

## **DirectRooms.com – 17th Annual China Medicine and Healthcare Products Expo in Guangzhou**

*DirectRooms.com announces the 17th annual China Medicine and Healthcare Products Expo in Guangzhou, China.*

August 6, 2010 (FPRC) -- Organized by the Guangzhou Yi Fan Exhibition Service Company, Ltd., the event is scheduled to take place between the 15th and the 17th September at the Guangzhou Jinhua Exhibition Centre.

An estimated 50,000 participants are expected to arrive to explore the variety of health and medical products on display. This is the leading traditional Chinese medicine event in the world, with a focus on health products for personal care and commercial applications. Visitors can explore the latest medicine as well as the newest drugs and prescriptions, not to mention a variety of Chinese and Western OTC products. However, the main focus of the exposition is traditional Chinese medicine and the various applications of natural Chinese herbs for cosmetics, pharmaceuticals and health.

Exhibitions at the event will cover a variety of Chinese medicines ranging from plant extracts to ethnic medicines; pharmaceutical intermediates, disinfectants, beverages and health teas as well as health wines and special-use cosmetics, not to mention fertility products, sexual health herbs, appliances and technology, and manufacturing and packaging equipment.

Lek Boonlert, Head of Marketing at DirectRooms.com, recommends that participants book their rooms two months in advance given the prestigious nature of this event. With 50,000 visitors expected to arrive and use hotels in Guangzhou, there is limited space available for the duration of the exposition. Traditional Chinese medicine is one of the largest branches of medicine practiced in the world, and the number of attendees could go much higher than anticipated.

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### About DirectRooms

DirectRooms is an independent discount hotel reservations company based in Asia. Established and online since 2000 with over 50,000 hotels worldwide.

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### Keywords

[hotels in Guangzhou](#)

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