



May 19-21, 2010
Shanghai New International Expo Centre, China

China: THE promising market

We all know that China is the powerhouse for worldwide production. What is less known is its increasing consumption power of Organic products!

According to peopledaily.com, China is expected to become in the next years the fourth largest consumer of organic food in the world. Organic food is expected to occupy 1.5% of China's entire food market.

The Chinese production of organic food will reach or exceed 5% of the international organic food market. According to greatwallstreet.com, China is the Asian country with the largest area of organic certified land. China exports 95% of its organic products, mainly to Europe, Japan and United States.

On a local scale, there are now more than 30 organic farms in Shanghai (+500% in 3 years). These large-scale farms are appearing as some big venture capital enters the industry.

As China's leading food & beverage exhibition, SIAL China could not ignore these data, and has decided to emphasize Organic products during its next show.

During May 19-21, 2010, at Shanghai New International Expo Centre, local and foreign visitors interested in organic food will be guided all over the show. Thanks to a specific logo, an 'Organic Path' will be created and will highlight the organic offer in SIAL China 2010.



More details on www.sialchina.com

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