



Successful  
 10<sup>th</sup>  
 anniversary

# SHOW REPORT

**May 19-21, 2010**

Shanghai New International  
 Expo Centre



For more information  
[www.sialchina.com](http://www.sialchina.com)  
[sialchina@exposium-shanghai.com](mailto:sialchina@exposium-shanghai.com)



## EXHIBITION FACT SHEET

Show name: SIAL China

Date: May 19th to May 21st, 2010

Frequency: Annual

Edition: 11<sup>th</sup>

Opening times: May 19: 09:00 am – 5:00 pm  
May 20: 09:00 am – 5:00 pm  
May 21: 09:00 am – 4:00 pm

Venue: Shanghai New International Expo Centre  
Hall E1, E2, E3 and E4

Country: China

Product categories:

1. Food ingredients
2. Dairy products, eggs
3. Fresh meat and offal
4. Fresh poultry and game
5. Fresh and semi-preserved fish, mollusks and shellfish
6. Fresh fruits and vegetables, dried fruits and Horticulture
7. Confectionery, Biscuits and Pastry
8. Cured meats
9. Fresh prepared / ready-to-eat products
10. Canned products and other preserved products
11. Pet food
12. Frozen food
13. Organic products
14. Diet products, Children's food and health food
15. Grocery products (Including Pulses and Pasta)
16. Gourmet Food
17. Wines and spirits
18. Alcoholic beverages
19. Non-alcoholic beverages
20. Kosher Food
21. Halal Food
22. Professional Services and Press
23. Promotion and information organizations, Federations
24. Coffee Making
25. Service for hospitality industry
26. Decorative Tableware
27. Chains/ Food concept stores
28. Equipment & Materials
29. Disposable Products
30. Technologies & Network

Organizer: Exposium

Co-organizer: China Commerce Development Center (CCDC)

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

## SIAL CHINA 2010 – FACTS & FIGURES

**2010 was the year of consolidation for SIAL China as the leading food & beverage exhibition in Mainland China. For its 10<sup>th</sup> anniversary, the show encountered big success and new record!**

SIAL China 2010 reports a new record of **30,518 visitors** (an increase of 7% compared to 2009) who came to meet **1,339 exhibitors** (+26.6% compared to 2009) from more than **76 countries and regions**.

SIAL China fulfilled once again its perfect mix with **45%** of international exhibitors and **55%** of domestic ones.

### The Show of reference for the Chinese companies - Strong Domestic Participation

The Chinese participation also reached record with numerous Chinese provinces, municipalities and professional associations who organized pavilions to enlarge business trade. 28 Chinese provinces were represented on the show this year, with a strong participation of Heilongjiang, Guangdong, Hunan provinces, Shanghai municipality, and Shandong province that was chosen to be the guest province of honor in SIAL China 2010. 6 national zones have been dedicated to specific products such as dairy, sweets & snacks, wine & spirits, beverage, coffee, food ingredients.

### The Show of reference for the Officials

On May 19th, SIAL China had the privilege to be inaugurated by:

Ms. Valerie LOBRY, Managing Director Food & Agriculture Industry Comexposium  
 Ms. LV Wei, Chief Economist, Department of Commerce of Shan Dong Province  
 Mr. Thierry MATHOU, French Consul General in Shanghai (France)  
 Ms. Janet NUZUM, FAS Associate Administrator and General Sales Manager (USA)  
 H.E.M Jorge GUAJARDO, Mexican Ambassador (Guest country of honor)  
 Mr. Marek SAWICKI, Polish Minister of Agriculture  
 Mr. Jakub SEBESTA, Czech Republic Minister of Agriculture  
 Mr. HE Nanzhi, Vice-President of China Food and Packaging Machinery Industry Association  
 Mr. HIRAKOBA, Japanese Deputy Consul-General in Shanghai  
 Mr. SUI Fengfu, Director of General Bureau of State Farms of Heilongjiang Province  
 Ms. MOU Jingjun, Vice President China Dairy Industry Association



## **SIAL China, part of the 1<sup>st</sup> food & beverage shows network**

### **A global Organization**

As the biggest international network of trade exhibitions devoted to the food and beverage sector, SIAL helps you to boost your export business across the world. From its beginning in Paris in 1964, SIAL has grown to become the world's number 1 food industry event.

With the spotlight on new products, emerging trends and new forms of consumption, one of SIAL's key priorities is identifying innovation: the SIAL exhibitions give you a unique platform for promoting your expertise and discovering new tendencies.

### **A business Booster**

As an essential business platform for the food industry, the SIAL Exhibitions bring you close to your existing and prospective customers and suppliers, enabling you to spend quality time with them.

It is a unique occasion to network and develop new partnerships, motivate your sales networks and develop strategies for winning new business and breaking into strong growth markets.

Wherever you are located... there is a SIAL for you!

#### **SIAL MERCOSUR**

9<sup>th</sup> session – Annual  
**25-27 August 2010**

#### **SIAL**

24<sup>th</sup> session – Biennial  
**17-21 October 2010**

#### **SIAL MIDDLE EAST**

1<sup>st</sup> session – Annual  
**22-24 November 2010**

#### **SIAL CANADA**

8<sup>th</sup> session – Annual  
**11-13 April 2011**

#### **SIAL CHINA**

12<sup>th</sup> session – Annual  
**18 – 20 May, 2011**



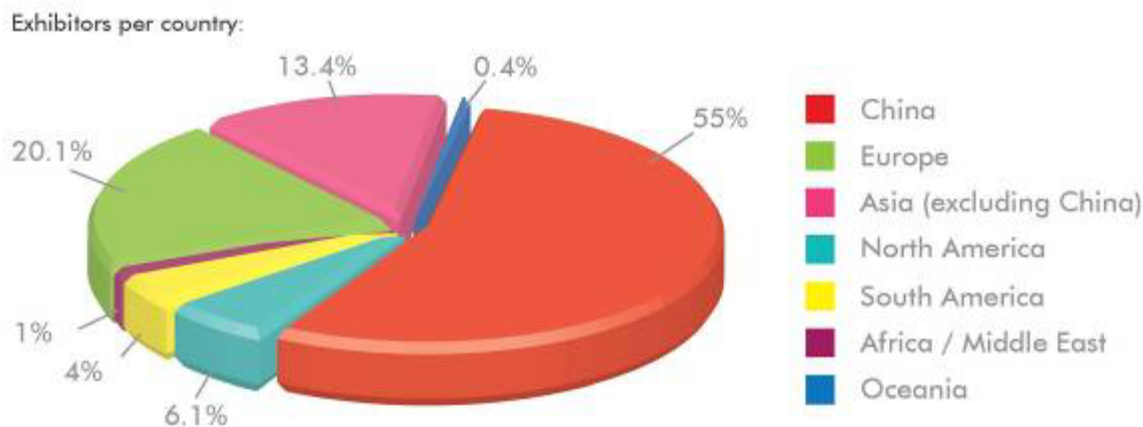
## EXHIBITORS

Among the 15 International pavilions, visitors may have noticed a strong presence of EUROPE, via **France, Ireland, Czech Republic, Spain, Portugal, Poland, and Italy**.

The other continents were also well represented with collective participations. AMERICA with the pavilion of the **United States of America** 2<sup>nd</sup> largest international pavilion with 615 sqm and 52 exhibitors, **Uruguay, Argentina, Brazil and Mexico** who was elected to be the Guest Country of Honor. And ASIA with the 1<sup>st</sup> participation of an official **Japanese** pavilion, and with the **Korean** pavilion which noticed an increased of 426% of its exhibition space compared to 2009.

Concerning the Chinese exhibitors, SIAL China is proud to announce that **28 of 31 provinces** (not including Hong Kong, Macao and Taiwan) were represented on this session with a strong participation of **Shandong, Zhejiang, Hunan and Heilongjiang** provinces.

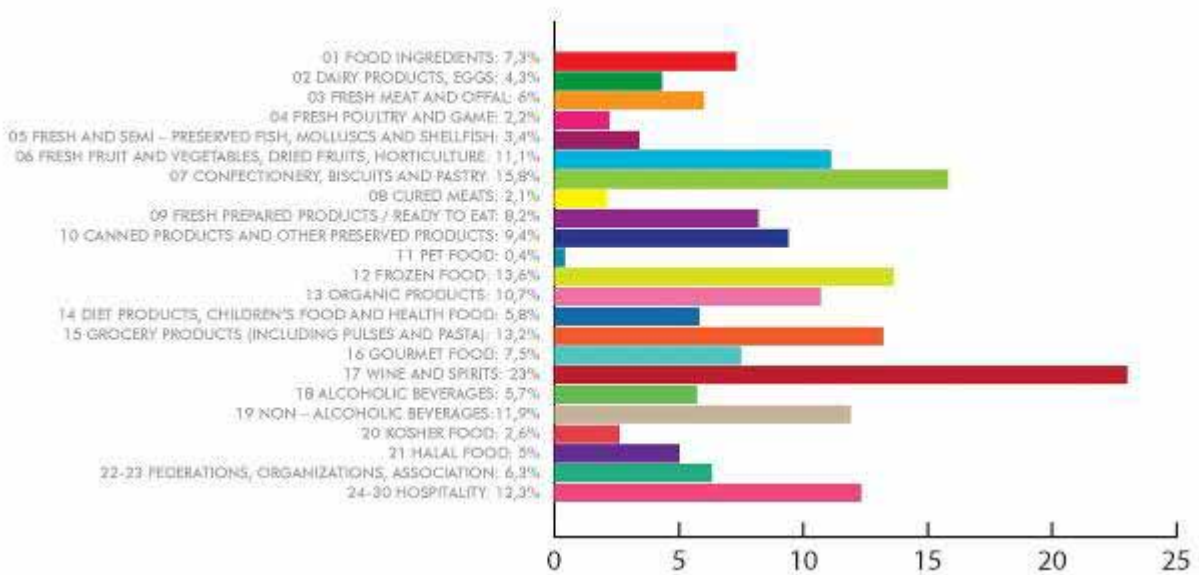
For the 10<sup>th</sup> anniversary, SIAL China obtained the support of 8 associations such as **China Dairy Industry Association** and **the Ministry of Agriculture P.R.C.**



- Classification per number of exhibitors: (not including domestic exhibitors from China Mainland) 1.FRANCE; 2. SPAIN; 3. USA; 4.KOREA; 5. TAIWAN REGION; 6. ITALY

- Best Progression in surface between 2009 and 2010: 1. KOREA (+426%); 2. SPAIN (+74%), 3. USA (+55%)

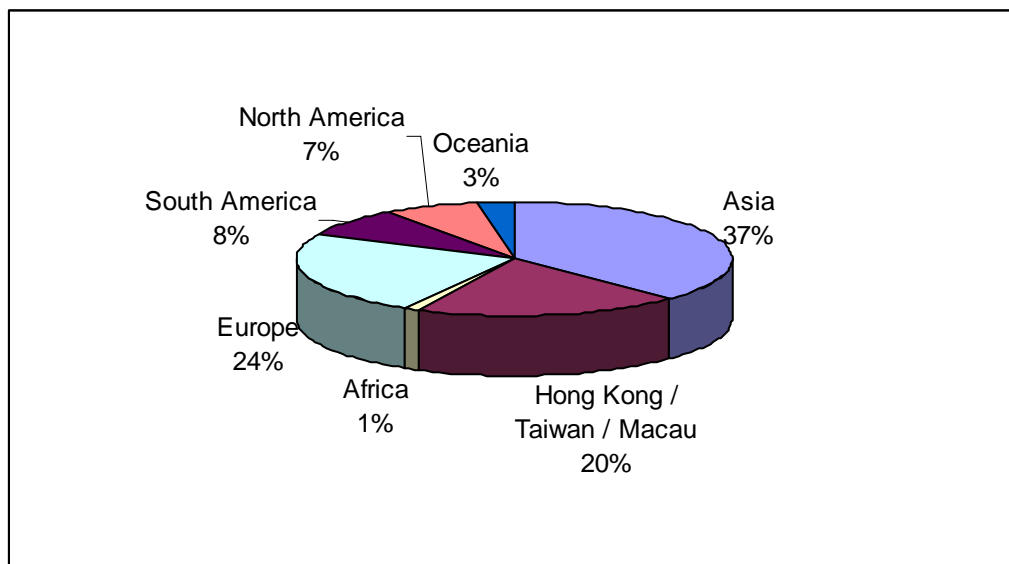
Exhibitors by product



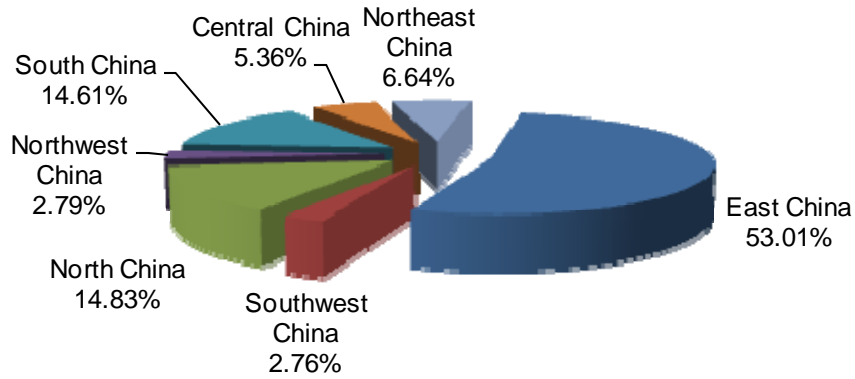
**VISITORS**

SIAL China 2010 has welcomed **30,518 visitors** (an **increase of 7%** compared with last year's figure) **from 86 countries**, 14% of them were international visitors.

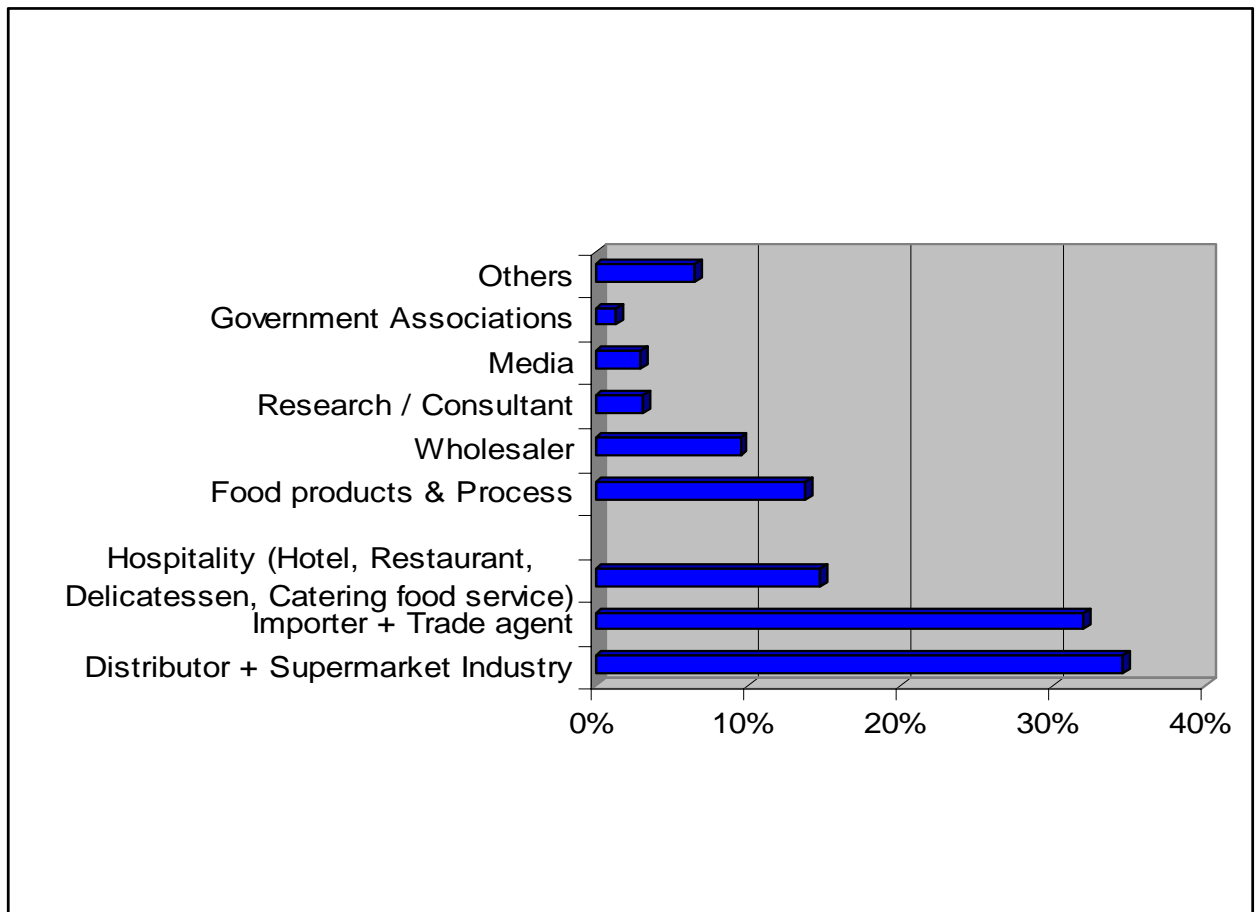
**International Visitors by Origin**



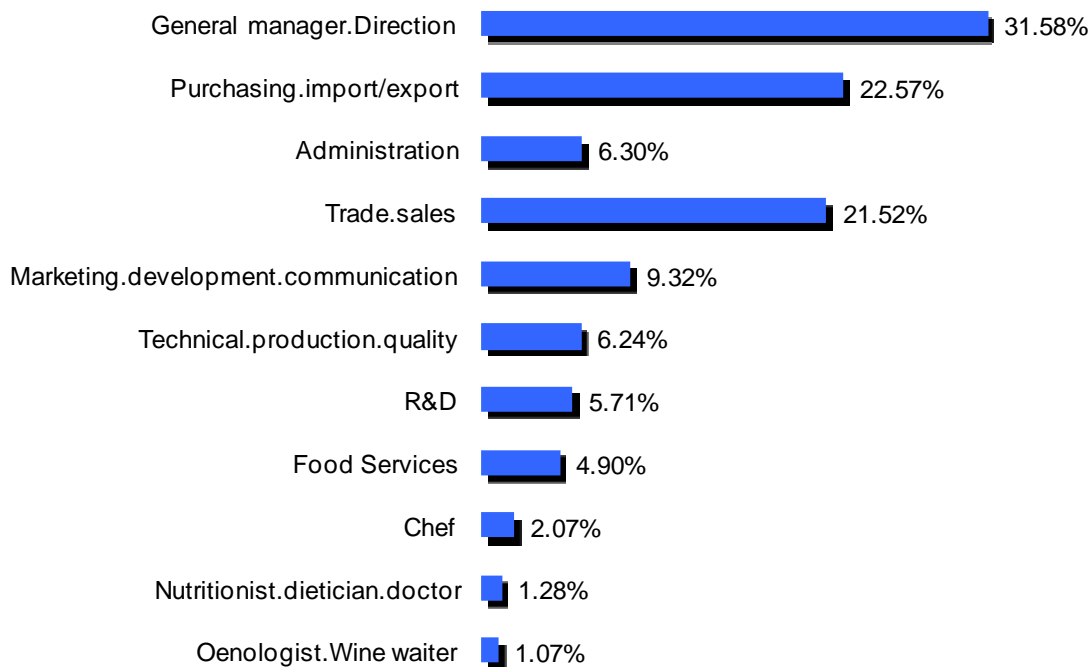
**National Visitors by Region (excluding local visitors)**



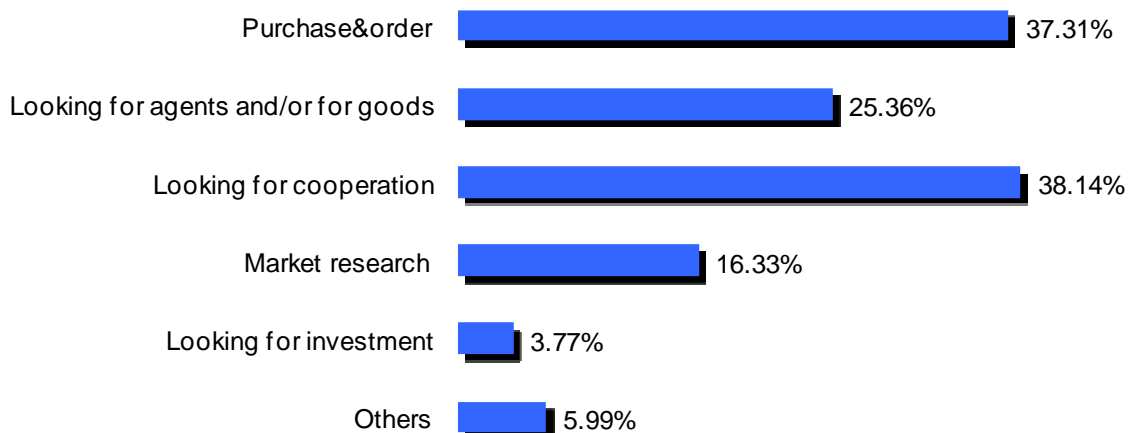
**Visitors' Business**



### Visitors' Department



### Visitors' Purpose of Visit



## EVENTS

SIAL China, meeting the needs of the Chinese food Industry, covers 3 key elements to enhance exhibitor's products with the organization of customized events:

- **Pleasure, Nutrition, Innovation:** Cooking Trends Area / Asian Young Hope Chef Contest 2010 / Trends & Innovations
- **Wine & Spirits:** Best Buy China / SIAL China Gala dinner / Tasting Room / Wine Innovation Forum
- **Business:** SIAL China Retail & Distribution / Business Matching Program

### Cooking Trends Area – The Culinary Platform - 3<sup>rd</sup> edition



In partnership with **Escoffier**, this area dedicated to culinary demonstrations was again a big success in 2010 (visited by more than 30% of the visitors). It attracted the professionals of the restaurant and hotels Asian industries looking for inspiration.



For its 10<sup>th</sup> anniversary, international high-level Chefs have concocted innovative and prestigious recipes to arouse visitors' taste buds!

The Cooking Trends Area gave exhibitors a chance to promote their products during culinary demonstrations and to be cooked with the best art-way **by international Chefs** coming from China, Hong Kong China, Macau China, Korea, Thailand, Vietnam, Singapore and other countries in Europe.



**Cooking Trends Area supported by:**

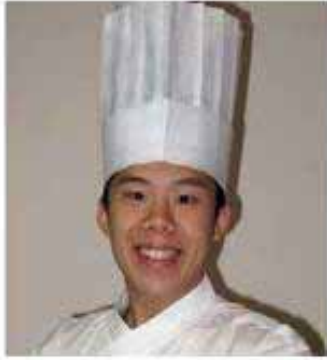


**ASIAN YOUNG HOPE CHEFS CONTEST – Find out the best Chefs of the Future**

Following the tremendous success and support received last year, Disciple Escoffier Greater China, in partnership with SIAL, METRO, SOPEXA, and numerous sponsors, was proud to organize the **2<sup>nd</sup> Edition of Asian Young Hope Chefs Contest**.

6 Chefs from 6 countries and regions have competed to become the best Asian young Chef.





**Hong Kong China**  
Wilson Luk  
from Hollywood Hotel  
中国香港  
Wilson Luk  
来自Hollywood Hotel



**China**  
Eric Ni  
from Hilton Shanghai  
中国  
Eric Ni  
来自Hilton Shanghai



**Macau China**  
Mok Cheek Kit  
from Sands Macao Hotel  
中国澳门  
Mok Cheek Kit  
来自Sands Macao Hotel



**Thailand**  
Tanoo Chompoosri  
from Pan Pacific Hotel Bangkok  
泰国  
Tanoo Chompoosri  
来自Pan Pacific Hotel Bangkok



**Singapore**  
Jeremy Chang Chi Lin  
from Resorts World Sentosa  
新加坡  
Jeremy Chang Chi Lin  
来自 Resorts World Sentosa



**Korea**  
Jong-Hee PARK  
from Restaurant Le Ciel Bleu  
韩国  
Jong-Hee PARK  
来自 Restaurant Le Ciel Bleu

On May 20<sup>th</sup>, Escoffier Asia has awarded the title of Best Asian Young Hope Chef to the Korean Competitor: **Jong-Hee PARK** from Restaurant Le Ciel Bleu in Seoul. He will join the grand final and compete for the International Best Young Hope Chef organized by Escoffier in 2011 in Europe.



**COOKING TRENDS AREA – Program 2010**

**Day 1 – Wednesday May 19<sup>th</sup>, 2010**

HOUR	EVENT
10 am – 11 am	Cooking with tea
11 am – 12 pm	Cooking with flowers
12 pm – 1 pm	Molecular Gastronomy
1 pm – 2 pm	Mexican Culinary Demonstrations
2 pm – 3 pm	World of Tapas
3 pm – 4 pm	Cooking with Sweetpearl
4 pm – 5 pm	Molecular Gastronomy

**Day 2 – Thursday May 20<sup>th</sup>, 2010**

HOUR	EVENT
9:30 am – 11:30 am	Asian Young Hope Chef Contest – Group 1
11:45 am – 12:30 pm	Organic Cooking
1 pm – 3 pm	Asian Young Hope Chef Contest – Group 2
3:15 pm – 4 pm	Cooking with Cognac
4 pm – 5 pm	Asian Young Hope Chef Contest – Awarding Ceremony

**Day 3 – Friday May 21<sup>st</sup>, 2010**

HOUR	EVENT	PERFORMER
10 am – 11 am	Cooking Performance of Escoffier's delegations Presidents	China – Thailand – Vietnam - Hong Kong China
11 am – 12 pm	Cooking Performance of Escoffier's delegations Presidents	Korea – Macau China – Singapore – the Philippines
12 pm – 1 pm	Chocolate	
1 pm – 2 pm	South East Asian Influence with Cognac	
2 pm – 3 pm	Cocktail and Finger Food	

**TRENDS & INNOVATIONS – Tomorrow's market trends - 6<sup>th</sup> edition**



How are evolving the Chinese food consumption habits? What are the worldwide market trends? How to boost the products' offering?

All the answers were in the Trends & Innovations area. This observatory provided a unique opportunity to discover, in a single arena, all the new concepts and innovations launched worldwide.

For its 6<sup>th</sup> edition, among the products submitted by exhibitors, 22 innovative products coming from 19 companies from 11 countries and regions: USA, Hong Kong China, Czech Republic, China, Spain, Australia, France, Turkey, Canada, Malaysia and Italy.

The innovative products of SIAL China 2010 advanced the **aspects of pleasure** (new tastes, new textures, vegetal ingredients, and premium products), **health**, and **new packaging** (easy to cook, easy to handle).

The awarding ceremony has been organized in the Trends & Innovations Area on May 20<sup>th</sup>. The Awards were given by

- Mrs Adeline Vancauwelaert, SIAL Group Director
- Mr. Xavier Terlet, Director XTC World Innovation



<b>Product Name</b>	<b>Company</b>	<b>Country</b>	<b>Innovative Feature</b>
100% Tart Montmorreny Cherry	Shoreline Fruit	USA	Concentrate healthy cherry for beverage
Brown Rice porridge and multigrain porridge	Sinoconnect Group	Hong Kong	Healthy porridge for babies
Sensora Ice Cream	Sunnyland	USA	Ice cream without air made with natural ingredients
Iodica	Solca	Czech Republic	Soft spring water with natural iodine
New Tree Chocolate	Asia Europe Trade	China	Functional and healthy original chocolate range
<b>Peque Oliva</b>	<b>Vega Carabana</b>	<b>Spain</b>	<b>Olive Oil especially prepared for children' diets</b>
<b>Fruit and Nothing Else Rafferty's Garden</b> Fruit Snack Bar and Banana Milk Rusks	<b>Beijing April Gourmet for Benco</b>	<b>Australia</b>	<b>100% natural fruit and vegetable puree for baby in a convenient pouch</b> Snack filled with apple for babies from 12 months and Biscuit with milk and banana from 6 months
Ackerman X Noir	Ackerman	France	Brut Rose sparkling
Mojifresh	Bodegas Sanviver	Spain	Mojito cocktail without alcool
Organic Fruit Juice Elite Natural	Elite Natural Icecek San.Vetic	Turkey	100% organic Fruit juice pressed with seeds. Powerfull source of antioxydants
Blueberry Iceberg	Goodlife Group	Canada	Wild blueberry wine brewed iceberg water
Pure Sesame Oil	Ghee Hiang MFG	Malaysia	Pure sesame oil in individual sachet in a handy zip locked bag
Pasta enriched in beta glucan	Eastern Zone	Hong Kong	Pasta enriched in beta glucan
Spicy dip hot sauce	The Ginger People	USA	Hot Ginger jalapen Sauce
Wonderful Pistachos	Paramount Farms	USA	Pistchios with an innovative new flavor salt and pepper
California Farms Mocha Syrup	Santini Foods Inc	USA	New flavor syrup to make own mocha coffee beverage
Jinlingguan Formula Milk for pregrant lactating women Nutritional Cereals	Inner Mongolia Yili	China	Milk powder specially designed for pregnant and lactating womer Healthy and nutritional cereal for babies
Mengniu Future Star Milk Mengniu GuanYiry Yoghurt	Inner Mongolia Mengniu	China	Healthy milk with benefit for childrens' intellect development Probiotic yoghurt labeling "health food" regulating intestine and increasing immunity
Snack Bio Line	Noberasco Spa	Italy	Organic snack dried fruits

For its 6<sup>th</sup> edition, 2 SPECIAL AWARDS were awarded by the jury to highlight the best of the best innovative products exhibited in SIAL China 2010.

- Peque Oliva from Vega Carabana - Spain for its Olive Oils especially prepared for children's diet.
- Fruit and Nothing Else Rafferty's Garden from Beijing April Gourmet for Benco – Australia for its 100% natural fruit and vegetables puree for baby in a convenient pouch.



To celebrate its 10<sup>th</sup> anniversary, a **retrospective** has been organized in the Trends & Innovations Area. It presented the main innovations and trends found in the Chinese Market during the past decade.

### **Trends & Innovation Conference**

A conference hosted by Mr. Xavier TERLET, Chairman of XTC (XTC World Innovation) has presented the innovations trends continent per continent and focused on 10 most innovative categories in the world in 2009. For the actual consumer, the packaging is not anymore the only aspect of innovation; they are now taking care of environment, nutrition and link with the **pleasure**. The expert will turn the spotlight on these 5 key priorities: **Pleasure, Health, Physical, Convenience and Ethical Trends**.

## **BEST BUY China Competition – The reference of wine competition in China - 11<sup>th</sup> edition**

With 247 Wine & Spirits exhibitors coming from 20 different countries and regions, SIAL China is the 1<sup>st</sup> Wine & Spirits International Trade Show in Mainland China. For the 11<sup>th</sup> edition, SIAL China has organized a now well-know competition newly named “Best Buy China”.

Exclusively reserved for exhibitors, this competition is not only based on the taste but rather on the ratio Quality/Price. This event identifies wines and spirits commercialized by SIAL China exhibitors that offer the best value for money.



On May 18<sup>th</sup>, a panel of 13 judges made of wine buyers, sommeliers, bar tenders from hotels and journalist from professional magazines had performed a blind tasting of the wines & spirits submitted by the exhibitors.

Alan SIMENDINGER	DT Asia – Sales Manager
Albin ROUX	LEDA – Area Manager
Kevin YEN	Vino Rich
Lionel LEGAL	Wine Consultant
Francois LORETZ	Magnum Wines – Area Manager – Sommelier
Gregory CHANTEREAU	Orsan & wogus Wine Asia – Sales Manager
Pierre Alain MOREL	Orsan Wine – Director
Vivian TIAN	Kee Club – Sommelier
Chantal CHI	Chef Editor – Wine Press Magazine
Benoit ROUMET	President Centre Loire
Milton ALATORRE	Tequila Consejo Regulador
Jerry HONG	Wine Journalist
Joyce HUNG	Wine Educator

This year 41 wines and spirits from 8 different countries (Portugal, France, Spain, Germany, Hungary, Mexico, China and USA) compete to win one of the Best Buy Prize awarded through 9 different categories.

- Still red Wine 1.5 € < 2.5 €
- Still red Wine 2.5 € < 5 €
- Still red Wine 5 € < 8 €
- Still red Wine > 8 €
- Still white Wine < 5 €
- Sparkling Wine
- Dessert Wine
- Tequila, in order to highlight the guest position of honor offered to Mexico



*Jury of Best Buy China 2010*

In the presence of Mrs. Valerie Lobry, Managing Director Food & Agriculture Industry Comexposium, HEM Jorge Guajardo, Mexican Ambassador in China, Mrs. Fan Shuying, Director China Commerce Development Center, the award ceremony took place on May 19<sup>th</sup> during the SIAL China Gala dinner organized in Shanghai World Financial Center. More than 600 professionals from the food & beverage industry assisted to the prize giving.

COMPANY	PRODUCT	COUNTRY	REGION
<b>Still red Wine 1.5 € &lt; 2.5 €</b>			
La Compagnie Rhodanienne	Chateau Cheylus	France	Rhone
<b>Still red Wine 2.5 € &lt; 5 €</b>			
Vignobles Foncalieu	Enseduna prestige rouge	France	Languedoc Roussillon
<b>Still red Wine 5 € &lt; 8 €</b>			
Enoport	Cabeca de Toiro	Portugal	Ribatejo
<b>Still red Wine &gt; 8 €</b>			
Pureland Wines USA	2005 Cabernet Sauvignon	USA	California

<b>Still white Wine &lt; 5 €</b>			
Domaine Paul Buisse	2009 Touraine Sauvignon	France	Loire Valley
<b>Sparkling Wine</b>			
Pere Ventura	Pere Ventura Tresor	Spain	Penedes
<b>Dessert Wine</b>			
Changyu Pioneer Wine	Changyu Golden Diamond Ice	China	Liaoning
<b>Tequila</b>			
Compania Tequilera de Arandas	Tequila El Charro	Mexico	Jalisco



*Awarding Ceremony of Best Buy China 2010*

## TASTING ROOM

This dedicated and all equipped area, located at the heart of the show, was a good opportunity for the wine & spirits exhibitors to present their products to the wine experts and lovers.

During 3 days, wine & spirits specialists and producers from renowned wineries have hosted tasting and gave precious advices concerning their products.

### MAY, 19<sup>th</sup>, 2010

12:15 pm - 1:15 pm	Mexican food Tasting	MEXICO	Food
1:30 pm - 3:45 pm	Wines from Provence	FRANCE	Wine

MAY, 20<sup>th</sup>, 2010

11:00 am - 12:00pm	Chateauneuf du Pape Syndicat Viticole de l'Appellation Tavel	FRANCE	Wine
12:15 pm - 1:15 pm	Mexican food Tasting	MEXICO	Food
1:30 pm - 2:30 pm	Unicum Wine	HUNGARY	Herbal Wine
4:00 pm - 5:00 pm	Loire Valley	FRANCE	Wine



## WINE INNOVATION FORUM – 2<sup>nd</sup> edition



Created in 2008 for SIAL in Paris and after a global success, the Wine Innovation Forum was exported to China in 2009.

This information display about the worldwide wine markets is dedicated to experience and deeper the wine culture. This interactive and pedagogic space enables visitors to meet wine professionals and share ideas within 3 approaches.

### - **Geographical Area**

A focus on the main wine producing regions has highlighted the countries most represented during the exhibition.

In 2010, 9 countries have been presented: Argentina, Portugal, China, South Africa, France, Spain, Italy, USA and Australia.

### - **Varietals / Grapes**

This space has offered a tasting of the 8 main international grapes varieties originated from Europe and exported to the New World: Sauvignon, Chardonnay, Chenin, Merlot, Cabernet-Sauvignon, Shiraz, Pinot Noir and Tempranillo.

This approach has detailed the main characteristics of each grape, their commercial prospects in the worldwide markets and the perfect mix & match with Asian food.

### - **Top Brands**

In partnership with the Wine Committee – SIAL Group, 32 brands has been highlighted during conferences and tasting. These brands have been selected according to 3 criteria: innovation, commercial success and value creation.

SIAL China 2010 – Show Report

During the 3-day show, 11 conferences and wine tasting gathered an audience of 2,500 visitors. More than 300 bottles have been tasted during the 3 days.

**MAY, 19<sup>th</sup>, 2010**

11 am - 12 pm	Wine of Provence	Mr. Francois MILLO
12 pm – 1 pm	The global growth of the wine market	Mr. Yves BENARD
1 pm – 2 pm	Chateau Beauchene	Mr. LU Shijie
2 pm – 3 pm	Wine Trade Monitor	Mr. Charles COLLARD
3 pm – 4 pm	Consortium des Pouilles	Mr. Leonardo LOSITO

**MAY, 20<sup>th</sup>, 2010**

12 pm - 1 pm	Camons	Mr. YU
1 pm - 2 pm	Ackerman	Mr. Christophe RIPOCHE
2 pm - 3 pm	Castilla la Mancha	By IPEX
3 pm – 4 pm	Viniportugal	Mr. Marcio FERREIRA

**MAY, 21<sup>st</sup>, 2009**

11 am – 12 pm	Wine School of Shanghai	Mr. PENG Jia
12 pm - 1 pm	Chinese market potentials	Mr. Charles DELAMALLE
1 pm – 2 pm	Les vins du Languedoc	Mr. Julien WALEMME



**SIAL CHINA RETAIL & DISTRIBUTION AREA – the tool for the Chinese distributors to purchase the future products distributed in Mainland China**

SIAL China is the place to meet the inaccessible actors of the Chinese distribution. Always to its market, SIAL China has organized for the 2<sup>nd</sup> consecutive year, a specific area dedicated to facilitate the connection between the prestigious Chinese retailers and distributors.



During the 3-day show, the exhibitors who applied for these face to face meeting had the chance to present their products for a potential listing in one of the distributor's network.

This area brought the major players of the retail and distribution in China: CARREFOUR, CITY SHOP, GOODWELL, SINODIS, SPAR. For the 1<sup>st</sup> time, LIANHUA and JIADELI joined this professional event.

In 2010, more than 260 meetings have been requested by the exhibitors.

## BUSINESS MATCHING PROGRAM

The Business Matching Program is a customized service that link exhibitors to worldwide visitors.

The visitors had pre-access to a detailed database and could apply for meeting according to the exhibitor's schedule and interests. This online tool offers to the users a total liberty in the organization of their meeting.

It allows visitors to be connected before the show with potential business partners and meet them during SIAL China.

This exclusive business matching service was available for free to all the professionals of the food & beverage industry.

## SEMINARS

More than 15 seminars have been organized by partners or exhibitors from both international and domestic parts.

Among them, we can quote the "21Food Buyers Sourcing Meeting", Shiyao Investment conference on "Import and Distribution of F&B in China" and "Latest regulatory matters related to the imports, manufacturing and distribution of F&B in China". China Food Safety magazine had also organized a conference on the Innovative dairy safety technology and application. The First food industry e-commerce Innovation Forum, Trends & Innovation, SIAL Group press conference ... gave rhythm to the program of the 3-day show.

## GALA DINNER – Prestige and festivities for its 10<sup>th</sup> anniversary

SIAL China had left its mark on the 600 guests (exhibitors, buyers, partners and journalists) gathered in Shanghai World Financial Center, the highest skyscraper in China, to celebrate together the 10<sup>th</sup> anniversary of the leading F&B show in Mainland China.

The awarding ceremony of Best Buy China Competition, the entertainment offered to the guests and the close of the dinner by the traditional big birthday cake featured the success of this gala dinner. The party and the exchanges were of high-quality regarding to the positive returns of the guests. SIAL China promised to go on next year and made an appointment with all the guests for a more memorable evening.



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Thanks to the ever increasing quality of the show's organization and program, *SIAL China* witnessed an unprecedented dynamism in the business exchanges between exhibitors and visitors, with numerous participants already preparing their booth for 2011.

***The 12th annual SIAL China will take place from May 18<sup>th</sup> to 20<sup>th</sup>, 2011 at Shanghai New International Expo Centre (SNIEC) in Shanghai, China.***

***SIAL China continues...***

In our **website** [www.sialchina.com](http://www.sialchina.com), you keep the opportunity to download the list of exhibitors SIAL China 2010.

You can also find more information to prepare your participation in the 12<sup>th</sup> edition of SIAL China, from May 18-20 in Shanghai New International Expo Center.



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