

## **Health Food Exchange: A Global B2B Marketplace Helps Your Business Grow**

*Start Driving New Customers and Make Your Health Food Business Stand Out Where Powerful Search Engines Are Incapable of Giving You the Visibility It Deserved*

July 30, 2010 (FPRC) -- AP Corporation is pleased to announce the launch of its new website HealthFoodExchange.com, an innovative B2B portal specially designed for the health food industry that aims to facilitate business trade for global buyers and sellers.

The Health Food Exchange is a long-awaited global B2B marketplace for the health food industry. The exchange platform has specially designed for any players in the health food supply chain includes manufacturers, raw materials suppliers, distributors, importers and exporters, and retailers to really engage business trades by listing their current buy or sell offers in the exchange. Members of the exchange have the ability to post their business literature, business catalog, and promote their products in greater details to a business focused audience. This service provides not only a great way to introduce innovative products to the industry, but also the visibility of companies in the internet world.

“Major search engines are powerful but they are unable to distinguish the business focused websites from consumer focused websites”, said Arthur Wang, CEO of AP Corporation. “B2B health food businesses have greater needs for this online exposure than other industries since there are just tons of health-related sites out there which shared the same SEO keywords to prevent search engines from listing their B2B companies.”

Bringing the members of health food industry together in one common marketplace can give the business the visibility it deserved and drive new customers without additional marketing costs. Members can directly engage business with another member quickly and efficiently.

Join Health Food Exchange for free at <http://www.healthfoodexchange.com>

About Health Food Exchange

The Health Food Exchange is the leading business to business electronic marketplace for the health food industry. This exchange portal enables health food business to reach other businesses through making trades and offers between global buyers and sellers of various supply chain activities. For more information, please visit [www.HealthFoodExchange.com](http://www.HealthFoodExchange.com), or follow us at <http://twitter.com/healthfoodb2b>

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### **Keywords**

[B2B marketplace](#)

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