

# SIAL Shenzhen

SIAL Global Food Industry Summit

South China's Premier International Food and  
Beverage Exhibition

2023.8.28-30

Shenzhen Convention and Exhibition Center

INSPIRE FOOD  
BUSINESS

# SIAL Shanghai

SIAL Global Food Industry Summit

Asia's Largest Food and Beverage Show

2024.5.28-30 Shanghai New International Expo Center

Comexposium-SIAL Exhibition Co., Ltd.  
Headquarter Address: Room 1401, Fanli Building, No. 22 Chaoyang  
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Visitors: [visit@sialchina.cn](mailto:visit@sialchina.cn)

PR & Media: [pr@sialchina.cn](mailto:pr@sialchina.cn)

Forums, Meetings, and Events: [nbd@sialchina.cn](mailto:nbd@sialchina.cn)



Pre-registration for  
Shenzhen visitors



Wechat  
subscription  
account



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service  
account



SIAL  
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# SIAL Shanghai

SIAL Global Food Industry Summit

Asia's Largest Food and Beverage Show

INSPIRE FOOD  
BUSINESS

**2023**  
**05.18-20**

Shanghai New International Expo Center

COMEXPOSIUM



Comexposium-SIAL Exhibition Co., Ltd.

Shanghai



**Post Show Report**

[www.sialchina.com](http://www.sialchina.com)





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# Part 01

Globally renowned brand

> SIAL in China reached new heights in its 23 years history



SIAL Shanghai attracted

Exhibitors:

70<sup>+</sup>

Countries and Regions

40,000<sup>+</sup>

Exhibitors

Professional Visitors:

100<sup>+</sup>

Countries and Regions

1 Million<sup>+</sup>

Professional Visitors

> 2023 SIAL Shanghai reached new heights with its record-breaking scale

180,000 m<sup>2</sup> of exhibition area

12 Theme Pavilions

14 Villages

Exhibitors from 67 countries and regions

4,500<sup>+</sup> Exhibitors

300,000 Exhibits

Visitors from 107 countries and regions

175,527 F&B Professionals

> The 4th SIAL Global Food Industry Summit: Then and Now, Own the Change

9 Theme Forums

20 countries and regions

Nearly 100 industry guests attended and delivered a speech

100<sup>+</sup> Global Hot Topics

# Part 02

A F&B feast benefiting the world



> 2023 SIAL Shanghai Grand Opening: Strategic cooperation with friendly countries

67 countries and regions

Nearly 200 Chinese and foreign guests attended the opening ceremony of SIAL Shanghai



SIAL 2023 Shanghai



# International participants promoted global F&B trade

Exhibitors from **67** countries and regions

**1,500<sup>+</sup>** International exhibitors gathered in Shanghai



\* Some participating countries and regions (orders may change)



Guest Country of Honour,  
SIAL Shanghai:  
**Uruguay**



> Premium imported meat products in the four exhibition halls N5, E5, E6, and E7



We sourced premium imported meat products from Uruguay, Australia, Brazil, Spain, Argentina, and the United States in these 4 exhibition halls, resulting in orders totaling a remarkable value of US\$100 million.

During the exhibition, transactions involving pork and poultry meat soared to an impressive US\$48.4 million, foreshadowing a projected export revenue of US\$260 million in the upcoming year.

--ABPA



# Contributed to boosting rural revitalization and high-quality development of the F&B industry

34 provincial-level administrative regions across China

3,000+ exhibitors from China

300,000+ famous, high-quality and special products

> The Geographical Indications Display Area facilitates the cultural exchange of iconic F&B products between China and Europe



Products from 23 countries were unveiled.

54 China Geographical Indication Agreement products came from 11 provinces and municipalities directly under the Central Government.

100 European Geographical Indication Agreement products from 22 countries.

SIAL Shanghai plays an active role in promoting renowned, high-quality, and distinctive food and beverage brands from China to the global stage. It contributes to both rural revitalization efforts and the establishment of a strong nation of brands. The dedicated "Geographical Indication Display Area" showcased iconic products from provinces such as Shandong, Jilin, Zhejiang, Hebei, Anhui, Hainan, Shanxi, Jiangsu, Guangdong, Henan, Fujian and so on. This impressive display vividly showcased the accomplishments of China's rural revitalization and highlighted the unique economic characteristics of each region.

## > Exhibitor Feedback



Domestic exhibitors' satisfaction



International exhibitors' satisfaction



Domestic exhibitors' willingness to visit SIAL Shenzhen



International exhibitors' willingness to visit SIAL Shenzhen



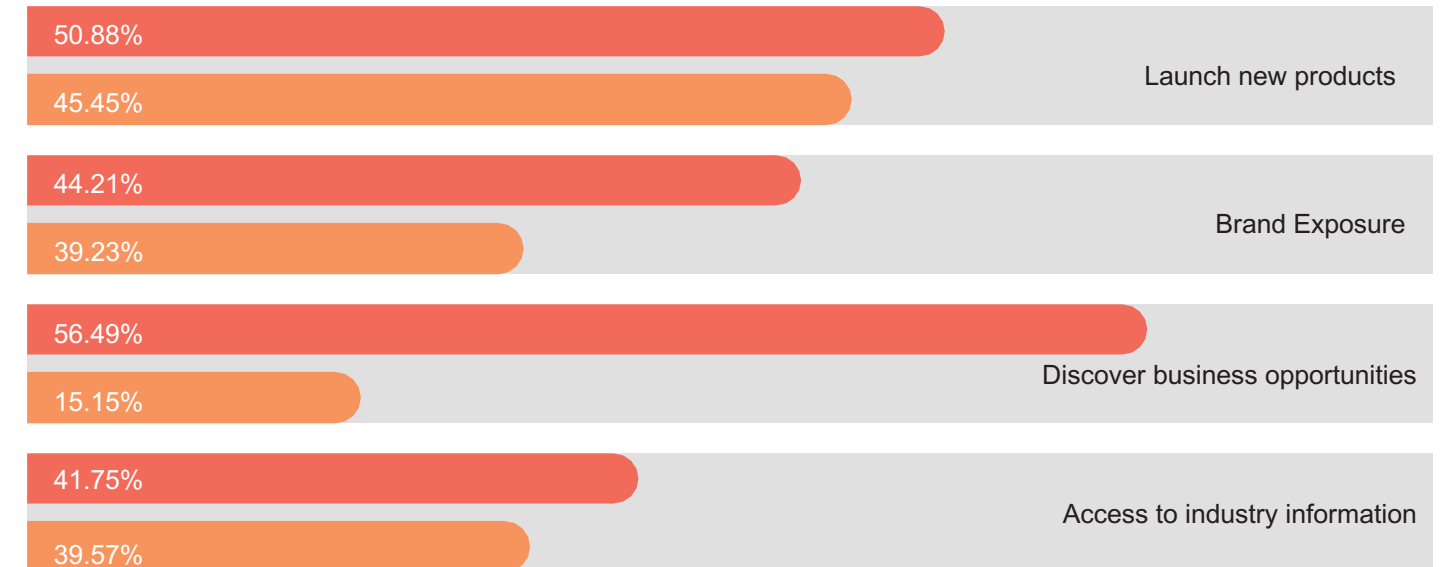
Domestic exhibitors' willingness to visit 2024 SIAL Shanghai



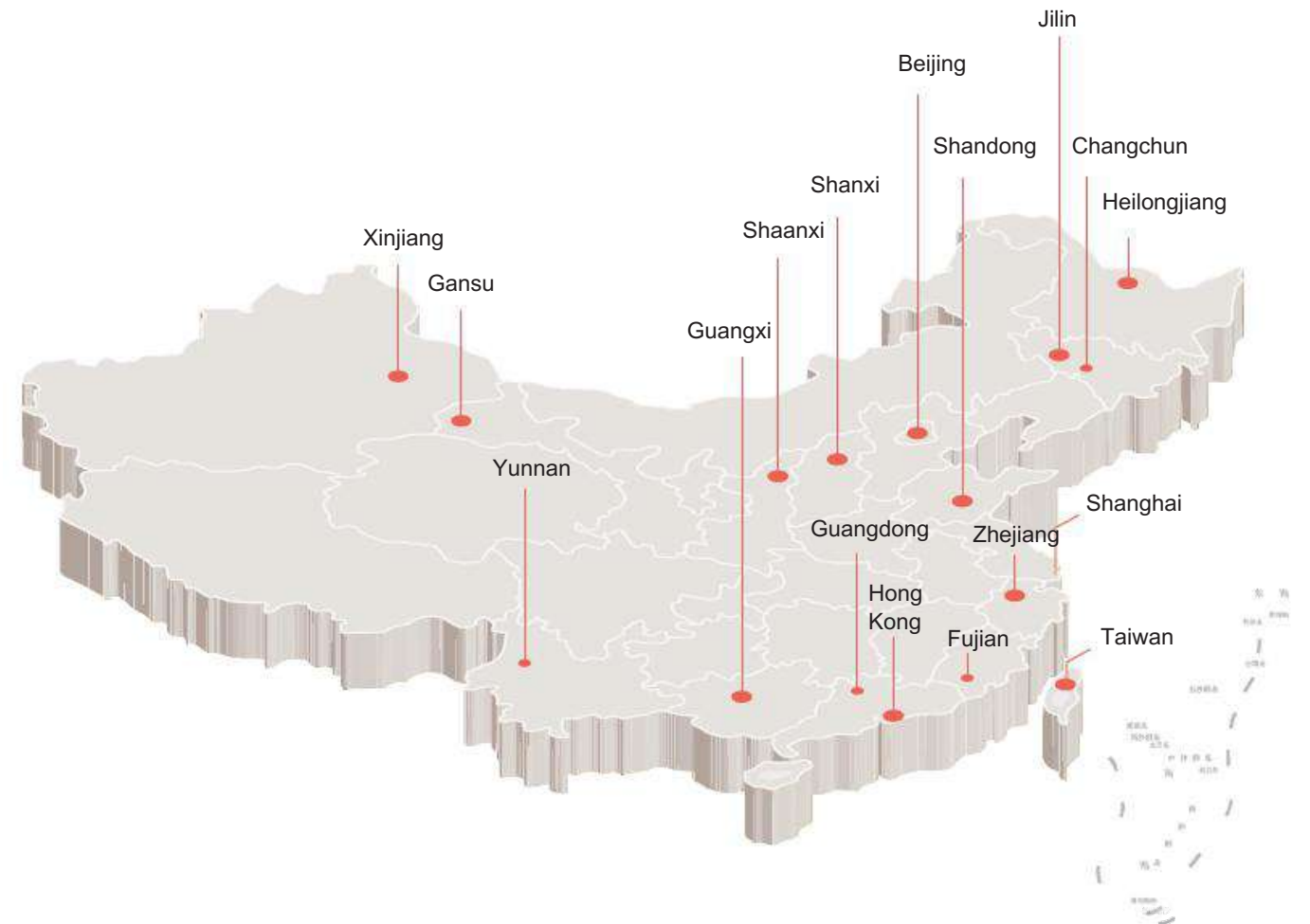
International exhibitors' willingness to visit 2024 SIAL Shanghai

## Exhibitor Purpose

China International



> More than 20 government departments and business associations across China help facilitate industry connection



# Visitor numbers set new records, boosting market vitality

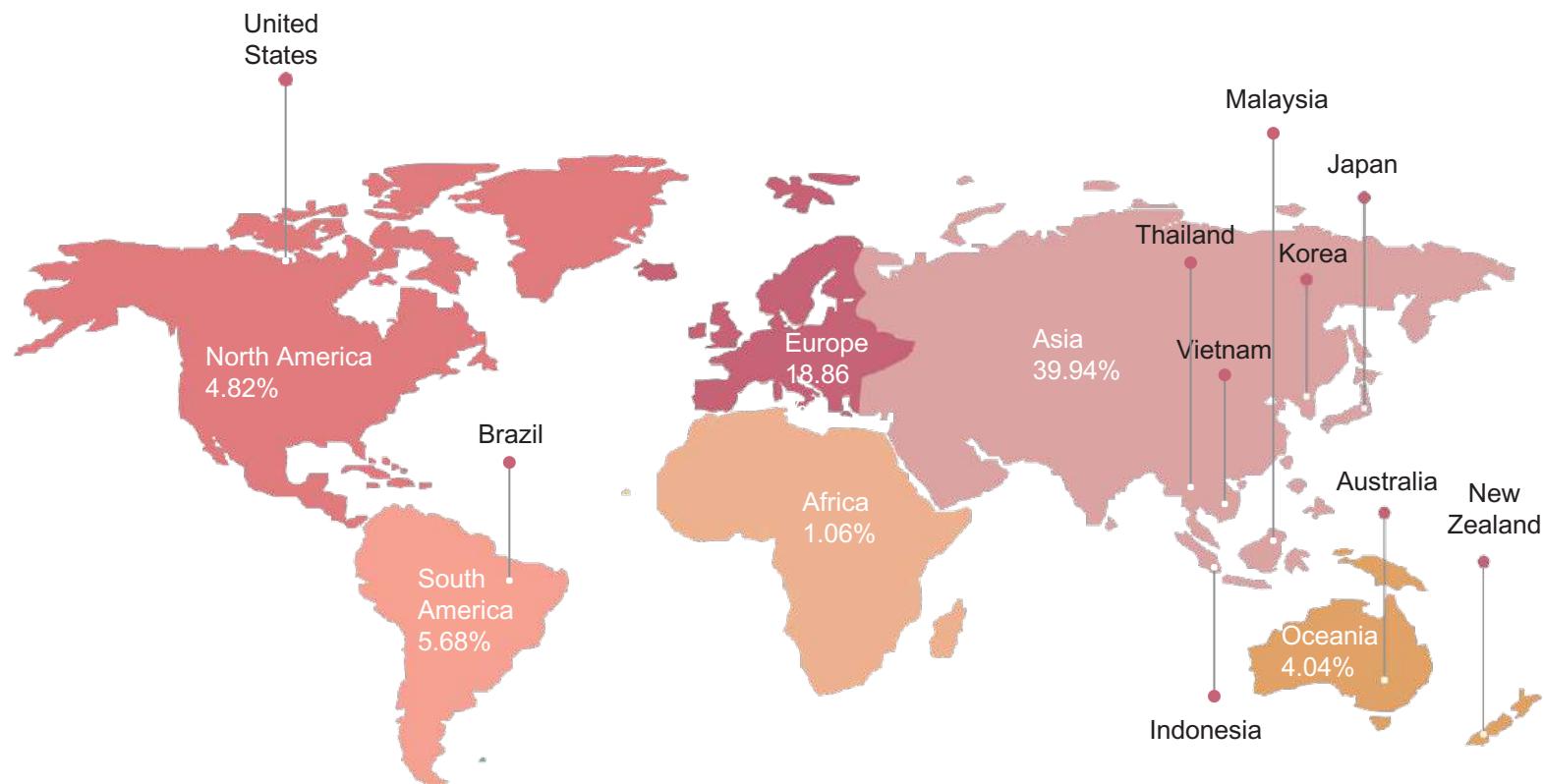
**175,527** professionals from **107** countries and regions and 34 provinces in China

Covering F&B markets in **569** counties and cities

Nearly **5,000** international visitors from Brazil, Argentina and other international professional visitor groups

Cross-border trade orders were placed on the spot, promoting international trade

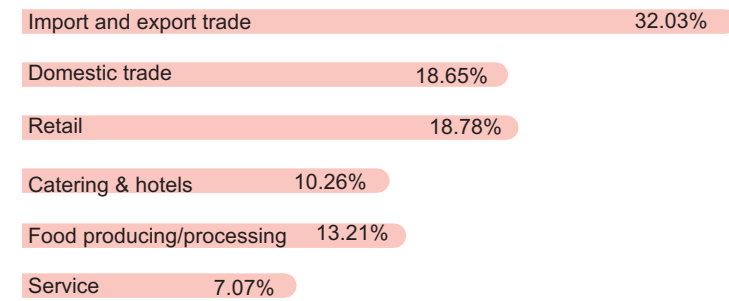
## Sources of international visitors



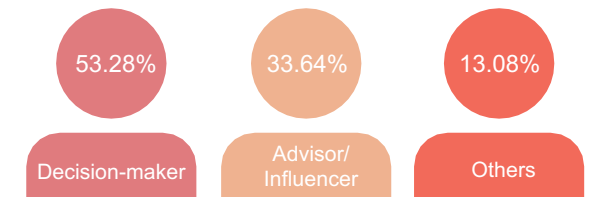
## TOP 10 | Countries



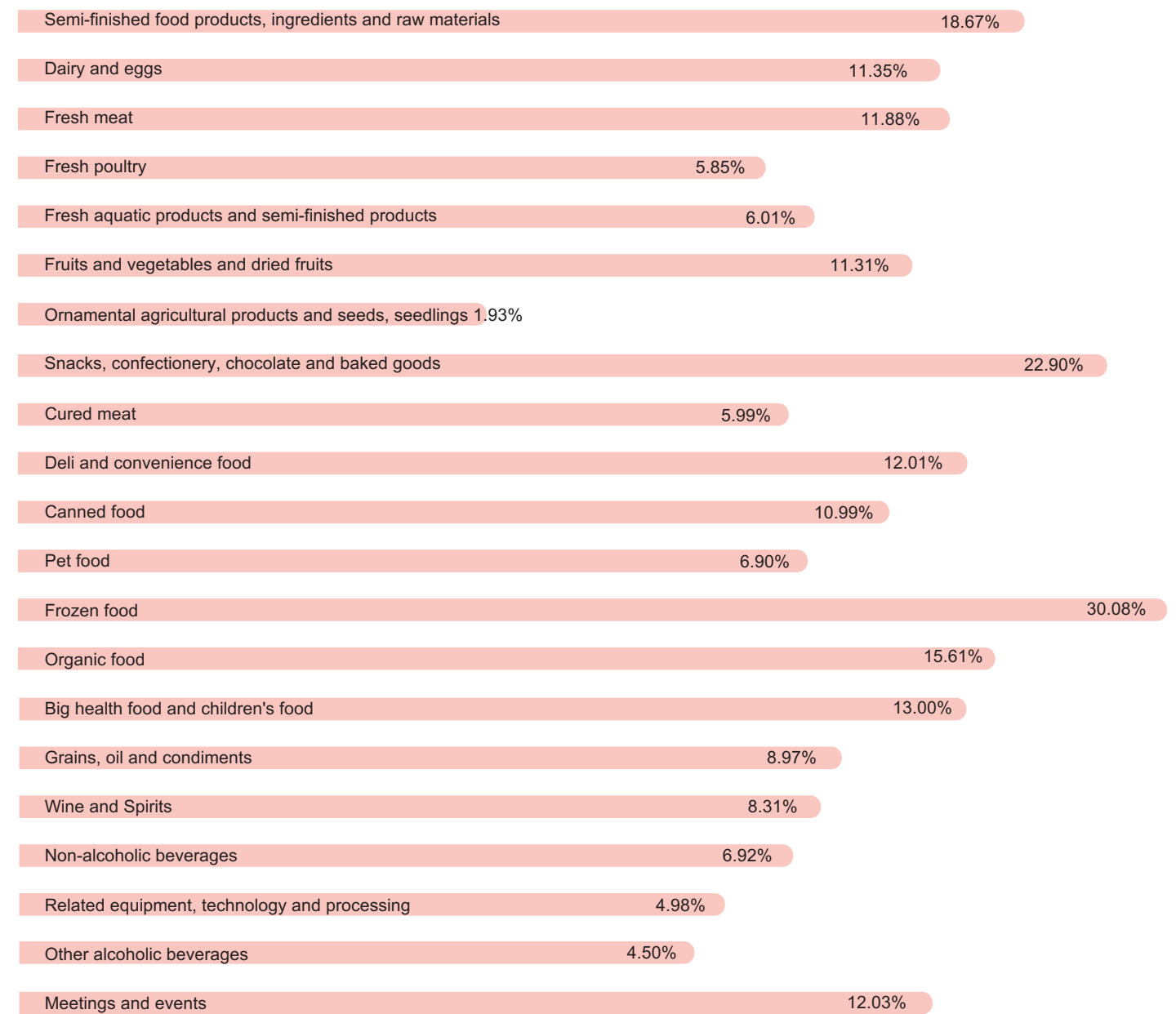
## Type of visitors



## Role of visitors in purchase



## Types of products that interest visitors





> Visitors feedback



Domestic visitors' overall satisfaction



International visitors' overall satisfaction



Domestic visitors' recommendation (10-point scale)



International visitors' recommendation (10-point scale)



Domestic visitors' willingness to visit SIAL Shenzhen



International visitors' willingness to visit SIAL Shenzhen



Domestic visitors' willingness to visit 2024 SIAL Shanghai



International visitors' willingness to visit 2024 SIAL Shanghai

> On-site business matching (Match Me)

Precise matching between supply and demand

800 leading companies participated in Match Me as special visitors

15,000+ online and offline matches

5,500+ on-site matches



SIAL Match Me 2023

Some of our wonderful buyers



\*Orders above may change

> Top buyer delegations



70+ buyer delegations

80+ head buyer delegation leaders selected products on site, serving domestic and international exhibitors



# Part 03

Nine theme forums, a feast for the mind



## 100+ invited experts explore F&B industry new trends

### > SIAL Global Food Industry Summit: Then and Now, Own the Change

Gathered nearly 100 global **F&B industry experts and leaders**

**9** theme forums covering **100+** F&B industry hot topics, attracted **2,000+** onsite audience to discuss and forecast the development of global F&B industry.

Global **Chinese & English live streaming**, attracted **100,000+** online viewers.

Reported by **600+** media, such as **People's Daily, Xinhuanet, China Net, CNFood**, etc.

#### 9 Theme Forums

SIAL  
全球新零售论坛  
**GLOBAL NEW  
RETAIL FORUM**

SIAL  
食品供应链大会  
**FOOD SUPPLY  
CHAIN FORUM**

SIAL  
国际肉类大会  
**INTERNATIONAL  
MEAT FORUM**

SIAL  
国际饮品大会  
**INTERNATIONAL  
DRINK FORUM**

SIAL  
食品饮料经销商大会  
**F&B DISTRIBUTOR  
FORUM**

SIAL  
中式餐饮发展论坛  
**CHINA CATERING  
FORUM**

SIAL  
食品科技创新论坛  
**FOOD-TECH INNO-  
VATION FORUM**

SIAL  
进口食品行业论坛  
**IMPORT FOOD  
FORUM**

SIAL  
食品饮料创投论坛  
**F&B INVESTMENT  
FORUM**



SIAL  
国际肉类大会  
**INTERNATIONAL  
MEAT FORUM**

#### International Meat Forum



**Global Animal Protein Outlook:  
Headwinds but also Areas of Opportunity**  
Justin SHERRARD,  
Global Strategist at Rabobank



**The Latest Global Pork Industry Outlook**  
Jihae YANG,  
Vice President  
- Asia Pacific, U.S. Meat Export Federation



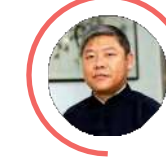
**Development of Uruguay's Meat Industry**  
Fernando MATTOS,  
Minister of Livestock,  
Agriculture and Fisheries of Uruguay



**Poultry will Lead 2023 Global Protein Trade Growth**  
Luis RUA,  
Markets Director,  
Brazilian Association of Animal Proteins (ABPA)



**From China's Meat Consumption to Insight  
the Red Meat Development**  
Guan GAO,  
Vice President of China Meat Association and  
Director of Industrial Policy Research Office

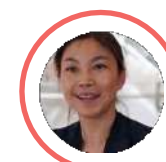


**2023 China Animal Husbandry and Meat Market Analysis**  
Chuang MA,  
Deputy Secretary General of Chinese Association of Animal  
Science and Veterinary Medicine (CAAV), Vice President of Asia  
Pacific Alliance, WPSA, Vice General Manager of Beijing Boyar  
Agriculture and Animal Husbandry Technology Co., Ltd.

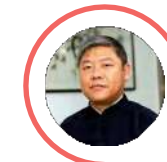


**The Development of Sustainable Practices in the  
Global Beef Supply Chain**  
Bruno ANDRADE,  
Chief Operating Officer of Instituto Mato Grosso da Carne  
(IMAC)

#### Panel Discussion: Red Meat and Poultry, Who will Become the Main Consumption Trend?



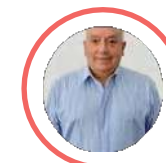
Linda CHEN,  
Asia & China Representative,  
Brazilian Association of Animal  
Proteins (ABPA)



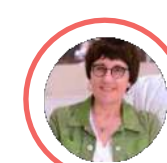
Chuang MA,  
Deputy Secretary General of Chinese  
Association of Animal Science and  
Veterinary Medicine (CAAV), Vice  
President of Asia Pacific Alliance, WPSA,  
Vice General Manager of Beijing Boyar  
Agriculture and Animal Husbandry  
Technology Co., Ltd..



Trevor SEARS,  
President & CEO of Canada Pork



Oscar Ernesto Solis,  
Agricultural Consultant for  
Argentina



Anne RICHARD,  
Director of INAPORC



Joe ZHU,  
Regional Manager  
- Greater China Meat &  
Livestock Australia



## Import Food Forum



**Promote the High-quality Development of China's Food Industry**  
Xingzhou REN,  
Former Director  
-General of the Institute for Market Economy,  
Development Research Center of the State Council



**Introduction of Import Food Safety Management System**  
Jun FAN,  
Deputy Director of Food Safety Department,  
Shanghai Customs



**Seize the Opportunity of Economic Recovery and Promote New Consumption Growth**  
Ye ZHENG,  
Chief Growth Officer of FMCG,  
Nielsen IQ



**Analysis of the Catering, Food and Beverage Consumption Trends in the South China Market**  
Fang FANG,  
Managing Director of iResearch Group  
- iResearch Capital,  
President of iResearch Investment Research Institute

### Panel Discussion: Development Opportunities of Imported Food Market under Uncertain Trade Environment



Jason XU,  
Deputy Regional Head,  
East, Business Banking,  
Standard Chartered Bank



Magnus CARNWALL,  
Agricultural Counsellor,  
Embassy of Sweden



Zhenhua LIU,  
Deputy Secretary,  
CPC CCOIC Committee



Jo CADILHON,  
Counsellor for Agricultural Affairs,  
French Embassy in China



Robert HANSON,  
Agricultural Minister Counselor,  
Embassy of the United States of America



Luís COSTA,  
Economic and Commercial Counsellor,  
Consulate General of the Republic of Portugal in Shanghai

## Food-Tech Innovation Forum



**Mechanism of Oronasal Substance Migration and Olfactory Perception of Taste Substances**  
Jianshe CHEN,  
Academician of the International Academy of Food Science and Technology, Academician and Professor of the British Academy of Food Sciences, Distinguished Deputy Dean of the School of Food Science and Biotechnology, Director of the Institute of Food Oral Processing and Sensory Science, Zhejiang Gongshang University



**Research Progress on Cantonese Soup Purine Formation and Control Technology**  
Xiaofang ZENG,  
Professor,  
Dean of College of Food Science and Technology,  
Zhongkai University of Agriculture and Engineering



**The Relationship between Kombucha Colony Composition and Kombucha Flavor**  
Tao FENG,  
Visiting Scholar of Whistler Center for Carbohydrate Research,  
Purdue University; Professor of Shanghai Institute of Technology



**Nong'an Empowers Regional Branding of China's Agricultural Products**  
Fuqiang QIAO,  
Director of School-run Industry Office,  
Director of Technology Transfer Center, Beijing University of Agriculture



**Innovate Product Categories with Technology**  
Jungeng SUN,  
Chairman of Xiangnian,  
Senior Engineer



**Innovation and Development of Fresh Instant Noodles**  
Hongxin WANG,  
Technical Manager & Senior Engineering of Nanjiecun Group



**Research on Fresh Food Packaging**  
Li LI,  
Professor of Shanghai Ocean University



**Hawthorn Nutritive Value Application and Processing Technology Innovation**  
Xuejun ZHANG,  
Chairman of Chengde Ruitai Food

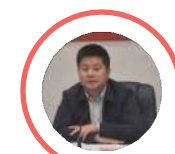


**Application of Natural Essences and Perfumes in Food**  
Jianfei WANG,  
Kunshan Fragrance Flavour and Cosmetic Industry Association

## Global New Retail Forum



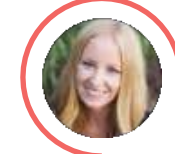
**Accelerate the Construction of the New Development Patterns and Strengthen the Economic Growth Foundation**  
Qingyou GUAN,  
Economist, Expert of PPP Expert Database of the Ministry of Finance and NDRC, Member of the PPP Expert Committee of NDRC



**Strengthen the Construction of the Agricultural Products Supply Chain and Better Meet Consumer Demand**  
Jinyong WENG,  
Division Chief of the Department of Circulation Industry Development, MOFCOM



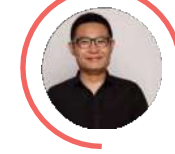
**Strengthen Food Safety Management and Promote Enterprises' High-quality Development**  
Yeping XIANG,  
Division Chief of Shanghai Municipal Market Supervision and Administration Bureau



**Food Fermentation Technology Prospects**  
Amelia NIELSON-STOWELL,  
The Fermentation Association (TFA)



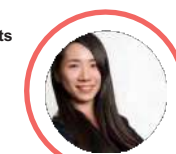
**Develop New Growth through Instant Retail**  
Susie ZENG,  
Partner, Kantar Consulting China



**Maximize Traffic and Buyer Retention**  
Hao WANG,  
Consultant for Luckin Coffee



**The Development and Prospect of Professional Nutrition in China**  
Liang SONG,  
Dairy Industry Expert,  
Leader of the Expert Group of China Agricultural Reclamation Dairy Alliance



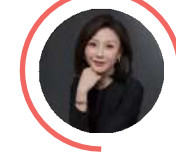
**Focus on Flavor and Achieve FIRST TIME RIGHT**  
Helen ZHOU,  
Business Consultant of International Taste Institute (ITI)



**Keep the B-end Supply Chain Stable and Build Product Competitiveness**  
Wei JIANG,  
Deputy CPO of METRO, Head of B2B Business of WUMART



**Memorable Branding: The Secrets Behind Starbucks' Start-up**  
Zev SIEGL,  
Former Co-Founder of Starbucks



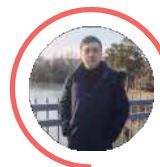
**Promote Brand Growth through Internet Hot Topics**  
Yan KONG,  
Director of Sina Weibo Marketing Operations



## Panel Discussion: How Food & Beverage Brands Manage Life Cycle and Achieve Growth



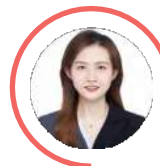
Fang FANG,  
Managing Director of iResearch Group -  
iResearch Capital, President of iResearch  
Investment Research Institute



Hansome YE,  
Fresh Food Division Chief of C-Store Chain  
Limited Shanghai



Yanfang QIN,  
Deputy Director of Commodity Department,  
BHG, Beijing Hualian Agricultural International Trading Co., Ltd.



Man SHU,  
Head of Retail Business & Brand,  
Plant-based Food at Nestlé Greater China



Zhiguo SUN,  
Vice President of Guanzhan



## Food Supply Chain Forum



### Strengthen Supply Chain Resilience and Build a Borderless Competitiveness

Jiyong SUN,  
Deputy Director of Supply Chain Research Institute,  
Chinese Academy of International Trade and Economic  
Cooperation, MOFCOM



### From the Perspective of the Supply Chain Analyze who will Lead the Circulation of Fresh Agricultural Products

Zengjun MA,  
Council Member of World Union of Wholesale Markets  
(WUWM), Chairman of World Union of Wholesale Markets  
(WUWM)'s Asia-Pacific Group, President of China  
Agriculture Wholesale Market Association (CAWA)



### Global Cold Chain: The Evolution and Takeaways of Produce Supply Chain in Foodservice

Rich DACHMAN,  
Former Vice President of Sysco

## Panel Discussion: Key Factors in the Low-carbon Agri-food Supply Chain



Chuanwu XIONG,  
President of IQC



Michelle YU,  
Associate Director of Sustainability,  
OATLY



Da LI,  
SC Sustainability Sr. Manager,  
APAC



Xiwen QING,  
Director of Food & Agtech,  
Plug and Play China



## China Catering Forum



**Chinese Catering Consumption Report Interpretation**  
Jian WU,  
Director of Chenzhi Data,  
President of China Catering Industry Research Institute

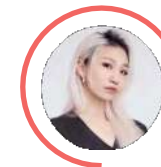


### Strengthen Supply Chain Construction and Build Core Advantages

Shuangyin LI,  
Vice President of Yangguofu Group



**Product Category Creation of Chinese Chain Restaurants**  
Xiaoyong LIU,  
Founder of Xiaoyong Catering Brand Design

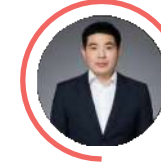


### How the Brand Takes on the New Look

Junyao YE,  
CEO of Bi Feng Tang



**3 Key Factors for the Modernization of Chinese Catering**  
Xuan SONG,  
Vice President of Xibei



### Beverage - A New Opportunity for Profit Growth

Yuanping YE,  
Founder of Riyuan



**Digital Strategies for Catering**  
Li YANG,  
Founder of Sense-idea,  
Founder of Lan Can Yun Digital Consulting

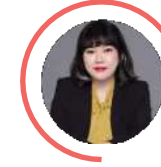


### How the Brands Follow the Market Changes and Achieve Development

Shaozhi WU,  
Founder of Wu Lao Yao

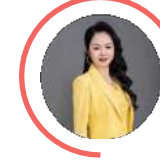


**Strengthen Industrial Chain Construction and  
Create Delicious Food from the Ranch to Table**  
Yu MIAO,  
Vice President of Qinglian Food



### Attract Young Consumers with Creative Marketing

Nancy LI,  
CMO of Chen Xiang Gui



**The Brand Growth Logic of Xu Ji Seafood**  
Cui'e HUANG,  
President of Eastern China, Xu Ji Seafood



## F&B Investment Forum



**Green Technologies Promote Agri-food New Development**  
Chen CHEN,  
Partner of Junyi Capital



### Synthetic Biology Application in Food Industry

Shuhuan LU,  
R&D Director of Cabio

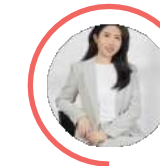


**Food Ingredients Innovation Trends**  
Wei GAO,  
Microbiome Product Director of North Asia



### Investment Promote the Progress of Agri-food Technology

Si CHEN,  
Vice President of Hosen Capital



**Enzymes Promote New Trends in Food Consumption**  
Yijing WANG,  
Head of Marketing - Food & Beverage, Novozymes China



Panel Discussion: Collaboration to Promote the Agri-food Value Chain Development



Yu QIU,  
COO of FDL



Jinlin ZHOU,  
Chairman of Golden Health




Tao JIANG,  
Founder of Except Meat




Zhehou CAO,  
Founder of Jimi Biotechnology

SIAL  
食品饮料经销商大会  
**F&B DISTRIBUTOR FORUM**


F&B Distributor Forum




**Explore New Development Opportunities for Consumption Stratification**  
Jiachuan DING,  
Managing Director of BCG, Global Partner,  
Head of BCG Consumer Products Innovation in Asia Pacific



**How to Create an Efficient B2B F&B Distribution Model**  
Tao GONG,  
Vice Managing Director of Yi Jiu Pi




**How to Overcome Inventory Difficulties and Achieve Growth**  
Yong LEI,  
Founder & CEO of Hao Shi Qi




**China's Food and Beverage Market Outlook**  
Jingyuan YAO,  
World-renowned Economist,  
Special Researcher of Counsellors' Office of the State Council

SIAL  
国际饮品大会  
**INTERNATIONAL DRINK FORUM**


International Drink Forum




**Functional Beverage Development Trends and Opportunities**  
Cara LIU,  
Global F&B Senior Analyst of Mintel




**Exploration and Practice of Smart Beverage Factory**  
Zhengbei CHEN,  
Pre-sales Technical Director of Wahaha



**Sanitary Instrumentation and Fluid Control Technology Analysis in Beverage Production**  
Jianping WANG,  
Senior Engineer of China Haisum Engineering Co., Ltd.



**Build Green PET Packaging Integration**  
Yongjin WU,  
Packaging R&D Manager, Sidel Greater China



**Smart Conveying Solutions for Beverage Production**  
Yinping YUAN,  
FMCG Industry Solution Director of Intralox

> SIAL Global Food Industry Summit, August in Shenzhen

August 28

Smart Agri-Food Forum  
Food Supply Chain Forum

>

August 29

Global New Retail Forum  
International Drink Forum

>

August 30

Import Food Forum

> Deeper Look at F&B Industry and Market



**Deeper Look at F&B Industry and Market**

《★CATERING INDUSTRY RECOVERY WHITE PAPER 2023》

**New Launch**

SIAL launched the series White Paper with 20+ years operating experience in China F&B market, including: "New Drink Brand Management White Paper" and "New Retail of Prefabricated Food White Paper". Over 30,000 copies were sold to enterprises and institutions including Freshippo, BHG, Alibaba, Tencent, Wuhan University of Technology, Sinopec, and Sinolink Securities.

In 2023, SIAL officially released the "Report on Catering, Food and Beverage Consumption Trends in South China" and "Catering Industry Recovery White Paper 2023."



Scan the code to access the white paper in SIAL Connect.





# Part 04

Year-round exciting activities encouraged innovation

## > The Trend for F&B Innovation -- SIAL Innovation

**SIAL**  
创新大赛  
**INNO-  
-VATION**

**ProtéinesXTC**  
creative scientists & brand activists

SIAL Innovation, a trendsetter, provides visitors with expert and up-to-date content on innovation and market developments worldwide. In 2023, a total of more than 600 products participated in SIAL Innovation, of which 118 were selected, 11 made it to the finals, and 3 won the gold, silver and bronze awards. The selected products were displayed in the SIAL Innovation exhibition area. The award-winning products will be exhibited in 12 cities of SIAL NETWORK, a global series of SIAL.

### SIAL 2023 Innovation Gold, Silver and Bronze Award Winners and Finalists

Gold Award: Milky Lactic Acid Bacteria Flavored Beverage

Silver Award: Frozen Durian-flavored Rice Dumplings

Bronze Medal: Dolphin Fresh Walnut Puree



JelleyBrown  
Chennuo (Shanghai) International Trading Co., Ltd.

Liumang Yike  
Shenzhen Liumang Yike Food Co., Ltd.

DAUPHIN PASTOUREAU  
Shanghai Onason Trading Co., Ltd.

BeBi Natural Fruit Bars

Watermelon Chips

Yellow Tomato Fruit and Vegetable Juice

Joy&Joyful Scallop Crisp Candy



BeBi  
Nanjing Siyu Food Co., Ltd.

Chin Huay  
CHIN HUAY CO. LTD

Dancing Tomato  
Shanghai Dancing Tomato Life Health Technology Co., Ltd.

Joy&Joyful  
Dalian Joy&Joyful Trading Co., Ltd.

Milk Persimmon Flavor Soft Bun

Jeju Peanut Bud Tea

Hawthorn Products

Weilong Chia Seeds Black Gold Flake Biscuits



He He Tang  
Xingtai Guohe Food Co., Ltd.

dolkom dalkom  
WOORYOUNG E&T

Aokamu  
Xuzhou Aokamu Food Co., Ltd.

Weilong  
Weilong Food industry Co.,Ltd



## > Healthy Tea and Enjoyable Life -- SIAL Chic & Tea Contest

**SIAL**  
茶饮调配师大赛  
**CHIC & TEA  
CONTEST**

Organized by SIAL in cooperation with CCA.

With the theme of "Healthy Tea and Enjoyable Life", leading the trend of healthy drinks innovation. The founders and R&D leaders of 7 well-known brands lead the judge team: HEYTEA, Naixue Tea, More Yogurt, Sweet7, Jidong Shaoxiancao, Riyuan Yinpin, and I Drink Tea.

Acknowledgment:



Gold Award: Cao Zijun

Silver Award: Si Nian

Bronze Award: Jiang Mengying







> Gathering the Culinary Creativity of the World's Top Chefs -- LA Cuisine China International Top Chef Invitational



> New Experience of Chinese Flavor -- SIAL Chinese Restaurant

## SIAL 美食厨房 LA CUISINE

The 15th LA Cuisine China International Top Chef Invitational cohosted by SIAL and CCA, authorized by WACS.  
8 Michelin star international and national chef teams: France; Italy; Japan; Serbia; Hunan, China; Jiangsu, China; Shanghai, China and Xiamen, China.  
8 WACS-certified professional judges.

Acknowledgment:



### Gold awards:

Special Gold Award: French team  
Gold Award: Hunan Team, Italy Team, Shanghai Team and Xiamen Team  
Most Popular International Team: Japan Team  
Most Popular Chinese Team: Jiangsu Team  
Popularity Award: Serbian Team



## SIAL 中餐厅 CHINESE RESTAURANT

State banquet-level chefs and well-known Internet celebrity chefs cooked in 3 days presenting more than 40 delicious dishes with immersive experience of the Chinese Cuisine. Created new sea food, Dim Sum with full of color and flavor.

Acknowledgment:





# 第三届CAMC航旅餐 优秀厨师烹饪锦标赛 CAMC AIRLINE CATERING

## > Setting the Trend of the Airline Catering Industry -- SIAL Air Catering

**SIAL**  
航旅餐锦标赛  
**AIRLINE  
CATERING**

Co-organized by SIAL Shanghai and the Committee of China Airline Catering Championship.

Professional chefs, judge teams, and guests from aviation, railway, hospitality, tourism and catering industries gathered.

8 elite teams from Chefree, Eastern Airlines Food, Juneyao Airlines, Sunrise Duty Free at Shanghai Airports, Shanghai Sukhothai Hotel, Hyatt Regency Chongming, Peace Hotel, China Youth Federation College.

Create an innovative airline catering camp.

Acknowledgment:



Champion Team: China Eastern Airlines Catering Team



Runner-up: Juneyao Airlines Catering Team



Third place: Sunrise Duty Free Shanghai Airports Team



## > A Collection of Emerging Snack Consumption Scenarios - SIAL Snacking Awards

**SIAL**  
零食节  
**SNACKING  
AWARDS**

Four themed pop-up scenes.

The TOP list of the SIAL Snacking Awards was released, attracted top up-loaders on social media to join in and promote it in fancy ways, with a total of over 17.5 million views and over 180,000 interactions.

Acknowledgment: **香之派 Samzpie**







> Appreciate the Style and Vitality of Professional Chinese Baristas -- SIAL CUP Barista Challenge



> Seafood Fest': Recommendation of Famous Aquatic Food Ingredients

## SIAL SIAL CUP 咖啡师全能赛 BARISTA CHALLENGE

Diversified competition modes, recreating the real walk-in coffee shop scene.

Barista with full skills present professional and perfect coffee works.

Coffee professionals and fans from all over the world gathered to witness the success of top three players in this competition.

Acknowledgment:  啡言食语 



Champion: Lu Daoqiang



Runner-up: Liang Fan



Third place: Yang Bin



## SIAL 鲜生活 SEAFOOD FEST'

On May 18, the 10th Seafood Fest': Recommendation of Famous Aquatic Food Ingredients co-organized by SIAL Shanghai and CAPPMA was held in Hall E6 as scheduled.

The event lasted for two days, engaging seven official organizations and powerful enterprises, including Shandong Provincial Department of Agriculture and Rural Affairs, Weihai Ocean Development Bureau, Embassies and Consulates of Canada to China, British Consulate General in Shanghai, Clearwater Seafoods, Group of Companies ANTEY and ASC. The "Best from Shandong" fishery session, the Weihai prepared seafood dishes tasting session, the Canadian imported seafood special session, the British crayfish promotion conference, the Clearwater session, the ANTEY session, and the ASC sustainable seafood session and other crafted themed activities not only gave everyone a taste of the delicious gifts from the ocean, but also unlocked various new ways to eat seafood at home and abroad.

A feast of all kinds of seafood delicacies that wake up your taste buds -- all in "Seafood Fest".

Acknowledgment:





# Part 05

Interact with global professionals and define new hits

## > A “real visit” to the exhibition with live broadcast

Mainly utilized the official channel, supplemented by multiple platforms, such as Douyin, Kuaishou, and Weizan

Eight hours of non-stop live broadcasting per day

A total of **710,000** views in 3 days, and the number of people online at the same time was up to **21,000**.

Received over **1,500,000** likes and reached over **3,000,000** professionals.



## > Multi-dimensional coverage across the network turns contacts into sales

An all-round self-media matrix, reaching over

**450,000** users every day, with over

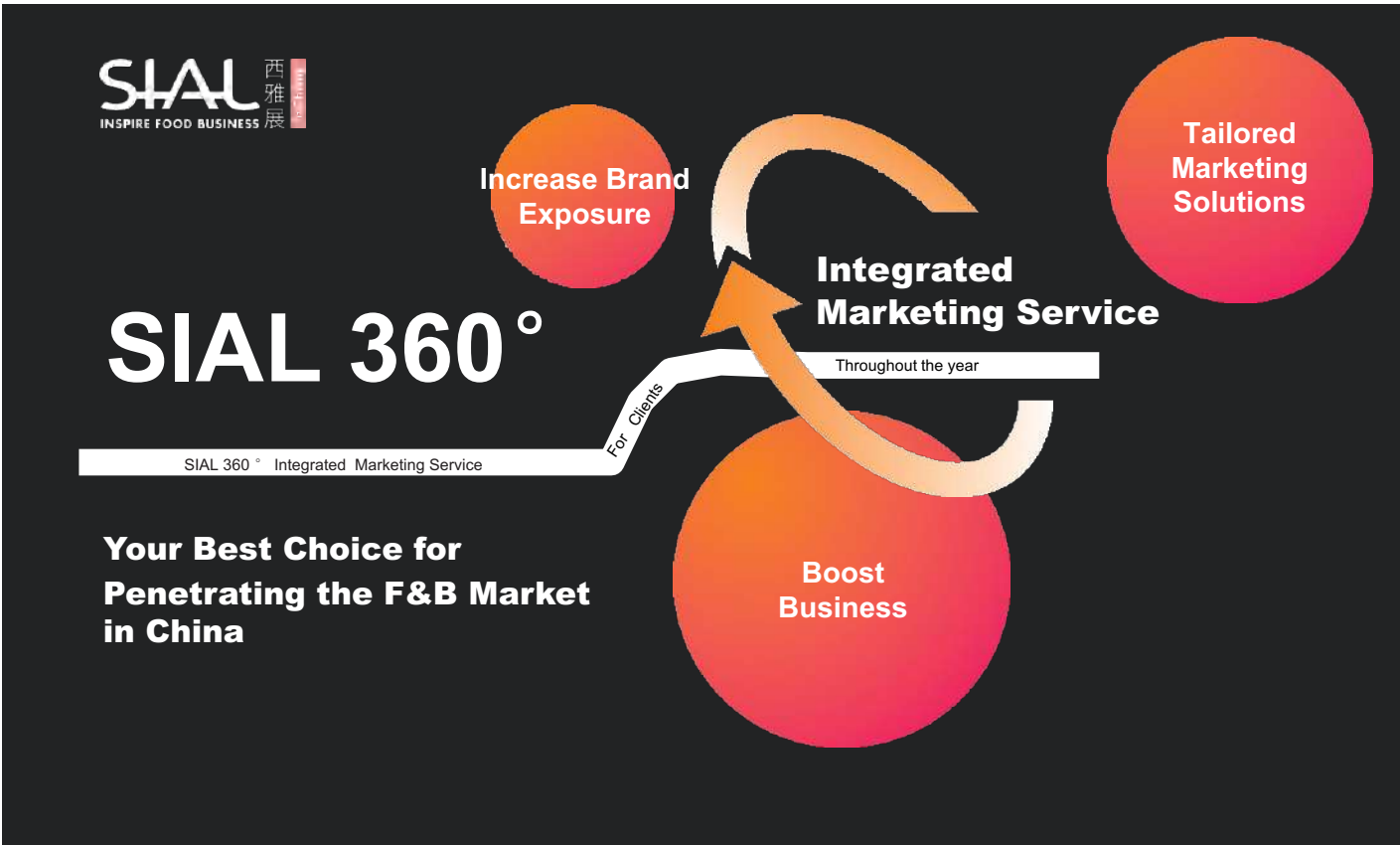
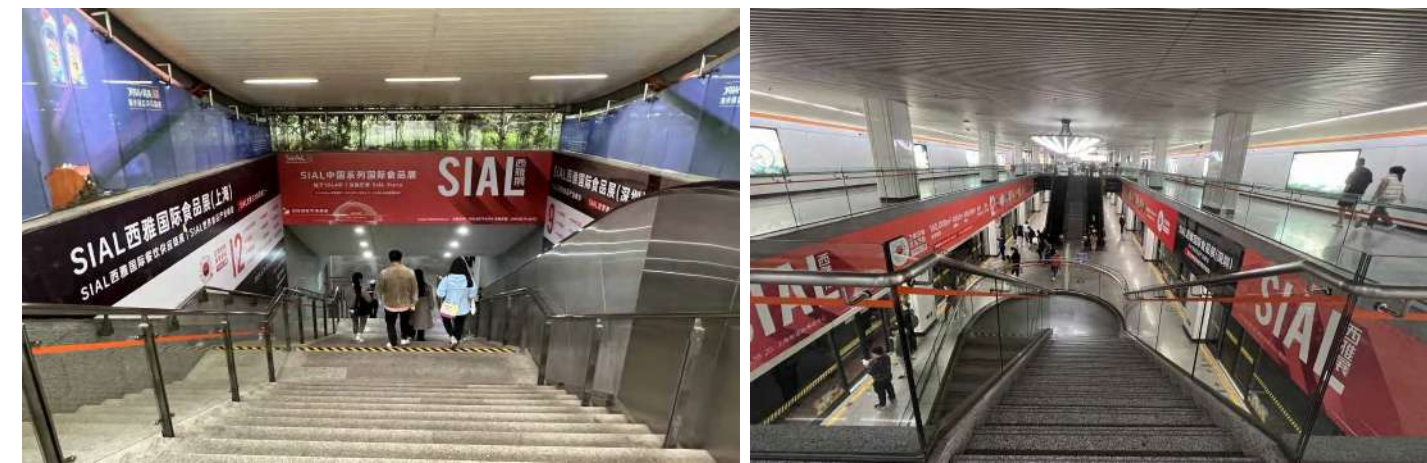
**56,180,000** views on social media platforms.

Stood out as a topic on Weibo and topped the city's list of popular topics.



## > Combination of public and private domains for global marketing

Increased traffic from the public domain



Serving enterprises for high-quality development

Do everything possible to serve exhibitors, to create business opportunities, and to enhance the value of the exhibition.




Conversion in the private domain

With a remarkable cumulative exposure surpassing 100 million, it has become an undeniable sensation. Empowered by comprehensive insights, extensive contacts, and interconnected networks, SIAL Shanghai leverages a data-driven, consumer-centered digital marketing matrix to revolutionize and enhance the global food and beverage industry in every facet.




SIAL in China’s media matrix


The exhibitors’ preferred platform for brand promotion and new product release, accurately reaching millions of professional visitors.




Douyin  
@SIAL Food Lab




Official video  
@SIAL in China




Official applet  
@SIAL Connect



Customer Service -- SIAL  
@Talking about Trends  
with F&B Professionals



Official subscription  
account  
@SIAL in China



Official service account  
@SIAL in China and the  
global series of food  
exhibitions

> Authoritative media delivered phenomenal reports

Attracted over 600 domestic and foreign mainstream and F&B industry media outlets in 2023 SIAL Shanghai

Some participating mass media outlets



\*Orders above may change

Some participating industry media outlets



\*Orders above may change



Some participating overseas media outlets



\*Orders above may change

Selected reports from key media outlets

At SIAL Shanghai this year are not only government delegations from more than 20 provinces and cities, including Shandong, Jilin, Zhejiang, Shanghai, and Changchun, but also agri-food technology forum, business matching, public-welfare live broadcasting and other activities that focus on displaying and selling iconic agricultural and sideline products, promoting the effective connection between supply of agricultural resources and market demand, and facilitating rural revitalization.

--Xinhua News Agency

On May 18, SIAL Shanghai, Asia's largest food and beverage show, opened in Shanghai. It attracted 4,500 exhibitors from 67 countries and 170,000 professionals. The exhibition area reached 180,000 square meters. The Jilin Provincial Commerce Department selected 53 agricultural products and food enterprises to participate in the exhibition.

-- People's Daily

SIAL Shanghai will help to bring more local seafood products and prepared dishes from Shandong to other provinces and the international markets, further promoting the trade cooperation on aquatic products between Shandong and the rest of China and the world.

--China News

At the critical moment of global economic recovery, the successful of SIAL Shanghai will boost the food and beverage industry as well as global food and beverage trade.

--China Daily

SIAL Shanghai has become a professional platform for Chinese and even global F&B companies to expand channels, cross-border cooperation, exchanges and transactions.

--Shanghai Observer, Jiefang Daily

On May 20th, 2023 SIAL Shanghai, co-organized by Comexposium Group, China General Chamber of Commerce and Comexposium-SIAL Exhibition Co., Ltd. was successfully concluded. The exhibition scale hit a record high in the past 23 years.

--huanqiu.com

Non-alcoholic amazake, Russian king crab, Dutch veal and a diversity of other ingredients shined at the just-concluded three-day 2023 SIAL Shanghai.

--yicai.com

SIAL Shanghai has attracted numerous important professional visitors from all over the world. They not only participated as a national pavilion, but also organized international visitor groups for purchase at the scene.

--jiemian.com





# Part 06

## Messages from a variety of sources showed full support

### > Message from exhibitors

Luís Rua, ABPA marketing director, participated in the SIAL Global Food Industry Summit - International Meat Forum, and elaborated on Brazil's agricultural production chain, meat production capacity and export trade. He also said that he was very happy to be at the SIAL Shanghai for exchanges, and he looked forward to the success of the next exhibition.

-- ABPA

Mauricio Hurtado, ambassador of Chile to China, and Gonzalo Figueroa, consul general of the Republic of Chile in Shanghai, attached great importance to the exhibition and attended it. The three senior leaders from the Agrosuper headquarters, Gerente Commercial Facundo Porolli, International Sales Director John Luer, and Asia Director Andreas Takamiya, made a special trip to China from Chile again after 3 years to attend SIAL Shanghai, approaching customers and markets in order to truly and comprehensively understand the changes in the Chinese market. As they said, the exhibition is not only an opportunity for the industry to exchange the latest information, but also to communicate with many people in the industry about the specific needs for new products.

-- Agrosuper

As an international super food and beverage exhibition, SIAL Shanghai has become one of the efficient platforms for the Polish dairy industry to exchange and trade in China.

-- Polish Chamber of Milk

The exhibition area of Jilin delegation totaled 708 square meters, and there are 53 exhibitors providing ten categories and more than 600 varieties of products. During the exhibition period, they received more than 5,000 domestic and foreign customers, with an intentional transaction of 194 million yuan. SIAL Shanghai has provided an international platform for high-quality food and beverage enterprises in Jilin, and enhanced the popularity, influence and market share of the "Jizihao" brand.

-- Jilin Provincial Department of Commerce

The "Sincere Shandong" delegation selected 47 high-quality enterprises of agricultural products and prepared dishes from 16 cities in the province to attend SIAL Shanghai and achieved fruitful results. The Shandong delegation has been cooperating with SIAL Shanghai for 16 years. As one of the most influential food and beverage trade platforms in the world, SIAL Shanghai has helped Shandong food and beverage enterprises to enter the international stage and demonstrate the profundity of high-quality food in Shandong.

--Shandong Provincial Department of Commerce

As the largest government delegation to SIAL Shanghai, we have cooperated with SIAL for 20 years. This year, we brought a total of 9 provincial delegations for display of specialty food, including fruit and vegetables, agricultural products, grains, prepared dishes and meat, and participated in multiple forums and activities during the same period. SIAL Shanghai has played a crucial role in restoring the vitality of the food and beverage industry and promote the global food and beverage business. We would like to thank the organizers and look forward to further cooperation and prosperity.

-- Foreign Economic Cooperation Center of the Ministry of Agriculture and Rural Affairs



ICS: Looking For A Bigger Bite Of The Chinese Market



Pudong TV Station: SIAL Shanghai Promotes Global F&B Trade



Shandong Television: Glittering Debut of Shandong Agricultural Products at SIAL Shanghai



Zhejiang Television: SIAL Shanghai Grandly Opens

SIAL 2023





SIAL Shanghai is a world-renowned food and beverage exhibition and an industry feast. It brings together outstanding companies and high-quality products from all over the world, as well as omni-channel comprehensive professional procurement. This is the third time for Yanjin Shop to participate in SIAL Shanghai. With the platform, we hope to demonstrate our strength of production, R&D and products, promote the brand, and show healthy and delicious Chinese food to the whole country and the world. Looking forward to the next SIAL Shanghai and we will be better together.

-- Yanjin Shop Food Co., Ltd.

As a major F&B exhibition, SIAL Shanghai is the vane of the industry. It informs you of the market trends and the concepts of product innovation and allows in-depth discussions with professionals in the industry. I hope that SIAL Shanghai will keep excelling and facilitate the development of food companies.

--Yon Ho Food (China) Co., Ltd.

The first exhibition in the post-pandemic era, 2023 SIAL Shanghai has exceeded our imagination in terms of scale and flow. We are also reassured by the enthusiasm and positive expectations shown by our peers and customers. Although there are difficulties at the moment, we will still forge ahead and meet more customers and partners through exhibitions. I also give SIAL Shanghai my best wishes.

--Kilcoy Global Foods

> Messages from visitors

We would like to thank the Match Me team for providing professional and meticulous services, and accurately and efficiently helping us to make appointments with our counterpart exhibitors. The results of the negotiations at this exhibition exceeded expectations, and we have signed purchase agreements with many exhibitors. We look forward to seeing you again at SIAL Shenzhen in August.

--Ou Ya Group

Thanks for the customized service provided by the Match Me team, which made the on-site negotiation efficient and beneficial. In addition, the business matchmaking has also achieved results beyond expectations. We have reached cooperation with many exhibitors and intend to take part in the SIAL Shenzhen in August. Look forward to seeing you again at SIAL Shenzhen.

--Shanghai Dazong Trading Co., Ltd.

Through the matchmaking and negotiation, I got to know more exhibitors who meet the procurement needs, and reached cooperation with some, which effectively improved the efficiency of visiting the exhibition. Looking forward to seeing you again at SIAL Shenzhen in August.

--Shilijia

The service from the Match Me team is excellent, and the personalized service in the major visitor meeting room is also very novel. It helps us improve work efficiency. The time saved can be used for in-depth negotiation and communication with prospective exhibitors. We wish SIAL in China all the best.

--JD

Thanks to the organizers of SIAL Shanghai for the invitation. SIAL Shanghai is worthy of being a leader in international food exhibitions. I met many partners at the exhibition and learned about the latest developments in the industry. The Match Me service, in particular, is excellent and has provided a lot of help to our company. Negotiations with suppliers are more accurate and faster. We look forward to seeing you again at SIAL Shenzhen and SIAL Paris.

-South Beauty

Special thanks to SIAL Shanghai and the Match Me team for providing supply and demand matching services and courtesy, and also thanks to SIAL Shanghai for providing a platform for our company to meet more friends in the food industry. The well-crafted itinerary is very useful, and I will keep it as a souvenir. I will continue to follow SIAL in China in the future.

--Wangzhongwang

# Conclusion: Boosted Trade and Enhanced Commitment to the Food and Beverage Industry

2023 is a period of rapid economic recovery in China and the world. China will focus on trade and market expansion in the near future. In the critical period of global economic recovery, SIAL Shanghai has lived up to the high expectations of governments and the food and beverage industry worldwide. It has made every effort to create an international, forward-looking, professional, and innovative feast for food and beverage professionals.

## SIAL Shanghai Connects the World

This year marks the visit by French President Macron with a delegation and the issuance of a joint statement between China and France. As the win-win cooperation between the two countries continues, SIAL Shanghai will give full play to its role as a bridge for Sino-French food and beverage exchanges, promoting food and beverage exchanges and industrial development in various countries. This year, there were more than 4,500 exhibitors from 67 countries and regions, bringing more than 300,000 food and beverage exhibits with local characteristics from across the world to Shanghai, realizing two-way trade. SIAL Shanghai serves as a bridge for global food and beverage trade among global exhibitors and professional visitors, promotes efficient exchanges between brand owners and distributors, and demonstrates the prosperity and potential of the food and beverage industry after the economic recovery.

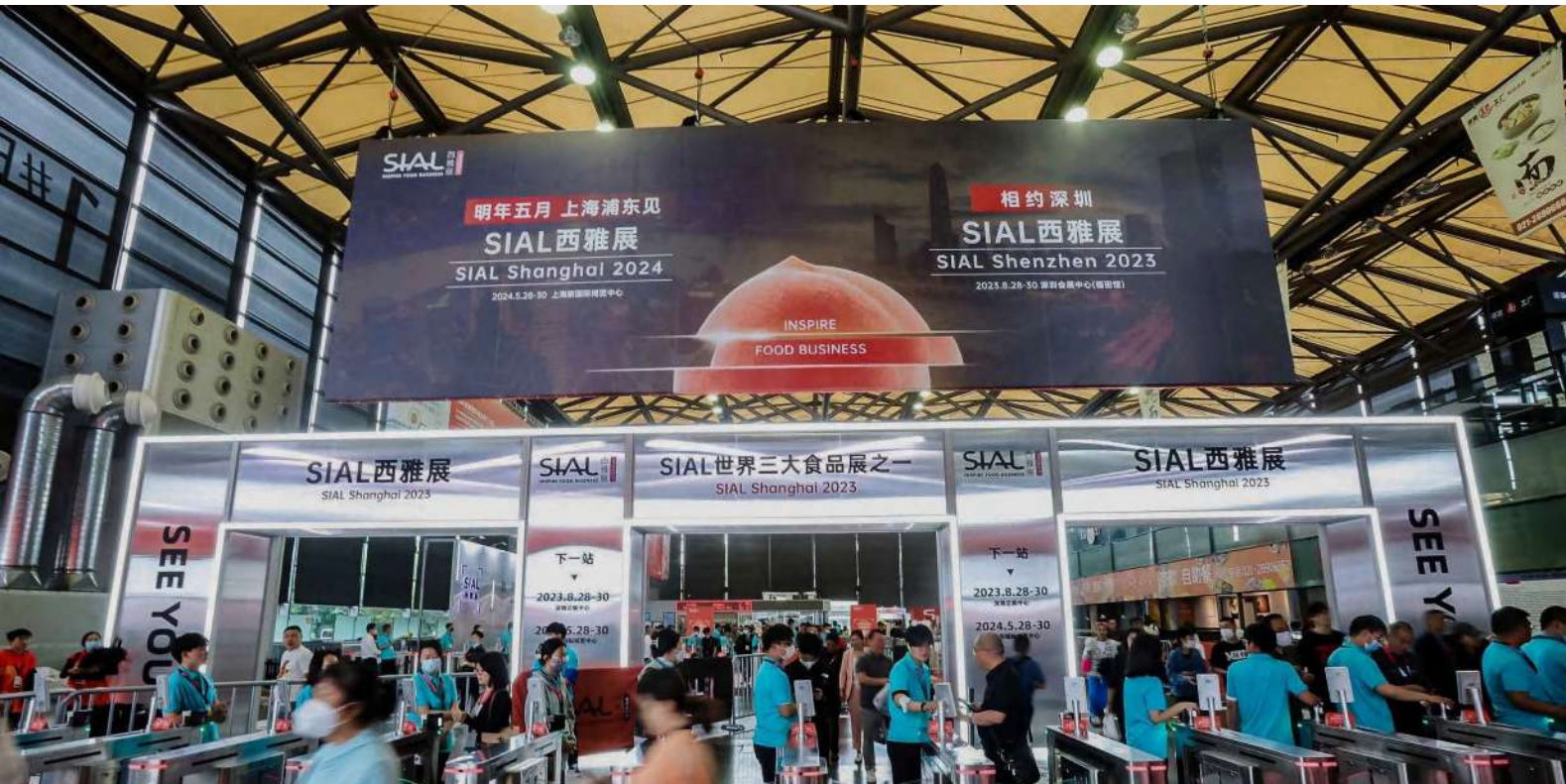
## Helps with Rural Revitalization and Promote Chinese Brands

In addition, SIAL Shanghai, Asia’s largest food and beverage show, actively responded to the “all-round rural revitalization” proposed in the report of the 20th National Congress of the Communist Party of China and worked with the governments of more than 20 provinces and cities, including Shandong, Jilin, Zhejiang, Shanghai, and Changchun, to help characteristic Chinese agricultural products go global and truly fulfill its commitment to “helping rural revitalization”, while “bringing in” high-quality food and beverages from around the world.

## Exchanging F&B Ideas Brings About a Feast of Innovation

The transformation of the global food and beverage industry is imminent, and the exchange and promotion of authoritative, forward-looking, professional ideas and technologies is very important. During the exhibition, we set up nine forums and invited more than a hundred experts from the food and beverage industry to share their insights, offer advice and suggestions for the innovation and development of the global food ecosystem, and discuss the future together. We also held a series of competitions, salons, and symposiums to create immersive interactive scenes for exhibitors and visitors to stimulate innovative ideas in the F&B industry.





### Attract Food and Beverage Visitors: Build Global Marketing Connections

With full insights, full contacts and full links, a data-driven, consumer-centered digital marketing matrix empowers SIAL Shanghai to benefit the global food and beverage business in all aspects. In 2023, SIAL Shanghai achieved 15,000+ online and offline business matches, along with 5,500+ matches at the exhibition site, fostering brand exposure, business opportunities, and product circulation. With a data-driven, consumer-centered marketing matrix, SIAL in China's media reach extends to millions of professional visitors, solidifying its position as the preferred platform for exhibitors to promote brands and unveil new products. This comprehensive solution provides enterprises with unparalleled global marketing capabilities fueled by insights, contacts, and strategic connections .

### Expanding Global Presence: Uniting in Shenzhen this August

In pursuit of its goal to further develop the Chinese market and enhance the global reach of the SIAL series, SIAL will enter the Guangdong-Hong Kong-Macao Greater Bay area in 2023. This strategic move aims to provide food and beverage companies and brands in the region with efficient and convenient access to SIAL, the world's largest platform for food and beverage trade and exchanges. Shenzhen, an integral city in the Greater Bay Area, stands at the forefront of forging a new development pattern. From August 28 to 30, 2023, SIAL Shenzhen will take place at the Shenzhen Convention and Exhibition Center (Futian). Anticipated to rival the significance of SIAL Shanghai, SIAL Shenzhen is poised to become another vital platform for the food and beverage trade.

With 60 years of development and 23 years in the Chinese market, SIAL in China will shoulder the important task of global food and beverage trade and exchanges alongside all colleagues and jointly promote the high-quality development of the food and beverage industry.

**SIAL**  
INSPIRE FOOD BUSINESS

Food & Drinks Malaysia **Kuala Lumpur**  
by SIAL **4 - 6 July 2023**

SIAL in China **Shenzhen**  
**28 - 30 August 2023**

SIAL Interfood **Jakarta**  
**8 - 11 Nov. 2023**

SIAL in India **New Delhi**  
**7 - 9 Dec. 2023**

SIAL Canada **Montréal**  
**15 - 17 May 2024**

SIAL in China **Shanghai**  
**28 - 30 May 2024**

SIAL Paris **Paris**  
**19 - 23 Oct. 2024**

**INSPIRING  
FOOD  
BUSINESS  
WORLDWIDE**

**Our vertical shows,  
members of  
the SIAL Network**

Gourmet Selection **Paris**  
**10 - 11 Sept. 2023**

Cheese & Dairy products show **Paris**  
**25 - 27 Feb. 2024**

Djazagro **Algiers**  
**22 - 25 APRIL 2024**

**11 LEADING BTOB EVENTS**  
**17,000 EXHIBITORS FROM 126 COUNTRIES**  
**OVER 700,000 PROFESSIONALS ATTENDING FROM 200 COUNTRIES**

**SIAL-NETWORK.COM**

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