



SIAL China Press Release

*April-May 2010
For immediate release*

From May 19th to 21st, professional from the International and Chinese agri-food market will discover the last innovations, meet new actors and join numerous events organized for the 10th anniversary of SIAL China, in Shanghai New International Expo Centre.

SIAL China is raising up the challenge of the booming Chinese economy. With more than 1,200 exhibitors (compared with 1,057 in 2009), the show reveals the worldwide interest in the Chinese market and its highly increasing potential.

To fulfill the exhibitor's demand, SIAL China has increased its total exhibition space to 46,000 sq.m (+ 12.5% compared to 2009)

For its 10th anniversary, SIAL China expects more than 30,000 visitors coming from all over Asia.

Events and Festivities Program

- Cooking Trends Area

For the 11th edition of SIAL China, high-level international Chef from Escoffier Asia will demonstrate their talent in cooking a variety of products and ingredients provided by the exhibitors. Cooking with tea, Molecular Gastronomy, World of Tapas, Flowers Cuisine are some examples of the recipes which will be concocted on site.

For the 3rd edition of the Cooking Trends Area, 8 young chefs coming from 8 different Asian countries and regions (China mainland, Hong Kong China, Macau China, Singapore, South Korea, Thailand, Vietnam and the Philippines) will compete to win the final of the **Asian Young Hope Chef Contest** organized in partnership with Escoffier.

- Trends & Innovations

The Trends & Innovations competition, organized in partnership with XTC World Innovation, is dedicated to highlight the best innovations offered by exhibitors in SIAL China.

To celebrate its 10th anniversary, a retrospective will be organized in this area and present the main innovations and trends in the food and beverage industries during the last decade.

- Retail and Distribution Area

After a successful first edition, SIAL China Retail & Distribution Area comes back to offer exhibitors a private area dedicated to face-to-face pre-arranged meetings with major retailers and importers of the Chinese market. In strong partnership with the Chinese distribution, SIAL China is happy to welcome this year 7 Chinese major retailers and distributors: Carrefour, City Shop, Goodwell China, Jiadeli, Lianhua, Sinodis and Spar. The main buyers of these retailers will meet the tradeshow exhibitors during private appointments.

This year more than ever SIAL China maintains its number 1 position of Wine & Spirits trade show in China mainland. Indeed SIAL China welcomes this year more than 250 exhibitors of this industry. To strengthen its position, SIAL China keeps organizing numerous and famous events focused on Wine & Spirits sector.

- Wine Innovation Forum

After a successful first edition during SIAL China 2009, an informational display of wine pleasure will be set up again to enlighten the wine lovers and experts' minds. The Wine Innovation Forum is the area where to collect and share wine culture, according to 3 focuses: geographical area, top brands and grapes varieties.

This year, 8 selected grapes will be offered to tasting in the grape varieties area of the WIF: Cabernet-Sauvignon, Chardonnay, Chenin, Merlot, Pinot Noir, Sauvignon, Shiraz and Tempranillo. Many conferences will be organized by famous brands, regions and association: Shanghai Wine School, Ackerman, Castilla La Mancha, Chateau de Berne, Wine of Provence....

- Best Buy Competition

A panel of judge made of wine buyers, sommeliers, bar tenders from hotels and journalists will perform a blind tasting of the bottles submitted by SIAL China exhibitors. The jury will evaluate the wines and spirits on the best quality/price ratio.

- Tasting Room

A special area professionally equipped will be held during the 3-day show to let visitors and wine lovers discover and taste wine and spirits exhibited in SIAL China.

Spanish Wine, Mexican Tequila, wine from Provence, Bordeaux are among the Wine & Spirits to be offered by exhibitors for visitors' tasting.

Especially for 2010, SIAL China has announced **Mexico as Guest Country of Honor!** The visitors will discover the Mexican cuisine taste through special tasting and animations.

Justine Nys-Desbarbieux
Communication Manager
justine_desbarbieux@exposium-shanghai.com
www.sialchina.com