JOIN ASIA’S LARGEST FOOD INNOVATION EXHIBITION

DATES:
- Booth Location: November, 2018
- Registration to events, catalogue: January - April, 2019
- Exhibitor’s area opening: January, 2019
- Show: 14th - 16th May, 2019

CONTACT US
- International Exhibitors: E-mail: exhibit@sial-network.com, Tel: +33 (0) 1 76 77 13 33
- Domestic Exhibitors: E-mail: zyzhang@sialchina.cn, Tel: +86 (0) 10 8579 4294
- Sponsorship: E-mail: wanda@sialchina.cn, Tel: +86 (0) 10 6588 9574

JOIN US IN SHANGHAI, JOIN SIAL NETWORK

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

SIAL PARIS **
- Paris: 21-25 October, 2018
- 18-22 October, 2020
www.sialparis.com

SIAL INTERFOOD *
- Jakarta: 21-24 November, 2018
- 13-16 November, 2019
www.sialinterfood.com

SIAL MIDDLE EAST *
- Abu Dhabi: 10-12 December, 2018
www.sialme.com

SIAL CANADA *
- Toronto: 15-17 April, 2020
- Montreal: 30 April-2 May, 2019
www.sialcanada.com

FOOD INDIA INSPIRED BY SIAL *
- New Delhi: 17-19 September, 2019
www.foodindia-bysial.com

GOURMET SELECTION *
- Paris: 22-23 September, 2019
www.sial-gourmetselection.com

* Annual ** Biennial

Shanghai
Asia’s largest food innovation exhibition
14th-16th MAY 2019
NEW INTERNATIONAL EXPO CENTRE
WWW.SIALCHINA.COM

Join us: 📱 📷 🌐 🌈

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CONCEPTION:
JOIN ASIA’S LARGEST FOOD INNOVATION EXHIBITION
JOIN US IN SHANGHAI, JOIN SIAL NETWORK
JOIN A DYNAMIC SECTOR AND MARKET

- In 2017, online imported food had a penetration rate of 84% among Chinese consumers, and consumer only bought imported food in offline channel accounted for 17%.*

- Imported food from Australia is most popular as 44% Chinese consumers has bought imported Australian food. Food from USA (37%), Japan (33%), Germany (28%) and Southeast Asia (21%) is also warmly welcomed.*

- In the food and beverage sectors, the value growth of the packaged food categories outpaced that of beverages; packaged food’s annual growth rose from 1.3% in 2016 to 3% in 2017.**

- After rapid expansion since 2013, China’s O2O market continued to grow by around 30% in 2017, with much of that expansion due to O2O services to homes, such as food and delivery, which grew at an astonishing 76% rate.**

- China has become the world’s second largest catering market after recording revenue figures of USD 616 billion in 2017. In addition, China had more than 8 million restaurants and 4.65 million active enterprises in the catering industry.***

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…
- 650 submissions of innovative products and 164 selections*
- 8 tastings, 24 chefs and 11 judges with 7 culinary demos*
- 50 speakers with 27 conferences*

*Source: iResearch – China Import Food Consumers Research 2017
**Source: Kantar Worldpanel – China Shopper Report 2018
*** Source: China Cuisine Association – China’s Catering Industry Development Report 2018

TOP 3 EXHIBITORS OBJECTIVES

1. Finding new distributors / partners / resellers
2. Generating new sales leads
3. Increasing awareness of brand(s) / products

*2018 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:

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LOOK DEEPER INTO THE ASIAN DIVERSITY

BROADEN YOUR HORIZONS AND PREPARE TO MEET ASIAN FOOD COMMUNITY

67 represented countries

30 provinces *

65% from Asia

3,400 exhibitors

110,635 visitors

93% would recommend the show *

76% will come back *

88% decision makers or influencers *

68% will come back *

75% would recommend the show *

75% satisfaction rate *

83% satisfaction rate *

TOP 10 Countries

1. South Korea
2. USA
3. Russia
4. Brazil
5. Spain
6. Argentina
7. Australia
8. Canada
9. Turkey
10. France

TOP PRODUCTS & SECTORS

Beverage | 504 exhibitors from 43 countries, 12,127 visitors’ focus.

Meat | 356 exhibitors from 29 countries, 30,093 visitors’ focus.

Wine | 174 exhibitors from 26 countries, 12,933 visitors’ focus.

Dairy | 168 exhibitors from 29 countries, 15,943 visitors’ focus.

TOP 10 Countries

1. China
2. South Korea
3. USA
4. Russia
5. Australia
6. Argentina
7. Australia
8. Canada
9. Turkey
10. France

VISITOR’S PROFILE

TOP 10 Countries

1. China
2. South Korea
3. USA
4. Russia
5. Australia
6. Thailand
7. Malaysia
8. USA
9. Singapore
10. Canada

TOP 10 Domestic Regions

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

“As the Region of Honour in 2018, SIAL China has been a great success to develop EU food products awareness and business opportunities in China.”

EU Pavilion Officials

Community & Convenience Stores:

E-commerce:
Amazon.cn, Berlai.com, JD.com, SFBest, Suning.com, Taobao.com, Tmall.com, Womai.com, Yiguo.com.

HoReCa:
Accor Hotels, Crown Plaza Hotels, Hilton Hotels, Holiday Inn, Marriott Hotels, St. Regis Hotels.

Hypermarkets:

Import-Export / Trade:
COFCO, Cortti, Gaofu, Pernod Richard, Shanghai Tangjiu, Simodis, Summergate.

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Visitor’s profile by business *

Service 10%

Catering & food service 12%

Food manufacturer / processor 59%

Retail & trade 19%
SIAL Innovation: Benefit from this major event to advertise your products and get media attention and numerous spin-offs.

Retail & Hospitality Forum: Debates, conferences, interviews around major topics shaping food future.

Seafood Fest*: In partnership with CAPPMA, a cooking event served for aquatic products and other ingredients.

Chocolate World: To meet China and Asia markets’ demands for premium chocolate, as well as desire to showcase by international leading chocolate brands, SIAL China specially designed Chocolate World with extraordinary decoration and diversity activities.

Wine Innovation Forum: A focus set in a friendly atmosphere showcasing top speakers of international wine world together with the best local wine experts. 2018 Keynote Speaker: Mr. David Forer MW

China National Specialty Tea Brewers Cup: In partnership with AASTA and Cafe Culture, the opportunity to identify leaders in the specialty tea community.

Best Buy Competition: In partnership with WINE100. Find the best value wine for professional buyers and consumers and help producers to build their brands in the Chinese wine and spirits market.

Match-Making System: A free platform open to all exhibitors and pre-registered visitors, help to position accurately the target customer, schedule the appointments ahead of the show and improve the efficiency of participants at SIAL CHINA.

SIAL Innovation recognizes the most cutting-edge products in the industry, and will offer benefits to products promotion including increasing media exposure and the right to use the SIAL Awards logo in product marketing and promotional activities.

SIAL Innovation during three days benefitted from high visibility in promoting your presence.

PROMOTING YOUR PRESENCE

In 2018
- 120 media partnership with 1,828 original media clippings.
- 15 press conferences in 6 countries and 2 regions.
- 2,038,168 PVs and 412,772 UVs on sialchina.cn. 382,946 PVs and 191,473 UVs on sialchina.com.
- 9,530 Facebook fans with 8,684 engagement. 939 Twitter followers with 933,000 impression.
- 26,331 appointments initiated via match making platform, a free value added service improving the efficiency of participating in SIAL China.

THE BRIDGE CITY CONNECT CHINA TO THE WORLD

- About Shanghai
The largest city in China and eighth largest in the world, with a recorded population of 24 million (as of 2017) plus a huge unregistered temporary floating populace, Shanghai is located on the Yangtze River Delta by the East China Sea and is the busiest container seaport in the world. It is a massive metropolis and widely accepted as China’s most important economic hub and financial center.

- Transportation
Shanghai has four major railway stations: Shanghai Railway Station, Shanghai South Railway Station, Shanghai West Railway Station, and Shanghai Hongqiao Railway Station. All are connected to the metro network and serve as hubs in the railway network of China. Shanghai is one of the leading air transport gateways in Asia. The city has two commercial airports: Shanghai Pudong International Airport and Shanghai Hongqiao International Airport. Pudong Airport is the main international airport, while Hongqiao Airport mainly operates domestic flights with limited short-haul international flights.

- Climate & Weather
Shanghai has a humid subtropical climate and experiences four distinct seasons. Weather in May is warm, sometimes even hot, usually with the high temperature above 25°C (77°F). Pleasant sunny days are the majority. The temperature difference is big for the day and the night.
Dear Sir or Madam, dear Partners

With 19 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’s 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 3,400 food companies that define the future of our sector and showcase all the trends to inspire more than 110,635 professionals.

We are looking forward to welcoming you and supporting your growth to inspire food business from 14 to 16 May 2019.

Jim Liu 刘进
SIAL China Director

**International Exhibitors:**
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