JOIN ASIA’S LARGEST FOOD INNOVATION EXHIBITION

Shanghai

DATES:

Booth Location
November, 2017

Registration to events, catalogue
January - April, 2018

Exhibitor’s area opening
January, 2018

Show
16 - 18 May, 2018

CONTACT US

International Exhibitors:
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Domestic Exhibitors:
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JOIN US IN SHANGHAI, JOIN SIAL NETWORK

FOR MORE INFORMATION, PLEASE GO TO OUR WEBSITES OR CONTACT US
contact: exhib@sial-network.com - www.sial-network.com

GOURMET SELECTION *
Paris
• 24-25 September 2017
• 23-24 September 2018
www.sial-gourmet-selection.com

SIAL INTERFOOD *
Jakarta
• 22-24 November 2017
• 21-24 November 2018
www.sialinterfood.com

SIAL MIDDLE EAST *
Abu Dhabi
• 12-14 December 2017
• 4-6 December 2018
www.sialme.com

SIAL CANADA *
Montreal
• 2-4 May 2018
Toronto
• 30 Apr - 2 May 2019
www.sialcanada.com

SIAL CHINA *
Shanghai
• 16-18 May 2018
• 14-16 May 2019
www.sialchina.com

Food India *
New Delhi
• 18-18 September 2018
www.foodindia-bysial.com

SIAL PARIS **
Paris
• 21-25 October 2018
www.sialparis.com

* Annual ** Biennial
LOOK DEEPER...

JOIN A DYNAMIC SECTOR AND MARKET

- 81% of the consumers in the first and second-tier cities often/sometimes buy imported food products. Families with higher income show a significantly higher purchase frequency than those with lower income.
- Dairy products (49%) is the most bought imported food category by consumers, followed by children’s food (40%), nuts (36%), alcohol (27%) and beverages (24%) and candy/pastry (19%).
- Consumption among upper-middle-class and affluent households is growing at 17% per year and, by 2020, will account for 1.5 trillion USD in incremental spending in urban China.
- Private online consumption is projected to surge by 20% annually through 2020, compared with 6% annual growth in off-line retail sales. This means that e-commerce will account for 42% of growth in private consumption.

AND BENEFIT FROM AN INSPIRING BUSINESS HUB

- Key producers and buyers join forces to reveal the major food trends and face Asian challenges
- A unique Asian food inspiration platform to test, or launch products, increase your brand awareness, exchange the best practices...
- 528 submissions of innovative products and 212 selections*
- 8 tastings, 24 chefs and 11 judges with 7 culinary demos*
- 50 speakers with 27 conferences*

*2017 figures

From ingredients to vegetables, from organic to dry products, all food sectors meet at SIAL China to share their views and develop their business.

Among which sectors:

TOP 3 EXHIBITORS OBJECTIVES

1. Develop business in China
2. Launch new products or new range of your products
3. Develop your sales network
LOOK DEEPER INTO
THE ASIAN DIVERSITY

3,200
exhibitors

67
representated
countries

51%
from Asia

72%
will come back *

60%
satisfaction rate *

TOP 10 Countries
1. China
2. USA
3. South Korea
4. Argentina
5. Turkey
6. Brazil
7. Russia
8. India
9. Spain
10. France

101,134
visits

12%
international visitors from 106 countries and regions

98%
satisfaction rate *

97%
would recommend the show *

84%
will come back *

TOP PRODUCTS & SECTORS
Meat
333 exhibitors from 34 countries
29,339 visitors’ focus

Dairy
133 exhibitors from 27 countries
17,162 visitors’ focus

Wine
183 exhibitors from 23 countries
11,701 visitors’ focus

Beverage
444 exhibitors from 41 countries
11,440 visitors’ focus

Argentina participated in SIAL for the first time in 2003 and this year our pavilions cover an area of more than 1,200 square meters divided into food sector stand (510 sqm) and meat sector stand (700 sqm). We are aware of the immensity of the Chinese market, as well as the magnificent resulting opportunities.

Argentina, Guest Country of Honor

BROADEN YOUR HORIZONS
AND PREPARE TO MEET
ASIAN FOOD COMMUNITY

TOP 10 Countries
1. China
2. USA
3. South Korea
4. Argentina
5. Turkey
6. Brazil
7. Russia
8. India
9. Spain
10. France

E-commerce:
Amazon.cn, Benlai.com, JD.com, Suning.com, Womai.com

HoReCa:
Branwell Catering Group, Food Pavilion, Haiao Hotel, Haidilao Hotpot

Hypermarket:
Auchan, City Shop, Joy Mart, METRO, Walmart

Manufacturer:
Friendship Food, Health Balance, Kwangdong, Luhua, MGM

Import-Export/Trade:
Baziba Trade, Go Export, Sinodis, Tom Top, Trade Winds

VISITOR’S PROFILE
83% decision makers or influencers *

83%
satisfaction rate *

12%
international visitors from 106 countries and regions

82%
would recommend the show *

84%
will come back *

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TOP 10 Countries
1. China
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5. Turkey
6. Brazil
7. Russia
8. India
9. Spain
10. France

TOP 10 Domestic Regions
1. Shanghai
2. Jiangsu
3. Zhejiang
4. Guangdong
5. Beijing
6. Shandong
7. Fujian
8. Henan
9. Liaoning
10. Anhui

Visitor’s profile by business *

Service
13%

Food manufacturer / processor
18%

Catering & food service
50%

Retail & trade
60%

("* multiple options)
**LIVE INSPIRATION DURING THREE DAYS**

**PROMOTING YOUR PRESENCE**

In 2017

- **113** media supports
- **16** press conferences in **6** countries and **2** regions
- **9** official delegations with ministers (Argentina, Australia, Czech Republic, Germany, Hungary, Japan, Lithuania, Russia, Uruguay) and **21** ambassadors and consulates
- **1,780** successful meetings arranged via match making platform, a free value added service improving the efficiency of participating in SIAL China
- **SIAL** social communities and website to relay your videos, messages, events....

**THE PLACE TO BE TO ENJOY FOOD**

- **Shanghai figures:**
  By January, 2016, Shanghai has attracted 539 multinational companies to set up their regional headquarters and by December, 2015, Shanghai has 255 starred hotels.
- **Hotels:**
  - Kerry Hotel Pudong Shanghai, Jumeirah Himalayas Hotel Shanghai, Shanghai Ritz Carlton Pudong, Parkview Hotel Shanghai
- **Town food visits:**
  - Shanghai Min, Spring Wave restaurant, Din Tai Fung, Yang’s Dumpling
- **Our travel agent:**
  Orient Event Service is at your disposal to serve as a dedicated agency to organise town visits, hotel and taxis
Dear Sir or Madam, dear Partners

With 18 years expertise and global reach, SIAL China has been alongside you as you grow in the worldwide food market.

In this very dynamic and competitive marketplace you are investing a lot to differentiate your company, developing new products, new processes, and new solutions to meet retail, food service and industry’ expectations.

Market intelligence, innovation, research and development are all part of SIAL’s DNA, so by joining the next session of SIAL China you will be part of the 3,200 food companies that define the future of our sector and showcase all the trends to inspire more than 101,134 professionals.

We are looking forward to welcoming you and supporting your growth to inspire food business from 16 to 18 May 2018.

Jim Liu 刘进
SIAL China Director

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