

SIAL Shanghai

SIAL Global Food Industry Summit



INSPIRE FOOD
BUSINESS

Shanghai



18th-20th May. 2023
Shanghai New International
Expo Center (SNIEC)

Organized by
COMEXPOSIUM Group
China General Chamber of Commerce
COMEXPOSIUM-SIAL Exhibition Co., LTD

COMEXPOSIUM



www.sialchina.cn



Asia's largest food and beverage innovation exhibition

180,000+ m²

Exhibition area

4,500+

Exhibitors

40+

International pavilions

150,000+

Professionals

30+

Government organizations & business associations

20+

Domestic pavilions

SIAL
全球新零售论坛
GLOBAL NEW RETAIL FORUM

SIAL
食品供应链大会
FOOD SUPPLY CHAIN FORUM

SIAL
进口食品行业论坛
IMPORT FOOD FORUM

SIAL
食品饮料创投论坛
F&B INVESTMENT FORUM

SIAL
国际肉类大会
INTERNATIONAL MEAT FORUM

SIAL
国际饮品大会
INTERNATIONAL DRINK FORUM

SIAL
国际乳品健康发展论坛
GLOBAL DAIRY DEVELOPMENT FORUM

SIAL
食品科技创新论坛
FOOD-TECH INNOVATION FORUM

SIAL
食品饮料经销商大会
F&B DISTRIBUTOR FORUM

SIAL
中式餐饮发展论坛
CHINA CATERING FORUM

10 | Forums

21 | Product categories

- Semi-finished food products and ingredients (packed in bulk)
- Dairy products, eggs
- Fresh meat and offals
- Fresh poultry and rabbit meat
- Fresh and semi-preserved fish, molluscs and shellfish
- Fresh fruits and vegetables, dried fruits
- Horticulture
- Confectionery, biscuits and pastry
- Cured and salted meat
- Delicatessen, Home Meal Replacement
- Preserved and canned foods
- Pet foods
- Frozen products
- Organic products
- Health food and diet products, baby food
- Grocery products
- Wines & spirits
- Other alcoholic beverages
- Non-alcoholic beverages
- Equipments, technologies and contract processing
- Services

10 | Concurrent events

SIAL
创新大赛
INNOVATION

SIAL
美食厨房
LA CUISINE

SIAL
零食节
SNACKING AWARDS

SIAL
航旅餐锦标赛
AIRLINE CATERING

SIAL
鲜生活
SEAFOOD FEST

SIAL
茶饮调配师大赛
NEW DRINK MAKING CONTEST

SIAL
SIAL CUP 咖啡师全能赛
BARISTA CHALLENGE

SIAL
直播逛展
LIVESTREAMING VISITING

SIAL
好食集
ROLLING DICE MARKET

SIAL
中餐厅
CHINESE RESTAURANT



SIAL
创新大赛
**INNO-
-VATION**

One of the most important events in SIAL Network
In partnership with Protéines XTC

Highlights of SIAL Innovation 2022

- 178 innovation products selected from 65 companies, of which 10 were further rated as the finalist products.
- More innovative products to come in 2023!

Gold, silver and bronze awards winner in SIAL Innovation 2022

  Plant-based Crab Roe Flavour Sauce Mitejia (Shanghai) Food Technology Co., Ltd	  IF Coconut Coffee GENERAL BEVERAGE	  Cheese Flavored Sausage COOPERL ARC ATLANTIQUE	  Carob and Jujube Sandwich Gummies (Taken at Night) Beijing Meiduoyifen Health Technology Co., Ltd	  Plant-based beverages Guangzhou Qifan Industry Co., Ltd
  Black Truffle Flavoured Fries Shenzhen Pengpengxiang Technology Co., Ltd	  Green Plum Extract and Honey Drink (Little Honey Bomb) Xiamen Jianfa Living Materials Co., Ltd	  Freeze-dried Strawberry Yoghurt Cubes SABAWA (China)	  OMNI New Concept Fish Fillet New Ascent Corporation Limited (GreenCommon)	  Snow and Ice Pack Shanghai Lujiajia Food Technology Co., Ltd

SIAL
世界食品产业峰会
Global Food Industry Summit

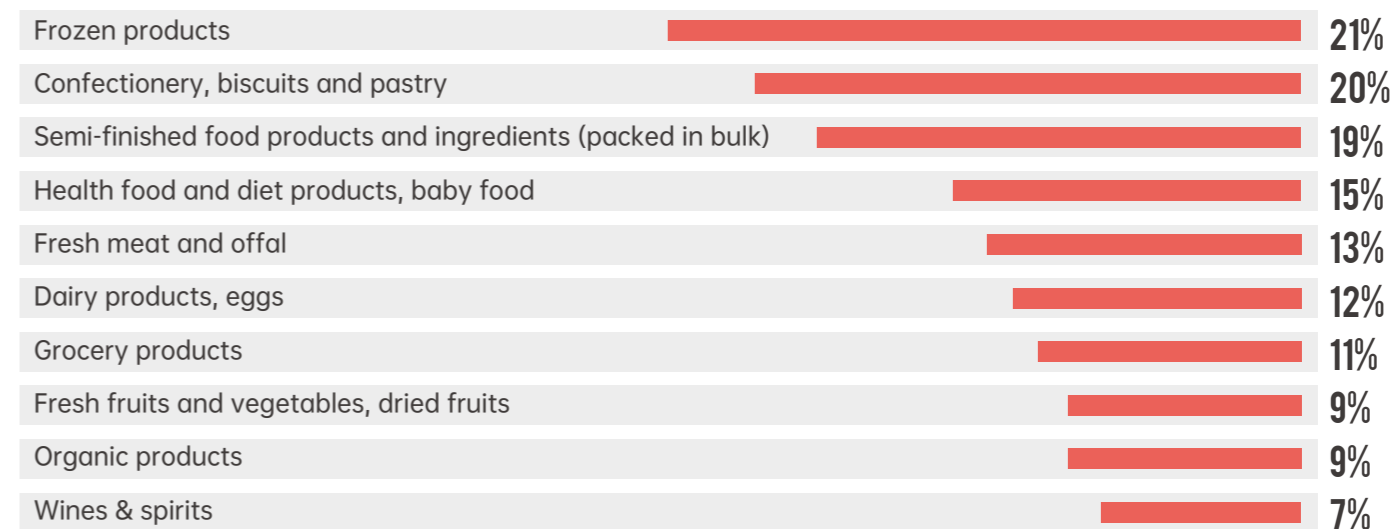
Progressing Together, Prospering Together!
Online summits and bilingual livestreaming attracts in total in 2022

700,000 professionals **200** countries and regions

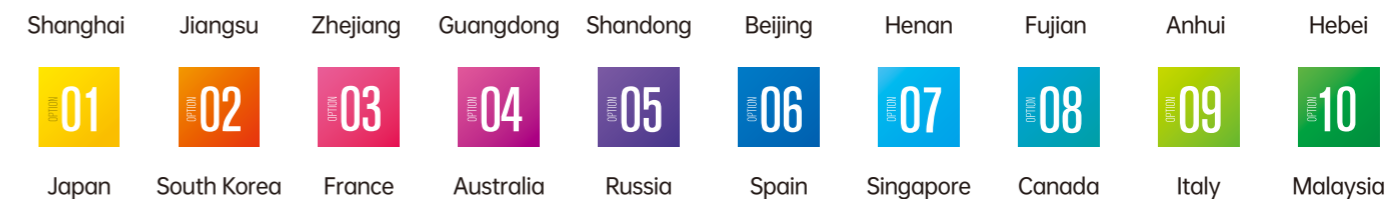
Professionals



Top 10 visitor interests in products



Top 10 regions of domestic professionals



Top 10 countries & regions of international professionals



Match Me

2,000

Trade buyers

8,000

Business pairings

Buyers 1V1 Exhibitors
Match making

Top buyers

17

Cities clustered with food trade

29

Trade organizations

33

Key food markets

365
days

Suppliers & products recommendations

Match Me buyers (Part)



*in no particular order of rank

Media campaigns

More than 4,500 exhibitors from 34 countries and regions gathered in the 180,000-square-meter exhibition area at the Shanghai New International Expo Centre to display over 300,000 products.

— Xinhua News Agency

SIAL China attracted 4,500 food and beverage companies from all over the world, including global industry giants from Europe and the United States, as well as professional exhibitors from countries along the "Belt and Road". All the exhibitors were amazed by China, a huge, fast-growing market "striving to be number one".

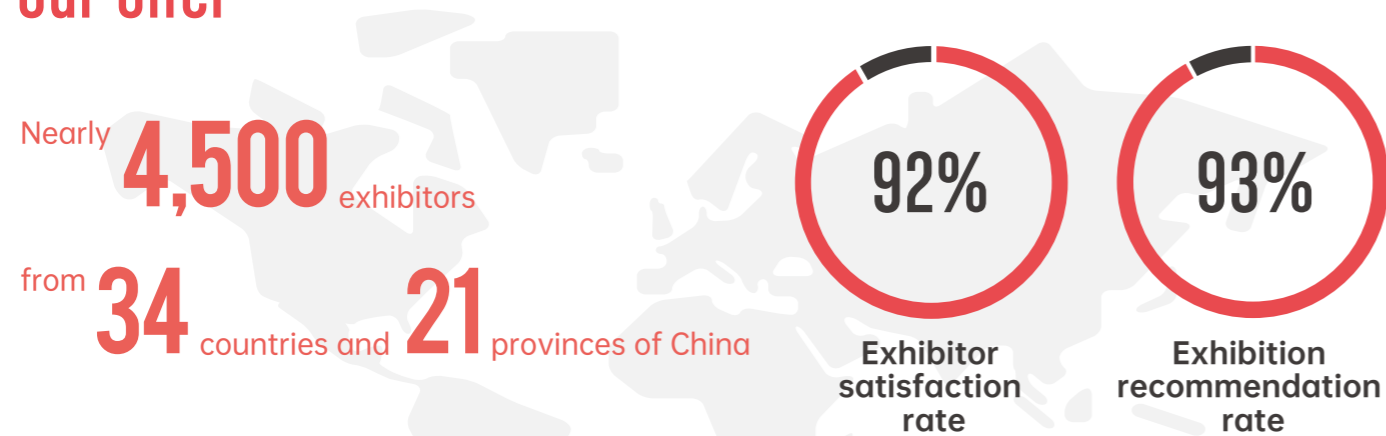
— www.people.com.cn
(by People's Daily)



China Market

- The value of import keeps growing from year to year. Revenue in the Food market amounts to US\$1,259.00 billion in 2022. The market is expected to grow annually by 9.49% (CAGR 2022-2027).
- By 2022, the market size of instant frozen food reaches US\$22.48 billion, and the market size of snack food reaches US\$ 212.6 billion;
- China's prefabricated food market size reached US\$ 48.6 billion in 2021, 19.8% higher than 2020. China's prefabricated food market size is expected to reach US\$ 150.62 billion in 2026.
- In 2021, there were 378,000 new-style tea drink shops in China, which is 4 times of coffee shops. The Market size of new-style tea drink is US\$ 39.28 billion in 2021. It is expected to increase to 500,000 shops in 2023, with more than 340 million consumers.
- China's 3 leading import partners 2021, by import value of meat: Brazil-2.08 millions tons,US-1.44 millions tons ,Spain-1.33 millions tons; the 2 biggest markets for imported frozen pork in China are Shanghai and Guangdong.
- The number of middle class in China is 109 million, ranking first in the world: China welcomes high-quality food from worldwide to meet up with the growing middle-class consumers.
- Chinese consumers, especially the younger generation, are actively seeking out international experiences and products.

Our offer



TOP 10 countries by numbers



Testimonials by exhibitors

This year, SIAL China is fantastic. I have seen so many pavilions and exhibitors I am truly amazed. I am very happy to see a lot of qualities from China as well as oversea countries. This is food inspiration exhibition for everybody who likes to experience new products as well as products from my country, Finland. We are looking forward to be here every year.

— Business Finland China

SIAL China is a professional international food trading exhibition, which brings together many powerful Chinese buyers under one roof, which is precisely its charm. SIAL China boasts of a huge scale and buyers of high quality. At SIAL China, Japanese companies could meet, negotiate and cooperate with competent buyers based in China. SIAL China also allows Chinese buyers to learn more about excellent Japanese products.

— Japan External Trade Organization

Fiji's debuted at the 2021 SIAL China was a very exciting and rewarding experience. During the exhibition, we received tremendous interests from various parties who were keen to learn more about Fijian food and products. We want to thank the organizers for giving us this great platform as well as their continuous support. We look forward to SIAL China next year!

— Consulate General of the Republic of Fiji in Shanghai

"SIAL is back!" Despite the impact of the Corona pandemic, SIAL China 2021 was literally a sea of people during 3 days. So, I thought that SIAL China is back living up to its reputation as the largest food exhibition in East Asia.

AT Shanghai has been participating in SIAL China as a national pavilion organizer for over 10 years. This year, 53 Korean exporters participated in Korean Pavilion and most of them are highly satisfied with the result of show.

The biggest festival for professionals in the food industry where can meet big buyers and restaurant chains from online and offline distribution channels! SIAL China! Thank you for being always a good networking place offering new opportunities.

— Korea Agro -Trade Center in Shanghai

China is the #1 export market for U.S. agriculture, and SIAL China is an important touch point between U.S. producers and increasingly sophisticated Chinese consumers. This year, the USA Pavilion was again the largest international presence at the show, a symbol of continued commitment to the market. More than 40 U.S. exhibitors presented the high quality, great taste, and consistency of U.S. food and beverage products. They saw strong demand for dried fruits, meat, dairy tree nuts, seafood, potatoes, and many other U.S. products. Extended-shelf-life (ESL) milk from the United States made its China debut at the show and generated strong interest. The Agricultural Trade Office of the United States Consulate General Shanghai looks forward to building on the success of SIAL China 2021.

— ATO U.S. Pavilion Organizer

I think SIAL China is an excellent platform to showcase our products. The opportunity to look at market trend, the opportunity to see what it is out there, the opportunity to see consumer trend, to see some fusions of ingredients into Asian cuisine. It's huge. It's the platform that we are certainly looking for the further participate in the years to come. Thank you, SIAL China!

— Pacific Trade Invest

"This is my fourth year to attend SIAL, I got to know a lot of friends every year. These friends have helped me learn more about food industry, and some of them became my customers, they helped my business. Compared with other exhibitions, I think SIAL has the largest number of professional visitors, that is most important for me."

— Australia Clare Valley Food

SIAL China is truly one of the top three food and beverage trade shows worldwide and the exhibitors are of very high quality. We met friends from the same industry at home and abroad, and also saw a lot of delicious and healthy products! Meanwhile, many of our international customers and suppliers participated in the show. We gained a lot at SIAL China!

— Heilongjiang Binxi Cattle Co., Ltd.

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— Yanjin Shop Food



Testimonials by visitors



I would like to thank SIAL China for providing a platform for us to meet new friends from the meat industry. I would also like to thank the Match Me team for all the services. The team members assisted me in making the itinerary from the perspective of the visitor, and I am very satisfied with it. We will continue to follow SIAL China in the future!

— Cheng Xin You Xuan

The Match Me team provided excellent services. It also provided innovative, personalized services during negotiations between big buyers, which helped our company to improve efficiency. The time saved could be used for in-depth discussions with potential exhibitors, which gave our company ample time for bidding later on and thus generating indirect benefits. Best wishes to SIAL Shanghai!

— NetEase Yanxuan

Match Me delivered excellent services. We were provided with considerate, professional services before and during the show. Thanks to the help of the organizers, we had precise and efficient business negotiations. We will continue to follow SIAL Shanghai and SIAL Shenzhen. Wish you the best!

— Sam

International exhibitors



A special display area:
The products of China-EU Agreement on Geographical Indications

- Covered by mainstream media and highly praised by professionals

SIAL China has a high sense of social responsibility, which facilitates trade exchanges between China and the EU and accelerates the promotion of the China-EU Agreement on Geographical Indications products on a global scale.

— Counselor of the Department of Agriculture and Health of the EU Delegation to China

The product exhibition area of the China-EU Agreement on Geographical Indications set up by SIAL China fully displays and introduces the China-EU Agreement on Geographical Indications products, which promotes the protection of geographical indication products and makes more well-known and high-quality products available in China and Europe. At the same time, such behaviors and methods have promoted the development of local products, enabling the products with 'Chinese characteristics' to go abroad and inspiring excellent producers in China.

— A government official

SIAL China provides a platform for exhibitors of the China-EU Agreement on Geographical Indications products to promote themselves. Through such an international trade platform, we need to make more people aware of our products and the stories behind our products.

— A representative exhibitor of the China-EU Agreement on Geographical Indications products

SIAL America **Las Vegas**
28-30 Mar.2023

SIAL in India **Mumbai**
4-6 May.2023

SIAL Canada **Toronto**
9-11 May.2023

SIAL in China **Shanghai**
18-20 May.2023

SIAL in China **Shenzhen**
28-30 Aug.2023

SIAL Interfood **Jakarta**
8-11 Nov.2023

SIAL in India **New Delhi**
30 Nov.-2 Dec.2023

SIAL Canada **Montreal**
3-5 Apr.2024

SIAL Paris **Paris**
19-23 Oct.2024

**INSPIRING
FOOD**

**BUSINESS
WORLDWIDE**

**Our vertical shows,
members of
the SIAL Network**

Djazagro **Algiers**
5-8 Jun.2023

Gourmet Selection **Paris**
10-11 Sep.2023

Cheese & Dairy Products Show **Paris**
25-28 Feb.2024

COMEXPOSIUM

SIAL, a subsidiary of Comexposium Group

12 LEADING BTOB EVENTS
17,000 EXHIBITORS FROM 119 COUNTRIES
OVER 700,000 PROFESSIONALS ATTENDING FROM 200 COUNTRIES

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