



INSPIRE FOOD BUSINESS AT SIAL CHINA

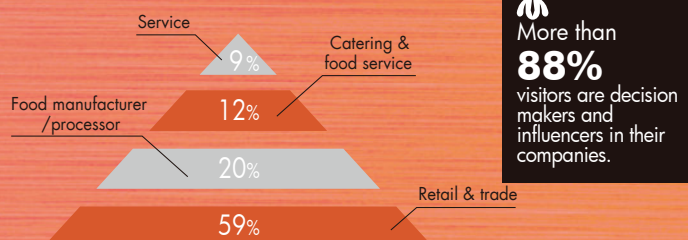
OUR PUBLIC

- **117,595 professionals worldwide**
- **96%** visitor satisfaction rate
- **73%** visitors intend to return

► TOP 10 countries

South Korea, Japan, Malaysia, Russia, Thailand, Australia, USA, Singapore, India, Indonesia

► Visitor profile by business*



► Top 3 Visitors' objectives

- ① Finding partners, subcontractors
- ② Finding new products
- ③ Finding new trends, market developments

► Top 10 visitor interest in products



OUR OFFER

- Nearly **4,300** exhibitors from **70** countries and **30** provinces of China
- **91%** exhibitor satisfaction rate
- **86%** exhibitor recommendation rate

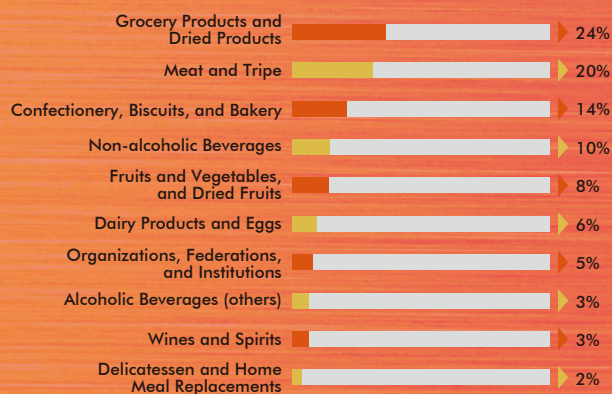


*SIAL China 2019 Opening Ceremony

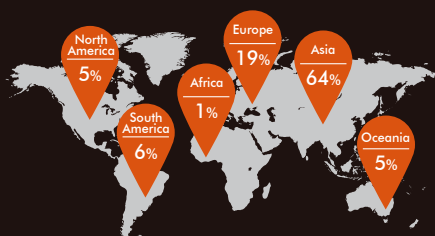
► TOP 10 countries by number

South Korea, Russia, Brazil, Australia, Argentina, USA, Turkey, Spain, Poland, Germany

► Exhibitor per products – Top activities



International visitors per continent



OUR MARKET

- China's farm produce reports RMB **300 billion** online sales in 2018. Online sales of China's farm produce stood at **300 billion yuan** (about USD **44.75 billion**) in 2018. The country's rural areas saw rapid growth and diversified forms of industries in 2018, said in a report submitted to China's top legislature for review at its ongoing bimonthly session.^I
- In 2018, the total retail sales of consumer goods reached **38,098.7 billion yuan**, up by **9.0 percent** over 2017 which kept fast growth. Specifically, the retail sales of consumer goods by enterprises above the designated size stood at **14,531.1 billion yuan**, up by **5.7 percent**. Analyzed by different areas, the retail sales in urban areas reached **32,563.7 billion yuan**, up by **8.8 percent**, and the retail sales in rural areas stood at **5,535.0 billion yuan**, up by **10.1 percent**.^{II}
- Retail market size for snack food reached to **1029.7 trillion yuan** in 2018. In 2017, retail market size for snack food accounted for half of total food consumption. It is estimated retail market size for snack food will reach to **1298.4 trillion yuan**.^{III}
- In 2018, China Mainland showed **5.2 percent** growth rate on FMCG, and **4.4 percent** on food, **1.2 percent** on beverage, **1.8 percent** on dairy. while the number of Asia was **4.3 percent** growth on FMCG, **3.9 percent** growth on food, **2.4 percent** growth on beverage, and **1.5 percent** growth on dairy.^{IV}

I Source: http://www.xinhuanet.com/english/2019-04/22/c_1137996389.htm
 III Source: <https://bg.qianzhon.com/report/detail/300/190325-13#516a.html>

II Source: National Bureau of Statistics of the People's Republic of China
 IV Source: Consumer Insights Asia Q4

GET INSPIRED BY SIAL CHINA

All Details About Features/Events



SIAL Innovation

184 innovative products selected from nearly **700** entries, of which **10** were further rated as finalist products.



La Cuisine

Endorsed by **WACS**, **24** chefs and **8** judges within **7** original culinary demos.



Retail & Hospitality Forum

10 sessions by **10** speakers from the **XTC World Innovation**, **Euromonitor International**, **Nint Shanghai** and many more delivered speeches on the latest hot topics.



Seafood Fest'

In partnership with **CAPPMA**, **MSC** and **NSC**, Seafood Fest's exalted the palate with gourmet aquatic products.



Chocolate World

Meet the demand from Asian and domestic market for high quality chocolate and witness the world's first-class chocolate display.



China National Specialty Tea Brewers Cup

Endorsed by Café Culture and Australasian Specialty Tea Association (AASTA), this event honored traditions with brewing skills and carry on tea innovations.



Wine Innovation Forum

Keynote speaker **David Forer MW** and **Roderick Smith MW** led a star studded line-up, attracting **1,200** people on-site on **17** sessions.



Best Buy China Competition

In partnership with **WINE100**, Best Buy China Competition brought an effective platform to showcase exhibitors' star products.


► Match Making

17,251 appointments initiated via match making platform by **998** exhibitors and **7,197** visitors.


► TESTIMONIALS

Exhibitors :

“ SIAL China is a professional exhibition of food industry in Asia and even the whole world. Among international food and beverage industry, SIAL Innovation is one of the most important events in the innovation field. Every year the appraising and award giving reflects innovated food products and technology performed by food companies from all over the world, and represents the most cutting edge trend and direction. From the point of view of Yili Group, SIAL China is not only a platform to showcase the advanced level of food industry in China, but also a window to learn the latest development of international industries. ”


 **Inner Mongolia Yili Industrial Group Company Limited**
- Gold award winner of SIAL Innovation 2019

“ Our Company is from Europe, Lithuania. We are producing premium ice cream. One Year ago we were visiting (SIAL China) and we decided next year, which means this year to participate with our stand. We want to enter the China market. In this exhibition we found very good contacts, we made very good partnerships, so definitely yes next year we are going to be here. ”


 **Dione Ice Cream**

Visitors :

“ It's my third visiting to SIAL China. It feels like SIAL China is improving itself each year with increasingly abundant food categories exhibited. It's really nice to see this. I work in the food package industry. The innovated food package performed by some famous enterprises and industry trend are reflected in SIAL China. I will come visiting SIAL China next year for sure. ”

 **General Manager of Packaging Manufacturer**

“ It's my first time visiting SIAL China. SIAL China exhibits various food products, and attracts many more distributors from different countries. My job is product purchasing. With abundant food products exhibited, SIAL China satisfies my purchasing demand. I will certainly come visit SIAL China next year. ”

 **Food E-commerce Website**

GET MAXIMUM COVERAGE

Media Coverage Elements + Markets Actions

160+
Media supports

15
press conferences
6 countries
2 regions

1,800+
original press clippings

30,696
members


5,637
engagements


5
TV broadcasts

367,089
website PVs

170,370
followers


6,853
engagements


SAVE THE DATE: 13th – 15th MAY 2020

Contact us: **E-mail:** exhibit.sialchina@sial-network.com



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