



November 2009

## **SIAL China 2010: The best place to feed your business!**

The organizers of the largest leading exhibition for the Food, Beverage and Hospitality industries are proud and excited to present the 11<sup>th</sup> edition of **SIAL China** that will take place at Shanghai New International Exhibition Centre from **May 19-21, 2010**.

During the last edition, SIAL China successfully challenged the global economic recession with a new record of 28,528 trade visitors coming from 84 countries to meet 1,057 exhibitors from 50 countries and regions.

SIAL China is the unique and perfect picture of the Chinese food and beverage market. 50% of the exhibitors are from mainland China with 25 Chinese provinces represented in 2009. They include local producers, importers and distributors of international brands. The other 50% are coming from all over the world with 20 International pavilions of companies, government agencies and institutional organizations from France, USA, Spain, Italy, Germany, South Africa, Argentina, Tunisia, Turkey, Taiwan China, Sri Lanka, Vietnam, South Korea, India, Poland, Uruguay, Iran, Portugal, Ireland and the Philippines.

The organizers are proud to announce that SIAL China is the **only** food show to be awarded by the Shanghai Convention and Exhibition Industry Association as “Shanghai’s International Exhibition **Top Brand**”.

For its 10<sup>th</sup> anniversary SIAL China will continue to successfully mirror market developments by focusing on four main areas:

### **SIAL China: the ideal platform to connect with pleasure, nutrition and innovation**

If you are aiming to spotlight new products, understand emerging trends, promote new forms of consumption: SIAL China gives you a most effective platform for achieving your goals in the Asian market. Events such as the 6<sup>th</sup> Trends & Innovation competition and the 5<sup>th</sup> OlivAsia competition will give you excellent opportunities to highlight your best products for the Chinese market.

### **SIAL China: the rendez-vous for the hospitality industry**

Come to applaud the innovation demonstrated by famous chefs competing using exhibitors’ products during the 3<sup>rd</sup> Session of the Cooking Trends Area organized in partnership with Escoffier China. For its 2<sup>nd</sup> session, the Asian Young Hope Chefs Contest will add two new countries: Vietnam and the Philippines. Eight young chefs from Mainland China, Hong Kong China, Macau China, South Korea, Thailand, Singapore, Vietnam and the Philippines will battle to win the final contest and share a common desire: to become the new young Asian Chef.

### **SIAL China: the Wine and Spirits booster in China**

China is the place to be for the Wine and Spirits trade. According to IWSR (*International Wine and Spirit Record*), China is now the biggest world market in terms of consumption. As the **# 1 in wine and spirits trade show** in Mainland China, SIAL China received last year 175 Wine and Spirits exhibitors coming from 17 countries. At the same time, more than 12,000 visitors came with a strong interest in this sector. SIAL China continues to support the wine industry with many events organized during the show such as the **Wine Innovation Forum**: a display presenting the worldwide wine markets, the **Best Buy China** competition, wine tasting, seminars....

### **SIAL China: a date to connect with the market**

Businesses seeking new distribution channels have the chance to meet and develop relationships with the major players in the market during SIAL China. Thanks to the show strong partnership with leading distributors, more than 300 pre-arranged meetings have been organized with Carrefour, Metro, City Shop, Spar, Sinodis, Goodwell, Imported Food United Association of China...

### **Do not miss 2010: the year to be in China!**

While celebrating its **10<sup>th</sup> anniversary**, SIAL China will benefit from being the **only food show** to be held in Shanghai during the **World Expo 2010**. For this worldwide event, the tourism industry expects an increasing stream of 70 million visitors. This event is expected to generate huge additional opportunities in Shanghai and its region in the food, beverage and hospitality markets.

**China Packtech & Foodtech**, the international exhibition for food processing and packaging, will be held concurrently with SIAL China offering visitors the perfect gateway to the international food and beverage market from equipment to the end product.

Exhibit at SIAL China and profit from unmatched exposure among China's biggest buyers from hotels, restaurants and retail distribution groups, an international audience to increase your market share, ensure the best return on your investment and deliver value-added dedicated events and international competitions.

Take advantage of expanding and solidifying your business perspectives in China! SIAL China looks forward to welcoming you in Shanghai from **May 19-21, 2010!**

For more information, please visit the website: [www.sialchina.com](http://www.sialchina.com)

### **About the organizer:**

*SIAL, the world's # 1 food & beverage industry trade show organizer, is supporting your growth worldwide. Developed in Paris, world capital of gastronomy, SIAL has become a global brand for all of the players in agri-food distribution. Since 1997, it has been the recipe for success abroad in Asia, North America, Latin America and now in the Middle East.*

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