



INSPIRE
FOOD BUSINESS
审食度势 点食成金

Conception: bug

Shanghai



13-15 MAY 2020

NEW INTERNATIONAL EXPO CENTRE

COMEXPOSIUM

商业发展中心
CHINA COMMERCE DEVELOPMENT CENTER

SIAL, a subsidiary of Comexposium Group

SIALCHINA.COM



JOIN A DYNAMIC SECTOR AND MARKET

- Online sales of China's farm produce stood at **RMB 300 billion** (about **USD 44.75 billion**) in 2018. The country's rural areas saw rapid growth and diversified forms of industries in 2018, said a report submitted to China's top legislature for review at its ongoing bimonthly session. ¹

- In 2018, total retail sales of consumer goods reached **RMB 38,098.7 billion**, up by **9.0%** over 2017 which kept fast growth. Specifically, retail sales of consumer goods by enterprises above the designated size stood at **RMB 14,531.1 billion**, up by **5.7%**. Analyzed by different areas, retail sales in urban areas reached **RMB 32,563.7 billion**, up by **8.8%**, and retail sales in rural areas stood at **RMB 5,535.0 billion**, up by **10.1%**. ²

- Retail market size for snack food reached **RMB 1029.7 trillion** in 2018. In 2017, retail market size for snack food accounted for half of total food consumption. It is estimated that retail market size for snack food will reach **RMB 1298.4 trillion**. ³

- In 2018, China Mainland showed **5.2%** growth rate on FMCG, and **4.4%** on food, **1.2%** on beverage, **1.8%** on dairy. While the figures for Asia were **4.3%** growth on FMCG, **3.9%** growth on food, **2.4%** growth on beverage, and **1.5%** growth on dairy. ⁴

¹ Source: http://www.xinhuanet.com/english/2019-04/22/c_137996389.htm

² Source: National Bureau of Statistics of the People's Republic of China

³ Source: <https://bg.qianzhan.com/report/detail/300/190325-13ff516a.html>

⁴ Source: Consumer Insights Asia Q4

AND BENEFIT FROM AN INSPIRING BUSINESS HUB

- Key producers and buyers join forces to reveal major food trends and face Asian challenges.
- A unique Asian food inspiration platform to test, or launch products, increase your brand awareness, exchange best practices...

Close to 700

Innovative Products

8 Tastings

24 Chefs

184

Selections

11 Judges

7 Culinary Demos

50

Speakers

27

Conferences

*2019 figures

TOP 3 EXHIBITOR OBJECTIVES

- 1. Finding new distributors
/ partners / resellers**
- 2. Generating new
sales leads**
- 3. Increasing awareness
of brand(s) / products**

From ingredients to vegetables, from organic to dry products, you will find 21 food sectors at SIAL China. There is one room for you to learn about the market and expand your business in Asia and China.



What's new for international exhibitors in 2020?

Take part in one of the villages and benefit from dedicated package offers:



Beer Village in the Alcoholic Beverage area in Hall **E5**.



Organic & Wellness Village in Halls **E3** and **E4**.



Baby Food Village in the Dairy area in Hall **E4**.



Fish & Seafood area in Hall **N5**.

13-15 MAY 2020
NEW INTERNATIONAL EXPO CENTRE

49%

INTERNATIONAL

EXHIBITORS

FROM 67

COUNTRIES

51%

DOMESTIC

EXHIBITORS

FROM 30

PROVINCES



TOP 10 INTERNATIONAL COUNTRIES

1. South Korea

6. USA

2. Russia

7. Turkey

3. Brazil

8. Spain

4. Australia

9. Poland

5. Argentina

10. Germany

BEVERAGE

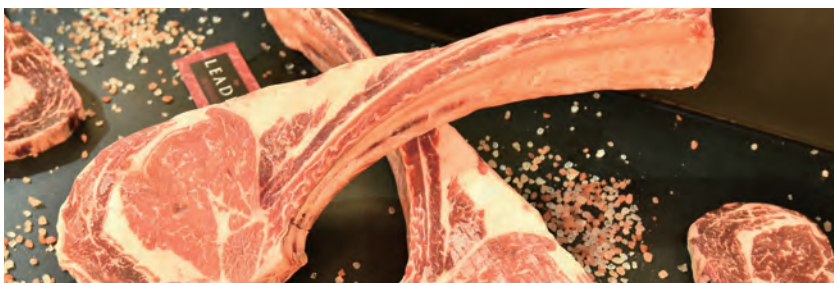
660 exhibitors from **44** countries.
23,414 visitors.

DAIRY

423 exhibitors from **32** countries.
22,586 visitors.

MEAT

410 exhibitors from **33** countries.
34,149 visitors.



91%

OF EXHIBITORS SATISFIED *

86%

RECOMMEND THE SHOW *

72%

WILL COME BACK *

TOP PRODUCTS & SECTORS

BEVERAGE

Wines & spirits; Other alcoholic beverages;
Non-alcoholic beverages, Tea and herbs for
infusions; Coffee and coffee substitutes

DAIRY

Dairy products, eggs; Baby food

MEAT

Meat and offals; Poultry and game;
Cured and salted meat; Preserved meat

* 2019 SIAL China surveys



BROADEN YOUR HORIZONS



88%

DECISION MAKERS *

96%

OF VISITORS SATISFIED *

89%

RECOMMEND THE SHOW *

73%

WILL COME BACK *

THEY COME TO FIND INSPIRATION

Convenience Stores:

Meiyijia, Suning CVS, Hongqi, FamilyMart, C&U Group, Lawson, 365, 7-11, Quik, C-store

Hypermarkets / Supermarkets:

CR Vanguard, RT-Mart, Walmart, Yonghui, Lianhua, Carrefour, Wumart, Jiajiayue, Metro, Lotus, BHG, Aeon, TESCO, Auchan, NGS

Import - Export / Traders:

COFCO, Shanghai Tangjiu, Sinodis, Cortti, Gaofu, ASC Fine Wines, Summergate

HoReCa:

Holiday Inn, Crowne Plaza, InterContinental, Ritz-Carlton, The Luxury Collection, St. Regis, Marriot, Courtyard, Four Points, Hilton, Double Tree, Jinjiang

E-commerce:

Taobao.com, Tmall.com, Alibaba.com, JD.com, Amazon.com, Suning.com, Dangdang.com, Womai.com, SFBest, Benlai.com, Yiguo.com, Jiuxian.com

TOP 10 VISITOR COUNTRIES

1. China

2. South Korea

3. Japan

4. Malaysia

5. Russia

6. Thailand

7. Australia

8. USA

9. Singapore

10. India

TOP 10 VISITOR PROVINCES

1. Shanghai

2. Jiangsu

3. Zhejiang

4. Guangdong

5. Shandong

6. Beijing

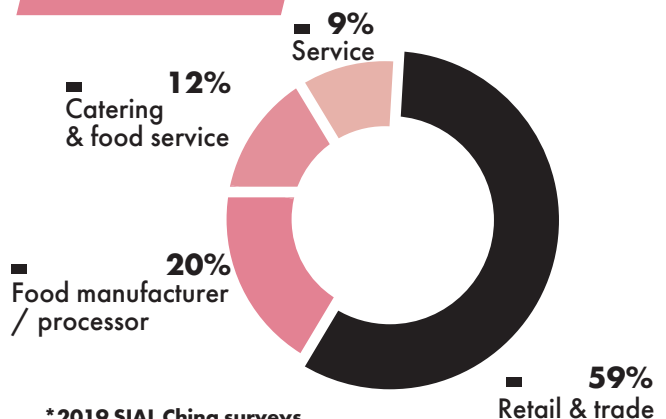
7. Fujian

8. Henan

9. Anhui

10. Liaoning

VISITORS' PROFILE BY BUSINESS *



* 2019 SIAL China surveys

SIAL INNO- -VATION

SIAL Innovation recognizes the most cutting-edge products in the industry, and will offer benefits to product promotion including increasing media exposure and the right to use the SIAL Awards logo in product marketing and promotional activities.



SIAL LA CUISINE

In partnership with **World Association of Chefs' Societies**, Michelin chefs, demos, recipes, worldwide tour of local food... be part of this major live food tasting.

SIAL WINE INNOVATION FORUM

A forum set in a friendly atmosphere showcasing top speakers of the international wine world together with the best local wine experts. **2019 Keynote Speakers: Mr. David FORER MW, Mr. Roderick SMITH MW**



In partnership with **WINE100**. Find the best value wine and help wine producers build their brands in the Chinese wine and spirits market.

SIAL RETAIL & HOSPITALITY FORUM

Debates, conferences, interviews around major topics shaping the future of food.

SIAL TEA FUSION

In partnership with WTBC and **Cafe Culture**, the opportunity to identify leaders in the specialty tea community.





IMPROVE YOUR PRESENCE

OFFLINE

120 Media Partnerships
2300+ Media Clippings

15 Press Conferences
In **6** countries & **2** regions

ONLINE

www.sialchina.cn
920,809 PVs & **261,709** UVs

www.sialchina.com
367,089 PVs & **184,467** UVs

SOCIAL MEDIA

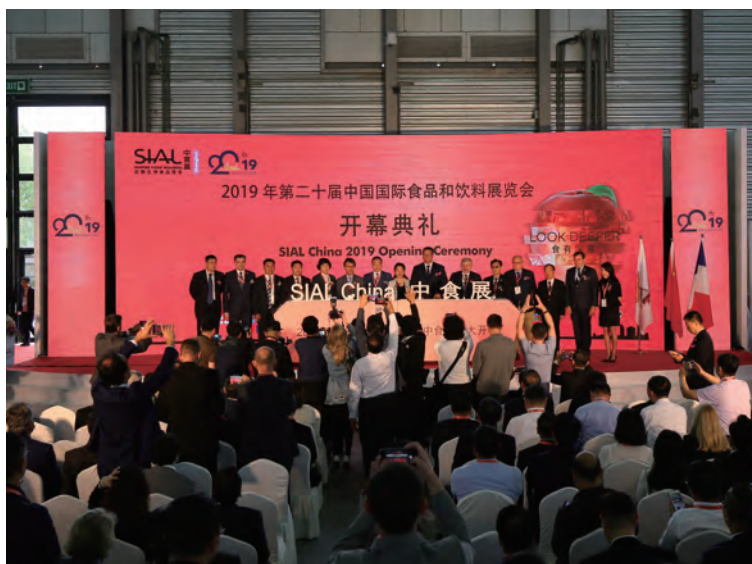
11,969 Facebook fans
6,853 engagements

1,046 Twitter followers
5,637 engagements

30,696 Weibo followers
170,370 Wechat followers

MATCH-MAKING

17,251 appointments initiated
by **998** exhibitors
and **7,197** visitors



SIAL CHOCOLATE WORLD

To meet Chinese and Asian markets' demand for premium chocolate. It provides an international stage and designed activities for leading chocolate brands to showcase themselves.

SIAL SEAFOOD FEST

In partnership with **CAPPA**, a cooking event served for aquatic products and other ingredients.

SIAL BUSINESS MATCH-MAKING

A free platform open to all exhibitors and pre-registered visitors, help position accurately the target customer, schedule appointments ahead of the show and improve the efficiency of participants at SIAL CHINA

DATES:

Booth Location

November, 2019

Registration To Events & Show Directory

January - April, 2020

Exhibition Area Opening

January, 2020

Show

13th - 15th May, 2020



CONTACT US

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Sponsorship: wanda@sialchina.cn

Tel: +86 (0) 10 6588 9574

SHED LIGHT ON FOOD PLANET

SIAL Interfood **Jakarta**
13-16 Nov. 2019
11-14 Nov. 2020

SIAL Middle East **Abu Dhabi**
9-11 Dec. 2019
8-10 Sept. 2020

Djazagro **Algiers**
6-9 April 2020

SIAL Canada **Montreal**
15-17 April 2020

SIAL China **Shanghai**
13-15 May 2020

Gourmet Selection **Paris**
13-14 Sept. 2020

SIAL India **New Delhi**
17-19 Sept. 2020

SIAL Paris **Paris**
18-22 Oct. 2020

SIAL Canada **Toronto**
27-29 April 2021

COMEXPOSIUM

SIAL, a subsidiary of Comexposium Group

9 LEADING B2B EVENTS
16,700 EXHIBITORS FROM 119 COUNTRIES
700,000 PROFESSIONALS ATTENDING FROM 200 COUNTRIES

SIAL-NETWORK.COM