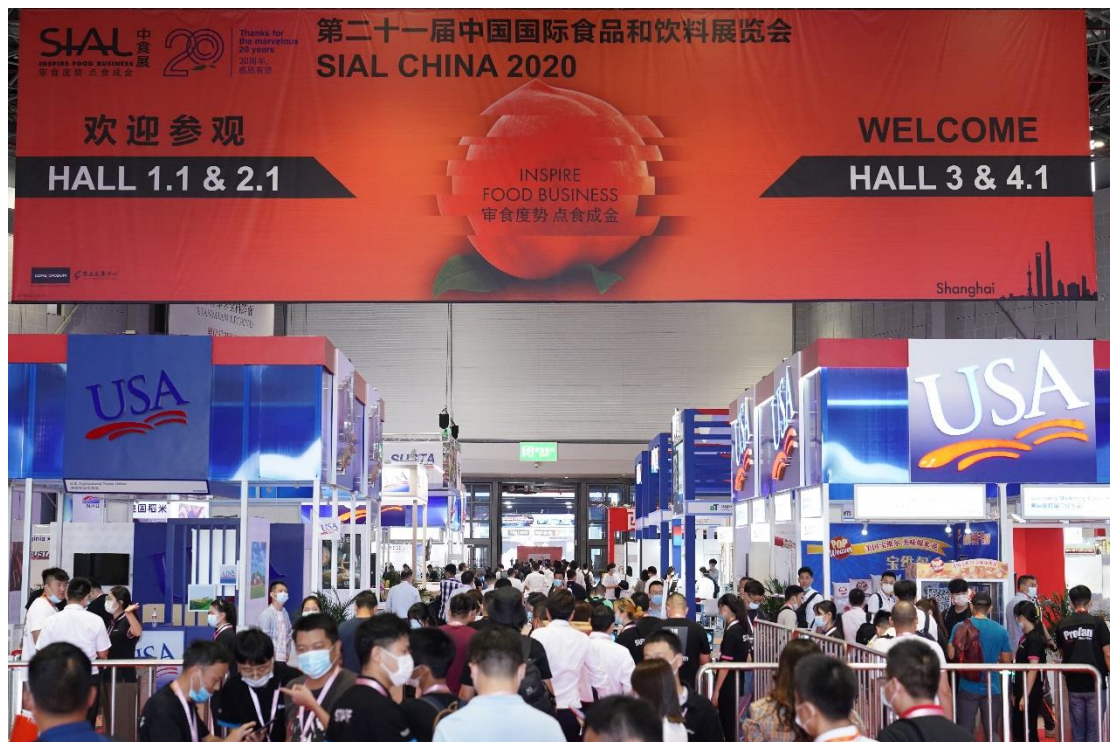


SIAL China 2020 Concluded Reveal strong confidence in recovery of China food industry

SIAL China 2020 recently concluded at National Exhibition and Convention Center (Shanghai). This three-day event covered an area of 100,000 square meters and attracted 2,200 exhibitors and 90,763 professionals.



As the largest food exhibition in Asia and the third largest in the world, SIAL China attracted exhibitors from 23 countries including Australia, Brazil, Canada, Chile, France, Indonesia, Ireland, Italy, Japan, New Zealand, South Korea, Spain, Switzerland, Turkey, and the United States, and more than 50 representatives from the consulates of more than 20 countries also attended the exhibition.

Attendees of this year's exhibition include delegations from the Foreign Economic Cooperation Center of the Ministry of Agriculture and Rural Affairs, China Aquatic Products Processing and Marketing Association, Shandong Department of Commerce, Zhejiang Department of Agriculture and Rural Affairs, Fujian Department of Commerce, Shanghai Agriculture Committee, Jilin Department of Commerce, Heilongjiang Council of China Council for the Promotion of International Trade, Changchun Bureau of Commerce, Ningbo Bonded Zone, Dongguan Bureau of Commerce, Yunnan Lincang

High-tech Industrial Development Zone, Weihai Import Chamber of Commerce, Xiamen Food Industry Association, Jinjiang Food Industry Association. The expo featured 13 themed exhibition areas that showcased the latest products in different categories, namely leisure food, comprehensive imported food, high-end beverages, dairy products, functional nutritious food, green agricultural products, aquatic products, meat, cold chain frozen food, wine and alcoholic beverages, high-end oil products and condiments, convenience foods and prepared dishes, catering utensils and packaging.



Anna Li, the managing director of COMEXPOSIUM-SIAL Co., Ltd., the exhibition organizer, said that the pandemic has brought great challenge to the Chinese food industry, but with effective prevention and control and the strong support of all parties, SIAL China was successfully held and achieved great results thanks to industry-wide collaboration and efforts . SIAL China will continue to serve as a platform connecting industries and innovations and maintain its leading position as an industry platform.

It is reported that SIAL China 2020 was held concurrently multiple high-end conferences and events, including Global New Retail Summit, Supply Chain Conference, Food Safety Traceability and Smart Packaging Technology Forum. World-renowned industry experts, consulting agencies, representatives of enterprises and purchasers were engaged in open discussions on the major opportunities for transformation in food industry against

the background of "the new development pattern of mutual promotion of domestic and international circulation".

In addition to high-end events, the SIAL Innovation Competition also proved a great hit in the industry. The SIAL Innovation Competition invited industry experts, scholars, media, and consulting agencies and formed an independent jury, which selected the most innovative food and beverages of the year based on the consumption habits and market trends of different countries and regions around the world and measured on the five dimensions of pleasure, health, caring, convenience, and environmental protection. Every year the award-winning food and beverages have been sought after by the industry.

中食展创新大赛新产品发布



After multiple rounds of selection, SIAL China announced the gold, silver and bronze medal-winning products of the 16th SIAL Innovation Competition on the afternoon of September 28. The gold medal went to Crispy Roselle Chip product from China Dadi Shengji (Fujian) Agricultural Development Co., Ltd. The silver medal was awarded to the Liziqi pear loquat extract from Hangzhou Weinian Brand Management Co., Ltd., and the bronze medal winner was the alcohol -free fruit vinegar from Brauerei Locher AG in Switzerland.

To build a better bridge to match supply and demand for exhibitors and buyers, and to improve the satisfaction of exhibitors and buyers, SIAL China 2020 introduced "Match Me" value-added service to provide personalized business service for nearly 2,000 professional buyers who have purchasing plans and the right to make decisions or participate, communicate with these buyers, fully understand their needs, screen exhibitors and products, and promote one-to-one business negotiations between buyers and exhibitors to facilitate accurate matching and transaction. At the site, high-end buyer negotiation rooms were set up for the purchasing managers from more than 20 companies such as Chaoshifa Supermarket, Lianhua Supermarket, China Resources Vanguard, Suning.com, etc., to help them connect with exhibitors and efficiently negotiate purchasing needs. In addition, dozens of partners including Shanghai Step-in E-commerce Business Association, China Light Industry Association Platinum Purchasing Group, Anhui Food Industry Association, Olive Restaurant formed a professional purchasing group of more than 5,000 people to visit the site and participate in the procurement and supply matching salon. Nearly a thousand purchase agreements were reached at the exhibition site.



In the post-pandemic era, SIAL China has also been seeking changes. Considering the impact of the COVID pandemic and responding to market changes after the pandemic, SIAL China launched Online Marketplace to showcase exhibitors and products online 365 days a year. Buyers can browse the site to explore the companies, make contacts

and obtain product recommendations at any time before the show, during the show, and after the show, which breaks physical constraints and enhances the return on investment for exhibitors. It keeps SIAL China opening 365 days a year.

The 22nd SIAL China will be held at Shanghai New International Expo Center from May 18th to 20th, 2021.

About SIAL China

Organized by the Comexposium Group, SIAL China is a member of the SIAL Network, the world's largest group of food and beverage tradeshows. These nine regular events (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL China, SIAL Middle East, SIAL InterFOOD in Jakarta, SIAL India in New Delhi, Gourmet Selection in Paris, and Djazagro in Algiers) bring together 16,700 exhibitors and 700,000 professionals from 200 countries. www.sial-network.com

About Comexposium

The Comexposium group is a world leader in organizing professional and consumer events. It holds 135 B2B and B2B2C events worldwide, covering various sectors of activity, including agri-food, agriculture, construction, fashion, health, distribution, leisure, real estate, security, education, tourism, and works councils. With a presence in more than 30 countries each year, Comexposium welcomes more than 3.5 million visitors and 48,000 exhibitors. www.comexposium.com