Look Deeper

Shanghai
Asia’s largest food innovation exhibition
16th-18th May 2018
New International Expo Centre

www.sialchina.cn
www.sialchina.com
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From May 16-18, SIAL China 2018, co-hosted by China Commerce Development Centre (CCDC) and COMEXPOSIUM, was held at the Shanghai New International Expo Center. This year’s events mantra was “international, professional and trade,” and focused on promoting import and export business. SIAL China is the leading food marketplace in Asia.

21 Product Sectors

Top 10 Pavilions by Floor Space

- China
- USA
- Korea
- Russia
- Brazil
- Argentina
- Turkey
- Spain
- Poland
- Australia

4 Dedicated Product Zones

- BEVERAGE
- MEAT
- WINE
- DAIRY
On May 16, 2018, a delegation of ministers, ambassadors, consuls and trade officers participated in the SIAL China 2018 Opening Ceremony. European Agriculture and Rural Development Commissioner, Phil Hogan officially opened the exhibition on behalf of the European Union as Region of Honour.

As the Region of Honour for SIAL China 2018, 26 European Union (EU) member country pavilions housing 70 EU delegates occupied 6,000 square meters of exhibition space. The EU also hosted exciting activities, and informative sessions about EU food quality and safety policies to complement the wide variety of safe and quality agricultural food and beverage products on display at the EU member pavilions.

Most pavilions were well represented at the Opening Ceremony. From China, Director of China Commerce Development Center, Director of Foreign Economic Cooperation Center of MOA, Chairman of Gansu Commission of CCPIT, Chairman of Heilongjiang Commission of CCPIT, Deputy Director General of Department of Commerce of Shandong Province, and the Secretary General of Cold Chain Logistics Committee and Vice President of Chinese Academy of Agricultural Mechanization Sciences, attended the ceremony.

Honored guests from Argentina, Belarus, Brazil, Bulgaria, Canada, Chile, Colombia, Cuba, Czech, Denmark, Estonia, Greece, Finland, France, Hungary, India, Indonesia, Ireland, Lithuania, Mexico, the Netherlands, Peru, Russia, Spain, South Africa, Sweden, and Uruguay also attended the Opening Ceremony.
EXHIBITOR PROFILE

Percentage of international and domestic exhibitors
- International: 49%
- Domestic: 51%

Percentage of international exhibitors by region
- Americas: 23%
- Africa: 3%
- Europe: 37%
- Asia: 28%
- Oceania: 3%

Top 10 international countries by number of exhibitors
- Korea
- USA
- Russia
- Brazil
- Spain
- Argentina
- Australia
- Canada
- Turkey
- France

Exhibitor satisfaction rate
- Satisfaction rate: 83%
- Recommendation: 75%
- Next edition participation: 68%

Top 10 exhibited products
- Grocery products, dried products: 24%
- Meat and tripe: 18%
- Confectionery, biscuits and bakery: 12%
- Non-Alcoholic Beverages: 9%
- Fruits and Vegetables, dried fruits: 9%
- Dairy products, eggs: 6%
- Delicatessen, Home Meal Replacement: 5%
- Services and trade press: 4%
- Alcoholic beverages (others): 4%
- Wines and Spirits: 3%

Domestic Pavilions
- Department of Commerce of Shandong Province
- Department of Agriculture of Zhejiang Province
- Shanghai Municipal Agricultural Commission
- Heilongjiang Commission of CCPIT
- Gansu Commission of CCPIT
- Department of Commerce of Hunan Province
- Ningbo Free Trade Zone
- Changchun Municipal Bureau of Commerce
- Weihai Municipal Bureau of Commerce
- Dongguan Municipal Bureau of Commerce
- Xiamen Food Industry Association
- Jinjiang Food Trade Association
- Foreign Economic Cooperation Center of Ministry of Agriculture
- China Aquatic Products Processing and Marketing Alliance
- CFLP Cold Chain Logistics Committee
- Ningxia Muslim Beef and Mutton Industry Association
- Hong Kong Trade Development Council
**VISITOR PROFILE**

**Percentage of domestic visitors**
- Others: 57%
- Shanghai: 43%

**Percentage of international visitors by region**
- North America: 6%
- Europe: 21%
- Asia: 62%
- Africa: 1%
- South America: 5%
- Oceania: 5%

**Top 10 international countries by number of visitors**
- Korea
- Japan
- Russia
- Australia
- Thailand
- Malaysia
- USA
- Singapore
- Canada
- Indonesia

**Top 10 domestic regions by number of visitors**
- Shanghai
- Jiangsu
- Zhejiang
- Guangdong
- Beijing
- Shandong
- Fujian
- Henan
- Anhui
- Liaoning

**Visitor satisfaction rate**
- 97% Satisfaction rate
- 76% Next edition participation
- 93% Recommendation

**Visitor profile by business sector**
- Service: 10%
- Catering & Food Service: 19%
- Food Manufacturer / Processor: 12%
- Retail & trade: 59%

**Top 10 product areas of interest by visitors**
- Confectionery, biscuits and pastry: 21%
- Semi-finished food products and ingredients (packed in bulk): 21%
- Frozen products: 16%
- Health food and diet products, baby food: 16%
- Dairy products, eggs: 14%
- Fresh fruits and vegetables, dried fruits: 13%
- Fresh meat and offal: 12%
- Organic products: 12%
- Wines & spirits: 12%
- Grocery products: 9%

**Visitor profile: occupation**
- Food-service, F&B, Catering Manager: 1.45%
- Production-R&D-Quality: 5.69%
- Marketing, Category Manager, Communication: 15.81%
- Sales: 19.94%
- Executive Chef/Chef, Kitchen staff: 1.12%
- Oenologist, Sommelier: 0.53%
- Chairman, CEO, Managing Director, Store Manager: 27.93%
- Purchasing Management-Buyer: 27.53%
The star of the SIAL Network, SIAL Innovation, received 650 products submission at SIAL China. Of which, 164 products were selected by an independent jury for displaying expertise and a strong commitment to food innovation. Of the 164, 10 finalists were then shortlisted based on their contributions to pleasure, health, physical well being, convenience, and ethics.

SAFE CATCH was awarded the Gold Award for their low mercury tuna product, Elite Wild Seasoned Tuna. While CHENGDU MAYALAND TRADING CO., LTD, China, earned the Silver Award for their Mexico Avocado Honey and NOVELTEA captured the Bronze Award for their innovative cold-brew tea and spirit blends called “The Tale of Tangier” and “The Tale of Earl Grey”.

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2018 SIAL INNOVATION FINALISTS

**Elite Wild Seasoned Tuna**
SAFE CATCH
USA
Booth No. W2G086

**Mexico Avocado Honey**
CHENGDU MAYALAND TRADING CO., LTD.
China
Booth No. W1A057

**The Tale of Tangier and The Tale of Earl Grey**
TEA VENTURE / NOVELTEA
United Kingdom of Great Britain and Great Britain
Booth No. W2D066

**Ice Cream Powder for HoReCa and Factories with Probiotics**
REVALA LTD.
The Republic of Estonia
Booth No. ESG018

**Truffle Tea**
UMBRIA TARTUFI - A.R. TARTUFI SRL
Italy
Booth No. W3E959

**BBQ Sauce with Porto Wine**
COMTEMP, LDA
Portugal
Booth No. W3C087

**Fresh Fruit Popsicles**
HSU SHENG FOOD ENTERPRISE CO., LTD.
Taiwan Region
Booth No. E2C014

**Delicious Daily Nuts for Children 540g**
BEIJING ZHENWEIFANG FOOD CO., LTD.
China
Booth No. W1A020

**Konjac Pueraria Red Bean Porridge with Cax Seed**
H.K.BAOZHISU GRO
China
Booth No. W3D004
For the fifth consecutive year, La Cuisine was endorsed by the World Association of Chefs Societies (WACS). This year, eight country and regional teams from South Korea, Malaysia, Italy, Beijing, Shanghai, Chengdu, Yunnan and Hong Kong competed to impress eight expert judges. Looking for creativity, presentation skills, uniqueness, and taste, in the end, the team from Yunnan took home the championship.

SIAL China 2018 La Cuisine received strong support from the following partners:
Chocolate World 2018 introduced a new mascot called Mr. Chocolate during the Opening Ceremony on May 16. The mascot complimented the seven delicious and informative events sponsored by JACUDA (HK) LIMITED.
The 2018 Wine Innovation Forum became the spotlight in the wine sector as soon as the first forum opened on May 16. Keynote speaker David Forer MW led a star-studded line-up that included Darius Allyn MS and Sommelier Nikhil Agarwal who brought a high depth of analysis and explored a variety of wines and regions, including Portuguese Vinho Verde, New Zealand Pinot Noir, and wines from Washington State.
In partnership with WINE100, a professional and influential wine rating agencies in China, the Best Buy China Competition delivered an effective platform for SIAL China 2018 wine exhibitors to showcase their star products. On May 16, a nine-judge panel presided by David Forer MW, performed a blind tasting and announced their Best Buy Competition recommendations during After SIAL Party.

BEST BUY CHINA COMPETITION

In partnership with WINE100, a professional and influential wine rating agencies in China, the Best Buy China Competition delivered an effective platform for SIAL China 2018 wine exhibitors to showcase their star products. On May 16, a nine-judge panel presided by David Forer MW, performed a blind tasting and announced their Best Buy Competition recommendations during After SIAL Party.
Endorsed by Café Culture and the Australasian Specialty Tea Association (AISTA), this event honored brewing traditions and tea innovation. In 2018, the competition focused on specialty tea infusion, standard infusion, and signature beverages. Mr. Huangtao Xu, Ms. Xiaomeng Huang, and Ms. Jiaxin Liu came first, second and third place, respectively.

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<tr>
<td>1</td>
<td>Xu Huangtao</td>
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<tr>
<td>2</td>
<td>Huang Xiaomeng</td>
</tr>
<tr>
<td>3</td>
<td>Liu Jiaxin</td>
</tr>
<tr>
<td>4</td>
<td>Tania Stacey</td>
</tr>
<tr>
<td>5</td>
<td>Shao Ling</td>
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<tr>
<td>6</td>
<td>Liao Tingxin</td>
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The 6th edition of Seafood Fest’ received support from the Aquaculture Stewardship Council (ASC), Marine Stewardship Council (MSC), and Norwegian Seafood Council (NSC). This event explored the “Right Seafood, Right Wine” theme during a series of cooking demonstration that used exquisite like cod, salmon, mussels, shrimp, scallops, clam, and Greenland Flounder.

Partnership
The 7th edition of Retail & Hospitality Forum was a two-day event that gave industrial professionals a platform to share knowledge about hot topics, trends, and future developments. Alibaba, the world’s largest online and mobile marketplace, JD.com, China’s leading self-operated E-commerce platform, and specialists from Sovereign, XTC World Innovation, Gira Conseil, Euromonitor International, and guests from the European Union spoke at the Forum. Covering a wide range of topics that included food sustainability, import and export policy, food innovation, e-commerce and market trends.
On May 17, SIAL After Party took place at Sasha’s, a Shanghai establishment built in 1921. With a fantastic combination of select wines, gourmet food, and themed decor, the evening was a perfect settling for the 500 VIP exhibitors and buyers to celebrate the success of SIAL China 2018.
The SIAL China Match-Making system is an important part of our commitment to internationality and innovation. In 2018, we improved system convenience and affordability, attracting 26,331 reservation made by 1,027 exhibitors and 9,097 visitors.

"I think it’s definitely a huge market for seafood here, and we want to provide safe seafood for everyone all around the world. It’s my first time in China, first time to SIAL China as well, so hopefully we’ll be here with even more innovated products next year."
- SAFE CATCH, USA

"It's our fifth time here participating in SIAL China and due to the high number of companies that are participating in our group pavilion, and China is our first customer outside the EU, so we are going to coming back for sure."
- INTERPORC SPAIN

"I have been visiting SIAL China for 3 to 4 years, and this edition has been the largest so far. It feels much better this time I visited and gained much more information than ever. I am planning to book a 36-sqm booth and attend SIAL China next year as an exhibitor."
- Mr. Kang, Jiangsu Food Group Co., Ltd.

"SIAL China is very large for us. It exhibits varied food products from different countries. It's worth for visiting and exploring in here. I worked for an e-commerce platform, it's so joyful to meet all kinds of gourmets here and we would like to visit again next year."
- Mr. Wang, an e-commerce platform owner
SIAL China would like to share a special thanks to the Foreign Economic Cooperation Center (Ministry of Agriculture, P.R.China), China Food and Packaging Machinery Industry Association, China Aquatic Products Processing and Marketing Association, and local institutions from CCPIT Heilongjiang Committee, Department of Commerce of Shandong Province, Department of Agriculture of Zhejiang Province, Shanghai Municipal Agricultural Commission, Department of Commerce of Hunan Province, Ningbo Free Trade Zone, Changchun Municipal Bureau of Commerce, Weihai Municipal Bureau of Commerce, Dongguan Municipal Bureau of Commerce, XIAMEN Food Industry Association, Ningxia Muslim Beef and Mutton Industry Association, and the Hong Kong Trade Development Council.

Without the support of the authorities, media, exhibitors, and visitors, SIAL China would not have grown into Asia's largest food innovation and trade platform.

Thank you!
JOIN THE WORLD NUMBER ONE
FOOD INNOVATION NETWORK

MONTREAL
15-17 Apr. 2020

PARIS
21-25 Oct. 2018

TORONTO
30 Apr- 02 MAY 2019

ABU DHABI
10-12 Dec. 2018

SHANGHAI
14-16 MAY 2019

NEW DELHI
16-18 Sept. 2018

JAKARTA
21-24 Nov. 2018

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