

Boosted Trade and Enhanced Commitment to the Food and Beverage Industry

We are back!

The Shanghai New International Expo Center will host SIAL Shanghai from 28–30 May 2024. The exhibition area will span a vast expanse of 200,000 square meters, and it is anticipated that 5,000 exhibitors and more than 200,000 professionals from around the world will attend. Orange Exhibition Management is the official agent for the NL Pavilions at SIAL Shanghai.

This year's show will feature eight Highlight Sectors: Babyfood Village, Organic & Wellness Village, Dairy Sector, Non-alcoholic Beverage Sector, Food Sector, Meat Poultry & Curd Meat Sector, Seafood Sector, Alcoholic Beverage Sector, as well as national and regional pavilions.

SIAL is packed with an exciting array of diverse events and activities that cater to different interests and tastes, such as SIAL Innovation, La Cuisine, the Snacking Awards, Airline Catering, the Chic & Tea Contest, the SIAL CUP Barista Challenge, Chinese Restaurant, and Seafood Fest.

SIAL SHANGHAI

For 23 years, **SIAL Shanghai** has successfully attracted and hosted more than 40,000 exhibitors and over 1 million professional visitors in the **Chinese market**. Annually, this trade show provides an excellent opportunity to exhibit cutting-edge products and exchange ideas, and viewpoints within the industry.

- 175,527 professional visitors:
 - 32,03% of **Import and export trade**
 - 18,65% of Domestic trade
 - 18,78% of **Retail**
 - 10,26% of Catering & hotels
 - 13,21% of Food producing/processing
 - 7,07% of the Service
- Visitors from 107 countries and regions worldwide and 34 provinces in China.
- 53,28% of our visitors have a **decision-making role in purchase**.
- Nearly 5,000 international visitors from Brazil, Argentina, and other international professional visitor groups.
- 96% of **international visitors** and 97,4% of domestic visitors are satisfied by SIAL Shanghai
- Nearly 4,500 exhibitors from 67 countries and 12 theme pavilions, and 14 villages
- 1,500+ international exhibitors gathered in Shanghai

China and the world are experiencing a fast-paced economic recovery. China, in particular, is now emphasizing enhancing trade, promoting market expansion, stabilizing and expanding the import and export of essential goods, accelerating foreign trade innovation, and optimizing the environment for foreign trade development. As a result, as an international, forward-looking, and professional trade show, SIAL is assuming a progressively crucial role in driving foreign trade.

Please find more detailed information [here](#) (post show report 2023).

Sounds interesting and promising? So join the **NL Pavilions** in your sector organized by **Orange Exhibition Management**.

Participation in the NL Pavilion at SIAL Shanghai 2024

The costs for participation in one of the NL Pavilions are €860,00 (excl. NL VAT) per sqm of exhibition space. Minimum stand is 9 sqm. Per participating company there is a mandatory insurance of € 156,00 (excl. VAT). Per participating company (also co-exhibitors) an amount of € 300,00 (excl. VAT) for registration fees is applicable.



The conditions of participation can be found, together with the registration form, in the link down below. In order to participate in the exhibition, you must have the registration form fully completed by a person within your organization who acts with power of attorney and is registered with the Chamber of Commerce as authorized to sign. If this is not met, the registration is not valid.

Deadline for application is **Friday 21 July**. Given the limited space, applications will be honored in order of entry and availability of space. The stand space allocated to you by OEM may also differ from the m2 you have requested.

Please do not hesitate to contact me in case you have any questions. You can contact me on my mobile phone: +31 6 15371456 or cc@orange-management.com

Looking forward to receiving your **APPLICATION** (link naar Pdf).

Best regards,

Caroline Cramer
Managing Director