

SHAL

INSPIRE FOOD BUSINESS

上海

in China

International Pavilion Area

international

trading

professional



Who are we?

ESSENTIAL FIRST STOP TO DEVELOP CHINA



SIAL China 2023

18-20 MAY 2022-SNIEC (SHANGHAI)

Asia's largest food and beverage innovation exhibition

- 180,000+ m² Exhibition area
- 150,000+ Professionals
- 4,500+ Exhibitors
- 30+ Government organizations & business associations
- 40+ International pavilions
- 20+ Domestic pavilions

Founded in Paris, France in 1964, SIAL China was introduced to China in 2000.

After diligently cultivating international brand values for 60 years and deeply developing in the Chinese food and beverage market for 23 years, SIAL cultivated two international food & beverage shows in China, **SIAL Shanghai & SIAL Shenzhen**.

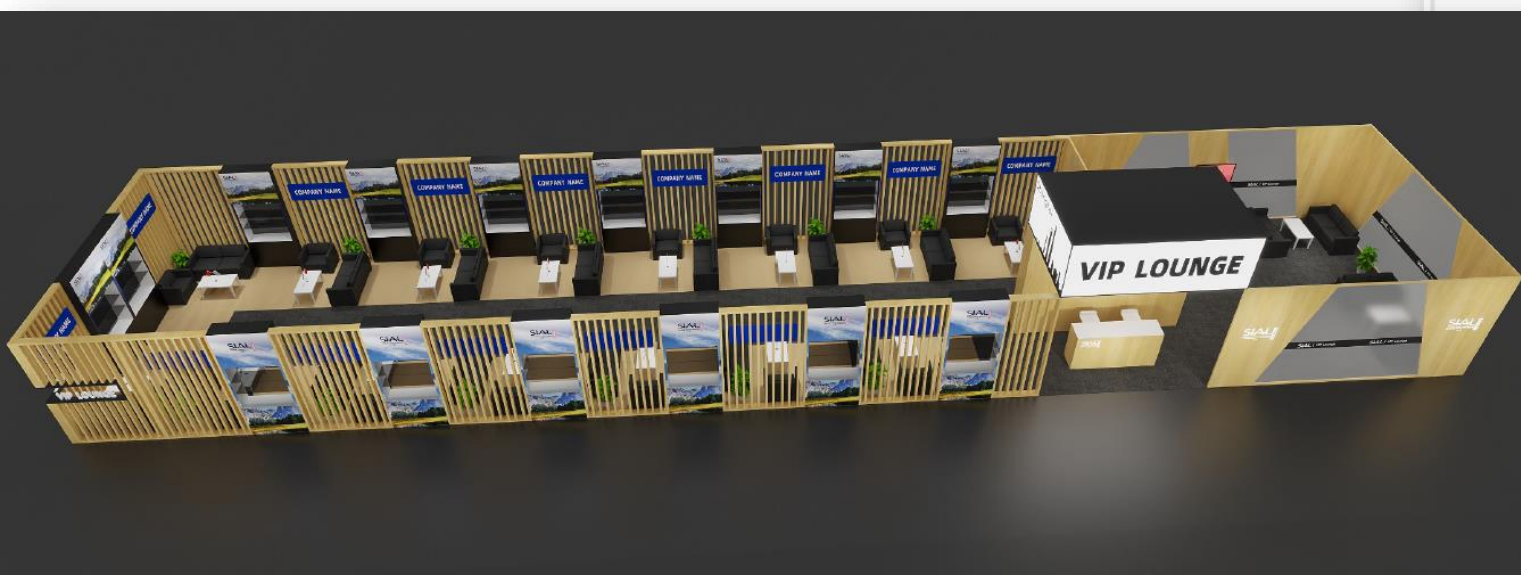
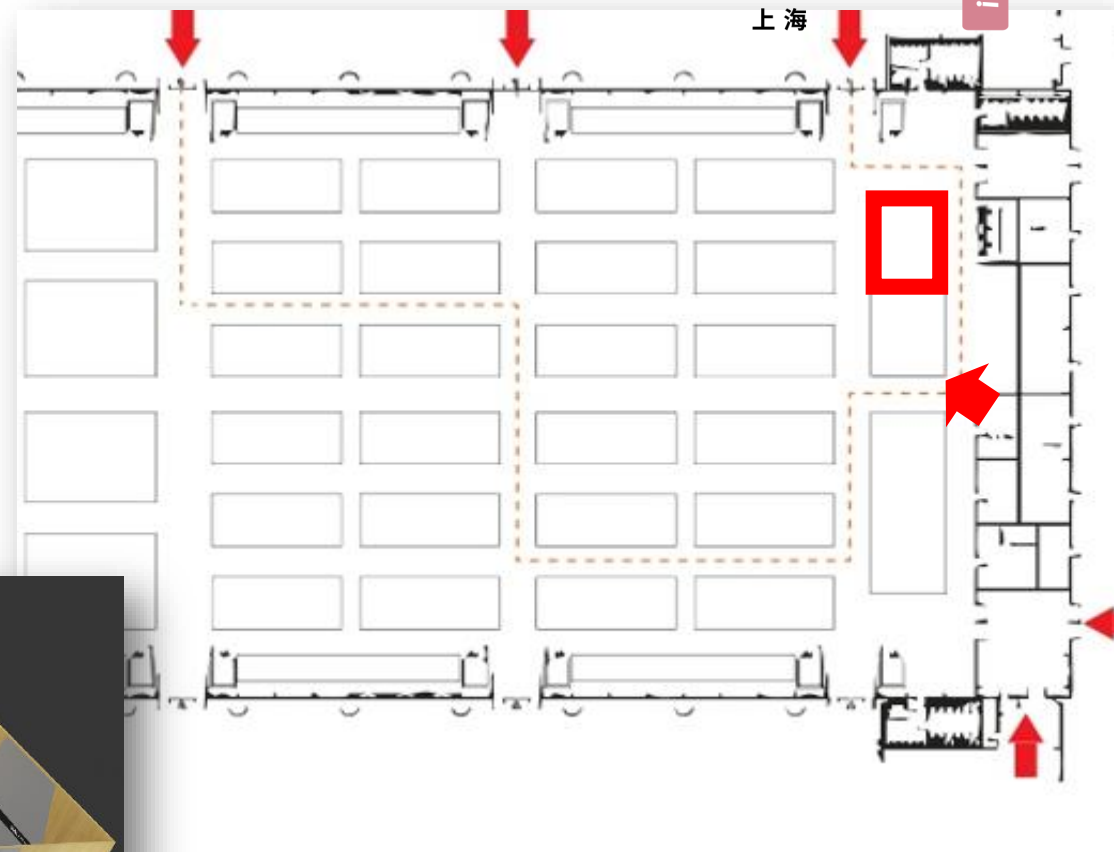
The former now is being **Asia's largest food & beverage innovation show**.

International exhibitors



What are we planning?

- International Pavilion Area
 - Superior Location: HALL W / HALL E
 - Well Constructed Display Area
 - Private Meeting Room
 - Onsite staff



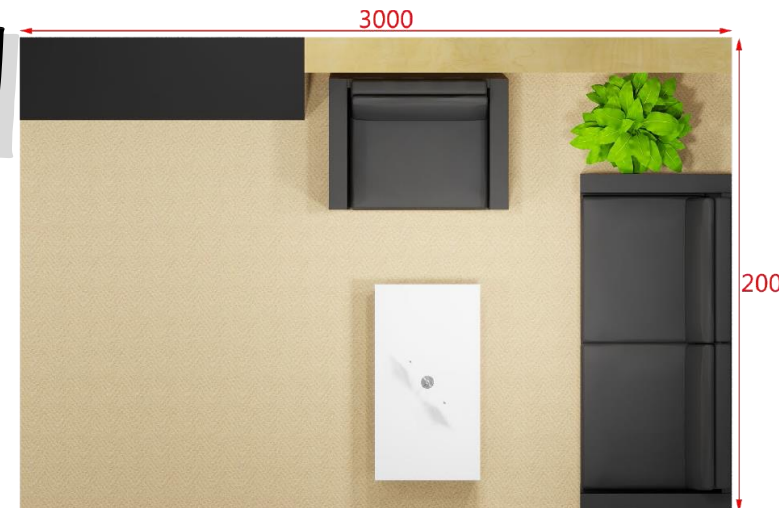
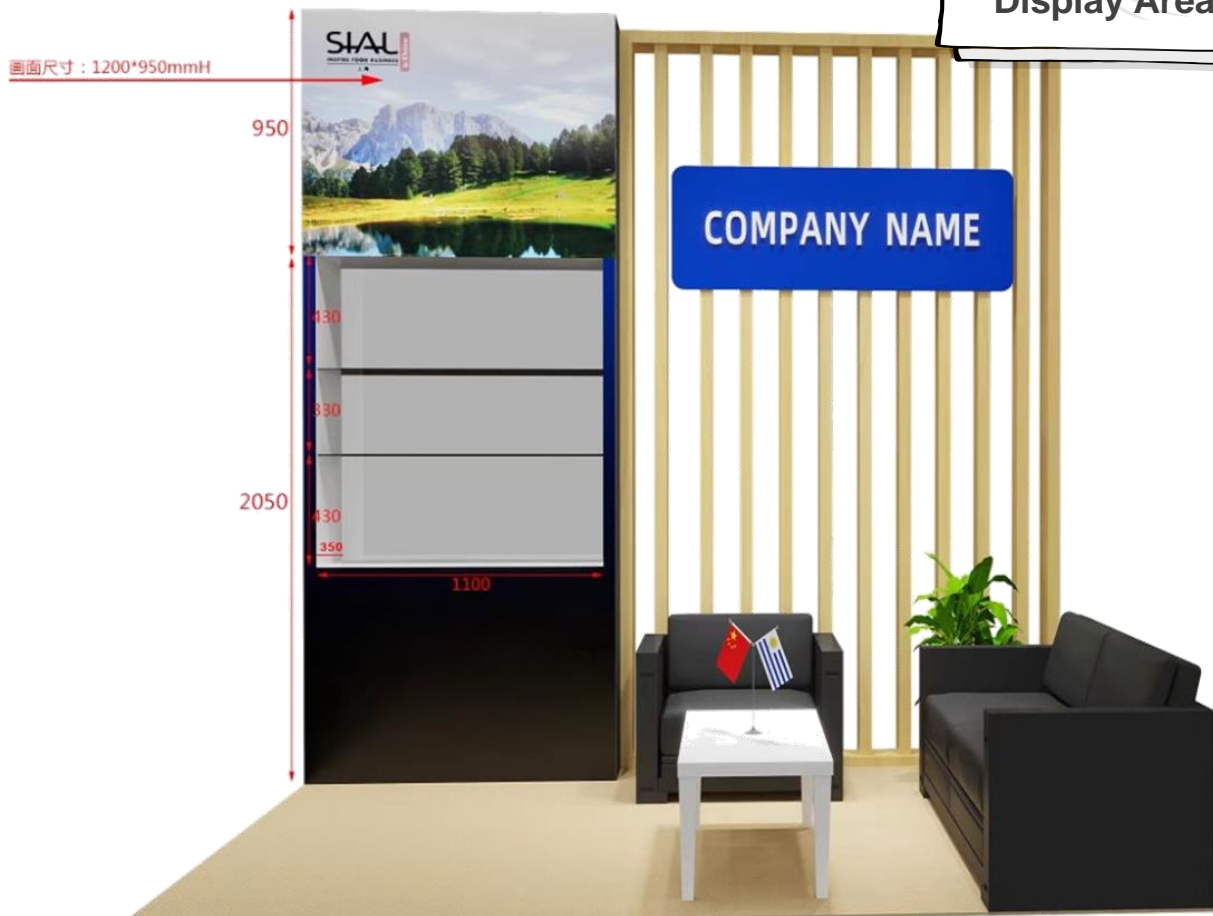
What are we planning?

International Pavilion Area
Presenting Form

Display Area

Booth
Construction

Booth Size
3m X 2m
Booth Construction
Showcase, Sofa, Side Table



Why are we planning?

VIP LOUNGE

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in China



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SIAL | VIP Lounge

1. First access our show
2. Enhance your country image in the show
3. A dedicated lounge for host buyer program
4. Help exhibitors to promote and display products through SIAL Shanghai 2023.
5. Connect exhibitors to dedicated buyer SIAL Shanghai 2023.

What can you receive?

Direct access on SIAL CHINA

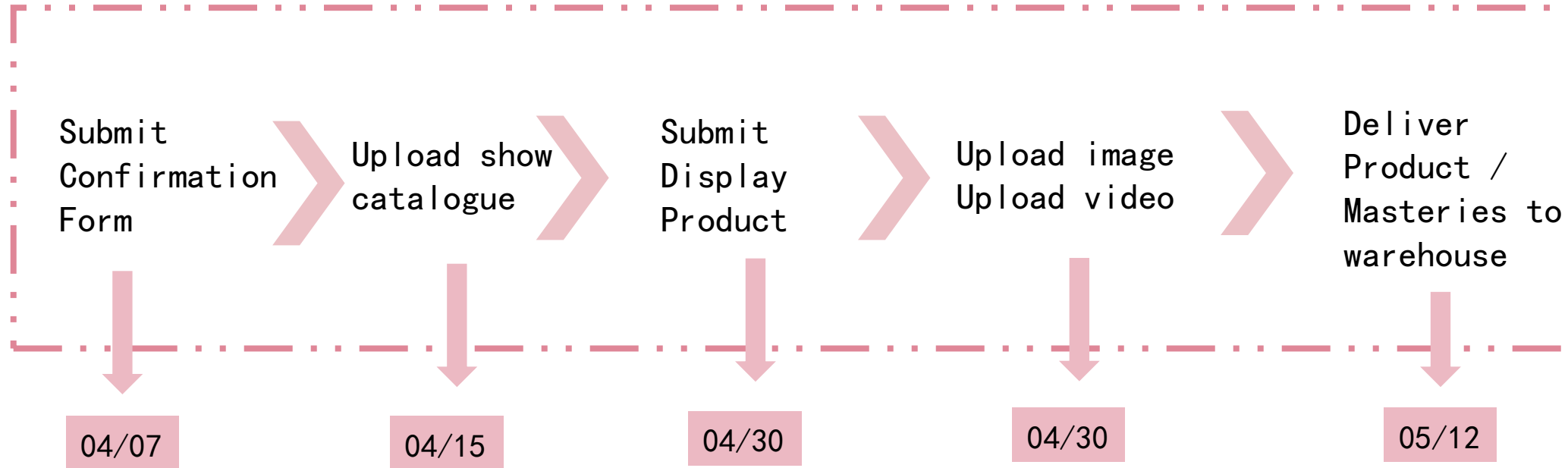
- Physical stand in the show
- Buyer delegation
- Onsite Video Display on SIAL Shanghai
- Free pre – show matchmaking
- Free participation / Speaker in Forum : New Retail Summit / Food Supply Chain Forum/ Nutrition and Health Food Forum/ Import Food Summit/ Global Dairy Forum/ International Meat Conference/ E-commerce Merchants Forum/ China Catering Forum
- Free Onsite Match-Me : Chance to meet with our major KA buyers
- Listed in the Show Directory
- Listed in SIAL CHINA website with link to your website
- Promotion in Media campaign
- Invitation: Unlimited e-cards

Thousands of qualified buyers

- **150,000** professionals from **40** countries and **31** provinces of China



How to join International Pavilion Area



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