

**JOIN ASIA'S LARGEST
FOOD INNOVATION EXHIBITION**

Shanghai



DATES:

10% early bird
now - 30 Nov 15

Booth Location
Jan 16

Registration to events, catalogue
Jan 16 - 15 Apr 16

Exhibitor's area opening
Jan 16 - 15 Apr 16

Show
5-7 May 16



CONTACT US

International Exhibitors:
exhibit-sial-china@comexposium.com
Tel: +33 (0) 1 76 77 13 33
Alessia CAROLO (North America, Central America, Northern Europe, France, Italy, Portugal, India, Pakistan)
alessia.carolo@comexposium.com
Elly HABT (Asia, Oceania, South America, Africa, Middle East, Spain, Central and Eastern Europe)
elly.habt@comexposium.com
Domestic Exhibitors:
Tracy ZHANG E-mail: zyzhang@sialchina.cn Tel: +86(0)10 6588 5729

JOIN US IN SHANGHAI, JOIN SIAL NETWORK

**FOR MORE INFORMATION,
PLEASE GO TO OUR WEBSITE OR CONTACT US**
Contact: exhibit-sial-china@comexposium.com • www.sial-group.com

GOURMET SELECTION **
Paris
• 27-28 September 2015
• September 2017
www.salon-gourmet-selection.com

SIAL INTERFOOD *
Jakarta
• 11-13 November 2015
• 9-11 November 2016
www.sialinterfood.com

SIAL MIDDLE EAST *
Abu Dhabi
• 7-9 December 2015
• 5-7 December 2016
www.sialme.com

EXPOVINIS BRAZIL *
Sao Paulo
• 5-7 April 2016
www.expovinis.com.br

SIAL CANADA *
Montreal
• 13-15 April 2016
Toronto
• 2-4 May 2017
www.sialcanada.com

SIAL CHINA *
Shanghai
• 5-7 May 2016
www.sialchina.com

SIAL ASEAN *
Philippines / Manila
• 15-17 June 2016
www.sialasean.com

SIAL PARIS **
Paris
• 16-20 October 2016
www.sialparis.com

* annual ** biennial



LOOK DEEPER
食有深意

Conception: bug

© Images by 123RF www.123rf.com

an event by
comexposium
The place to be



SIAL, a subsidiary of Comexposium Group

Shanghai

**Asia's largest food
innovation exhibition**

05TH-07TH MAY 2016

NEW INTERNATIONAL EXPO CENTRE

WWW.SIALCHINA.COM
WWW.SIALCHINA.CN

Join us

LOOK DEEPER...

...WITH 360° VISION

JOIN A DYNAMIC SECTOR AND MARKET

- **1.37 billion** citizens + **0.52%** annual growth rate of population, **53%** are urban
- China has a middle class of **350 million** people
- China is the world's **biggest exporter** (\$2,343 billion in 2014) and **largest importer** (\$1,960 billion in 2014)
- Chinese food sector one of the fastest growing ones: **+20%** per year
- World's **largest on-line retail market**
- **38%** of household budget is for food purchase
- China's import policies vary depending on the commodity, it has been increasingly importing oil seeds, oils, cotton, grains, meat and dairy, and processed foods.

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...
- **41** speakers with **36** conferences and **8** tastings, **25** chefs and **6** judges with **7** culinary demos, **230** submissions of innovative products and **94** selections



TOP 3 EXHIBITORS OBJECTIVES

1. Develop business in China
2. Launch new products or new range of your products
3. Develop your sales network

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:



LOOK DEEPER INTO THE ASIAN DIVERSITY

61
represented countries *

21
provinces *

89%
satisfaction rate *

60%
from Asia *

2,734
exhibitors *

74%
underlined the quality of the contacts they had *

89%
would recommend the show *

84%
will come back *

TOP 10 COUNTRIES *

1. China
2. Korea
3. USA
4. Poland
5. Turkey
6. France
7. Spain
8. India
9. Netherlands
10. Australia

TOP 5 PRODUCTS & SECTORS *

1. Grocery products
2. Frozen products
3. Fresh meat and offals
4. Health food and diet products & Baby food
5. Confectionery, biscuits and pastry

*2015 SIAL CHINA surveys



“ We are very happy to be here in SIAL in Shanghai with so wonderful opportunities to meet with so many of our customers. It's very cost-effective for us to come here to see so many buyers from the largest market in the world. With California Walnuts, it's a very successful event for us and a great program we are glad to be part of it.
- Michael Poindexter CEO of Poindexter Nut Company from USA - Guest Country of Honor 2015 ”

BROADEN YOUR HORIZONS

AND PREPARE TO MEET ASIAN FOOD COMMUNITY

61,296
visitors *

96%
satisfaction rate *

99%
would recommend the show *

9%
international visitors from 105 countries *

92%
are decision makers *

92%
will come back *

THEY COME TO FIND INSPIRATION

Carrefour, Walmart, CR Vanguard, RT-Mart, TESCO, Casino, Auchan, Lotus, Lianhua, BHG, Parkshop, OLE, NGS, 7-11, FamilyMart, C-store, Quik, Jingkelong

TOP 10 COUNTRIES & REGIONS *

1. China
2. Korea
3. Hong Kong
4. Taiwan
5. Thailand
6. Australia
7. USA
8. Malaysia
9. Turkey
10. Japan

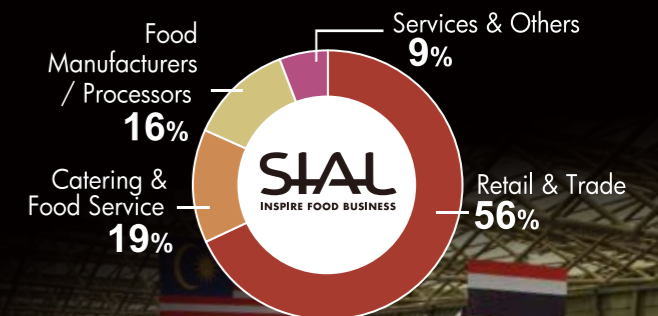
*2015 SIAL CHINA surveys

VISITOR'S PROFILE

Domestic visitor's per city - Top 10 *

- | | |
|--------------|------------|
| 1. Shanghai | 2. Beijing |
| 3. Hangzhou | 4. Suzhou |
| 5. Guangzhou | 6. Nanjing |
| 7. Shenzhen | 8. Qingdao |
| 9. Tianjin | 10. Wuxi |

Visitor's profile by business *



LIVE INSPIRATION DURING THREE DAYS



SIAL Innovation:

Benefit from this major event to advertise your products and get media attention and numerous spin-offs.



La Cuisine:

In partnership with **World Association of Chefs' Societies**. Michelin chefs, demos, recipes, worldwide tour of local food... be part of this major live food tasting.



Retail & Hospitality Forum:

Debates, conferences, interviews around major topics shaping food future.



World Tour:

Look deeper into 30 countries food trends to adapt your products range, or increase your market shares...



The Fresh:

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



Chocolate World:

Meet Asian and domestic markets' demands for high-quality chocolate and witness the world's first-class chocolate display.



China National Specialty Tea Brewers Cup:

In partnership with AASTA and Cafe Culture, the opportunity to identify leaders in the specialty tea community.



Wine Innovation Forum:

A forum set in a friendly atmosphere showcasing top speakers of international wine world together with the best local wine experts. **2015 Keynote Speaker: Ms. Debra Meiburg Master of Wine.**

BENEFIT FROM HIGH VISIBILITY

PROMOTING YOUR PRESENCE

In 2015

- **712** journalists
- **14** press conferences
- **3** official delegations with ministers and ambassadors (Argentina, Czech Republic and Poland)
- Exhibitors and professional visitors match-making system in SIAL China 2015 (**2,738** appointments were initiated, **1,119** visitors and **754** exhibitors involved.)
- **300,000** invitations sent out
- SIAL Social communities and website to relay your videos, messages, events....

More than 1,000 regional spin-offs and 3 daily economic press coverage



THE PLACE TO BE TO ENJOY FOOD

• Shanghai figures:

By October, 2014, Shanghai has attracted 484 multinational companies to set up their regional headquarters in Shanghai and by December, 2014, Shanghai has 255 starred hotels.

• Hotels:

Kerry Hotel Pudong Shanghai, Jumeirah Himalayas Hotel Shanghai, Shanghai Ritz Carlton Pudong, Parkview Hotel

• 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

Lujiazui

YU Garden

The Bund



VISITOR TESTIMONIAL



Excellent show, recommended to everyone

It's a great place to make business in Asia

Be here if you want to sell product into China

Very interesting and important trade show

A good expo to source for new ideas and innovations

Dear Sir or Madam, dear Partners

With 16 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 2,900 food companies that define the future of our sector and showcase all the trends to inspire more than 66,000 professionals.

We are looking forward to welcoming you and supporting your growth to inspire food business from 5 to 7 May 2016.

Jim Liu 刘进; Bjoern Kempe 凯旋
SIAL China Directors

International Exhibitors:

exhibit-sial-china@comexposium.com

Tel: +33 (0) 1 76 77 13 33

Alessia CAROLO

(North America, Central America, Northern Europe, France, Italy, Portugal, India, Pakistan)

alessia.carolo@comexposium.com

Elly HABT

(Asia, Oceania, South America, Africa, Middle East, Spain, Central and Eastern Europe)

elly.habt@comexposium.com

Asia's largest food innovation exhibition