



*Press Release
April 2010
For immediate release*

Interview with Mr. Olivier Darras, Exhibition Director

SIAL China, the leading showcase for the Asian Food and Beverage market will be open from 19 to 21 May 2010 at Shanghai New International Expo Centre.

Nearly 1 month before the show, it seems a good time to take the pulse of the show with Exhibition Director Olivier Darras.

Could you please provide us an overview of SIAL Group?

SIAL was created in Paris in 1964. The trade mark started to develop worldwide from 1997, with the creation of SIAL Mercosur in Buenos Aires.

In 2001, SIAL Canada was created. The show is organized alternatively: 1 year in Montreal, 1 year in Toronto.

SIAL Group keeps developing worldwide: it will soon inaugurate a new SIAL in Abu Dhabi, for the Middle East Market.

SIAL is settled in Asia for 11 years: first year in Singapore, then in China. In 2010, we are pleased to celebrate the 10th anniversary of SIAL China!

40 days before the show, what are the forecasts?

2009 was a difficult year for everybody. Nevertheless SIAL China has kept the same size and same number of exhibitors, and has even seen an increase of visitors by 3%. But now I confirm that optimism is the key-word for 2010! Indeed, I can say that all the exhibition space, which has been increased by 20%, is already fully booked! Each day, we have to register new exhibitors in waiting list.

This year, we have a strong participation of France, USA, Spain, Korea, Italy, Mexico, Ireland, India, Argentina, Uruguay and Portugal. We are also proud to welcome for the 1st time the national pavilion of Japan, Poland and Czech Republic.

From a domestic side, many provinces will exhibit: Shandong, Zhejiang, Heilongjiang, Hunan, Guangdong, Shanghai City and also a collective participation of Chinese food companies organized by the Ministry of Agriculture.

How do you explain this development?

After the year of 2009 year marked by cost cutting in investment and exportation projects, the Chinese economy has already fully recovered: China observed a 12% increase of the growth rate in the 1st trimester 2010! The interest in the Chinese market and its potential is even stronger than ever compared to the other exportation markets, which have more difficulty to take out from the crisis.

From the visitor's point of view, we forecast a strong growth, regarding the pre-registration rates that we already meet.

And it is not surprising as Chinese buyers are more willing to meet new offer coming from our international exhibitors. For your information, last year 70% of our visitors declared having initiated a business relationship with our exhibitors on site.

At the same time, though our Retail and Distribution area, more than 300 meetings were pre-arranged with the major distributors of the Chinese food industry.

Moreover, don't forget that SIAL China 2010 will be held during the Shanghai World Expo, which increase for sure Shanghai's appeal for exhibitors and visitors. We forecast a strong growth in visiting, regarding the pre-registration rates that we already meet.

2010 is for sure a special year for SIAL China, any special events for your 10th anniversary?

Indeed, to celebrate our 10th anniversary, many events have been organized.

Among these events, let's talk about our Gala Dinner which will gather the best of our exhibitors, main buyers, and journalists in a prestigious place.

I am also very glad to announce in exclusivity that for its 10th anniversary SIAL China will offer to each company exhibiting, a selection of big buyers, Media Partners and VIP, a free ticket to visit the World Expo!

We will also organize a retrospective of innovation in the Chinese food market for the last decade. The retrospective will be located on the popular event Trends & Innovations area, acclaimed each year by all the visitors.

You will also find our famous events like the 2nd edition of the Asian Young Hope Chefs Contest which welcome this year the most promising chef from 8 countries and regions. Let's list also the Wine Innovation Forum, Best Buy China Competition, Retail & Distribution Area with the best of the Chinese food distribution.

Among with the new development of SIAL China, and conscious to be up to date, 2 professional paths have been created. They will highlight the Organic and the Halal offer in SIAL China.

A last word before the opening?

Your visit to SIAL China 2010 will be for sure full of surprises!

We will be pleased to welcome you from 19-21 May, in Shanghai New International Expo Centre.

Last tips: facilitate your coming by pre-registering in www.sialchina.com

The SIAL Group encompasses:

9,300 exhibitors from more than 100 countries, 370,000 sqm of exhibition space, 216,000 visitors from 200 countries, in Asia, North and South America, Middle East, and Europe.

Check the forthcoming dates for 2010-2011 on www.sial.fr

Next SIAL China: 12th edition from 18-20 May 2011.

SIAL China Communication

Justine Nys-Desbarbieux

Justine_desbarbieux@exposium-shanghai.com

Tel : +86 (0)21 6249 2028