

产业情报 INDUSTRY INTELLIGENCE REPORT

药食同源

Food-Medicine Homology
从传统智慧到全球商机

From Traditional Wisdom to Global Opportunity

面向关注药食同源、功能性食品与营养健康创新，并希望拓展国际市场的中国企业：
科学证据、国际标准与大学的知识转移，如何帮助您为全球市场做好准备。

For Chinese companies working in food-medicine homology, functional foods and nutrition, and looking to expand internationally:
how scientific evidence, international standards and knowledge transfer of universities can help prepare your products for global markets.

本期要点 · INSIDE THIS ISSUE

- 药食同源正在走向全球：未来 24 个月，中国企业需要重新审视国际市场机会 · Food-medicine homology is going global: why the next 24 months matter for Chinese companies
- 中国市场一瞥：产业规模、保健食品注册与备案双轨制、食药物质目录沿革 · China market at a glance: industry scale, the health-food registration/filing system, and the evolution of the food-medicine substance catalogue
- 八种值得关注的中国原料：从枸杞、生姜到猴头菇、灵芝——传统原料如何进入现代产品开发 · Eight Chinese ingredients to watch: from goji and ginger to lion's mane and reishi — moving traditional ingredients into modern product development
- 中国内地、美国、欧盟、香港：四大市场的监管逻辑，以及必须从产品研发初始就要纳入法规监管策略 · Chinese Mainland, the US, EU and Hong Kong: four regulatory environments, and why regulatory strategy must begin early in product development
- 从原料到产品的六步路径——以及大学的知识转移可以在哪些环节提供科研与转化支持 · Six steps from ingredient to product — and where knowledge transfer of universities can support research and translation

Organisers:



Co-Organiser:



Strategic Partner:



本期核心观点 · EXECUTIVE SUMMARY

一页读懂本期情报

This Issue in One Page

本期情报的核心观点只有一个：药食同源的国际机会，不只是把原料卖到海外，更重要的是把植物性原料转化为可标准化、可验证、可合规、可规模化的食品配料与产品。

This issue has one core message: the international opportunity in food-medicine homology is not simply to sell botanical raw materials overseas. It is to turn them into standardised, verifiable, compliant and scalable food ingredients and products.

中国拥有丰富的传统知识、成熟的种植与加工体系，以及 106 种已纳入国家食药物质目录的物质，而国际市场则有不同的需求：清晰的法规路径、可重复的原料规格、与产品相匹配的科学证据，以及适合目标消费者的产品设计。

China brings deep traditional knowledge, mature cultivation and processing capabilities, and 106 substances included in the national food-medicine substance catalogue. International markets bring another set of requirements: a defined regulatory pathway, reproducible ingredient specifications, product-relevant scientific evidence, and products designed for target consumers.

香港有着天然的优势：可以成为中国大陆与国际市场间的桥梁；而大学则有着提供从传统知识、成分研究到科学验证和产业转化的能力。

Hong Kong can provide a platform connecting these capabilities and requirements, while universities offer research and translational capabilities spanning traditional knowledge, ingredient science, scientific validation and industry collaboration.

2026 年 11 月 5–6 日，香港科学园——带着一个真实的产品问题来。

5–6 November 2026, Hong Kong Science Park — bring a real product question.

FOODMED 2026

2026 年 11 月 5–6 日 · 香港科学园
5–6 November 2026 · Hong Kong Science Park

第二届药食同源国际会议
2nd International Food-Medicine Conference
由香港浸会大学与食品安全联盟（FSC）联合主办
Co-hosted by Hong Kong Baptist University and the Food Safety Consortium (FSC)

与科研团队讨论真实产品问题
Bring real product questions to research teams

会议详情与登记方式 · 见末页
Details & registration · see final page

本期读者 · Who Is This For?

食品与饮料研发及创新负责人 · 功能食品与营养健康企业 · 植物原料与药食同源企业 · 法规与科学负责人 · 投资者与技术合作伙伴

Food & beverage R&D and innovation leaders · functional-food and nutrition companies · botanical and food-medicine ingredient companies · regulatory and scientific leaders · investors and technology partners

本期导航 · In This Issue

中国市场与目录制度 · 科学证据的价值 · 出海五问 · 香港平台与浸大实力 · 四种法域监管比较 · 八种原料聚焦 · 六步产品开发路径 · 会议详情与行动清单

China market and catalogue system · the value of scientific evidence · five questions before going international · Hong Kong and HKBU · four-jurisdiction regulatory comparison · eight ingredients in focus · six-step product development pathway · conference details and action checklist

引言

机遇，正在走向全球

The Opportunity Is Going Global

“食品与健康”的关系正在重新成为全球食品产业的关注重点。消费者越来越关注营养、健康与主动健康管理；而企业则正在寻找能以科学证据支持、并能够满足不同市场法规要求的产品方向。

The global food industry is rethinking the relationship between food and health. Consumers are paying greater attention to nutrition, wellness and proactive health management, while companies are looking for product opportunities that can be supported by credible science and adapted to different regulatory environments.

中国拥有独特的产业基础：悠久的药食同源传统、106种国家食药物质、成熟的种植与加工体系，以及庞大的健康消费市场。

China has a distinctive foundation: a long tradition of food-medicine homology, 106 substances included in the national food-medicine substance catalogue, mature cultivation and processing capabilities, and a large health-oriented consumer market.

但如何把这些优势转化为国际市场的商业机会？不仅仅是出口原料，而是适应国际市场的需求：原料能否标准化、成分能否被表征、怎样证明产品的安全性、功效宣称是否合规，以及最终产品是否适合目标消费者。

Turning these advantages into international commercial opportunities requires more than exporting raw materials. International markets ask whether ingredients can be standardised and characterised, how product safety can be demonstrated, whether claims can be legally supported, and whether the final product is appropriate for its target consumers.

全球“以食为药”市场 Global “Food as Medicine” Market

2,541.5 亿美元

2026 年
2026

4,008.1 亿美元
US\$400.81 billion
2031 年预测 · 2026–2031 年复合年增长率 9.5%
2031 forecast · 2026–2031 CAGR: 9.5%

来源 / Source: Markets and Markets, 2026.
The “Food as Medicine” market definition is broad and includes functional foods, medical foods, nutraceuticals, personalised nutrition and therapeutic food products; it should not be treated as equivalent to China’s food-medicine substance market.

概念的转变

A Shift of Context

“药食同源”对中国从业者并不陌生。枸杞、大枣、生姜、人参、黄芪、灵芝、石斛等原料具有长期食用和传统应用背景。

“Food-medicine homology” is familiar to Chinese industry. Ingredients such as goji, jujube, ginger, ginseng, astragalus, reishi and dendrobium have long histories of food use and traditional application.

但与国际市场接轨后，同一种原料可能会面对不同地区的法规分类、使用条件、规格要求和证据标准。传统使用可以提供重要的起点，却不能自动转化为所有市场认可的产品功效宣称。

Once a product enters an international market, however, the same ingredient may face different regulatory classifications, conditions of use, specification requirements and evidence standards. Traditional use can provide an important starting point, but it does not automatically translate into an accepted product claim in every market.

传统应用是起点，
科学证据才是通行证。

Traditional use is the starting point,
scientific evidence is the passport.

中国市场 · 您的产业根基

比想象中，更有价值

Worth More Than You Think

¥3,700 亿 +

¥370 bn+

2025 年药食同源相关终端市场规模

2025 food-medicine-related consumer market

行业估算 · 2026 年预计规模约 ¥4,500 亿

Industry estimate · 2026 projected ≈ ¥450 bn

¥2 万亿 +

¥2 tn+

药食同源相关全产业链估值

Estimated value of the broader food-medicine industry chain

综合行业估算

Composite industry estimate

14,000+

有效保健食品注册证书

Valid health-food registration certificates

截至 2026 年中

As of mid-2026

26,000+

有效保健食品备案凭证

Valid health-food filing certificates

截至 2026 年 6 月底

As of June 2026

106

国家食药物质目录物质

Substances in the national food-medicine substance catalogue

最新增补：2024 年 8 月

Latest additions: August 2024

¥1,805 亿

¥180.5 bn

中国广义植物饮料市场（2023）

China broad plant-based beverage market (2023)

行业市场数据

Industry market estimate

这组数字对国际伙伴意味着什么？

What do these numbers mean for international partners?

它们反映的并不只是一个消费市场，更是一套已经成型的产业基础：原料供应、种植加工、配方开发、品牌渠道与消费者需求。

They point to more than a consumer market. They reflect an established industrial base spanning ingredients, cultivation and processing, formulation, brands, distribution and consumer demand.

中国企业拥有原料、工艺和市场经验等优势；国际合作伙伴则可能带来新的产品需求、技术能力、市场渠道和法规经验。真正的机会，在于把这些能力和需求连接起来。

Chinese companies bring ingredients, processing capabilities and market experience. International partners may bring new product needs, technologies, channels and regulatory experience. The opportunity lies in connecting these capabilities.

数据说明：市场规模及产业链数据为行业估算，不同机构因统计口径不同可能存在差异；注册及备案数据以市场监管部门公开信息为准；食药物质目录数据来自国家卫生健康委。使用于商业决策前，请核实最新数据。

Data note: Market-size and industry-chain figures are industry estimates and may vary by methodology. Registration and filing figures should be checked against the latest regulatory data. The 106 food-medicine substances figure is based on National Health Commission information. Verify current data before making commercial decisions.

数据阅读提示：本刊同时引用政府公开资料、企业披露、行业研究及市场估算。不同数据的统计口径并不完全相同，市场估算不等同于官方统计。

How to read the data: This issue draws on government information, company disclosures, industry research and market estimates. Definitions and methodologies vary; market estimates should not be treated as official statistics.

法规要点 · 一条决定时间与成本的分界线

注册 vs 备案：双轨制

Registration vs Filing: The Dual-Track System

注册

Registration

适用于使用“保健食品原料目录”以外原料的国产保健食品，以及首次进口的保健食品（维生素、矿物质等营养素补充剂除外）。

Applies to domestically produced health foods using ingredients outside the Health Food Raw Material Catalogue, and first-time imported health foods, except vitamin/mineral supplements.

通常涉及更系统的安全性、功能评价及申报资料要求，周期和合规成本相对较高。

The route generally involves more extensive safety, functional and application requirements, with a longer timeline and higher compliance burden.

备案

Filing

对使用“保健食品原料目录”所列原料、并符合适用技术要求的产品，可依法采用备案路径。

For products using ingredients included in the Health Food Raw Material Catalogue and meeting the applicable technical requirements, the filing route may be available.

目前目录包括辅酶 Q10、破壁灵芝孢子粉、鱼油、人参、灵芝等 10 种非营养素功能性原料。

The catalogue currently includes 10 non-nutrient functional ingredients, including coenzyme Q10, broken-wall reishi spore powder, fish oil, ginseng and reishi.

两套目录，切勿混淆

Two Catalogues — Do Not Confuse Them

食药物质目录（国家卫生健康委）：决定某种物质是否可作为食品原料使用。

Food-Medicine Substance Catalogue — National Health Commission: determines whether a substance may be used as a food ingredient.

保健食品原料目录（国家市场监管总局）：决定相关原料是否可用于保健食品，以及产品在符合条件时是否可适用备案路径。

Health Food Raw Material Catalogue — State Administration for Market Regulation: determines whether an ingredient may be used in health foods and, where applicable requirements are met, whether the filing route is available.

以人参为例：人参已列入保健食品原料目录，因此符合相关要求的产品可适用备案管理。目录地位会影响产品的合规路径、资料要求及上市时间。

Take ginseng as an example: ginseng is included in China's Health Food Raw Material Catalogue, meaning eligible products meeting the applicable requirements may use the filing route. Catalogue status can therefore affect the regulatory pathway, documentation requirements and time to market.

对出海企业而言，有着类似的监管逻辑：即在产品开发初期就需要判断目标市场的法规身份，而不是等到配方完成后再寻找法规路径。

For companies going international, the principle is similar: determine the regulatory status of the product early, rather than waiting until the formulation is finished.

来源：《保健食品注册与备案管理办法》及保健食品原料目录相关公告

Source: "Administrative Measures for the Registration and Filing of Health Foods" and related announcements regarding the catalog of raw materials for health foods.

从传统应用到现代证据 · 差距在哪里

传统告诉我们什么，科学必须建立什么

What Tradition Tells Us, What Science Must Build

传统知识告诉我们

- 数百年的经验观察
- Centuries of empirical observation
- 传统应用与炮制方法
- Traditional uses and processing methods
- 历史文献与医者经验
- Historical literature and practitioner experience
- 代际积累的实践知识
- Practical knowledge accumulated across generations

现代科学必须建立

- 化学与分子层面的成分表征
- Chemical & molecular characterisation
- 制备工艺的标准化
- Standardisation of manufacturing
- 安全性评估与生物利用度
- Safety assessment and bioavailability
- 适当情况下的人体临床研究
- Human clinical studies where appropriate
- 与产品、原料规格及目标用途相匹配的科学证据
- Scientific evidence matched to the ingredient specification, product and intended use

关键区别：现代科学不预设传统用法已被临床确立，而是需要检验、表征、解释、优化，有时甚至质疑传统经验。

The key difference: modern science does not presume traditional use is clinically established — it tests, characterises, explains and optimises tradition, and sometimes challenges it.

人参

Ginseng

人参皂苷 · 代谢与神经科学研究
Ginsenosides · metabolism and neuroscience research

灵芝

Reishi

多糖及其他成分 · 生物活性研究
Polysaccharides and other constituents · bioactivity research

猴头菇

Lion's mane

神经生物学 · 肠脑轴研究
Neurobiology · gut-brain axis research

黄芪

Astragalus

多糖与皂苷 · 作用机制研究
Polysaccharides and saponins · mechanism research

枸杞与大枣

Goji & jujube

多种生物活性成分 · 营养与食品应用研究
Bioactive compounds · nutrition and food-application research

代谢、免疫、脑与认知、肠道健康——都是全球功能食品的重要研发方向。中国原料与这些研究领域存在明显交集；真正决定商业价值的是：能否建立与具体原料、配方和产品相匹配的科学证据。
Metabolism, immune health, cognition and gut health are important areas of global functional-food research. Chinese ingredients overlap with many of these research areas; the commercial question is whether credible evidence can be built around the specific ingredient, formulation and product.

走向国际市场 · 必须回答的五个问题

出海五问

Five Questions Before You Export

1

成分能否标准化？

Can the ingredient be standardised?

国际买家需要知道买到的是什么，以及不同批次是否具有可接受的一致性。标准化既是科学问题，也是商业采购的基础。
International buyers need to know what they are buying and whether batches meet consistent specifications. Standardisation is both a scientific issue and a foundation for commercial procurement.

2

功能能否被科学证实？

Can the function be scientifically substantiated?

“千年传承”可以是品牌与文化故事，但不能自动成为现代法规意义上的健康宣称。不同食品类别和市场对功效宣称的要求不同；证据必须与具体产品、用途和宣称相匹配。
“A thousand years of tradition” can be a powerful cultural and brand story, but it does not automatically constitute a legally supportable health claim. Claim requirements differ by product category and market; evidence needs to match the specific product, intended use and claim.

3

法规路径能否提前界定？

Can the regulatory pathway be defined in advance?

产品的法规分类可能受到原料、剂型、剂量、用途和宣称影响，而且不同市场的规则不同。美国可能涉及 GRAS 等安全路径；欧盟某些原料可能触发 Novel Food 要求。
Regulatory classification can depend on the ingredient, dosage form, dose, intended use and claims — and differs across markets. In the US, an appropriate safety pathway such as GRAS may be relevant; in the EU, some ingredients may trigger Novel Food requirements.

4

产品能否为海外消费者重新设计？

Can the product be redesigned for overseas consumers?

出海不是简单翻译标签。口味、剂型、剂量、感官特征、包装和宣称都可能需要重新考虑；加工方式也可能影响产品的监管身份。
Going international is not simply a matter of translating the label. Taste, dosage form, dose, sensory profile, packaging and claims may all need to be reconsidered. Processing can also affect regulatory classification.

5

怎样保护知识产权、合同与商业成果？

How will IP, contracts and commercial results be protected?

跨境合作需要在项目开始前明确专利与商标布局、保密措施、数据与知识产权归属，以及共同开发成果的使用权和商业化安排。
Cross-border collaboration should address patent and trademark strategy, confidentiality, ownership of data and IP, and the rights to use and commercialise jointly developed results before the project begins.

对于正在寻求跨境合作平台的企业，香港提供了一个连接中国产业能力、国际研究网络和商业资源的实际节点。

For companies seeking a cross-border platform, Hong Kong offers a practical point of connection between China's industrial capabilities, international research networks and commercial resources.

为什么选择香港

中国能力与国际网络的连接点

Connecting China's Capabilities with International Networks

1

国际化的商业环境

An International Business Environment

全球金融、商业与专业服务网络，为跨境合作提供成熟的商业基础。

Global financial, commercial and professional-service networks provide an established base for cross-border collaboration.

2

法律与知识产权框架

Legal & IP Framework

普通法制度为跨境商业和研究合作提供成熟的合同与知识产权框架。

The common-law system provides an established framework for contracts and intellectual property in cross-border commercial and research collaboration.

3

国际研究与标准连接

International Research & Standards Connectivity

香港正在通过中药标准、检测技术、科研合作和国际交流，强化其连接内地与全球市场的角色。

Hong Kong is strengthening its role between Chinese Mainland and international markets through Chinese-medicine standards, testing capabilities, research collaboration and international exchange.

4

大湾区枢纽

Greater Bay Area Hub

连接香港、内地科研机构、产业资源和大湾区创新生态。

Connecting Hong Kong with Chinese Mainland research institutions, industry resources and the Greater Bay Area innovation ecosystem.

5

国际合作地

A Practical Meeting Point for International Collaboration

为中国企业、国际食品企业、科研机构、投资者和专业服务机构提供共同交流的空间。

A practical meeting point for Chinese companies, international food businesses, research institutions, investors and professional-service providers.



传统知识 × 转化科学，以国际语言呈现

Traditional Knowledge × Translational Science

HKBU 正在行动

HKBU in Action

香港浸会大学通过中医药研究、成分科学、现代药物研发、人工智能与多组学等方法，将传统知识转化为可研究、可验证、可进一步开发的科学成果。
HKBU combines Chinese medicine research with ingredient science, modern drug development, artificial intelligence and multi-omics to translate traditional knowledge into researchable, testable and potentially commercialisable scientific outcomes.

CDD-2101

香港浸会大学研发的中药新药，于 2023 年获美国 FDA 授权开展 I 期临床试验，成为香港研发的新型植物药首次获授权在美国开展临床试验的案例。项目针对慢性便秘。

An HKBU-developed botanical drug for chronic constipation received U.S. FDA authorisation for a Phase I clinical trial in 2023 — the first such authorisation for a new botanical drug developed in Hong Kong.

CDD-2107

由 HKBU 中药创新研发中心研发，针对 BAG3 相关肌原纤维肌病，并于 2023 年获美国 FDA 授予孤儿药资格，成为香港首款获得该资格的植物药。

Developed by HKBU's Centre for Chinese Herbal Medicine Drug Development for BAG3-related myofibrillar myopathy, CDD-2107 received U.S. FDA Orphan Drug Designation in 2023, becoming the first botanical drug developed in Hong Kong to receive the designation.

已建立的产学研合作模式

An Established University-Industry Collaboration Model

HKBU 正通过与企业建立联合研究平台，将成分研究、作用机制、标准化和产品开发连接起来。

HKBU is building joint research platforms with industry to connect ingredient research, mechanisms of action, standardisation and product development.

无限极（中国） × HKBU：2024 年签署合作备忘录。无限极承诺投入至少 1,100 万港元，与 HKBU 成立中草药多糖研究联合实验室，开展为期三年的研究合作，探索草本多糖的结构、作用机制及其在营养与中医药领域的应用。

Infinitus (China) × HKBU: A 2024 MOU committed Infinitus (China) to providing at least HK\$11 million to establish a joint laboratory with HKBU for research on herbal polysaccharides. The three-year programme explores polysaccharide structures, mechanisms of action and potential applications in nutrition and Chinese medicine.

核心科研与转化平台

Core Research & Translational Platforms

伍黎宜中医药转化研究所（2024 年成立；获 2.3 亿港元捐赠支持） · Wu Jieh Yee Institute of Translational Chinese Medicine Research (established 2024; supported by a HK\$230 million donation)

中医药学院 · School of Chinese Medicine

理学院：人工智能、数据科学、食品科学等跨学科能力 · Faculty of Science, including AI, data science and food-science capabilities

中药创新研发中心（CDD） · Centre for Chinese Herbal Medicine Drug Development (CDD)

香港中医医院相关科研与临床平台 · Hong Kong Chinese Medicine Hospital research and clinical platform

食品安全联盟（FSC） · Food Safety Consortium (FSC)

对企业意味着什么？ 从成分表征、标准化和提取，到机制研究、人体研究、食品配方、证据体系与产业合作，HKBU 可以成为企业探索“传统原料 → 科学验证 → 产品开发”的科研合作伙伴。

What does this mean for industry? From ingredient characterisation, standardisation and extraction to mechanism research, human studies, food formulation, evidence development and industry collaboration, HKBU can serve as a research partner for companies exploring the pathway from traditional ingredients to scientific validation and product development.

四个市场，四套规则 · 策略必须从第一天开始

同一产品，不同法域，不同类别

Same Product, Different Jurisdiction, Different Category

美国

United States

食品原料可能需要 GRAS 等适当的安全路径；膳食补充剂另有监管框架，结构 / 功能宣称也有专门要求。具体证据要求取决于产品、用途和法规路径。

Food ingredients may require an appropriate safety pathway such as GRAS. Dietary supplements follow a separate framework, including specific requirements for structure/function claims. Evidence requirements depend on the product, intended use and regulatory pathway.

欧盟

European Union

健康宣称受欧盟授权体系管理；缺乏足够食用历史的某些原料可能涉及 Novel Food 要求。法规身份应在产品开发早期确定。

Health claims are governed by the EU authorisation system. Ingredients without sufficient history of food use may be subject to Novel Food requirements. Regulatory status should be assessed early in product development.

中国内地

Chinese Mainland

原料标准、安全性评价、检测方法、质量要求、注册与备案等制度持续发展。产品类别和原料目录地位会影响合规路径与上市时间。

Requirements for raw-material standards, safety assessment, testing, quality, registration and filing continue to evolve. Product category and ingredient status can affect the regulatory pathway and time to market.

香港

Hong Kong

一般食品、中药及药剂制品分别受不同监管框架管理。2025 年《中医药发展蓝图》提出进一步加强中药质量、国际标准、检测技术、创新开发及“走向世界”。

General foods, Chinese medicines and pharmaceutical products operate under different regulatory frameworks. Hong Kong's 2025 Chinese Medicine Development Blueprint emphasises quality, international standards, testing technologies, innovation and globalisation of Chinese medicine.

监管正在调整
Regulatory Requirements
Are Evolving

2026 年 7 月：益生菌保健食品注册备案规定公开征求意见。国家市场监管总局于 2026 年 7 月发布《使用益生菌原料保健食品注册备案申报规定（征求意见稿）》。申报规定提出建立将符合条件的益生菌原料纳入保健食品原料目录的通道，并进一步明确菌株、安全性、质量控制等要求。

July 2026: Draft rules proposed for probiotic health-food registration and filing. In July 2026, SAMR published draft provisions on the registration and filing of health foods using probiotic ingredients. The draft proposes a route for eligible probiotic materials to be considered for inclusion in the Health Food Raw Material Catalogue, while setting out additional requirements for strain identity, safety and quality control.

启示：当新的监管路径出现时，企业真正需要准备的不是一句市场宣传语，而是能够支持原料安全性、身份、稳定性和质量控制的数据。

The takeaway: when a regulatory pathway evolves, the critical preparation is not a marketing claim but a robust evidence package covering ingredient identity, safety, stability and quality control.

要点：没有任何一套证据可以自动满足所有市场。法规策略应嵌入产品开发的起点，而不是最后一步。

Key point: no single evidence package automatically satisfies every market. Regulatory strategy should be embedded at the beginning of product development, not added at the end.

原料聚焦 · 八种值得关注的中国原料

从传统原料到现代产品

From Traditional Ingredients to Modern Products

原料	研究与产业关注点 · Research & Industry Focus	潜在食品应用 · Potential Food Applications
枸杞 <i>Lycium barbarum</i> 目录：是 Catalogue: Yes	多糖、类胡萝卜素；食用历史长，食品应用广泛 Polysaccharides and carotenoids; long food-use history and broad food applications	饮料 · 零食 · 烘焙 · 乳制品替代 Beverages · snacks · bakery · dairy alternatives
大枣 <i>Ziziphus jujuba</i> 目录：是 Catalogue: Yes	天然甜味、膳食纤维；适合饮品及食品配方探索 Natural sweetness and fibre; opportunities in beverages and food formulations	饮料 · 零食 · 糖果 Beverages · snacks · confectionery
生姜 <i>Zingiber officinale</i> 目录：是 Catalogue: Yes	姜辣素、姜烯酚；传统食用历史长，现代食品研究丰富 Gingerols and shogaols; long food-use history and substantial modern food research	饮料 · 茶饮 · 功能食品 Beverages · tea drinks · functional foods
黄芪 <i>Astragalus membranaceus</i> 目录：是（2023 年 11 月纳入） Catalogue: Yes (added November 2023)	多糖与皂苷；现代生物活性研究持续增加 Polysaccharides and saponins; growing interest in modern bioactivity research	茶饮 · 汤品 · 饮料 · 功能食品 Tea drinks · soups · beverages · functional foods
人参 <i>Panax ginseng</i> 目录：是 Catalogue: Yes	人参皂苷研究丰富；国际消费者认知度较高 Extensively studied ginsenosides; relatively high international consumer recognition	饮料 · 营养产品 · 功能食品 Beverages · nutrition products · functional foods
灵芝／赤芝 <i>Ganoderma lucidum</i> 目录：是（2023 年 11 月纳入） Catalogue: Yes (added November 2023)	多糖及其他成分；标准化和配方开发值得关注 Polysaccharides and other constituents; standardisation and formulation remain important development questions	饮料 · 粉剂 · 功能配方 Beverages · powders · functional formulations
猴头菇 <i>Hericium erinaceus</i> 目录：国家食药物质目录中不属于现有 106 种 Catalogue: Not in the current list of 106	在不同市场的食品、补充剂及其他产品类别中，监管身份可能不同；出海前应逐市场核实。 Status varies by market; verify before export.	饮料 · 营养棒 · 功能食品 Beverages · nutrition bars · functional foods
石斛 <i>Dendrobium nobile</i> 目录：是 Catalogue: Yes	多糖及其他成分；提取、溶解性与配方稳定性值得关注 Polysaccharides and other constituents; extraction, solubility and formulation stability are key development considerations	饮料 · 健康食品与饮品 Beverages · health foods and drinks

食药物质目录持续扩充： 2002：首批 87 种 · 2019：增加 6 种（限香辛料调味） · 2023 年 11 月：增加 9 种 · 2024 年 8 月：增加 4 种。

黄芪、灵芝等原料于 2023 年纳入目录，显示目录仍在动态调整。对于企业而言，目录变化意味着新的食品应用机会，也意味着需要持续关注安全性、标准化和法规要求。

The food-medicine substance catalogue continues to evolve: 2002: first batch of 87 · 2019: +6 substances (limited to spices/seasonings) · November 2023: +9 · August 2024: +4.

Astragalus and reishi were among the substances added in 2023, showing that the catalogue continues to evolve. For industry, catalogue changes can create new food-application opportunities while also increasing the need for safety, standardisation and regulatory preparedness.

注：“目录：是”指列入国家食药物质目录；不同国家和地区对同一原料的监管身份可能不同，且可能随产品类别、剂型、用途和声称而变化。出海前须逐市场核实。

Note: “Catalogue: Yes” refers to inclusion in China's national food-medicine substance catalogue. Regulatory status may differ by country and may also depend on product category, dosage form, intended use and claims. Verify each target market before export.

六步出海路径 · 从传统知识到循证产品

从知识到产品的六步

Six Steps from Knowledge to Product

1

界定消费需求

Define the consumer need

目标消费者 · 产品需求 · 产品形态 · 目标市场

Target consumer · product need · product format · target market

2

筛选原料

Screen ingredients

传统使用 · 研究证据 · 安全性 · 成分组成 · 法规地位 · 供应链

Traditional use · research evidence · safety · composition · regulatory status · supply chain

3

配方与测试

Formulate & test

提取 · 标准化 · 口感 · 溶解性 · 稳定性 · 生物利用度

Extraction · standardisation · sensory · solubility · stability · bioavailability

4

构建证据

Build the evidence

成分表征 · 作用机制 · 安全性 · 适当情况下的人体研究

Characterisation · mechanisms of action · safety · human studies where appropriate

5

制定法规与宣称策略

Define Regulatory & Claims Strategy

确定每一目标市场的产品类别、法规路径和证据要求——越早越好

Define the product category, regulatory pathway and evidence requirements for each target market — early, not at the end

6

市场准备

Prepare the market

标签 · 宣称 · 质量 · 知识产权 · 生产 · 渠道 · 商业化

Labelling · claims · quality · IP · manufacturing · channels · commercialisation

典型挑战：成分波动 · 化学复杂性 · 生物利用度 · 苦味土腥 · 溶解性 · 加工与货架稳定性 · 批次一致 · 供应链真伪 · 法规分类

Typical challenges: ingredient variability · chemical complexity · bioavailability · bitterness & off-notes · solubility · processing & shelf stability · batch consistency · supply-chain authenticity · regulatory classification

案例 无限极（中国） × HKBU：从联合实验室到产业研发

Case Study | Infinitus (China) × HKBU: From Joint Laboratory to Industry R&D

2024 年 11 月，无限极（中国）与 HKBU 签署合作备忘录，承诺投入至少 1,100 万港元成立中草药多糖研究联合实验室。研究围绕草本多糖的结构、作用机制及其在营养与中医药领域的应用展开。

In November 2024, Infinitus (China) and HKBU signed an MOU under which Infinitus committed at least HK\$11 million to establish a joint laboratory for herbal polysaccharide research. The programme explores polysaccharide structures, mechanisms of action and potential applications in nutrition and Chinese medicine.

这一案例展示了企业如何将传统原料转化为系统科研问题，并通过大学合作推进成分研究与产业应用。

The case illustrates how a traditional ingredient can become a structured research question and how university–industry collaboration can help move ingredient research towards application.

法规策略在路径中出现两次——因为它不是最后一步，而是贯穿整个开发过程的主线。

Regulatory strategy appears twice in the pathway because it is not a final-stage exercise; it runs through the entire development process.

FOODMED 2026 · 从科学到应用 · 把真实产品问题带进同一个房间

为什么企业值得来参会

Why Companies Should Come

2026 年 11 月 5-6 日 · 香港科学园 由 HKBU 与食品安全联盟（FSC）联合主办 · 第二届药食同源国际会议

Co-hosted by HKBU & The Food Safety Consortium (FSC) · 2nd International Food-Medicine Conference

中国企业

For Chinese Companies

1

带来原料与产品能力

Bring Ingredients & Product Capabilities

与国际食品、饮料和营养健康企业交流，了解真实的产品需求与合作方向。

Meet international food, beverage and nutrition companies and understand real product needs and collaboration opportunities.

2

带来研发问题

Bring Your R&D Questions

与 HKBU 及其他科研团队讨论成分、配方、标准化和证据问题。

Discuss ingredient, formulation, standardisation and evidence questions with HKBU and other research teams.

3

带来国际化目标

Bring Your International Ambition

了解不同市场的法规、证据和产品开发要求。

Understand regulatory, evidence and product-development requirements across different markets.

国际企业

For International Companies

1

寻找中国原料与供应链

Explore Chinese Ingredients & Supply Chains

了解中国药食物质、植物性原料及相关供应链能力。

Explore China's food-medicine substances, botanical ingredients and supply-chain capabilities.

2

寻找科研与研发伙伴

Find Research & R&D Partners

与 HKBU 及中国科研机构探索成分、配方、验证和产品开发合作。

Explore ingredient, formulation, validation and product-development partnerships with HKBU and Chinese research institutions.

3

进入中国创新生态

Connect with China's Innovation Ecosystem

接触企业、科研机构、投资者及产业合作伙伴。

Connect with companies, research institutions, investors and industry partners.



两天议程一览

Two-Day Programme at a Glance

第一天 · 11 月 5 日

Day 1 · 5 November

监管框架 · 安全与质量 · 科学验证与循证实践 · 行业交流
Regulatory Frameworks · Safety & Quality · Scientific Validation & Evidence-Based Practices · Industry Networking

第二天 · 11 月 6 日

Day 2 · 6 November

中医药转化 · 产业与投资 · 初创路演 · 药食同源的未来
Translational Chinese Medicine · Industry & Investment · Start-up Pitches · The Future of Food-Medicine Homology

首届FoodMed 2024 吸引逾300名研究者、业界、投资者及监管代表参与，并获IAFP 2025年最佳附属机构会议奖。

FoodMed 2024 attracted more than 300 researchers, industry representatives, investors and regulators, and received the IAFP 2025 Best Overall Affiliate Meeting Award.

从阅读到行动

Understanding food-medicine homology is not the goal.

关键在于知道如何把握面前的机遇。

What matters is knowing how to act on the opportunity.

您带来传统、原料与供应链；全球市场带来新的需求、更高价值的机会与新的标准。连接两者的，是科学证据、国际标准，以及合适的合作伙伴。
You bring traditional knowledge, ingredients and supply-chain capabilities. Global markets bring new demand, higher-value opportunities and new expectations. Connecting the two requires scientific evidence, international standards and the right partners.

科学 · 原料 · 食品技术 · 法规 · 产业 · 投资

会前，建议您带着三个问题来

Come to FOODMED with three questions

① 我的原料与产品在目标市场属于哪一类别、应走哪条法规路径？

Which product category and regulatory pathway apply to my ingredient and product in the target market?

② 要支持目标市场允许的产品声称，还需要补齐哪些证据？

What evidence is still needed to support the permitted claim for my target market?

③ 如果与 HKBU 建立合作，第一步应该做什么、由谁做、需要多长时间？

If we work with HKBU, what should the first step be, who should do it, and how long might it take?

扫码登记

SCAN TO REGISTER

REGISTER NOW · FOODMED 2026

一对一预约 · 创新与转化研究院（IIT）

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