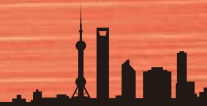




LOOK DEEPER

Shanghai



Asia's largest food  
innovation exhibition

**17<sup>TH</sup> - 19<sup>TH</sup> MAY 2017**

NEW INTERNATIONAL EXPO CENTRE

[WWW.SIALCHINA.COM](http://WWW.SIALCHINA.COM)

Join us      



## JOIN A DYNAMIC SECTOR AND MARKET

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- **1.4 billion** citizens, **55%** are urban
- China has a middle class of **350 million** people
- **World's biggest exporter** (\$2,281 billion in 2015) and **largest importer** (\$1,681 billion in 2015)
- World's **largest on-line retail market**
- **38%** of household budget is for food purchase
- **Meat Market:** China accounted for **31.2%** of global meat consumption in 2014. Beef imports in 2015 surged by **60%** and pork imports boomed by a third in 2015.
- **Dairy Market:** In 2015, China's dairy imports reached **11.1 million** tons, accounting for **15.6%** of global dairy trade.
- **Beverage & Alcoholic Drinks:** As **world's biggest** consumer of alcoholic beverage, China's consumption of alcoholic drinks is expected to reach **84.37 billion** liters by 2016.

## AND BENEFIT FROM AN INSPIRING BUSINESS HUB

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- 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...
- **50** speakers with **27** conferences\*
- **8** tastings, **24** chefs and **11** judges with **7** culinary demos\*
- **353** submissions of innovative products and **151** selections\*

\*2016 figures

### TOP 3 EXHIBITORS OBJECTIVES

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





# ...WITH 360° VISION

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

**2,942**

**exhibitors \***

**67**

**represented  
countries \***

**30**

**provinces \***

**61%**

**from Asia \***

**88%**

**will come back \***

**95%**

**satisfaction  
rate \***

**92%**

**would recommend  
the show \***

**\*2016 SIAL China surveys**

## TOP 10 COUNTRIES & REGIONS\*

- |                  |               |
|------------------|---------------|
| 1. China         | 6. Brazil     |
| 2. South Korea   | 7. Australia  |
| 3. Taiwan region | 8. Spain      |
| 4. USA           | 9. Poland     |
| 5. France        | 10. Argentina |

## TOP PRODUCTS & SECTORS \*

**Dairy**

**212** exhibitors from **40** countries

**16,904** visitors' focus



**Wine**

**213** exhibitors from **29** countries

**6,854** visitors' focus



**Beverage**

**409** exhibitors from **43** countries

**7,145** visitors' focus



**Meat**

**474** exhibitors from **44** countries

**17,174** visitors' focus



“

We are trying to create our relations between Chinese contractors and also our Polish producers that can cooperate in a way of long term in future of China.

**- JEREMI JAROCKI, TRADE MILK  
/ ECORYS / POLAND - Guest  
Country of Honor 2016**

”





**76,986**

visits \*

# BROADEN YOUR HORIZONS

## AND PREPARE TO MEET ASIAN FOOD COMMUNITY

**12%**

international  
visitors from  
**106** countries  
and regions\*

**99%**

satisfaction  
rate \*

**97%**

would recommend  
the show \*

**96%**

will come back \*

### THEY COME TO FIND INSPIRATION



**92%**

decision makers  
or influencers \*

### TOP 10 COUNTRIES & REGIONS \*

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

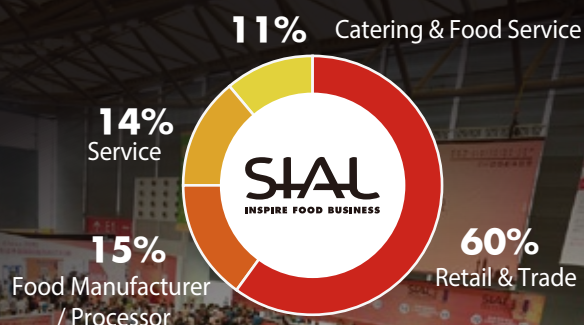
\*2016 SIAL China surveys

## 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 28 countries food trends to adapt your products range, or increase your market shares...



## **Seafood Fest':**

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. **2016 Keynote Speaker: Mr. Tim Wildman Master of Wine.**



## **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



## **VISITOR TESTIMONIAL**



Our impression of SIAL China is that foreign suppliers become interested in E-commerce in China. They have strong desires to develop Chinese Food market. SIAL CHINA is the top show in China and its tidiness and arrangements are getting better every year.



I think it's a great great great platform to getting to know the Chinese customers and their likes and dislikes and distributors. For us and for companies in the industry, we will definitely be here the next year if we can have the contact with all these huge customers.





# BENEFIT FROM HIGH VISIBILITY

## PROMOTING YOUR PRESENCE

### In 2016

- **123** media supports
- **16** press conferences in **7** countries and **2** regions
- **4** official delegations with ministers and ambassadors (Czech, Belarus, Poland and Russia)
- **30,685** online appointments were initiated by **8,520** visitors and **2,702** exhibitors via Match-Making system
- **2,763,519** invitations sent out
- SIAL social communities and website to relay your videos, messages, events....

**More than 1,300 regional spin-offs  
and 50 daily economic press coverage**



## 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

### • Town food visits:

Shanghai Min, Spring Wave restaurant, Din Tai Fung, Yang's Dumpling

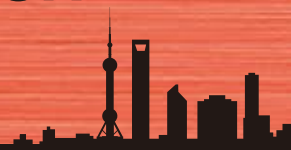
### • Our travel agent :

Orient Event Service is at your disposal to serve as a dedicated agency to organise town visits, hotel and taxis



# JOIN ASIA'S LARGEST FOOD INNOVATION EXHIBITION

## Shanghai



### DATES:

**10% early bird**  
now - 30 Nov 2016

**Booth Location**  
Jan 2017

**Registration to events, catalogue**  
Jan 16 - 31 Mar 2017

**Exhibitor's area opening**  
Jan 16 - 31 Mar 2017

**Show**  
17 - 19 May 2017

### Shanghai New International Expo Centre - SNIEC



## CONTACT US

### International Exhibitors:

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

### 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: exhibit@sialparis.com - www.sial-network.com

### SIAL PARIS\*\* Paris

- 16-20 October 2016
- 21-25 October 2018
- www.sialparis.com

### SIAL INTERFOOD\* Jakarta

- 9-12 November 2016
- 22-25 November 2017
- www.sialinterfood.com

### SIAL MIDDLE EAST \* Abu Dhabi

- 5-7 December 2016
- 11-13 December 2017
- www.sialme.com

### SIAL CANADA\* Toronto

- 2-4 May 2017
- Montreal
- 2-4 May 2018
- www.sialcanada.com

### SIAL CHINA\* Shanghai

- 17-19 May 2017
- 8-10 May 2018
- www.sialchina.com

### SIAL ASEAN\* Manila

- 7-9 June 2017
- www.sialasean.com

### GOURMET SELECTION\*\* Paris

- 24-25 September 2017
- www.salon-gourmet-selection.com

\* annual \*\* biennial



Dear Sir or Madam, dear Partners

With 17 years expertise and global reach, SIAL China has been alongside you as you grow in the world-wide 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 3,200 food companies that define the future of our sector and showcase all the trends to inspire more than 80,000 professionals.

We are looking forward to welcoming you and supporting your growth to inspire food business from 17 to 19 May 2017.

Jim Liu 刘进  
SIAL China Director

**International Exhibitors:**

[exhibit-sial-china@comexposium.com](mailto:exhibit-sial-china@comexposium.com)

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

**Asia's largest food innovation exhibition**

