

# 直通进博会（四） Direct Entry to CIIE (IV)

## Herbaland禾宝蓝进博会新品发布会 惊喜不断

Herbaland held New Product Release Press Conference at the third CIIE,  
bringing lots of surprises

2020年11月8日，第三届中国国际进口博览会（以下简称“进博会”）的第4天，Herbaland禾宝蓝召开新品发布会，将最新研发成功的产品正式介绍给大家，此举，受到现场观众的热烈欢迎。加拿大驻上海总领事馆领事兼商务专员包孟德先生、加拿大国际贸易促进会代表高级经理王金生先生特邀出席发布会，并发表讲话，送上祝福语。Herbaland禾宝蓝大中华区高级商务经理Connie Pang（庞晓琳）女士作为品牌代表主持本次发布会。

On November 8, 2020, the fourth day of the third China International Import Expo (hereinafter referred to as the "CIIE"), Herbaland held a new product release press conference to formally introduce the newly developed products to everyone, which was warmly welcomed by the audience. The consul and Commercial Commissioner of The Canadian Consulate General in Shanghai, Mr. Baumond, and the representative of the Canada International Trade Promotion Society and the senior manager, Mr. Wang Jinsheng, were invited to attend the press conference and delivered speeches and congratulations. Connie Pang, Senior Business Manager in Greater China, Herbaland, hosted the event as the brand representative.

本次发布会共推出两款新品，且都是特意根据中国消费者的需求而研发。两款新品分别是海洋胶原蛋白肽无糖软糖和摩卡咖啡无糖软糖。

Two new products were released in this conference, they are Marine collagen sugar-free gummies and the Mocha coffee sugar-free gummies, all specially developed according to the needs of Chinese consumers.





爱美之心人皆有之，尤其是女生，都希望拥有一张青春不老、活力四射的容颜，可是，随着岁月流逝，年龄渐长，肌肤内的胶原蛋白流失速度与合成速度出现失衡，流失较多，合成较少，进而导致肌肤逐渐失去光彩，甚至出现皱纹。这种现象给爱美的人造成很大打击，制造很多麻烦和困扰。

Everybody was born with a heart for beauty, especially girls, all hope to stay young forever, however, as the years passed and grow older, there is an imbalance between skin collagen loss rate and synthetic rate, loss more and less synthesis, resulting in losing luster of the skin, and even wrinkles. This phenomenon causes a great blow to people who love beauty and a lot of troubles.

海洋胶原蛋白肽无糖软糖就是为解决这一困扰而来。这款产品添加有高含量的海洋胶原蛋白肽，为肌肤及时补充流失掉的胶原蛋白，从而让肌肤重新饱满光彩起来。所选胶原蛋白肽为深海天然鱼胶原蛋白肽，具有高纯度、低分子、易吸收等特点，经过温和酶促工艺加工，最终保持其独有氨基酸特性，并且，这种胶原蛋白肽与人体内本身存在的胶原蛋白肽极度相似，具有天然相容性，非常容易被身体吸收利用。

Marine collagen gummies came to solve this problem. This product is enriched with high content Marine collagen peptide to replenish the lost collagen in time for the skin to regain its full radiance. Collagen peptide coming from deep-sea natural isinglass original protein peptide has high purity, low molecular and easy absorption, after moderate enzymatic process, finally its unique features of amino acids will be retained. In addition, its collagen peptide are similar to that exists in the human body, so that has the advantage of natural compatibility, very easy to be absorbed by the body.

除此之外，这款海洋胶原蛋白肽无糖软糖还特别添加玻尿酸、烟酰胺、葡萄籽、针叶樱桃提取物等4大活性成分，可以更好帮助女性满足爱美需求。

In addition, this Marine collagen gummies is specially added with four active ingredients of hyaluronic acid, nicotinamide, grape seed, acerola cherry extract, which can better help women meet their beauty needs.





咖啡因有许多好处，可以振奋精神，消除疲劳，提高工作效率等，可是，普通咖啡因味道苦涩、价格昂贵等原因，只有少部分才能接受。这对大部分无法享受咖啡因的人来说，确实是个遗憾。

Increased alertness, reduced fatigue and improved work efficiency are all attributed to Caffeine. However, ordinary caffeine is only acceptable for minority of people due to its bitter taste and high price. It is really a pity for most people who can't enjoy caffeine.

摩卡咖啡无糖软糖是为了消除这种遗憾研发的。与传统咖啡因相比，这款产品采用新咖啡因提取技术，具有以下优势：一是能够消除咖啡因的苦涩味，口感更温和；二是刺激少，能减少给肠胃和心脏带来的不适；三是咖啡因释放更稳定，效果更持久，从而避免靠增加剂量来刺激神经。

Mocha coffee gummies was developed to eliminate this regret. The Active TRTM microcapsule has the following advantages over traditional caffeine: the first is that it eliminates the bitterness of ordinary caffeine and has a softer taste; Second, it lower stimulation, can reduce the gastrointestinal and heart discomfort; The third is that caffeine is released more consistently and has more lasting effects, thus avoiding the need to stimulate the nerves by increasing the dose.





对于本次新品发布会，包孟德先生和王金生先生也给予高度评价。包孟德先生表示，Herbaland 禾宝蓝作为加拿大优质企业代表，能够在疫情还不稳定的时期再次参展进博会，这充分表明品牌对中国市场的重视，对中国开放合作精神的支持，他感觉很自豪，他希望Herbaland 禾宝蓝能再接再厉，为中国消费者提供更多更优质的产品。王金生先生认为，今年是中加建交50周年，作为加拿大国际贸易促进会的骨干企业，Herbaland 禾宝蓝不仅为本届进博会做出了贡献，也为中加两国经贸合作及中加两国友谊做出突出贡献，并祝愿Herbaland 禾宝蓝能在以后取得更好成绩。

Mr. Baumande and Mr. Wang Jinsheng also gave high comments to this new product conference. Mr BaoMeng said that as the representative of the Canadian high quality enterprise the showcase of Herbaland at CIIE during the outbreak fully shows that the company's great attention to the Chinese market and strong support for China's opening up and cooperation spirit, he felt very proud for it and hoped Herbaland can make persistent efforts to provide more quality products for Chinese consumers. Mr. Wang Jinsheng addressed in his speech that this year marks the 50th anniversary of the establishment of diplomatic relations between China and Canada. As a backbone enterprise of CITPS, Herbaland has not only made contributions to the Expo, but also made outstanding contributions to the economic and trade cooperation and friendship between China and Canada. He wishes Herbaland will make better achievements in the future.





Herbaland禾宝蓝成立于2009年，专注儿童和成人营养软糖生产制作，是加拿大优质营养功能软糖制造商，也是加拿大营养功能维生素软糖知名品牌，其产品热销全球近40个国家和地区。仅2019年，其产品出口量就超过5000万瓶，比去年增长1000万瓶。

Founded in 2009, Herbaland focuses on the production of children's and adults' nutritional gummies. It is a Canadian manufacturer of high-quality nutritional functional gummies and a well-known Canadian brand of nutritional functional vitamin gummies. Its products sell well in nearly 40 countries and regions around the world. In 2019 alone, the export volume of its products exceeded 50 million bottles, UP 10 million bottles over last year.

经过近10年的发展，目前，Herbaland禾宝蓝拥有加拿大卫生署颁发的200多项天然保健食品认证和美国农业部的有机认证，所有产品均符合GMP药品生产质量管理规范标准，成分明确，含量充分，安全保障。

After nearly a decade of development, Herbaland currently has more than 200 natural health food certifications issued by the Canadian Department of Health and the ORGANIC certification issued by the United States Department of Agriculture, all products are in line with GMP pharmaceutical production quality management standards, with clear ingredients, sufficient content and safe guarantee.





随着经济发展，尤其是疫情肆虐的今天，大家对健康更加关心，对相关健康营养品的品质要求也越来越高。作为加拿大优质营养健康品企业，Herbaland禾宝蓝一直秉持轻松时尚、绿色健康、可持续发展理念。Herbaland禾宝蓝希望成为营养保健行业的领导者，将充满趣味和功能性强的营养摄入方式带到世界的每一个角落，为人们带来健康的体魄。

With the development of economy, especially today when the epidemic is raging, people pay more attention to health and have higher and higher requirements on the quality of relevant health nutrition products. As a Canadian enterprise of high-quality nutrition and health products, Herbaland has always been upholding the concept of relaxed fashion, green health and sustainable development. Herbaland hopes to become a leader in the nutrition and health care industry, bringing interesting and functional nutrition to every corner of the world and bringing health to people.

本届进博会上同时发布两款新品，此举再一次表明Herbaland禾宝蓝对中国市场的重视，对中国消费者期望获得更高品质健康营养品的积极反馈。除此之外，Herbaland禾宝蓝还准备了美味可口的产品供大家品尝体验，以及在现场设置了幸运抽奖活动供大家参与互动，有兴趣的观众可以去现场感受了一下。

Two new products were released at the same time at this Expo, which once again shows that Herbaland is taking Chinese market seriously and giving positive feedback to Chinese consumers' expectation for higher quality health and nutrition products. In addition, Herbaland also prepared delicious products for you to taste and a lucky draw for you to participate in the interaction, so welcome you to join us.





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