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SIAL CHINA 2016 FACTS & FIGURES

SIAL CHINA, Asia’s largest food innovation exhibition, closed its door on 7 May recording a further increase in the level of internationality on both the exhibitor and visitor side. Altogether, 2,942 exhibitors (+7.6% vs 2015) from 67 countries all over the world and 30 provinces in China presented their latest products and food trends, which attracted over 76,986 visits (+25.6% vs 2015). This year’s SIAL CHINA took place on 126,500 square meters of exhibition space. SIAL CHINA’s dedication to “look deeper” comes true with a significant breakthrough in its internationality.

21 product sectors: meat, dairy, seafood, fruit & vegetable, wine & spirits, health food, organic, ready meals, sweets & snacks, frozen food, beverage, agrifood, beer, grocery products, packtech & foodtech, canned & preserved food...

Top 10 pavilions by numbers:

1. CHINA
2. SOUTH KOREA
3. TAIWAN REGION
4. USA
5. FRANCE
6. BRAZIL
7. AUSTRALIA
8. SPAIN
9. POLAND
10. ARGENTINA

4 dedicated product zones:

- FOOD
- MEAT
- DAIRY
- WINE
On 5 May, a delegation of ministers (Czech, Belarus, Poland and Russia), ambassadors, consuls and trade officers participated the Opening Ceremony of SIAL CHINA 2016.

Most of all the pavilions were represented. The guest country of honor - Poland, was represented by Minister of Agriculture and Rural Development of the Republic of Poland and Ambassador of Embassy of Poland. Without forgetting Minister of Agriculture of the Czech Republic, Minister of Ministry of Agriculture and Food of the Republic of Belarus, both Minister and Deputy Minister of Ministry of Agriculture of the Russian Federation, Vice Minister of Agriculture Lithuania; Governors and Vice Governors from Argentina Provinces and Ambassadors and Consul Generals of Ministry of Costa Rica, Czech, Poland, Indonesia, Latvia, Lithuania, Tunisia, Argentina, Belarus, Bulgaria, Canada, Colombia, Cuba, Ecuador, Egypt, Estonia, Greece, Ireland, Mexico, Norway, Portugal, Russia, South Africa, Sweden, Thailand, Turkey, Uruguay, Ukraine and many more.

China was represented with:
- Director of China commerce development center,
- Chairman of Gansu commission of CCPIT,
- Vice - governor of the province of Heilongjiang,
- General manager of China packaging and food machinery co., LTD,
- Deputy director general of department of commerce of Shandong province,
- Vice chairman of general chamber of commerce of China,
- Deputy secretary general of China association of aquatic circulation and processing,
- Secretary general of cold chain logistics specialist committee.

**Poland - Guest Country of Honor**
Prior to Poland’s participation in 2016, Poland pavilion has always been working closely with SIAL CHINA to boost the Polish-Sino food and agricultural trade for years. In 2016, Poland joined as Guest Country of Honor and showcased a strong representation of good-tasting Polish food and drinks.

**Gansu - Guest Province of Honor**
With Gansu’s halal foods, aquatic products and other organic foods in hall E4 and its wines in hall W5, Gansu provincial pavilion came to SIAL CHINA 2016 as the Guest Province of Honor.
EXHIBITORS:
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

The quality of customer is very good. There is a lot of Chinese people and Asian people from Singapore and from Korea.
— SYLVAIN MARESQ, VALADE GROUPE / FRANCE

We feel this show is second to none, probably the best in the world. We ask all our customers to come and visit us and we are always looking for new customers as well.
— BRENDAH JOSEPH MORONEY, WING ON NEW GROUP CANADA INC / CANADA

TESTIMONIALS

VISITORS:
Our company provides a new type of E-commerce platform. Our impression of this edition 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.
— GARIN LI / XIAN LIFE

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.
— LAMBERTO RUBIO / PRO MEXICO
VISITOR’S PROFILE

International visitors per continent

Visitors by economic sector

Visitors interest of products - Top 10

Domestic visitors per city - Top 10

Occupational status of visitors

SATISFACTION SURVEY

Visitor: 99%

Exhibitor: 95%

Recommendation Rate (%)

Next edition participation

97%

92%

96%

92%

88%
The jewelry on the crown of SIAL Network - SIAL Innovation took off its veil on the 1st day. 151 innovative products were selected by an independent jury, of which 10 were further rated as the finalist products for their contributions to innovate pleasure, health, physical, convenience and ethics for food product. These 10 products all touched on development that were important to Asian food industry. SIAL Innovation Grand Award has long since been considered as the guide for most edge-cutting products exhibited at SIALs. Right after the unveiling of winner list, the stand of our Gold Award winner was inundated with distributors and importers requesting for business cooperation.

This year the Gold Award went to ISOLINE TRADE, S.R.O. from Czech for its Trojka drink; the Silver Award was awarded to EGNIS INC. from South Korea for its Lab Nosh; the Bronze Award went to JUST WATER INTERNATIONAL LTD from New Zealand for its Elite Manuka Honey Water.

Trophies were presented by:
• Mr. Xavier TERLET, Director XTC World Innovation - President of the Jury
• Mrs. Valerie LOBRY, Managing Director AFCO division of Comexposium
• Mr. Nicolas TRENTESAUX, SIAL Group Director of Comexposium
• Mr. Jim LIU, Managing director of Comexposium - SIAL Exhibition Co., Ltd
• Mr. Dongsu Chen, President from Xiamen Food Industry Association
• Mr. Bernie Yin, Buyer from SPAR China
SIAL Innovation Finalists

**Vinegar from honey 5%**
VEDA OOD
Bulgaria
Booth no. W5 G 089

**Fermented Milk with Flavors**
INNER MONGOLIA MENGNIU DAIRY GROUP CO., LTD
内蒙古蒙牛乳业（集团）股份有限公司
China
Booth no. W2 A 046

**Mengniu Youyi C Viable Type Lactobacillus Tea Series**
INNER MONGOLIA MENGNIU DAIRY GROUP CO., LTD
内蒙古蒙牛乳业（集团）股份有限公司
China
Booth no. W2 A 046

**Organic Extra Virgin Olive Oil**
JINGXIA INTERNATIONAL TRADE (SHANGHAI) CO., LTD
京信国际贸易（上海）有限公司
China - Spain
Booth no. E3 A 089

**Boyard Spirit**
LISE BACCARA
France
Booth no. W4 C 086

**Troika**
ISOUNE TRADE, S.R.O.
Booth no. W5 F 092

**Lab Nosh**
EGNIS INC.
South Korea
Booth no. E1 A 027

**Green Tea Almond Spread**
SAMKLANG FOOD CO LTD
South Korea
Booth no. E1 F 011

**Elite Manuka Honey Water**
JUST WATER INTERNATIONAL LTD
New Zealand
Booth no. W1 F 089

**Baobab Shortbread Cookies**
MICHAEL'S BAKERY PRODUCTS LLC
USA
Booth no. W2 G 088
The 9th edition of La Cuisine took place between 5 - 7 May at Shanghai New International Exhibition Centre (Hall E4). More than 30 well-reputed international and domestic chefs have participated in this event and brought presented cooking demonstrations to SIAL CHINA visitors.

2016 China International Top Chefs Invitational Competition by SIAL

La Cuisine was endorsed by World Association of Chefs Societies (WACS) for its 3rd year and organized 8 teams from Austria, Korea, Malaysia, Singapore, Beijing, Shanghai, Guangzhou and Dalian to compete for the champion. Each team consisted of 3 highly-skilled chefs and was required to complete themed dishes on-site. After 2 rounds of multiple themes such as “health” and “organic”, the Dalian team topped all the other contestants and won the honor of “Top Chef” with great acclaim.

Meanwhile our Guest Country of Honor Poland, presented the cooking demonstrations with their quality food and ingredients at La Cuisine.

La Cuisine by SIAL received the support of strong and numerous partners:
RETAIL & HOSPITALITY FORUM

In partnership with Sinmei, the 5th edition of Retail & Hospitality Forum sparked with the intuitive insights and accurate analyses shared by our all-star speakers. The world’s largest online and mobile market place ALIBABA, world leading consumer product company SUNTORY BREWERY, consultants and experts from THE UNITED NATIONS OFFICE FOR PROJECT SERVICES and INTERCHINA Consulting, REDFERN ASSOCIATES and many more delivered speeches on the latest hot topics including food sustainability, import and export policy, food innovation, HoReCa and market trends. In the meantime, we recorded the full panel discussion as well as the conference which will be shared on its online channel YouKu.com. Please stay tune for the online presentation updates.
WORLD TOUR

In the 2016 edition, World Tour helped all the exhibitors and visitors to understand the specific characteristics of the food market by geographic area. 28 billboards were all displayed featuring best-selling products and the information to define the retail strategies, from Australia to Canada, from Brazil to Russia, the United States, India and China. In addition, a list of top 10 retailers and top 5 retail trends were also displayed to identify consumption drivers.

CHINA INSPECTION & QUARANTINE FORUM

ONE LINE
ONE STANDARD
ONE QUALITY

SIAL CHINA inaugurated its collaboration with Shanghai Entry-Exit Inspection and Quarantine Bureau (Shanghai CIQ) to organize a dedicated panel discussing the matter of food producers supplying quality food that meets HACCP international standards for both domestic and overseas markets. As a unique opportunity to engage with Shanghai CIQ where both private and public sector representatives came together to form the panel. This forum became the spotlight that attracted over 250 people.
MATCH-MAKING SYSTEM

Spearheading Asia’s food innovations for professionals, SIAL CHINA 2016 aimed to provide the best value-added services in addition to its diverse product categories. Eying on the tremendous interconnectivity between our exhibitors and visitors, SIAL CHINA perfected its match-making system and launched it online again in 2016.

26,420 appointments initiated by exhibitors while 1,716 succeeded booked online. 4,265 appointments initiated by visitors, also 303 appointments were booked online successfully. In all, 30,685 online-appointments engaged with 2,702 exhibitors and 8,520 visitors, of which 2,019 offline appointments were successfully held.

Exhibitors:

Buyers:

![Image of exhibitors and buyers logos]
As soon as the first speaker opened the forum on 5 May, this event became the spotlight in the wine sector.

- **Mr. Tim Wildman MW** joined us this year as the Keynote Speaker and led a star studded line-up:
- **Mr. Kenichi Ohashi MW**, the first Japanese Wine Master,
- **Mr. Nikhil Agarwal**, a well-known wine educator and sommelier in India
- **Ms. Dorian Tang**, an accredited tutor for the WEST and well-reputed commentator
- Wine education professionals including: **Mr. Alessandro Sation, Mr. Ofilos Wu, Mr. Chen Song Po** and many more

With speakers from both West and East, Wines from the emerging New World such as Japan, Russia and India and traditional European wine regions were offered for tasting and education on-site, which breathed a blend of maturity and freshness into the event.

During the 3 days, 15 sessions were held and attracted 900 people to this event. Wine Innovation Forum once again brought new perspectives to wine lovers on its understanding of terroir and business!
BEST BUY CHINA COMPETITION

On 5 May, a panel of 8 judges including: trade buyers, wine educators and Master of Wine had performed a blind tasting of the wines & spirits submitted by SIAL CHINA 2016 wine exhibitors. The Jury was presided by Tim WILDMAN MW, Dorian Tang - National Education Manager for ASC Fine Wines, Stephen Li - Founder of Stephen Wine/ Consultant of Jubilant Nova Wine Academy, Hideyuki Tsuji - Champion of Wine Advisor/ Merchandising and Sales Div. Director, Ning Bo - VP Business Strategy, Marcus Ford - General Manager of Pudao Wines China, William Li - Chief Wine Educator/ Loire Valley Wines Ambassador, Jean Pascal Descheemaeker - Project Director of Auchanwines.

This year, 40 exhibitors summit their wines for Best Buy China Competition. 10 Best Buy, 7 Honor Awards are awarded.

In the presence of Mr. Nicolas TRENTESAX - Managing Director SIAL Network, Mr. Lukasz Holubowski - President of Agricultural Market Agency Poland, Mr. Tim WILDMAN - Master of Wine and all the VIPs of SIAL, the awards ceremony took place on 6th May during After SIAL Party at Captain 5 along Huangpu River. More than 400 officials, VIPs and exhibitors from the industry attended the ceremony.

Competition Result:

- **Best Buy Still Red Wines <4€**
  - Finca la Almunia 2014, Spain

- **Best Buy Still Red Wines 4-8€**
  - Teleropi Mareva 2012, Greece

- **Best Buy Still Red Wines 8-20€**
  - Felix Martinez Cepas Viejas Reserva 2012, Spain

- **Best Buy Still Red Wines >20€**
  - Chateau Bolangbao M 2012, China

- **Honor Award Still Red Wines <4€**
  - Totus Cabernet Sauvignon Merlot 2015, South Africa

- **Honor Award Still Red Wines 4-8€**
  - Whatza Gran Reserva 2007, Spain

- **Honor Award Still Red Wines 8-20€**
  - Ontanon Reserve 2005, Spain

- **Honor Award Still Red Wines >20€**
  - Rosegarden Shiraz Premium Selection 2013, Australia

- **Best Buy Still White Wines <10€**
  - Thalassografia 2015, Greece

- **Best Buy Rose Wines**
  - La Culture en Rose, Greece

- **Honor Award Rose Wines**
  - Don Mantillon Rose 2013, Spain

- **Best Buy Sparkling Wines**
  - Bianco Nero Moscat 2015, Greece

- **Honor Award Sparkling Wines**
  - JSC Igriostie Vina, Russia

- **Best Buy Sweet Wines**
  - QiLian Winery Legency Merlot Ice Red Wine, China

- **Honor Award Sweet Wines**
  - QiLian Winery Legency Italian Riesling Ice White Wine, China

- **Best Buy Spirit**
  - Tequila Sombrero, Mexico
MASTER CLASSES

As a central place for wine experts and wine lovers to converge together, Master Classes are held at a dedicated tasting room to cultivate wine lovers’ tastes for premium wines. Presented by EaseScents, DSW, COFCO and other organizations, 8 tasting and education sessions were conducted with many intriguing topics including:

- Yellow Wine Lecture – Pagoda Brand Handcraft Wine
- New era of the Imported Wine
- Development of Chinese Wine
- The Diversity of Chinese Wine

... Around 500 professionals participated this event and interacted with the masters during 3 days.
THE 2016 WORLD TEA BREWERS CUP, CHINA NATIONAL COMPETITION

Endorsed by Café Culture and Australasian Specialty Tea Association (AASTA), this event honored traditions with brewing skills and carry on tea innovations by organizing competitions.

For the second edition and after 3 days contest, Mr. Wei Chuwei the 2nd prize winner of last edition returned in 2016. He outperformed all the other 31 contestants. Ms. Fang Zhenzhen won the 2nd prize and Mr. Shen Guohui ranked the 3rd.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Competitor</th>
<th>Standard Infusion</th>
<th>Signature Beverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Wei Chuwei</td>
<td>Meehan Green Tea</td>
<td>Yuyi Shuixian + Cinnamon Syrup + Fresh lemon Juice + Rosemary</td>
</tr>
<tr>
<td>2</td>
<td>Fang Zhenzhen</td>
<td>Taiwan Oolong Izhao Tea</td>
<td>Lishan tea + Fenghuang Dancong</td>
</tr>
<tr>
<td>3</td>
<td>Shen Guohui</td>
<td>Keemun Tea</td>
<td>Keemun Tea</td>
</tr>
<tr>
<td>4</td>
<td>Yu Qun</td>
<td>Taiwan All Mountain Oolong</td>
<td>Rose + Yunnan Jinggu YueGuangBai + Date</td>
</tr>
<tr>
<td>5</td>
<td>Wen Xuei</td>
<td>Black Tea from Yunnan</td>
<td>Rose + Yunnan Jinggu white tea + jujube</td>
</tr>
<tr>
<td>6</td>
<td>Cai Wanling</td>
<td>Hand-made Tieguanyin Maocha</td>
<td>Tieguanyin + Yunnan Rose + Yunnan Wild Honey Sorbet</td>
</tr>
</tbody>
</table>

SIAL CHINA 2016 POST SHOW REPORT
The 5th edition of Chocolate World saw 7 sessions successfully held within 3 days. The former engaged top dessert chefs from 5 five-star hotels including Renaissance Beijing, Crowne Plaza Park View Wuzhou, The Opposite House and many more. Main sponsors, MAXIMS & Pernigotti brought incredible shows on-site. MAXIMS' tailor-made chocolate drama pushed forward the happiness generated by the fantastic taste of desserts.

- **Best Performance Award:** Mr. Zhou Liqun from Beijing Hospitality Institute
- **Best Creativity Award:** Mr. Du Huiqing, an amateur dessert lover
- **Honorary Award:** Mr. Zheng Tao from Renaissance Beijing
- **Best Popularity Award:** Mr. Li Dong from The Opposite House
The 4th edition of Seafood Fest' - Right Seafood Right Wine was held together by China Aquatic Products Processing and Marketing Alliance (CAPPMA) and Marine Stewardship Council (MSC). With sessions dedicated to introduce the “right seafood” associated with “right wines”, Seafood Fest’s produced palatal pleasures with gourmet food products.

In addition, CAPPMY & MSC jointly hosted an event themed “MSC sustainable selection-trace to the source of seafood to the fishery” to promote sustainable seafood such as GFC Rock Lobster, a representative seafood from western Australia and other seafood from ZHANGZIDAO GROUP, DALIAN RICH SEAFOOD CO., LTD., DALIAN FISHING BEAUTY FOODSTUFF CO., LTD. MSC introduces the aim and market development of international sustainable seafood.
SIAL AFTER PARTY

On 6 May, After SIAL Party returned to cruise Captain 5 along the Huang Pu River. With a fantastic combination of selected wines, gourmet food and riviera view, over 400 VIP exhibitors and VIP buyers celebrated the great success of SIAL CHINA! In addition, the awarding ceremony of SIAL - Best Buy China Competition also came on board.
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WWW.SIAL-NETWORK.COM

Contacts:
Comexposium Paris-International Exhibitors
exhibits-sial-china@comexposium.com
Tel: +33 (0)1 76 77 13 33