LOOK DEEPER

Shanghai
Asia’s largest food innovation exhibition
14TH-16TH MAY 2019
NEW INTERNATIONAL EXPO CENTRE
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SIAL China 2019, co-hosted by China Commerce Development Centre (CCDC) and COMEXPOSIUM, was successfully held in Shanghai from May 14-16, at the Shanghai New International Expo Centre. The leading food marketplace in Asia, SIAL China occupied the full 199,500 square meter exhibition centre to facilitate 4,300 exhibitors from 70 countries and regions, and 117,595 professional visitors.

21 Product Sectors

- Meat
- Dairy
- Wine
- Beer
- Seafood
- Frozen Food
- Health Food
- Organic Food
- Confectionery
- Health & Snacks
- Beverage
- Frozen Meat
- Fruit & Vegetable
- Organic Sugar
- Sauce
- Beer
- Health Food
- Organic

Top 10 Pavilions by Floor Space

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

SIAL CHINA 2019
FACTS & FIGURES

199,500
Square Meters

4,300
Exhibitors

117,595
Professionals
On May 14, honored guests, government officials, embassy representatives, delegates, VIPs, media, and SIAL Network executive attended the SIAL China 2019 Opening Ceremony. Jim Liu, CEO of SIAL China, took to the stage to officially open Asia’s largest food innovation exhibition and celebrate the show’s 20th edition.

Foreign ministers from more than 23 countries and regions participated in the opening ceremony alongside representatives from the China Commerce Development Center, guests from the Counsellors’ Office of the State Council, representatives from the Foreign Economic Cooperation Center, MARA, P.R.China, Foreign Investment Promotion Affairs Bureau of the Ministry of Commerce, Department of Commerce of Shandong Province, Department of Commerce of Zhejiang Province, Heilongjiang Commission of CCPIT, and over 40 ministries, government institutions, and partners.
EXHIBITOR PROFILE

Percentage of International and Domestic Exhibitors

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>International</td>
<td>49%</td>
</tr>
<tr>
<td>Domestic</td>
<td>51%</td>
</tr>
</tbody>
</table>

Top 10 International Countries by Number of Exhibitors

1. Korea
2. Russia
3. Brazil
4. Australia
5. Argentina
6. USA
7. Turkey
8. Spain
9. Poland
10. Germany

Percentage of International Exhibitors by Number

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas</td>
<td>21%</td>
</tr>
<tr>
<td>Africa</td>
<td>1%</td>
</tr>
<tr>
<td>Middle East</td>
<td>7%</td>
</tr>
<tr>
<td>Asia</td>
<td>29%</td>
</tr>
<tr>
<td>Oceania</td>
<td>5%</td>
</tr>
</tbody>
</table>

Exhibitor Satisfaction Rate

- Satisfaction Rate: 91%
- Recommendation: 86%
- Next edition participation: 72%

Top 10 Exhibited Products

1. Grocery Products and Dried Products: 24%
2. Meat and Tripe: 20%
3. Confectionery, Biscuits, and Bakery: 14%
4. Non-alcoholic Beverages: 10%
5. Fruits and Vegetables, and Dried Fruits: 8%
6. Dairy Products and Eggs: 6%
7. Organizations, Federations, and Institutions: 5%
8. Alcoholic Beverages (others): 3%
9. Wines and Spirits: 3%
10. Delicatessen and Home Meal Replacements: 2%

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 Jilin Province
- Changchun Municipal Bureau of Commerce
- Ningbo Free Trade Zone
- Weihai Municipal Bureau of Commerce
- Dongguan Municipal Bureau of Commerce
- Xiamen Food Industry Association
- Jinjiang Food Trade Association
- Foreign Economic Cooperation Center, MARA, P.R.China
- China Aquatic Products Processing and Marketing Alliance
- CFLP Cold Chain Logistics Committee
- Hong Kong Trade Development Council
VISITOR PROFILE

Percentage of Domestic Visitors from Shanghai

- Shanghai: 42%
- Others: 58%

Percentage of International Visitors by Region

- Asia: 64%
- Europe: 19%
- Africa: 1%
- North America: 5%
- South America: 6%
- Oceania: 5%

Top 10 International Countries by Number of Visitors

- Korea
- Japan
- Malaysia
- Russia
- Thailand
- Australia
- USA
- Singapore
- India
- Indonesia

Top 10 Domestic Regions by Number of Visitors

- Shanghai
- Jiangsu
- Zhejiang
- Guangdong
- Shandong
- Beijing
- Fujian
- Henan
- Anhui
- Liaoning

Visitor Satisfaction Rate

- Satisfaction Rate: 96%
- Next edition participation: 73%
- Recommendation: 89%

Visitor Profile by Business Sector

- Services: 9%
- Catering and Food Service: 12%
- Retail and Trade: 59%
- Food Manufacturer /Processor: 20%

Top 10 Product Areas of Interest by Visitors

1. Confectionery, Biscuits, and Pastry: 22%
2. Frozen Products: 18%
3. Semi-finished Food Products and Ingredients (packed in bulk): 17%
4. Health Food, Diet Products, and Baby Food: 16%
5. Dairy Products and Eggs: 14%
6. Fresh Meat and Offals: 13%
7. Fresh Fruits and Vegetables, and Dried Fruits: 12%
8. Wines & Spirits: 11%
9. Organic Products: 11%
10. Grocery Products: 10%

Visitor profile: occupation

- Executive Chef, Chef, or Kitchen Staff: 1.18%
- Oenologist or Sommelier: 0.42%
- Production, Research & Development, or Quality Control: 5.29%
- Marketing, Category Manager, or Communications: 16.16%
- Sales: 19.55%
- Food Service, Food & Beverage, or Catering Manager: 1.63%
- Chairman, CEO, Managing Director, or Store Manager: 27.79%
- Purchasing (Buyer): 27.97%
Open to all registered visitors and exhibitors, SIAL Innovation is the crown jewel event of the SIAL Network and celebrates food and beverage innovation. This year, SIAL China received 697 products submission from exhibitors, of which 184 submissions were shortlisted and reviewed by the 2019 SIAL Innovation Jury. The Jury selected 10 Finalists based on the following criteria: health, packaging, and consumer convenience.

This year’s Finalists come from China, France, Poland, South Korea, Switzerland, Thailand, Turkey, and the USA, with each product addressing recent developments in the food and beverage industry. Gemice Sea Salt Avocado Ice Cream was awarded the Gold Award for their indulgent and healthy recipe. SOLIGRANO, earned the Silver Award for their Vege Spelt Burger with pepper and linseed, while FOODISTRY CO., LTD captured the Bronze Award for their innovative Real Porridge.

2019 SIAL INNOVATION FINALISTS

Gemice Sea Salt Avocado Ice Cream
INNER MONGOLIA YILI INDUSTRIAL GROUP CO., LTD. China Booth No. E4 A 058

Vege Spelt Burger with pepper and linseed
SOLIGRANO Poland Booth No. W5 A 060

Real Porridge / 4 species
FOODISTRY CO., LTD Korea Booth No. E1 E 005

100g Sabava Veggie Chips with Salted Egg Yolk and Fish Skin
SABAVA (CHINA) HEAD OFFICE China Booth No. W1 D 090

Job’s Tear Drink with Job’s Tear pieces
SAPPE PUBLIC COMPANY LIMITED Thailand Booth No. E4 D 006

Beyond Burger
BEYOND MEAT United States of America Booth No. W1 B 092

Valfleuri Tend’Epices - Organic vegetable pasta
VALFLEURI, PREMIUM EGG PASTA France Booth No. W4 C 078

HONEYED HAZELNUT PASTE
Altas Oil Industry Turkey Booth No. W3 B 071

DAMATH BOUILLON
Swiss Sustainable Coffee SA Switzerland Booth No. E4 F 026

Yiran Milk Mineral Light Drink
INNER MONGOLIA YILI Industrial Group Co., Ltd. China Booth No. E4 A 058
The 12th edition of La Cuisine made Hall N4 a must-visit for food lovers and casual observers in 2019, as it played host to the 2019 China International Top Chef Invitational Competition co-hosted by SIAL China and the World Association of Chef Societies. Eight National and Regional teams from Italy, Japan, Malaysia, Anhui Province, Beijing, Hong Kong, Shanghai, and Shenzhen, competed in the two-day competition. Mr. Chen Gang, certificated judge by WACs and member of Famous Chefs Committee of the China Cuisine Association oversaw the event which judged the teams’ dishes on their creativity, presentation, uniqueness, and taste. In the end, the team from Shenzhen took home the championship.

SIAL China 2019 La Cuisine Received Strong Support from the Following Partners:
The Wine Innovation Forum was a 3-day event that brought top local wine experts and international speakers together to offer world-class seminars. This year, Master of Wine David Forer and Master of Wine Roderick Smith led seminars on day one and two of the forum, while experts from the China National Wine (Cider) Technical Committee and Tetra Pak China discussed Experimental Marketing and Cultural Promotion in the Chinese Wine Market and Innovative Wine Packaging on day three.
In partnership with WINE100, a professional and influential wine rating agency in China, the Best Buy China Competition delivered an effective platform for SIAL China 2019 wine exhibitors to showcase their star products. This competition honors wines and spirits that represent the best value to professional buyers and consumers. On May 14, an eight-judge panel presided by David Forer MW, performed a blind tasting and announced their Best Buy Competition recommendations during the After SIAL Party.
The Retail & Hospitality Forum is one of the best places in SIAL China to look deeper into different sectors and trends. This year’s forum offered a full calendar of talks by industry experts on a range of topics including the Bubble Tea Industry Overview and Beyond by Euromonitor, Succeeding in Chinese E-commerce by Sovereign, Trends in Food Product Innovation by XTC World Innovation, and Food Business Opportunities in the China E-commerce Market by Nint (Shanghai) Co., Ltd.
Endorsed by Café Culture and the Australasian Specialty Tea Association (AASTA), the China National Specialty Tea Brewers Cup honors simplicity, tradition, and fashion, the three characters of fine tea brewing. Within the 3-day competition, 30 contestants showed their brewing expertise, professional service, tea knowledge, the quality of their tea, and signature beverages. Danny and Mr. Yongwang MA, and Ms. Tingxin LIAO came first, second, and third place, respectively.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Competitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Champion</td>
<td>Danny</td>
</tr>
<tr>
<td>Runner-up</td>
<td>Ma Yongwang</td>
</tr>
<tr>
<td>Third place</td>
<td>Liao Tingxin</td>
</tr>
<tr>
<td>Forth place</td>
<td>Yang Guang</td>
</tr>
<tr>
<td>Fifth place</td>
<td>Shi Luying</td>
</tr>
<tr>
<td>Sixth place</td>
<td>Huang Pan</td>
</tr>
</tbody>
</table>
At SIAL China 2019, the 7th edition of Seafood Fest’ in partnership with China Aquatic Products Processing and Marketing Alliance (CAPPMA) explored the “Right Seafood, Right Wine” theme during a series of cooking demonstrations.

2019 Business Partners
In 2019, the 8th Chocolate World was kicked off by the official mascot, Mr. Chocolate, and a DIY session was opened to the audience, giving them a hands-on chocolate making experience to remember. Dessert chefs from top 5-star hotels also delivered a wonderful afternoon tea as part of the event.
The SIAL After Party took place at LAVIN and welcomed more than 500 VIP exhibitors and buyers. With a fantastic combination of select wines, gourmet food, and themed decor, the evening was the perfect setting to celebrate the success of SIAL China 2019 and announce the BEST BUY CHINA COMPETITION winners.

**Still Red Wines**
- Best Buy (< 4 €)
  - Kindzmarauli Tbilisi 2016
  - Noble Senor 2015
- Best Buy (4 € - 8 €)
  - Main & Cherry McLaren Vale Shiraz 2015
  - Martin Deman Shiraz Merlot 2014
- Best Buy (> 20 €)
  - Piera Martellozo Selezione Tabbor 2014
  - Fish Bone Shiraz 2016

**Still White Wines**
- Best Buy (< 10 €)
  - Roemerhof Weinhaus Trittenheimer Apotheke Trocken 2016
  - Piqueras Wild Fermented White Wine 2017
- Best Buy (> 10 €)
  - Pasion De Moscatel 2017
  - Cutio White Wine 2016
The SIAL China Match-Making System is an important part of the exhibition’s commitment to internationality and innovation. In 2019, improved system convenience and affordability, helped 998 exhibitors and 7,197 visitors make 17,251 meeting reservations.

“We want to enter the China market and at this year’s exhibition, we found very good contacts and made very good partnerships. So yes, next year we are going to be back.”
- Ms. Silvija Matavičiūtė, Marketing Manager, Dione Ice Cream

“It’s my third time visiting SIAL China. It feels like SIAL China is improving each year with increasingly abundant food categories on exhibit. It’s really nice to see this, I work in the food packaging industry and the innovative food packaging being done by some of the famous enterprises in this space, as well as industry trends are reflected at SIAL China. I will for sure be visiting SIAL China next year.”
- Mr. Li, General Manager of the packaging manufacturer

“SIAL China is a professional food industry expo for Asia and the whole world. Amongst the international food and beverage industry, SIAL Innovation is one of the most important events in the field of innovation. Every year the winners reflect innovative food products and technologies, performed by food companies from all over the world representing the most cutting edge trends and directions.”
- Mr. Su, Mr. Su Yufeng, Assistant to the President of Inner Mongolia Yili Industrial Group Company Limited

“It’s my first time attending this event and I have a lot of takeaways. Not only do I understand the trends in the wine market, but I also meet a wine wholesaler. Next, we will talk about business cooperation.”
- Mr. Xu, Wine Distributor
SINCERE THANKS

SIAL China would like to thank the Foreign Economic Cooperation Center, MARA, 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, D Jilin Province, Ningbo Free Trade Zone, Changchun Municipal Bureau of Commerce, Weihai Municipal Bureau of Commerce, Dongguan Municipal Bureau of Commerce, Xiamen Food Industry Association, and the Hong Kong Trade Development Council.

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

Thank you!

SIAL CHINA 2020 PREVIEW
MAY 13-15, 2020

Estimated 17 Halls
Expected 199,500 Square Meters
Estimated 4,500 Exhibitors
Estimated 123,000 Professional Visitors
JOIN THE WORLD NUMBER ONE
FOOD INNOVATION NETWORK

China · Shanghai 2020 May 13-15
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