



March 2010  
For Immediate Release

## Press Release

### **An incredible 10<sup>th</sup> anniversary! Everybody wants a stand in SIAL China!**

#### **The year of all the records!**

In 2010, Shanghai will not only host the World Expo but will also celebrate from May 19<sup>th</sup> to 21<sup>st</sup> the 10<sup>th</sup> anniversary of SIAL China: the meeting point for Food, Beverage and Hospitality players in Asia.

The organizers are predicting a record full show: most of the exhibiting space has been already booked! France, USA, Spain, Italy, Korea, Mexico, Ireland, India, Argentina, Uruguay, Turkey strengthen their presence while Poland, Czech Republic and Japan participate for a first time. SIAL China also notes a strong development of the domestic pavilions which enlarge their participation: Shandong, Zhejiang, Heilongjiang, Hunan, Guangdong, and Shanghai City, one pavilion held by Chinese Ministry of Agriculture, and the presence of a pavilion of Chinese Dairy Industry association.

The organizers are pleased to announce to you that **Mexico is the Guest Country of Honor in SIAL China 2010!** It will be a great occasion to discover a new taste of Mexican Cuisine during 3 days long with food and beverage tasting.

In 2010, the organizers have decided to highlight a Chinese province as Province of Honor; **this other special guest of honor is Shandong Province.** The 1<sup>st</sup> agricultural Chinese province will be happy to welcome you on its stand to discover its high variety of products.

#### **SIAL China festivities program**

In 2009, SIAL China has welcomed more than 28,000 visitors. For its 10<sup>th</sup> anniversary, SIAL China has decided to go beyond its reputation by a strong program of events:

- **Cooking Trends Area:** high-level international chefs from Escoffier China will demonstrate their talent in cooking a variety of products and ingredients provided by the exhibitors
- **Asian Young Hope Chefs Contest:** young and talented chefs coming from 8 countries and regions (China, Singapore, Thailand, Hong-Kong, Macau China, South Korea, Vietnam and the Philippines) share a common desire to become the best Asian young hope chef for 2010 and succeed to Paul Xin from Banyan Tree Sanya, the 2009 winner.
- **Best Buy China:** wine competition opened to the exhibitors to highlight their products with the main criteria of the best quality for value. In 2009, 41 wines were in competition from 6 countries. In 2010, to highlight Mexico as Guest Country of Honor, a special category for spirits has been created with the Tequila contest.
- **OlivAsia Innovation Forum** is a new area to discover and understand the olive oil industry and the best products.
- **Wine Innovation Forum** to share and build Asian visitor's own wine culture.

And many other dynamic and tasteful events at SIAL China 2010,

The F&B world can't wait to welcome you....

**SIAL China 2010 - the 10<sup>th</sup> anniversary of the leading F&B show in mainland China**

May 19 – 21, 2010

Hall E1 – E4  
Shanghai New International Expo Center  
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**Visitor pre-registration on line: [www.sialchina.com](http://www.sialchina.com)**