



SIAL CHINA 2022

Uitnodiging Holland Paviljoens

18 – 20 May 2022

Geachte heer, mevrouw,

Dear SIAL China Community,

Asia's largest food and beverage innovation exhibition, SIAL China, is strategically located in Shanghai, a gateway to Asia, and a global center of finance and innovation. Since 2000, SIAL China has served as a launchpad for food and beverage companies looking to expand abroad, and inspiring food business through sharing valuable insights and trends, connecting exhibitors and buyers, hosting industry-recognized events and celebrating innovation.

From 18 - 20 May 2022, SIAL Shanghai will be held in Shanghai International Expo Center across an exhibition area of 180,000 m². It is expected to attract 4,500 exhibitors and 150,000 professionals to showcase leading products and new innovations. The exhibition will cover 15 categories of food and drink products, including meat, dairy products, agricultural products, beverages, sweets, snacks, grocery foods, canned foods, frozen foods, convenience foods, fruits and vegetables, condiments, aquatic products, organic foods, and health foods.

Holland Pavilion/Lounge at SIAL CHINA 2022

Orange Exhibition Management (OEM) will organise a Holland Pavilion with Lounge area at SIAL CHINA 2022. Companies get the chance to present themselves by hiring a small booth of minimum 4 sqm including a showcase counter, carpet, walls (graphics against own costs), name on the stand, logo. We only have 8 stands of 4 sqm available. First come, first serve! Costs per sqm are € **1.080,00** per sqm (excl. VAT).

Also, companies can be represented by FAREA (see down below for more information) for € **2.750,00** (excl VAT) per company. Included is a representative of FAREA who will collect business cards, give information on your product and after the exhibition you will find all the information in your inbox. Included is your company logo in the lounge area, tall showcase for your products.

Additional costs

All companies have to pay € **240,00** (excl. BTW) for the Marketing Pack. Included in this Marketing Pack:

- Your listing at the Show Directory
- Your listing at the SIAL CHINA website with a link to your website

- Unlimited invitations (e-cards)
- Free participation on the SIAL Innovation Competition and other conferences

FAREA

Farea introduces and delivers European quality products in China that belong to the typical European ways of life. Food plays an important role in this. They also provide information and demonstrations about the use of the products. Farea works together with European partners (factories and suppliers) as their Brand representative and with Chinese partners (distributors and stores) as their supplier. For more information: www.farea.eu

Interested?

Please fill out the [application form](#), sign (by a senior) and return to Orange Exhibition Management. Deadline for application is **25 February 2022**. As space is limited, it is first come first serve basis!

For more information on the Chinese market you can contact our Embassy in Beijing, phone: +86 10 85320260, e-mail: pek-lnv@minbuza.nl or contact Ms Ang Li, Agro-Food Department, Consulate General of the Kingdom of the Netherlands, e-mail: SHA-EA@minbuza.nl

Please do not hesitate to contact me in case you have more questions. We will be at your disposal at any time: Mrs Caroline Cramer, mobile: +31 6 15371456, e-mail: cc@orange-management.com.

Best regards,

Caroline Cramer
Managing Director