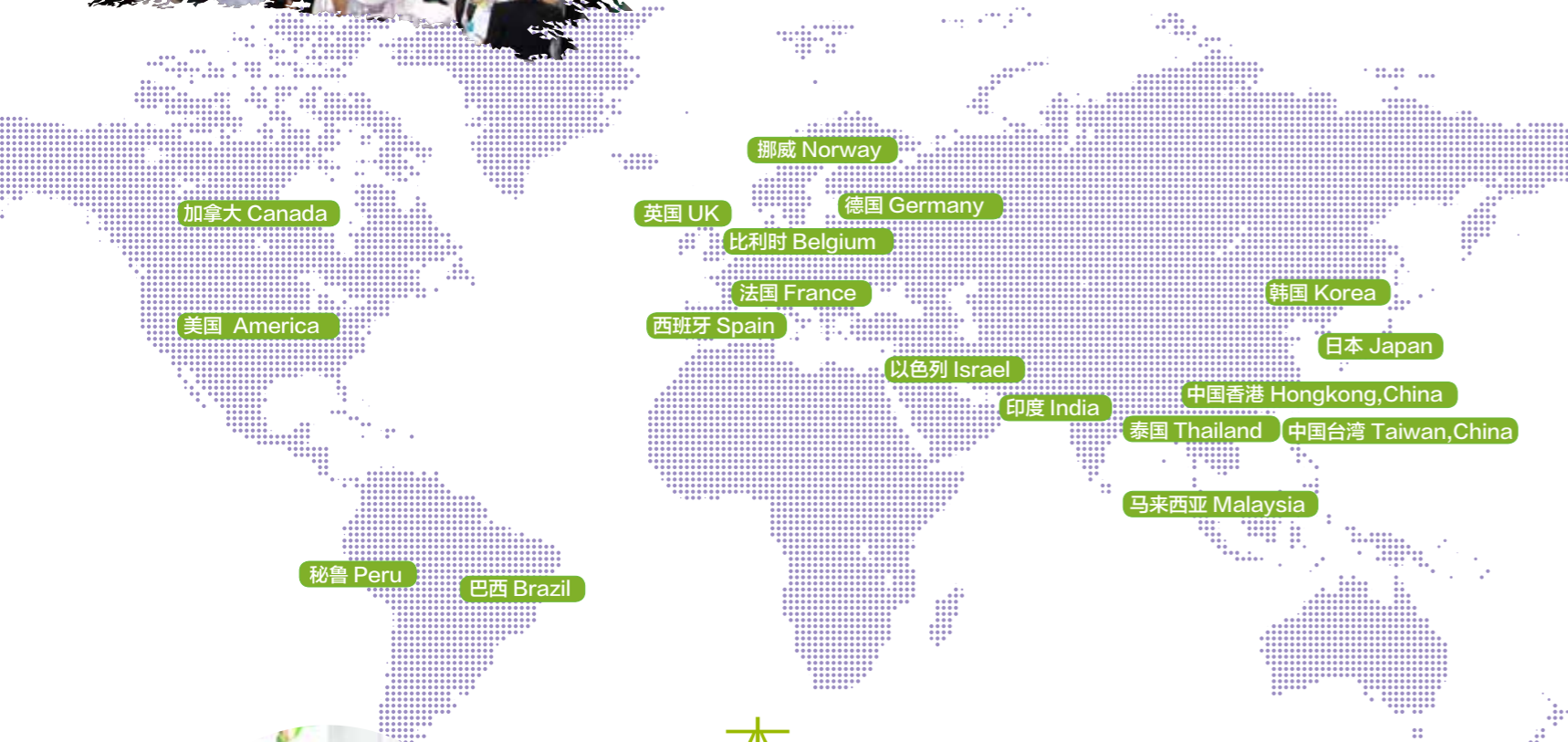
六届中国国际健康与营养保健品展（英文简称 HNC 2015）于 2015 年 6 月 26 日于上海新国际博览中心圆满落幕。展会汇集保健行业、大健康产业链最前沿的信息资讯，呈现一个全方位一站式的保健业贸易平台。作为亚太地区最具规模的营养保健品展会之一，HNC 已经成为了营养保健品行业的风向标的展会。据大会初步统计在 2015 年 6 月 24 至 6 月 26 日展会的三天中，HNC 保健品展与 CPhI 原料药展、FIA 食品配料展同期展出，总展示面积达 20 万平米，吸引近 4,000 家国内外知名企业参展。迎来了 125 个国家和地区共计 64,739 人次的海内外专业观众参观展会，是一个集食品、药品、保健品为一体的全产业链一站式采购盛会。展会不仅为保健品企业寻找经销商、渠道商、发展区域代理提供了商贸合作的机会，还为企业带来了上下游产业链的新产品、新技术、新原料，为保健品企业未来的科技转型奠定了良好的基础。同期举办的 30 余场保健品行业高峰论坛、技术交流会及商贸配对会，从保健品行业的发展前景、产品研发方向、进出口政策等方面为展商与观众呈现一个更为清晰的大健康未来格局。



Healthplex & Nutraceutical China (HNC) 2015 successfully concluded on 26 June in Shanghai, China. HNC 2015 gathered the most up-to-date information of health and nutraceutical industry and built a trading platform for nutraceutical industry. As one of the most important and professional nutraceutical industry events with the largest scale in Asia, HNC has become the best dedicated one.

During the three-day event, HNC was held with CPhI and Fi Asia-China with the showing area of 200,000 sqm and was attended by 4,000 exhibitors at home and abroad. HNC 2015 attracted 64,739 visitors from 125 countries to visit the exhibition where food, pharm and nutraceuticals meet. Not only did nutraceutical companies achieve offerings in finding distributors and regional agents, but also they could source new products, technologies and ingredients from the food industry chain. Over 30 conferences, seminars and match makings which analyzed the developing trend of nutraceutical industry, product research and import & export policies for visitors were held on-site.

海外展商分布 Distribution of Overseas Exhibitors



加拿大 Canada

美国 America

秘鲁 Peru

巴西 Brazil

挪威 Norway

英国 UK

比利时 Belgium

法国 France

西班牙 Spain

德国 Germany

以色列 Israel

印度 India

马来西亚 Malaysia

韩国 Korea

日本 Japan

中国香港 Hongkong, China

泰国 Thailand 中国台湾 Taiwan, China

本届展会汇聚了来自国内外大批知名保健品企业及中外展团，其中包括：同仁堂、恒寿堂、雷允上、碧生源、仙芝楼、日本三生医药、嘉力达、杜邦、大江生医、威士雅、仙乐制药、天士力药业、中新药业、广印堂、梧州制药、罗赛洛等。展会不但汇聚了浙江、江苏、广东、江西、四川等地方展团参展，其海外展区更囊括了来自美国、北欧、澳大利亚、马来西亚、韩国和中国台湾等20多个国家和地区的海外展团，规模空前。众多知名保健品企业如BHN株式会社、DUPONT(杜邦)、GELITA(嘉利达)等等。参观展会的海外专业买家也逐年递增，今年仅保健品馆就吸引了来自41个国家和地区的海外买家，其中包括美国、韩国、日本、马来西亚、中国台湾等。

部分参展企业 (排名不分先后) Featured Exhibitors (The List is in no particular order)



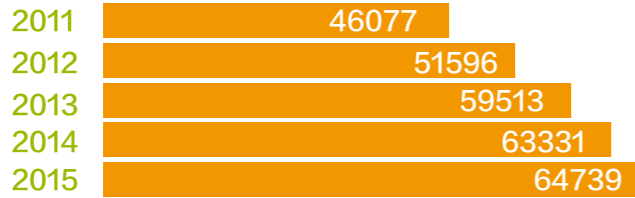
HNC 2015 featured a large number of famous nutraceutical companies and national pavilions all over the world including Gelita, Dupont, TCI, Sirio Pharm, Rousselot, TRT, Heng Shou Tang, Lei Yun Shang, Besunyen, Xian Zhi Lou, Sunsho Pharmaceutical etc. Domestic pavilions from Zhejiang, Jiangsu, Guangdong, Jiangxi and Sichuan as well as international pavilions from USA, North Europe, Australia, Malaysia, Korea and Taiwan highlighted the event. Visitors were increased year by year and HNC attracted many overseas visitors from 41 regions and countries including USA, Korea, Japan, Malaysia, Taiwan and many more this year.

展会概况 Overview

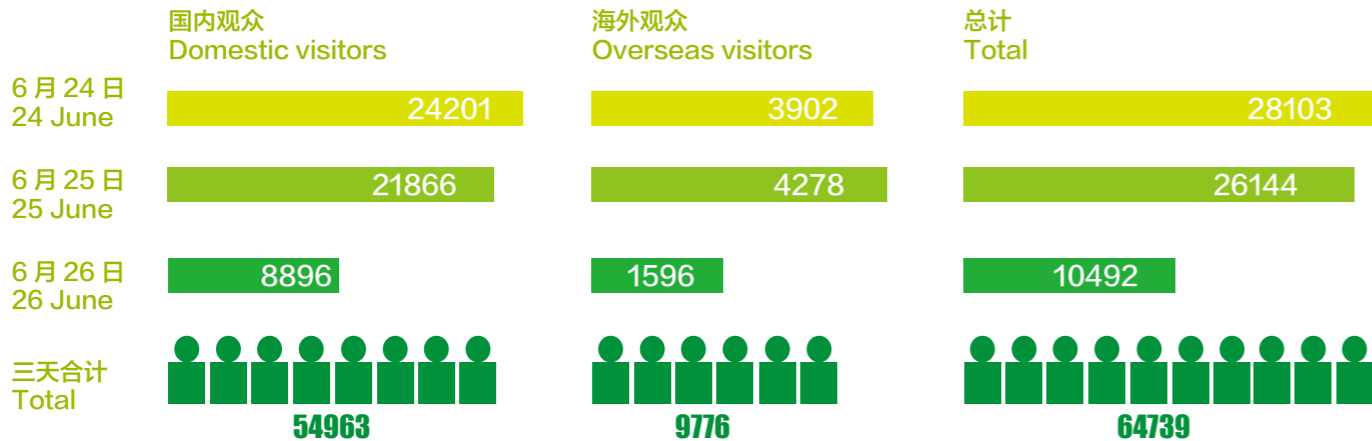
HNC 成功举办备受保健业内人士关注，本届展会再次实现了资源整合的最大化，与同期医药原料展 CPhi，食品配料展 FiAC 共同启用了上海新国际博览中心 17 个展馆，仅 E6-E7 的保健品馆的展示面积就增长了 20%，达到了 15,000 平米，吸引了 381 家中外知名企业参展，14,589 名观众驻足洽谈采购。

HNC is an annual gathering for the professionals in global health industry. The 2015 edition realized the maximization of resource integration and spread across 17 halls of the SNIEC (Shanghai New International Expo Center). It was co-located with Fi Asia-China, Hi & Ni, the most important food ingredients show in China. The showing area of nutraceutical pavilion was 15,000 sqm and was increased by 20% Over 381 domestic and overseas companies showcased their products and 14,589 visitors attended.

观众五年数量比较 (人次) Visitor growth



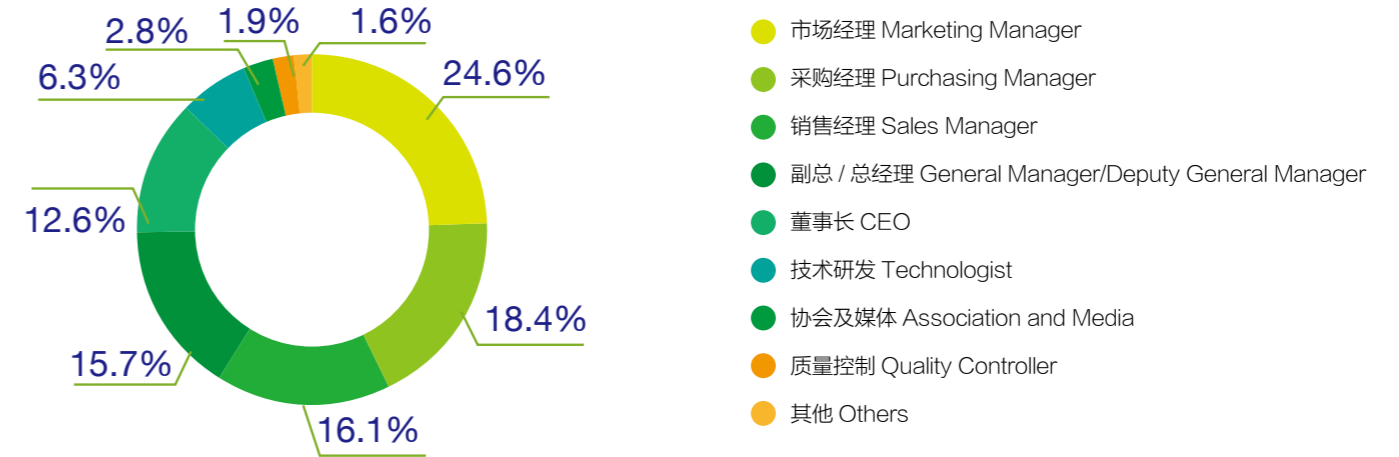
展会三天观众分析 (人次) Visitor quantity



* 现场数据统计: 上海同高信息技术有限公司
Source from: Tonggao Info

观众分析 Visitor Profile

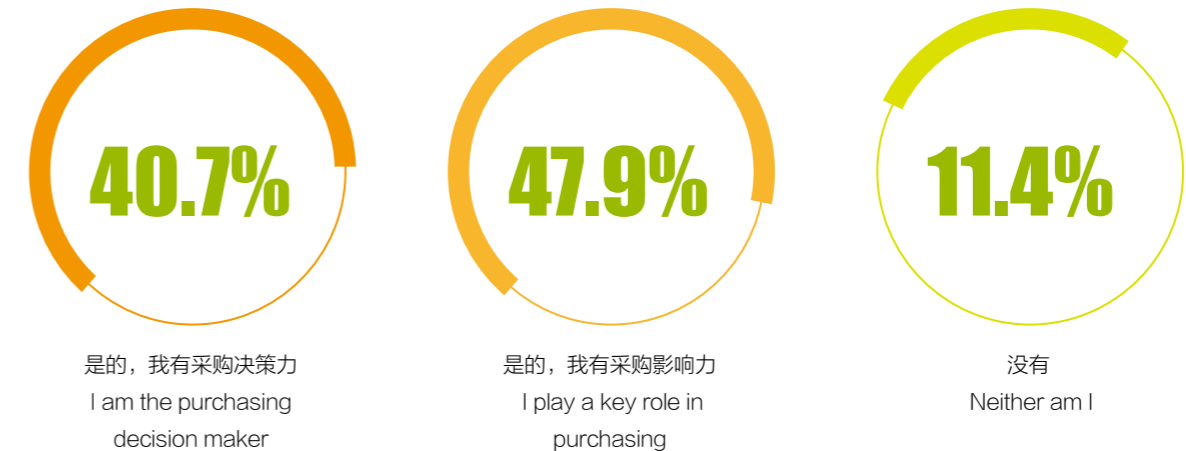
观众职位分布 Decision making power



据官方统计，展会观众中对企业采购有决策或者决策影响力观众达
According to the survey, 88.6% of visitors are the decision makers or they play a key role in purchasing.

88.6%

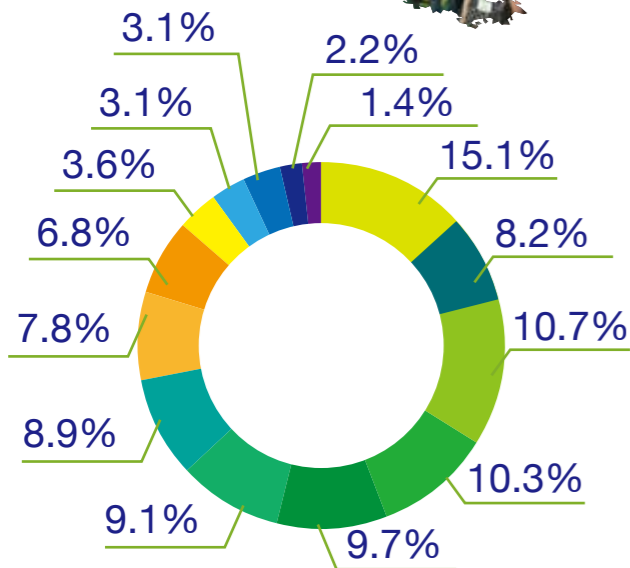
您是否有采购决策力 / 影响力 Decision making power





观众来源 Source of visitors

- 保健品经销代理企业 Health-care Products Distribution
- 保健品贸易出口企业 Health-care Products Export
- 药店及连锁药店 Pharmacy
- 保健品批发零售企业 Wholesale & Retail: Nutraceuticals
- 超市及连锁商超 Supermarket
- 保健品招商加盟企业 Health-care Products Investment
- 微商 / 电商 Wechat Business / Online Business
- 保健品生产企业 Manufacturer: Health / Functional Foods
- 保健品专卖店 Health/Functional Foods Store
- 保健养生馆 / 健康管理 Club/Spa for Health Care
- 美容院及会所 Beauty Center
- 机械及包装设备企业 Packaging & Equipment
- 保健品第三方服务 Third Party Service
- 媒体及其他 Media and Others

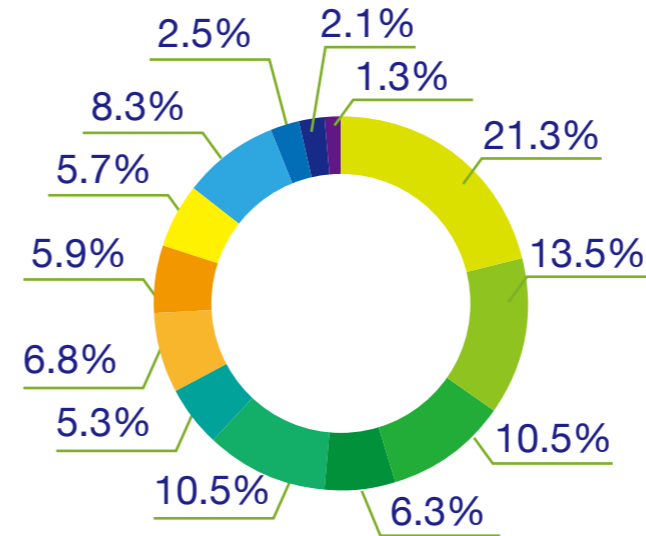


观众参观目的 Visitors' purpose

[评估准则: 0- 不适用; 1- 完全达不到 -- 5- 全达到]
[Horizontal scale: 0-N/A; 1-Did not achieve at all -- 5- Fully achieved]

	不适用 N/A 0	1	2	3	4	完全达到 Fully achieved 5
寻找新供应商 Find new suppliers	3.8%	7.6%	8.5%	28.8%	28.2%	23.1%
寻找特许人 / 代理权授权商 Seek franchisors / principals	1.0%	5.8%	6.1%	32.3%	32.3%	22.4%
寻找新产品 Source new products	1.3%	3.0%	7.2%	33.2%	33.6%	21.7%
下订单 Place orders	2.0%	4.3%	9.0%	31.6%	32.9%	20.3%
收集市场讯息 Collect market information	0.0%	2.6%	8.8%	33.6%	35.2%	19.9%
巩固与供应商 / 伙伴的联系 Consolidate contacts with suppliers / business partners	0.0%	4.0%	9.0%	41.5%	29.9%	15.6%

观众感兴趣的产品 Visitors were looking for

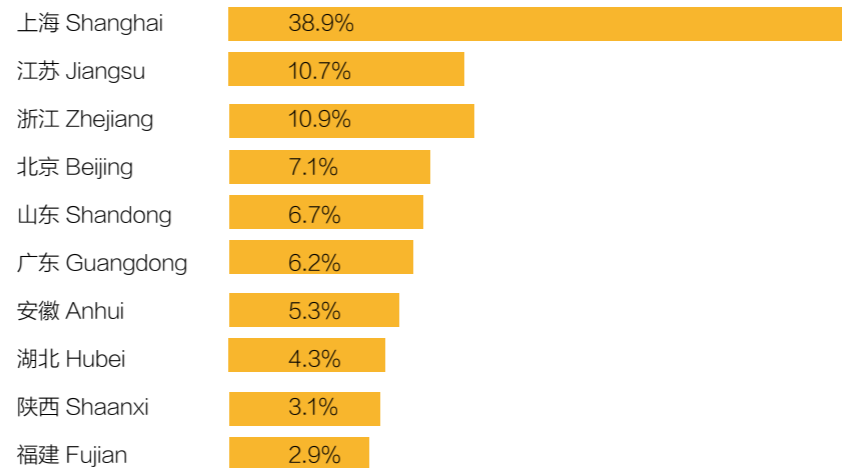


- 膳食补充剂 Dietary Supplement
- 功能性保健品 Functional Health Food
- 营养素 Nutrition
- 营养强化食品 Nutrient Fortified Food
- 营养滋补品 Nutraceuticals
- 绿色健康食品 Healthy Green Food
- 天然产品 Natural Products
- 有机产品 Organic Products
- 中药养生 Traditional Chinese Medicine
- 美容保健产品 Beauty Products
- 家庭保健产品 Health Care Products
- 功能水机设备 Functional Water Machine
- 保健品纺织用品 Textile Products for Health Care

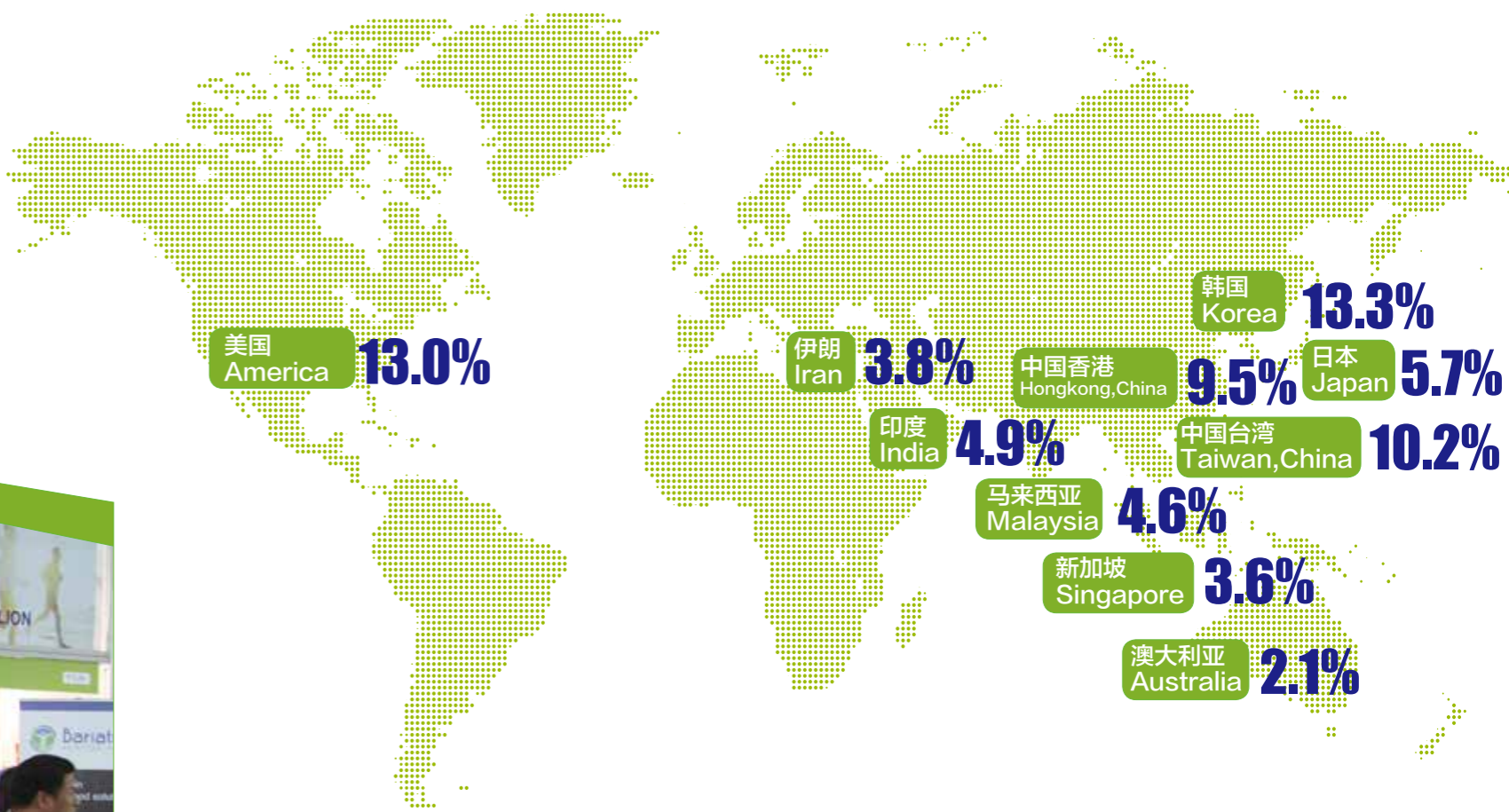




国内观众前十的地区 Top 10 Regions of the Domestic Visitors



海外观众来源前十的地区 Top 10 Countries & Regions of the Overseas Visitors

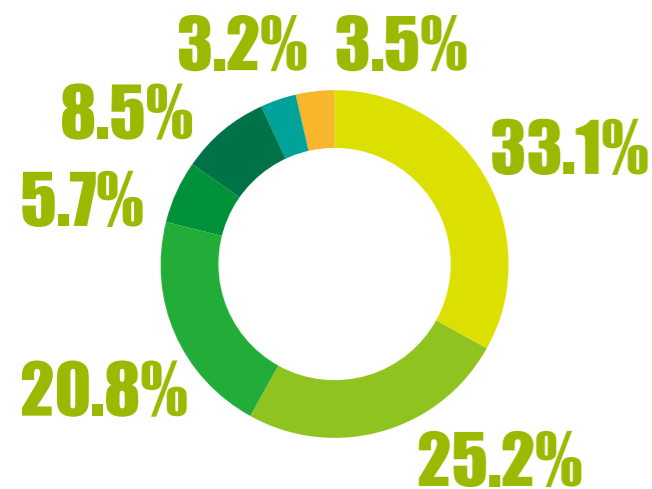




展商分析 Exhibitor Profile

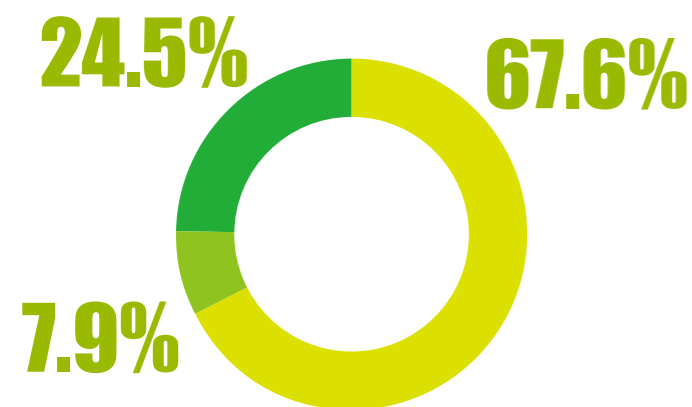
参展企业展品分布 Main industry sectors

- 营养品 / 膳食补充剂 Nutrition/Dietary Supplement
- 功能性保健品食品 Functional Health Food
- 天然产品 & 有机产品 Natural & Organic Product
- 保健用品 Health-Care Products
- 代加工 / 贴牌生产 / 合作研发 OEM/ODM/R&D
- 营养咨询、服务 Consultant & Education
- 媒体及其他 Media & Others



展商关注的焦点市场区域 The market which exhibitors focus on

- 中国大陆（不含港澳台）市场 Domestic China market (exclusive HK, Taiwan and Macao)
- 海外市场（即除中国大陆以外的市场 Overseas (other than mainland China) market
- 两者皆有 Both



对本届展会的满意程度 Exhibitors' satisfaction

[评估准则：0- 不适用；1 完全不满意—10 非常满意]
[Rating scale 0 - 10] (Extremely dissatisfied - extremely satisfied)

满意程度 Exhibitors' satisfaction	0	1	2	3	4	5	6	7	8	9	10
	0	0	0.2%	0.8%	1.7%	6.6%	3.2%	29.7%	21.5%	19.8%	16.5%

此次参展目的是否达到 Exhibitors' purpose

[评估准则：0- 不适用；1- 完全达不到 -- 5- 全达到]
[Horizontal scale: 0=N/A; 1-Did not achieve at all -- 5- Fully achieved]

参展目的	0	1	2	3	4	5
寻找新买家 Find new buyers	0.52%	1.56%	4.17%	20.83%	57.29%	15.63%
寻找特许人 / 代理权授权商 Find franchise partners / agents	0.40%	0.80%	2.80%	28.00%	56.00%	12.00%
开拓新市场 Explore new markets	0.49%	0.99%	4.93%	24.63%	44.33%	24.63%
推出新产品 Launch new products	0.50%	1.00%	3.98%	19.90%	49.75%	24.88%
建立品牌形象 Brand-building	0.00%	0.46%	3.65%	22.83%	54.79%	18.26%
收集市场讯息 Collect market information	0.00%	0.44%	3.49%	30.57%	43.67%	21.83%
巩固与买家 / 伙伴的联系 Consolidate contacts with buyers/ business partners	0.53%	0.53%	4.21%	26.32%	47.37%	21.05%

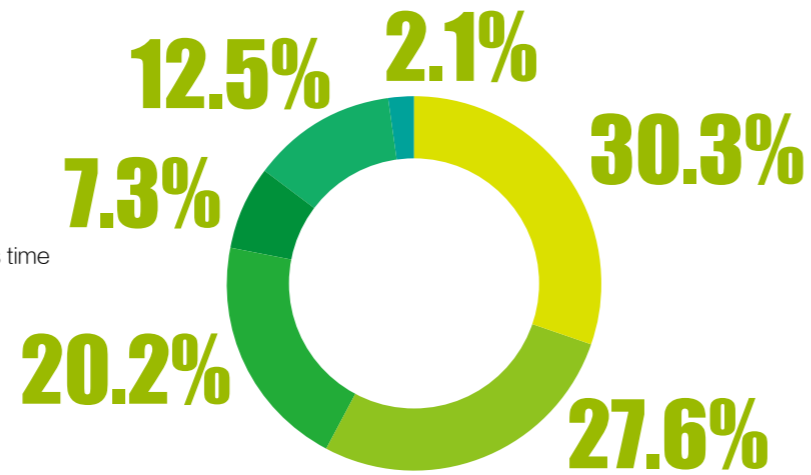
评估此次的参展目的是否达到 To what extent have exhibitors' objectives for exhibiting in this exhibition been achieved?	不适用 N/A 0	1 完全达不到 Did not achieve at all	2	3	4	5 完全达到 Fully achieved



参加下届本展会的计划 Plan for HNC 2016

贵司参加下届本展会的计划 Plan for HNC 2016

- 将会参展 Will participate
- 需要较大摊位 Need a larger booth
- 需要同面积摊位 Need a booth with the same size as this time
- 需要较小摊位 Need a smaller booth
- 可能参展 May participate
- 不再参展 Will not participate



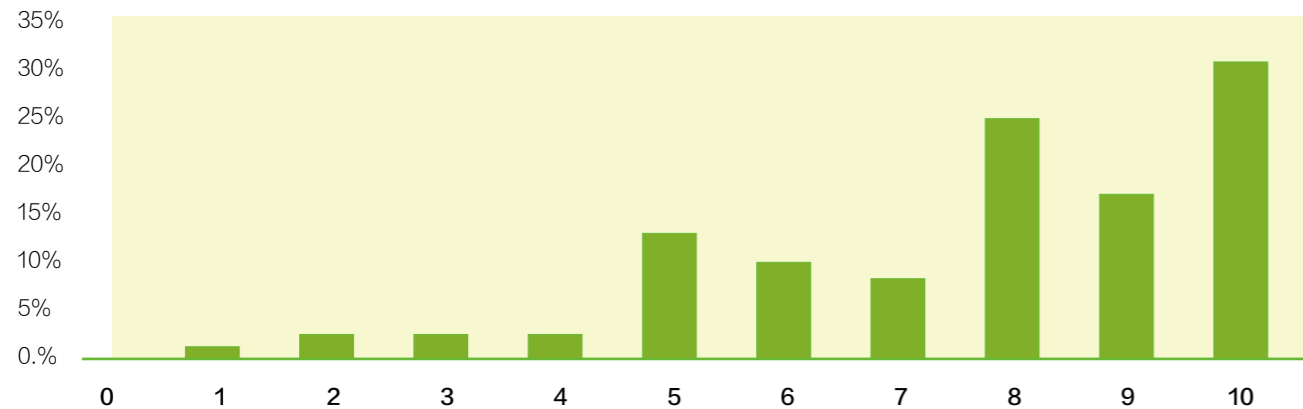
[评估准则 0 - 10] (完全不可能 - 非常可能)

[Rating scale 0 - 10] (Not at all likely - extremely likely)

据统计, 有 **85.3%** 的展商认同 HNC, 愿意向朋友或同事推荐展会

According to the survey, 85.3% of exhibitors would like to recommend HNC to their friends or colleagues.

向朋友或同事推荐展会 Recommend HNC to a friend or colleague



特色论坛回顾 Forum Review

第五届中国营养保健产业高峰论坛暨 2015 长三角营养保健行业厂商对接会

The 5th China and Foreign Health Food Seminar & 2015 Nutrition and Healthcare Industry Manufacturer Meeting of Yangtze River Delta Area

主办单位: 中国保健协会保健咨询服务工作委员会、长三角营养保健产业联盟

Organizer: Committee of Health Care Consultation-China Health Care Association, Nutrition and Healthcare Industry Alliance of Yangtze River Delta Area

参会嘉宾 Participants

国务院参事特约研究员, 原国家食品药品监督管理局副局长 边振甲
Bian Zhenjia - Special Research Fellow of Consultant of the State Council, Former Deputy Director of CFDA

国家工商总局公平交易局局长 宁望鲁
Ning Wang Lu - Director of Office of Fair Trading of SAIC

浙江省食品药品监督管理局副局长 陈时飞
Chen Shifei - Deputy Director of ZJFDA

中国保健协会副理事长兼秘书长 徐华锋
Xu Huafeng - Deputy Director and Secretary General of China Health Care Association

中国保健协会副理事长 贾亚光
Jia Yaguang - Deputy Director of China Health Care Association

江苏省营养学会副理事长兼秘书长 袁宝君
Yuan Baojun - Deputy Director and Secretary General of Jiangsu Nutrition Society

江苏省保健养生协会副会长 汪志祥
Wang Zhixiang - Deputy Director of Health Care Industry Association of Jiangsu Province

上海市保健品行业协会常务副会长兼秘书长 张福敏
Zhang Fumin - Deputy Director and Secretary General of Shanghai Health-Care Products Association

山东健康服务业联盟秘书长 张宪党
Zhang Xiandang - Secretary General of Shangdong Healthcare Services Alliance

广东省营养健康产业协会秘书长 张咏
Zhang Yong - Secretary General of Guangdong Nutrition & Health Industry Association



本届高峰论坛作为 HNC 的明星论坛, 已经成功举办五届, 每年都带来大健康行业的最新资讯, 本届论坛新营养保健食品行业发展方向及相关保健食品产业的发展形势等进行了深入探讨, 此外, 会上对 2015 长三角营养保健行业技术创新企业、示范工厂、优质服务企业、优秀企业家进行了评选与颁奖。为长三角营养保健产业的健康发展发挥正能量, 努力营造长三角地区营养保健行业内争先创优的新风尚。会议为期一天, 现场座无虚席, 参会专业观众数达到 150 人。



As the highlighted seminar of HNC, China and Foreign Health Food Seminar has been held for five editions. The up-to-date information will be released through this seminar every year. This year, the developing trend of new nutraceutical industry and the development situation of related nutraceutical industry were presented. What's more, the awards for technological innovative enterprises, demonstration plant, enterprises with high quality service, outstanding entrepreneurs from nutrition and healthcare industry of Yangtze River Delta Area was held at the same time. The seminar was very popular and was occupied with over 150 attendees.

特色论坛回顾 Forum Review

大健康产业 微商领袖峰会暨首届中国保健行业微商大会

China Health Industry Wechat Business Conference

主办单位: 中国保健协会保健咨询服务工作委员会

Organizer: Committee of Health Care Consultation-China Health Care Association

2015 年被誉为“保健品微商元年”，保健养生类产品的微商市场迅速崛起，在经历了面膜微商市场盛极而衰带来的种种弊端后，国家对微商市场的管理日益重视，探讨如何规范微商市场，引导行业良性发展，将为日后微商行业的监管提供重要的依据。大会邀请来自政府、协会、企业的嘉宾齐聚一堂，详细解读了保健品微商的监管、运营、协同模式。本场论坛为收费会议，半天的会议依然吸引了近 120 名观众。

This year, the Wechat business of nutraceuticals is developing rapidly. After the decline of mask Wechat business, the government focuses more on the management of Wechat business and discusses how to specify Wechat market. The organizer invited speakers from the government, association and enterprises to analyze the regulatory, operational, collaborative model of Wechat business. Over 120 visitors attended this conference.

营养保健产业发展论坛——海外保健品进入中国

Nutraceutical Industry Development Conference

- China's Market Entry Strategy for Foreign Dietary Supplements

主办单位: 中国医药保健品进出口商会、上海博华国际展览有限公司

Organizer: CCCMHPIC, Shanghai UBM Sinoexpo

众多海外企业对中国市场有发展计划，但苦于无法寻求正确的途径迈出第一步——如何将他们的产品带入中国，如何打卡国内市场，是企业最为关心的一点，也是迫在眉睫需要解决的关键。此次论坛为期一天，特邀国家食品药品监督管理局、天津出入境检验检疫局、中国中医科学院中药研究所等行业监管机构的权威专家，现场为大家解析进口法规政策，给海外企业正确指引，在未来开放市场之际，引导海外企业将产品带入中国销售，协助海外企业打开迈向中国市场的的第一步，本场论坛为高端收费论坛，由于报名人数超出预计，主办方不得不更换了会议室，此收费论坛总计吸引听众观众约 100 名。

Many overseas companies plan to develop in China, but due to the changed polices in China, they are confused how they can secure the opportunities in Chinese Market. As the organizer of HNC, the most professional health expo in China, we are familiar with the confusion felt by international companies. This conference is presented by authorities from Chinese health industry, aiming to bring the most up-to-date industry news to foreign companies and assisting them in further developing their business in China. Nutraceutical Industry Developmeng Conference was so attractive that more than 100 attendees paid for it and the organizer had to use another larger conference room.

连锁药店如何玩转电商？

Online Business for Pharmacy Stores

主办单位: 广州誉网信息技术有限公司

Organizer: Guangzhou Glory Information CO.,LTD

本届论坛围绕电商大数据和新政策颁布，对涉足电商和准备涉足的药店意义进行深入分析。并且探讨如何将成功试水电商的药店的经验应用在自己的店面中；为终端药店提供更贴合自身的操作参考借鉴案例。此外，专注药店电商实践的《移动互联环境下的药店“触电”调研》蓝皮书，也在同步发布。本次论坛参会人数约 100 人。

This forum analyzed the meaningfulness of entering the online business for pharmacies according to the online business database and new policies. Meanwhile, specialists also discussed how to apply the successful experience of some online retailers to stores as well as shared some cases which could be for reference with pharmacies. 100 visitors attended this forum.



养生大讲堂

Health Forum

主办单位: 北京同仁堂（集团）有限责任公司

Organizer: Beijing Tong Ren Tang Group CO.,Ltd

贯彻“越健康，悦生活”主题，致力于打造健康理念传播的新途径的“养生大讲堂”邀请了北京同仁堂专家讲师、知名老中医：为观众带来最专业的养生讲座，向大众普及保健常识，搭建大众和养生疗法专家以及专业机构零距离接触的平台，让关注健康的人士亲身体验最时尚最流行的保健疗法，为期两天的讲堂座无虚席，并有 70 多幸运位观众由老中医现场免费问诊。

Focusing on creating the new ways of health concept dissemination according to “Better Health, Better Life”, Health Forum invited specialists and well-known traditional Chinese doctors to give visitors the most professional health forum which popularized health knowledge as well as set up a platform for visitors, specialists and institutes to communicate face-to-face and offered visitors opportunities to experience the most popular health care therapy. Lots of visitors attended this event during the exhibition and over 70 fortunate visitors had the chances to tell their inquiries to traditional Chinese doctors.

特色论坛回顾 Forum Review

连锁药店、连锁商超、全球买家配对会

Pharmacy Chains, Supermarkets Chains, Global Buyers Match Making

主办单位: 上海医药商业行业协会、上海连锁经营协会、中国医药保健品进出口商会

Organizer: Shanghai Pharmaceutical Profession Association, Shanghai Chain Store & Franchise Association, CCCMHPIE

主办方甄选的约 70 多家保健品企业与 30 多家连锁药店、连锁商超、及全球采购商在主办方特设采购配对区内进行一对一洽谈，为供需双方提供了最便捷、高效的交流平台，应对企业在国内及全球市场的拓展。参会企业对配对会表现了极大的热情，现场洽谈热烈。由于多场配对会洽谈超时，致使等待区排队，但展商们都携带展品和资料耐心等待，体现出展商对主办方精心策划的此次商贸配对会的期待与认可。

More than 70 nutraceutical enterprises and over 30 pharmacy chains, supermarkets chains and global buyers matched with each other on-site. Match making provided them with the most convenient and efficient platform and assist them to expand both domestic market and overseas market. Attendees showed expectation and recognition to this match making and their great passion extended the activity and made a long queue on-site.

展商寄语 Exhibitors Testimonials

展会规模大，观众专业性强，展示效果好，对企业自身宣传以及对外市场的开拓都有极大的帮助！

The scale of HNC is large and visitors are very professional. It brings us a lot of benefits in promoting our company and extending overseas market.

——山东圣海保健品有限公司 Shangdong Shenghai Health Care Product Co., Ltd.

展会总体效果不错，今后会继续合作。希望主办方以后能再接再厉为展商提供更好的服务与交流平台！

Overall, HNC is quite good. We plan to take part in this exhibition in the future and we hope that the organizer will provide a much better platform for exhibitors.

——彩辉新生命（上海）贸易有限公司 Shanghai Caihui Trading Co.,Ltd.

祝愿中国国际健康及营养保健品展会（HNC）越办越好，浓缩灵芝精品，祝您健康长寿！Hope HNC will be better and gather much glossy ganoderma. Best wishes for HNC.

——广州白云山汉方现代药业有限公司 Guangzhou Hanfang Pharmaceutical Co., Ltd.

HNC 为行业的交流与发展提供了一个非常高端的平台，希望展会能继续保持高质量，推动中国健康产业的发展迈上全新台阶，与业界同仁一起为健康传递价值！

HNC provided a very high-end platform for us to network with partners and develop the industry. We hope HNC will always be held in high quality to promote China health industry and deliver value with industry colleagues.

——仙乐健康科技股份有限公司 Sirio Pharm

HNC 是个不错的展示交流的舞台，专业观众定位准确，参展效果好。我司已连续多届参展，每次都有不错的收获，希望吸引更多专业代理商参观本展会。祝展会越办越精彩，吸引更多国内外企业的目光，取得更大的成功。

HNC is a professional communication platform with high quality visitors and good effect. We have exhibited at HNC for many editions and have achieved a lot every year. Hope HNC can attract more agents to visit the event. Wish HNC a great success.

——广东威士雅保健食品有限公司 Guang Dong Wei Shi Ya Health Food Co.,Ltd

HNC 展是中国最大、最专业的保健品展会，感谢 HNC 为我们提供这样一个国际化、世界性的平台，展示我们最新、最优质的产品，也让我们有机会，与更多、更优秀的合作伙伴进行了深入的交流与洽谈。谢谢！

HNC is the largest and the most professional event for nutraceutical industry. Thank HNC for providing us with an international platform to showcase our new products. HNC also offers us opportunities to network with more partners. Thanks!

——美智堂（上海）生物科技有限公司 SHANGHAI PROGYMS BIOTECHNOLOGY Co.,LTD.

感觉今年 HNC 展的效果比去年更好，从人流量、商业 B2B 的谈判、特色展区和 PARTY 方面来看都很不错，并且更活跃、更商业化。明年还是会来参展的。

We think HNC 2015 is better than last year because more visitors came to HNC 2015 and the B2B business model, different pavilions and reception party highlight the exhibition. We will attend next edition as well.

——北京同仁堂 Beijing Tong Ren Tang Group Co.,Ltd

这个平台非常好，很多电商微商、投资企业，都可以在这个平台取得很好的一个价值，有效的结合了当前互联网经济与实体的一个联合，线上与线下的一个结合。参展效果突出，明年我们还将继续参展。

HNC is a good platform for online business, Wechat business and investment enterprises to receive values. HNC is also an O2O platform which combines internet economy with entities. We gained more at HNC. We will also participate next year.

——北京海河国际投资顾问有限公司 BoP (Beijing) Biological Technology Co.,Ltd





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2016年6月21-23日 上海新国际博览中心

21-23 June, 2016 SNIEC, Shanghai, China

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中国医药保健品进出口商会

China Chamber of Commerce for Import &
Export of Medicines and Health Products

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