Shanghai
Asia’s largest food innovation exhibition
17TH - 19TH MAY 2017
NEW INTERNATIONAL EXPO CENTRE
WWW.SIALCHINA.COM

Join us 📸 🌟 🌐 🌐 🌐
JOIN A DYNAMIC SECTOR AND MARKET

- 1.4 billion citizens, 55% are urban
- China has a middle class of 350 million people
- World’s biggest exporter ($2,281 billion in 2015) and largest importer ($1,681 billion in 2015)
- World’s largest on-line retail market
- 38% of household budget is for food purchase
- Dairy Market: In 2015, China’s dairy imports reached 11.1 million tons, accounting for 15.6% of global dairy trade.
- Beverage & Alcoholic Drinks: As world’s biggest consumer of alcoholic beverage, China’s consumption of alcoholic drinks is expected to reach 84.37 billion liters by 2016.

AND BENEFIT FROM AN INSPIRING BUSINESS HUB

- Key producers and buyers join forces to reveal the major food trends and face Asian challenges
- A unique Asian food inspiration platform to test, or launch products, increase your brand awareness, exchange the best practices...
- 50 speakers with 27 conferences*
- 8 tastings, 24 chefs and 11 judges with 7 culinary demos*
- 353 submissions of innovative products and 151 selections*

*2016 figures

TOP 3 EXHIBITORS OBJECTIVES

1. Develop business in China
2. Launch new products or new range of your products
3. Develop your sales network
From ingredients to vegetables, from organic to dry products, all food sectors meet at SIAL China to share their views and develop their business.

Among which sectors:

- Meat & Offals
- Wine
- Halal Food
- Gourmet
- Condiment
- Fish
- Dairy Products
- Chocolate World
- Olive Oil
- Non-alcoholic Beverages
- Sweets & Snacks
- Grocery
- Equipment, Technologies and Services
- Delicatessen
- Canned Food
- Cured Meat
- Healthy & Organic Food
- Frozen Food
- Fruit & Vegetable
- Tea & Coffee

...WITH 360° VISION

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We are trying to create our relations between Chinese contractors and also our Polish producers that can cooperate in a way of long term in future of China.

- JEREMI JAROCKI, TRADE MILK / ECORYS / POLAND - Guest Country of Honor 2016
BROADEN YOUR HORIZONS
AND PREPARE TO MEET
ASIAN FOOD COMMUNITY

12% international visitors from 106 countries and regions

99% satisfaction rate *

97% would recommend the show *

92% decision makers or influencers *

96% will come back *

THEY COME TO
FIND INSPIRATION

TOP 10 COUNTRIES & REGIONS *
1. China
2. South Korea
3. Taiwan region
4. USA
5. Australia
6. France
7. Brazil
8. Spain
9. Poland
10. Argentina

*2016 SIAL China surveys

VISITOR’S PROFILE

Domestic visitor’s per city - Top 10 *
1. Shanghai
2. Beijing
3. Hangzhou
4. Suzhou
5. Guangzhou
6. Nanjing
7. Shenzhen
8. Qingdao
9. Tianjin
10. Wuxi

Visitor’s profile by business *

11% Catering & Food Service
14% Service
15% Food Manufacturer / Processor
60% Retail & Trade

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TOP PRODUCTS & SECTORS *
Dairy
Wine
Beverage
Meat

212 exhibitors from 40 countries
6,854 visitors’ focus

213 exhibitors from 29 countries
6,854 visitors’ focus

409 exhibitors from 43 countries
7,145 visitors’ focus

474 exhibitors from 44 countries
17,174 visitors’ focus
LIVE INSPIRATION DURING THREE DAYS

**SIAL Innovation:**
Benefit from this major event to advertise your products and get media attention and numerous spin-offs.

**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.

**Retail & Hospitality Forum:**
Debates, conferences, interviews around major topics shaping food future.

**World Tour:**
Look deeper into 28 countries food trends to adapt your products range, or increase your market shares...

**Seafood Fest’**:
In partnership with CAPPMA, a cooking event served for aquatic products and other ingredients.

**Chocolate World:**
Meet Asian and domestic markets’ demands for high-quality chocolate and witness the world’s first-class chocolate display.

**China National Specialty Tea Brewers Cup:**
In partnership with AASTA and Cafe Culture, the opportunity to identify leaders in the specialty tea community.

**Wine Innovation Forum:**
A forum set in a friendly atmosphere showcasing top speakers of international wine world together with the best local wine experts. **2016 Keynote Speaker: Mr. Tim Wildman Master of Wine.**

**Best Buy Competition:**
In partnership with WINE100. Find the best value wine for professional buyers and consumers and help producers to build their brands in the Chinese wine and spirits market.

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

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**VISITOR TESTIMONIAL**

Our impression of SIAL China is that foreign suppliers become interested in E-commerce in China. They have strong desires to develop Chinese Food market. SIAL CHINA is the top show in China and its tidiness and arrangements are getting better every year.

I think it’s a great great great platform to getting to know the Chinese customers and their likes and dislikes and distributors. For us and for companies in the industry, we will definitely be here the next year if we can have the contact with all these huge customers.
BENEFIT FROM HIGH VISIBILITY

PROMOTING YOUR PRESENCE

In 2016

- **123** media supports
- **16** press conferences in **7** countries and **2** regions
- **4** official delegations with ministers and ambassadors (Czech, Belarus, Poland and Russia)
- **30,685** online appointments were initiated by **8,520** visitors and **2,702** exhibitors via Match-Making system
- **2,763,519** invitations sent out
- SIAL social communities and website to relay your videos, messages, events...

More than **1,300** regional spin-offs and **50** daily economic press coverage

THE PLACE TO BE TO ENJOY FOOD

- **Shanghai figures:**
  By January, 2016, Shanghai has attracted **539** multinational companies to set up their regional headquarters and by December, 2015, Shanghai has **255** starred hotels.

- **Hotels:**
  Kerry Hotel Pudong Shanghai, Jumeirah Himalayas Hotel Shanghai, Shanghai Ritz Carlton Pudong, Parkview Hotel

- **Town food visits:**
  Shanghai Min, Spring Wave restaurant, Din Tai Fung, Yang's Dumpling

- **Our travel agent:**
  Orient Event Service is at your disposal to serve as a dedicated agency to organise town visits, hotel and taxis

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JOIN ASIA’S LARGEST FOOD INNOVATION EXHIBITION

Shanghai

**DATES:**

10% early bird
now - 30 Nov 2016

Booth Location
Jan 2017

Registration to events, catalogue
Jan 16 - 31 Mar 2017

Exhibitor’s area opening
Jan 16 - 31 Mar 2017

Show
17 - 19 May 2017

**CONTACT US**

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**FOR MORE INFORMATION, PLEASE GO TO OUR WEBSITES OR CONTACT US**

**SIAL PARIS**
Paris
• 16-20 October 2016
• 21-25 October 2018
www.sialparis.com

**SIAL INTERFOOD**
Jakarta
• 9-12 November 2016
• 22-25 November 2017
www.sialinterfood.com

**SIAL MIDDLE EAST**
Abu Dhabi
• 5-7 December 2016
• 11-13 December 2017
www.sialme.com

**SIAL CANADA**
Toronto
• 2-4 May 2017
Montreal
• 2-4 May 2018
www.sialcanada.com

**SIAL CHINA**
Shanghai
• 17-19 May 2017
• 8-10 May 2018
www.sialchina.com

**SIAL ASEAN**
Manila
• 7-9 June 2017
www.sialasean.com

**GOURMET SELECTION**
Paris
• 24-25 September 2017
www.salonsalon-gourmet-selection.com

* annual  ** biennial
Dear Sir or Madam, dear Partners

With 17 years expertise and global reach, SIAL China has been alongside you as you grow in the worldwide food market.

In this very dynamic and competitive marketplace you are investing a lot to differentiate your company, developing new products, new processes, and new solutions to meet retail, food service and industry’s expectations.

Market intelligence, innovation, research and development are all part of SIAL’s DNA, so by joining the next session of SIAL China you will be part of the 3,200 food companies that define the future of our sector and showcase all the trends to inspire more than 80,000 professionals.

We are looking forward to welcoming you and supporting your growth to inspire food business from 17 to 19 May 2017.

Jim Liu 刘进
SIAL China Director

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