



## **Post-Show Press Release – May 2010**

### **RECORD AND SUCCESS FOR SIAL China 2010**

SIAL China, the largest food & beverage trade show in Mainland China has just finished and can already announce great records for its 10<sup>th</sup> anniversary!  
2010 was the year of consolidation for SIAL China as the leading food & beverage exhibition in Mainland China.

During May 19-21, the organizers have reported new records of

- **1,339 exhibitors** (vs 1,057 in 2009) from **76 countries and regions** (vs 50 in 2009)
- **46,000 sqm** exhibition space (+ 20% compared to last edition)
- **15 International pavilions** (Japan, Korea, Uruguay, Argentina, Mexico, USA, Taiwan Region, Ireland, Czech Republic, Brazil, Poland, Italy, Spain, France, Portugal)
- **6 national zones** (dairy/sweets & snacks/wine & spirits /beverage/coffee/ food ingredients)
- **28 Chinese provinces and regions**
- **30,518 visitors** (+8% compared to 2009) – including 14% international visitors

Numerous events composed rhythm of this 10<sup>th</sup> anniversary of SIAL China:

#### **Opening Ceremony - Undeniable support from the officials**

On May 19<sup>th</sup>, a large delegation of Ministers, Ambassadors and Presidents participated to the Opening Ceremony of SIAL China 2010.

Among them, let's quote H.E.M Jorge Guajardo: Mexican Ambassador in China, Mr. Marek Sawicki: Polish Minister of Agriculture, Mr. Jakub Sebesta: Czech Minister of Agriculture, Mrs Janet Nuzum from USDA, Mrs LV Wei from Shandong Province and Mr SUI Fengfu, Director of General Bureau of State Farms of Heilongjiang Province.

#### **Cooking Trends Area – THE annual meeting of the Chinese hospitality activity**

In partnership with Escoffier, International chefs disclosed their culinary secrets during the 3<sup>rd</sup> session of Cooking Trends Area.

An incredible amount of visitors from hospitality industry enjoyed this area and benefited from these high-level demonstrations.

On May 20<sup>th</sup>, they awarded the title of best Asian Young Hope Chef to the Korean Competitor Jong-Hee PARK from Restaurant le Ciel Bleu. 6 competitors from Hong Kong China, China, Macau China, Thailand, Singapore and Korea competed in front of a captive audience.

An Asian delegation of more than 50 international chefs came to encourage these Young hope chefs.

#### **Trends & Innovations – THE showcase of food trends & innovations in China**

Trends & Innovations competition, showcase of the latest food and beverage products exhibited in SIAL China has revealed for its 6<sup>th</sup> edition 22 innovative products from 11 different countries and regions.

2 special prizes were awarded to Vega Carabana (Spain) for "Peque Oliva", a special olive oil prepared for children's diet and to Beijing April Gourmet for Benco (Australia) for "Fruit and Nothing Else Rafferty's Garden", 100% natural fruit and vegetable puree for baby in a convenient pouch.

## **Best Buy China Competition – THE reference of wine competition in China**

For its 11<sup>th</sup> edition, a panel of judges made of wine buyers from retail, sommeliers, bar tenders from hostels, journalists from professional media, performed a blind taste of the wine and spirits submitted by exhibitors. Each expert evaluated the wine and spirits on taste, appearance and nose, but above all on the best value for money ratio.

8 prizes have been awarded in 8 different categories

Still red wine 1.5 € < 2.5 € : La Compagnie Rhodanienne, France, Chateau Cheylus

Still red wine 2.5 € < 5 € : Vignobles Foncalieu, France, Enseduna Prestige Rouge

Still red wine 5 € < 8 € : Enoport, Portugal, Cabeça de Toiro

Still red wine > 8 € : Pureland Wines USA, USA, 2005 Cabernet Sauvignon

Still white wine < 5 € : Domaine Paul Buisse, France, 2009 Touraine Sauvignon

Sparkling wine : Pere Ventura, Spain, Pere Ventura Tresor

Dessert wine: Changyu Pionner Wine, China, Changyu Golden Diamond Ice

Tequila: Compania Tequilera de Arandas, Mexico, Tequila El Charro

## **Gala Dinner - Prestige and festivities for SIAL China 10<sup>th</sup> anniversary**

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

*“After the awarding ceremony of the wine competition - Best Buy China, the entertainment offered to the guests and the close of the dinner by a big birthday cake, the numerous guests stayed longer than planned! The party and the exchanges were high-quality regarding the positive returns of the guests. SIAL China promises to go on next year and makes an appointment with all its guests for an even more memorable evening.”* said Olivier Darras, Exhibition Director.

## **Wine Innovation Forum – The wine as the product star on SIAL China**

The 2<sup>nd</sup> edition of this pedagogical area dedicated to the wine culture got a big success. This space has enabled numerous visitors to meet wine professionals and share ideas within 3 main approaches: the geographical origin, the varietals/grapes and the top brands.

11 conferences and wine tasting gathered an audience of more than 2500 visitors. More than 300 bottles have been tasted during the 3 days.

## **SIAL China Retail & Distribution Area – The tool for the Chinese distributors to purchase the future products distributed in Mainland China.**

Always close 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 (among them Carrefour, Sinodis, City Shop, Lianhua, Jiadeli, Goodwell, Spar), and the SIAL China exhibitors.

*“With 1 339 exhibitors coming from more than 76 countries & regions, with a record of 30 518 professional visitors, and according the feedback of our exhibitors on the high quality of the visitors, SIAL China is definitely the unique rendezvous for the food & beverage field in China”,* reports Olivier Darras, Exhibition Director.

**Next SIAL China: May 18-20, 2011**

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