

SIAL Shenzhen

SIAL Global Food Industry Summit

September 2-4, 2024

Shenzhen Convention & Exhibition Center

Exclusive Gateway to Southern China's Booming Market



SIAL Shanghai

SIAL Global Food Industry Summit

May 19-21, 2025

Shanghai New International Expo Center

Asia's Largest Food and Beverage Exhibition

LinkedIn

Find us on LinkedIn: SIAL in China

Comexposium-SIAL Exhibition Co., Ltd.

Address: Suite 1401, Prime Tower, No.22 Chaoyangmenwai Dajie, Beijing 100020, China

Tel: 010-65886794

Exhibitors: exhibit@sialchina.cn

Visitors: visit@sialchina.cn

Media: pr@sialchina.cn

Forums, Meetings, and Events: nbd@sialchina.cn



Pre-registration for Shenzhen Visitors



WeChat Subscription



Scan the QR code to start business matchmaking



SIAL Connect

SIAL Shanghai

SIAL Global Food Industry Summit

May 28-30, 2024

Shanghai New International Expo Center



Asia's Largest Food and Beverage Exhibition

POST SHOW REPORT

www.sialchina.com

Overview

► Exhibition Organizer

SIAL is the premier global brand for innovative food and beverage trade fair proudly organized by Comexposium Group, headquartered in Paris, France. Since its inception in 1964, SIAL has established itself as a trailblazer in the industry, with a rich history of over 60 years. Comexposium Group, founded in the vibrant city of Paris, stands as one of the top five exhibition organizers worldwide and holds the title of the largest in France. Every year, Comexposium organizes more than 150 international exhibitions and conferences across 23 countries, covering a diverse array of over 10 industries. These events attract over 3.5 million professional visitors and feature more than 48,000 exhibitors from around the globe.

In 2000, SIAL made a significant entry into China, establishing a strong presence in both Shanghai and Shenzhen, positioning SIAL as a trade bridge between China and the global food and beverage industry. The exhibitions in China are fully organized and operated by Comexposium-SIAL Exhibition Co., Ltd., a dedicated subsidiary of the Comexposium group. Over the past 24 years, SIAL Shanghai and SIAL Shenzhen have flourished, each held biannually in their respective cities. These trade fairs have garnered immense interest from food and Beverage professionals worldwide, thanks to their distinctive appeal.

In 2023, the China General Chamber of Commerce (CGCC) joined forces with Comexposium-SIAL as a co-organizer for SIAL Shanghai, elevating the exhibition's industry authority. As the most comprehensive and the largest national industry organization in China's commerce and trade market, CGCC has consistently dedicated itself to the reform and development of the commercial circulation industry. CGCC is committed to building vital connections between government and businesses, facilitating the integration of production and sales, and promoting the alignment of value chains, supply chains, and industrial chains. This collaboration has been met with high praise from the nation's circulation sector and a diverse range of businesses.

► Exhibition hits a record high in size in the 24-year history of SIAL in China

200,000 m²

Exhibition area

20

Summits, forums and international events

75

Countries and regions

5,000+

Exhibitors

110

Countries and regions

175,739

Professionals

32

Provincial and regional government groups

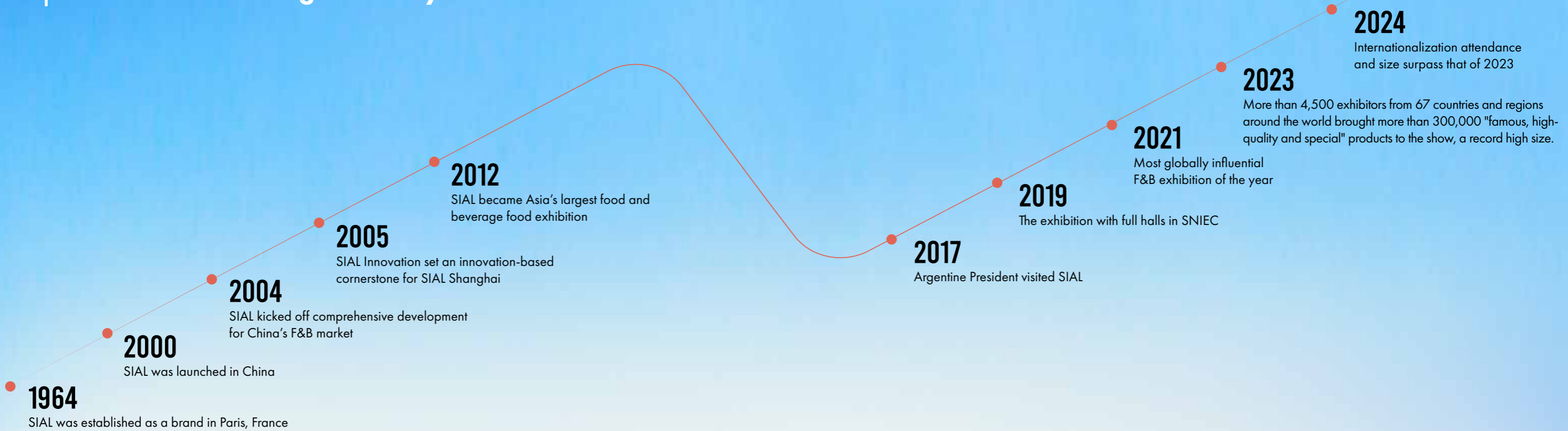
10,240 sessions

Matchmaking



60 years of Global Presence

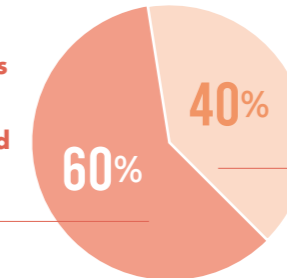
24 years of Empowering China's Food and Beverage Industry





Internationalization

Proportion of exhibits from non-Chinese Mainland regions and other countries



Proportion of exhibits from Chinese Mainland

Influence

Asia's Largest Food and Beverage Exhibition

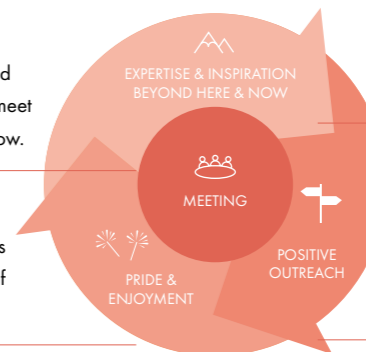
60 years of international experience

24 years of exploration in China

International Professional Trade Innovation

Our Mission

Providing an unparalleled range of possibilities to meet one's business of tomorrow.



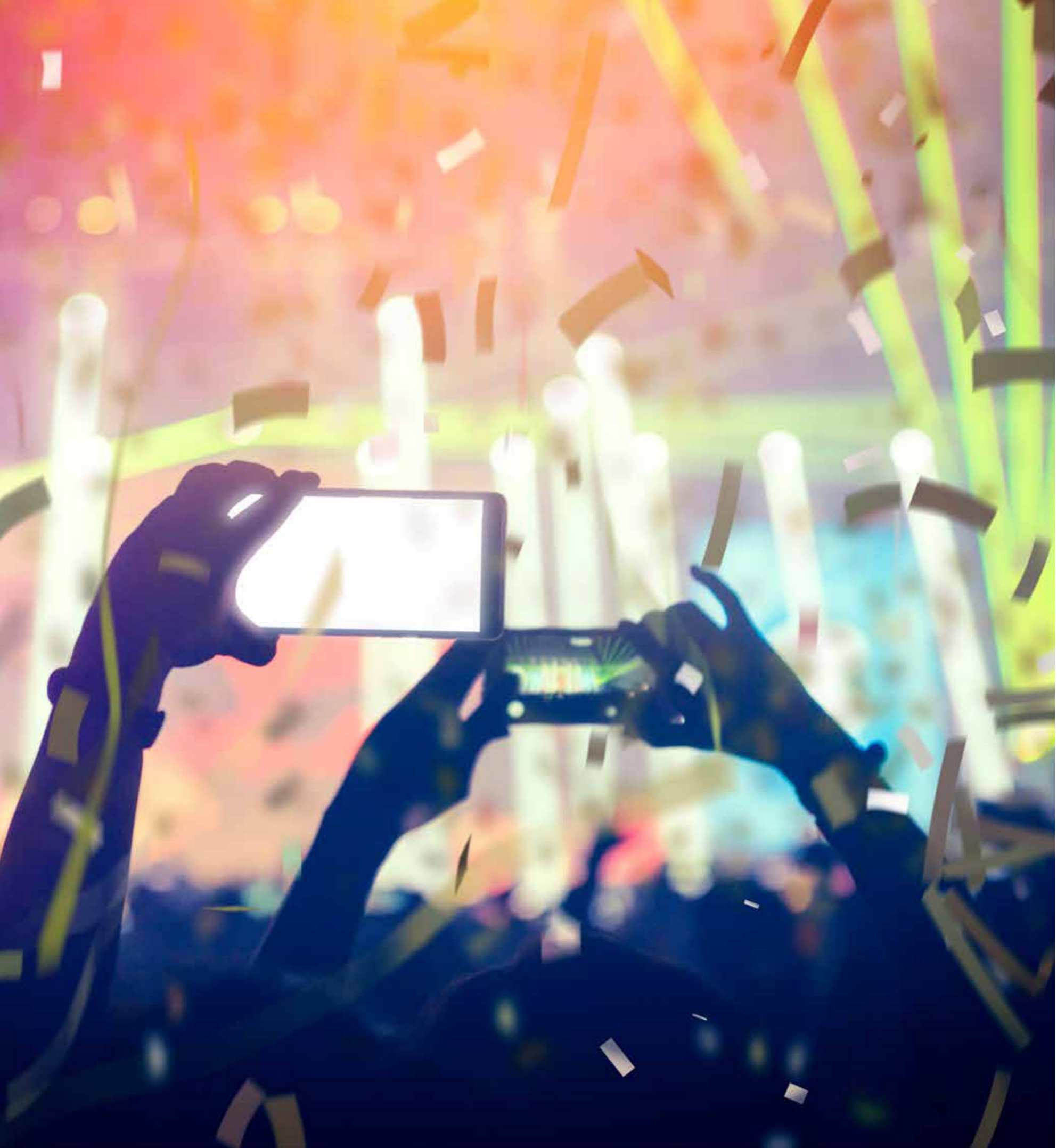
Guiding the process of gaining a broader perspective and providing keys/looks for strategic decision-making.

Gather passionate actors around the experience of taste and sharing.

Promoting the contribution of each actor to the global challenge of becoming a committed and profitable player in the food transition.

SIAL Shanghai

- 02 SIAL Shanghai 2024 **Highlights**
- 18 **Internationalization** Reaches New Heights Creating Opportunities and Vitality for the Global Food & Beverage Industry
- 32 175,739 Professionals Trigger Global Food and Beverage **Trade Opportunities**
- 50 SIAL Global Food Industry Summit Link Local and Global **Sustainability**
- 56 **Innovation** Drives Insight into Industry Trends Define Industry Hits
- 80 Mainstream Media Buzz **Deep Focus**
- 86 Testimonials to Establish **SIAL's Prestige**
- 92 Continue to **Promising Future**



Part 1

SIAL Shanghai 2024 Highlights

01

Linking the World, Inspiring Food Business Celebrate SIAL's 60th Anniversary with a Greater International Presence and Higher Quality

On May 28, SIAL Shanghai 2024 was launched alongside the grand celebration of SIAL's 60th Anniversary at the Shanghai New International Expo Center. This year's exhibition welcomed in representatives from the embassies and consulates of 110 countries and regions, including France, the United States, the United Kingdom, New Zealand, Spain, Argentina, Austria, Finland, Denmark, Brazil, Chile, Uruguay, Japan, South Korea, Thailand, Vietnam, the Philippines, and many more. More than 5,000 exhibitors from 75 countries and regions gathered showcasing over 350,000 exhibits from around the globe.

More than **5,000** exhibitors

350,000 exhibits





02

14 themes,
350,000 pieces of
exibits

The exhibition features 14 diverse themes, catering to every facet of the food and beverage industry chain. The themes include: imported food, leisure food(snack food), health food, dairy products, grain, oil, and seasonings, convenience food, fresh and frozen meat, aquatic products, prepared dishes, frozen ingredients, high-end drinks and new tea drinks, alcoholic beverages, regional special food, processing, packaging and delivery services.

350,000 pieces of new exhibits



SIAL INSPIRE FOOD BUSINESS



SIAL INSPIRE FOOD BUSINESS





SIAM

03

Supported by 32 Provincial and Municipal Regional Government Groups



This year, 32 provincial and municipal government departments and associations participated in the exhibition, including the Foreign Economic Cooperation Center of the Ministry of Agriculture and Rural Affairs, the China Aquatic Products Circulation and Processing Association, and the government departments of Anhui, Hainan, Jilin, Inner Mongolia, Shanghai, Shandong, Shanxi, Zhejiang, Harbin, Lincang, Qingdao, Weihai, Xiamen, Rudong, and so on, which together presented a rich exhibition in the "Local Specialities" pavilion, with a complete assortment of categories and a wide range of coverage, allowing the world to see the high-quality local specialty products and brands of various regions in China.





SIAL



SIAL 西雅展·欢迎您
SIAL Shanghai 2024

SIAL

10,240
sessions of business
matchmaking

04

**Precise Match-making and Efficient Negotiation
Lead to Record-breaking Business Connections**

The on-site Match Me service for business negotiations received enthusiastic responses, leading to a record number of on-site business matches this year. In preliminary findings, there were a staggering 10,240 successful business matches over the course of the three-day exhibition.

05

Over 100 industry leaders and experts share views on the future of food and beverage



More than 100 experts, scholars, and representatives from leading companies in the industry participated in 10 theme forums, delving into over 100 hot topics and trends across various fields including new retail, supply chain management, meat products, imported food, new health food, beverages, distributors, marketing and more.

100+

Current Hot Topics and Trends





Part 2

**Internationalization Reaches
New Heights Creating
Opportunities and Vitality
for the Global
Food & Beverage Industry**

01

**Gathering new and old connections
under one roof with a strong international focus**

This year's SIAL Shanghai hosted an international delegation that surpassed previous scales in both scope and participation. Delegations from 75 countries and regions, such as China, France, Spain, Poland, Belgium, Denmark, Italy, Turkey, the United Kingdom, the Czech Republic, the United States, Canada, Brazil, and Argentina, converged to jointly create a diverse international exchange platform.

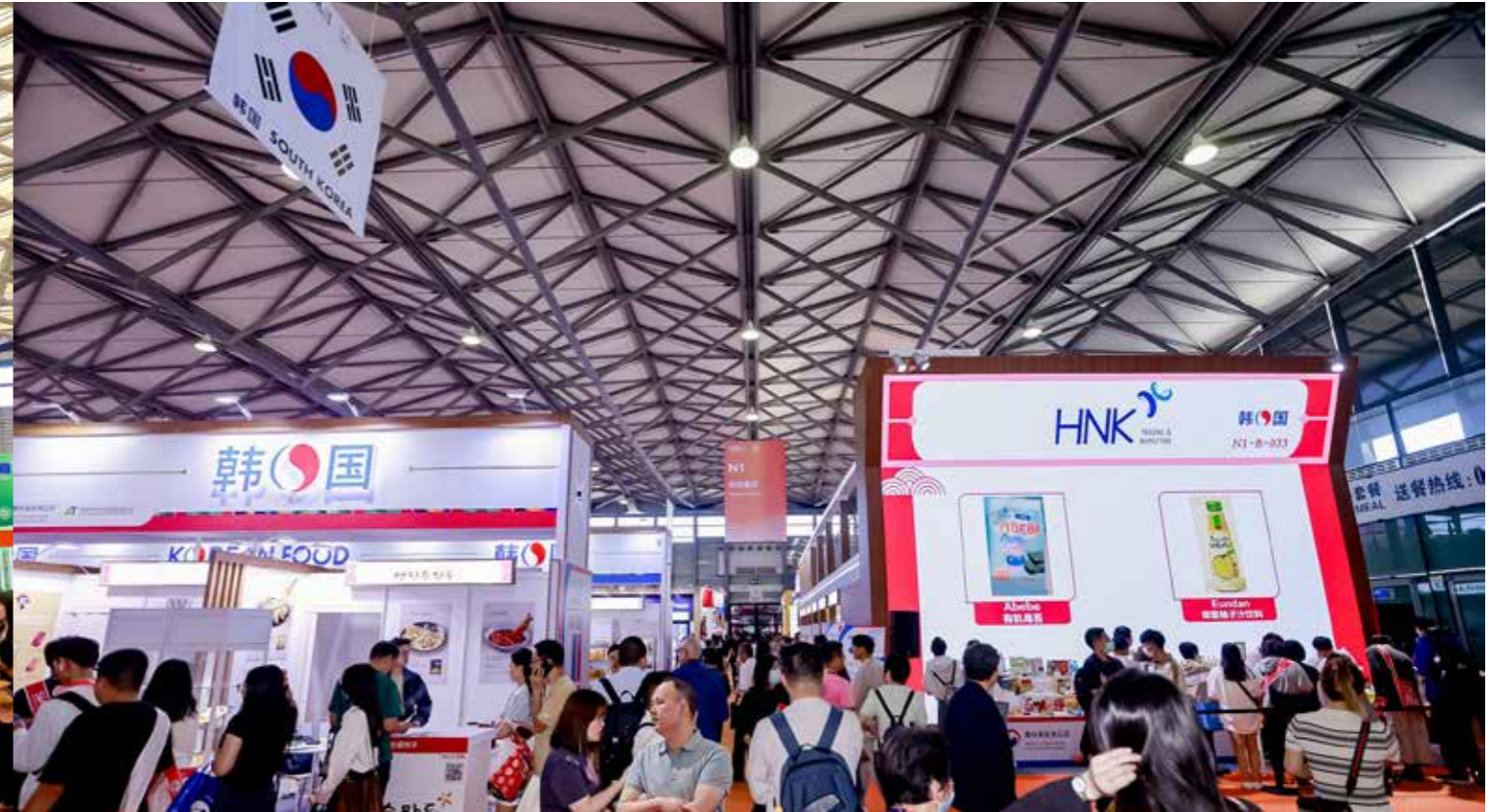
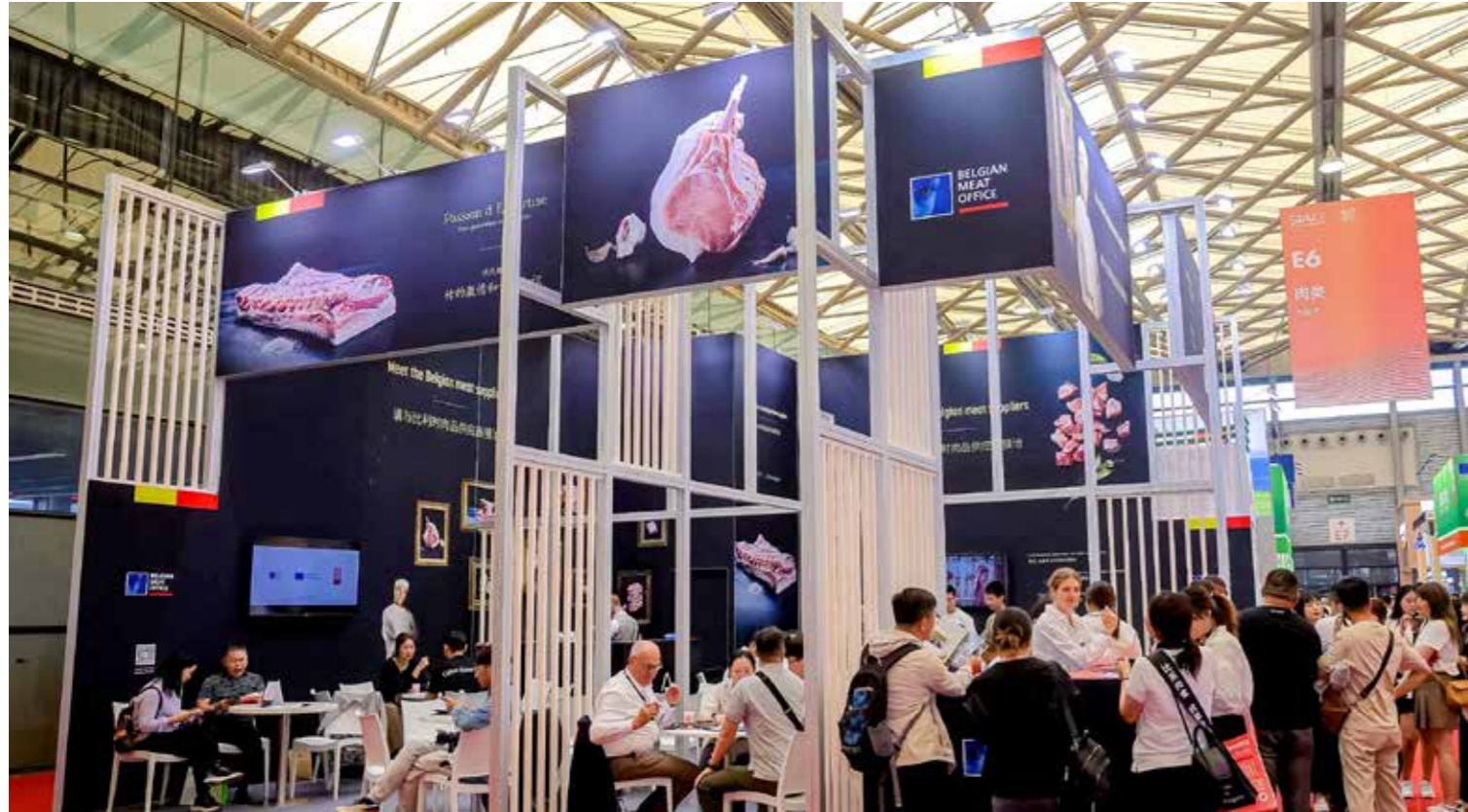


➔ **75 International Pavilions**



SIAL INSPIRE FOOD BUSINESS





02

A global showcase of premium and innovative products

At this year's SIAL Shanghai, a diverse array of high-quality and newly debuted products from around the world were assembled. Highlights include beef, lamb, pork, and poultry from the United States, Brazil and Argentina, alongside Brazilian honey, Belgian French fries, Polish milk, cookies from Denmark, cheese from Italy, Korean paprika, Japanese shochu, Vietnamese coffee, freeze-dried fruits from Egypt, and pomegranate wine from Israel, among other specialties representing various countries and regions.



SIAL



裁判休息室

AGRICULTURE
L. BE...

新西兰
农产品

FOOD
Philippines

乌拉圭肉

UruguayMeats

GREEN QUALITY
绿色品质

2 B007
饼干名店

MALAYSIA
MALAYSIA

YLO TEA
The Finest Tea in The World

SRI LANKA
SRI LANKA TEABOARD

World Cuisine



SHAL



Part 3

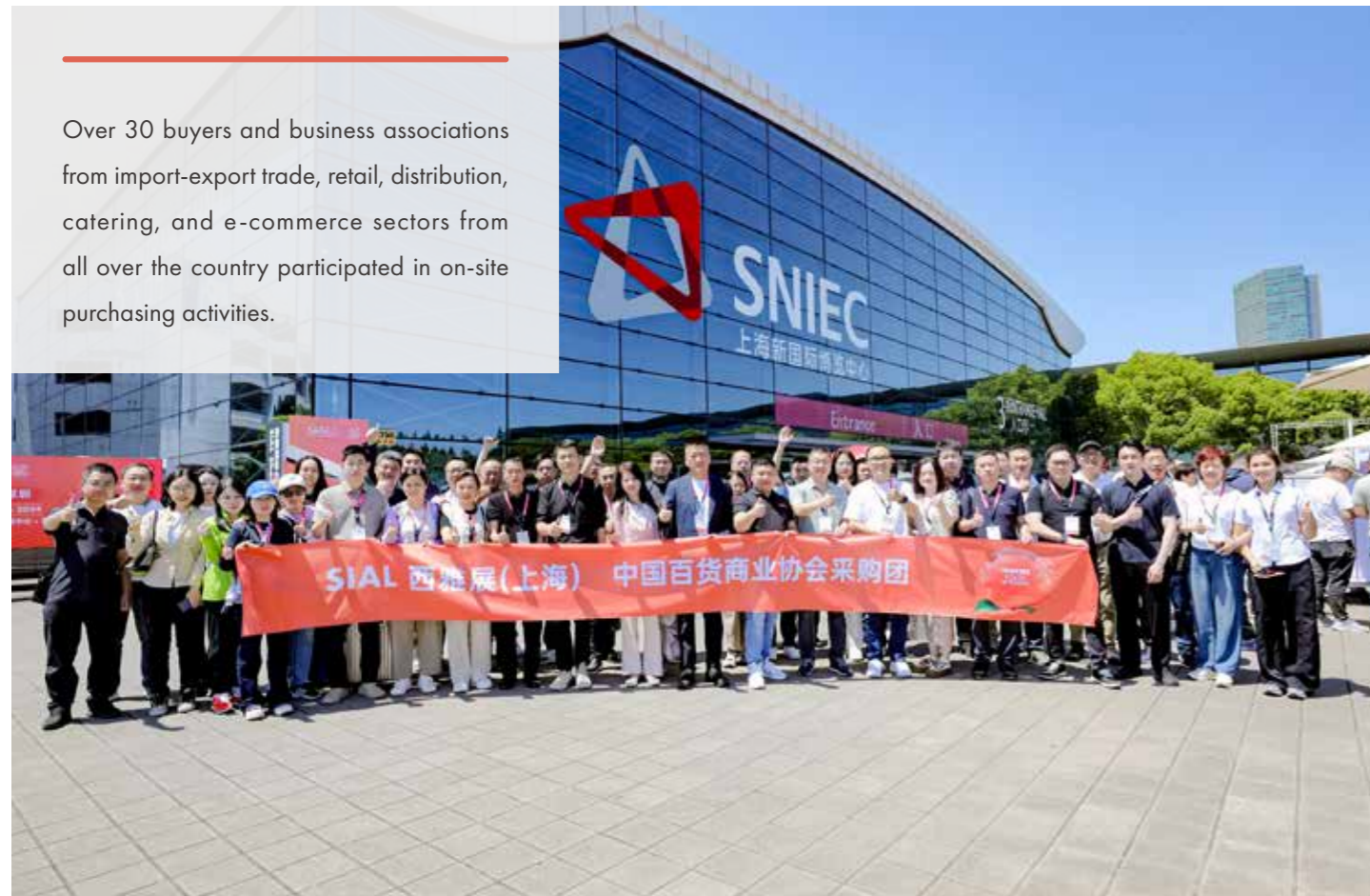
**175,739 professionals
Trigger global food
and beverage trade
opportunities**

01

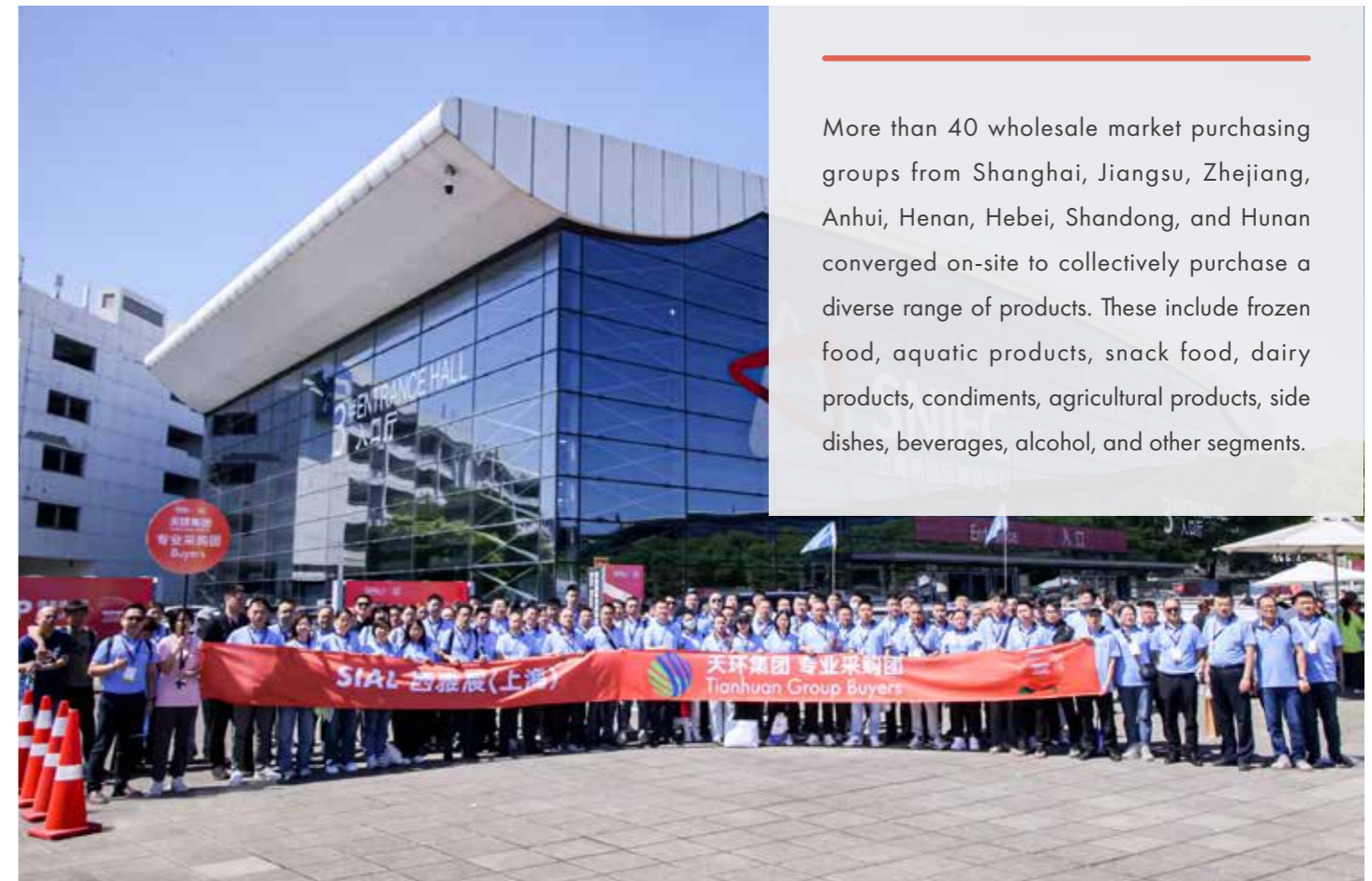
Part of renowned buyers



Over 30 buyers and business associations from import-export trade, retail, distribution, catering, and e-commerce sectors from all over the country participated in on-site purchasing activities.



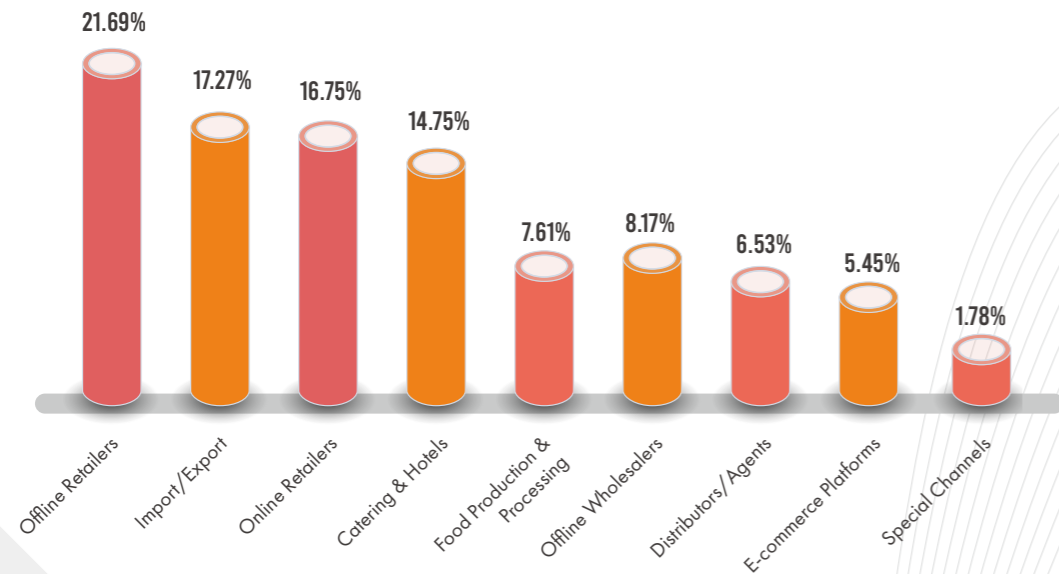
More than 40 wholesale market purchasing groups from Shanghai, Jiangsu, Zhejiang, Anhui, Henan, Hebei, Shandong, and Hunan converged on-site to collectively purchase a diverse range of products. These include frozen food, aquatic products, snack food, dairy products, condiments, agricultural products, side dishes, beverages, alcohol, and other segments.



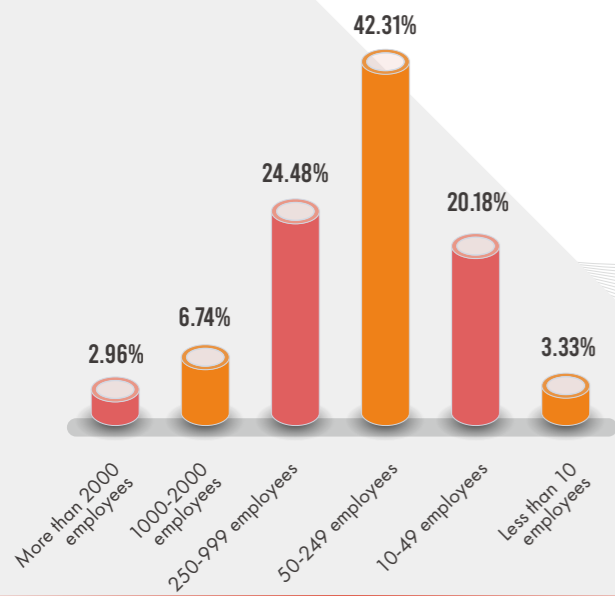
02

Visitor Profile

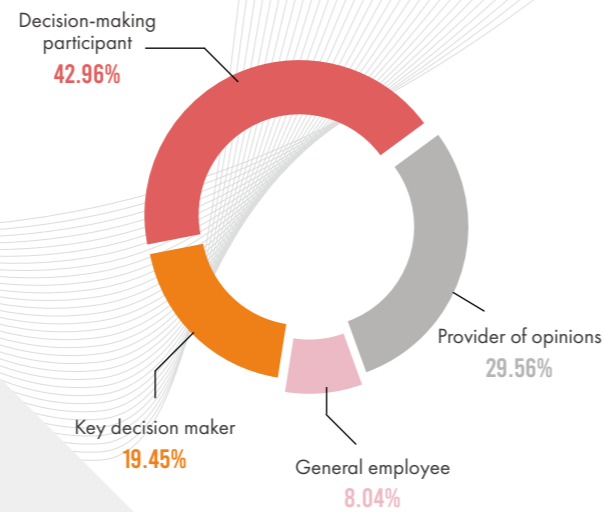
Chinese Visitor Profile



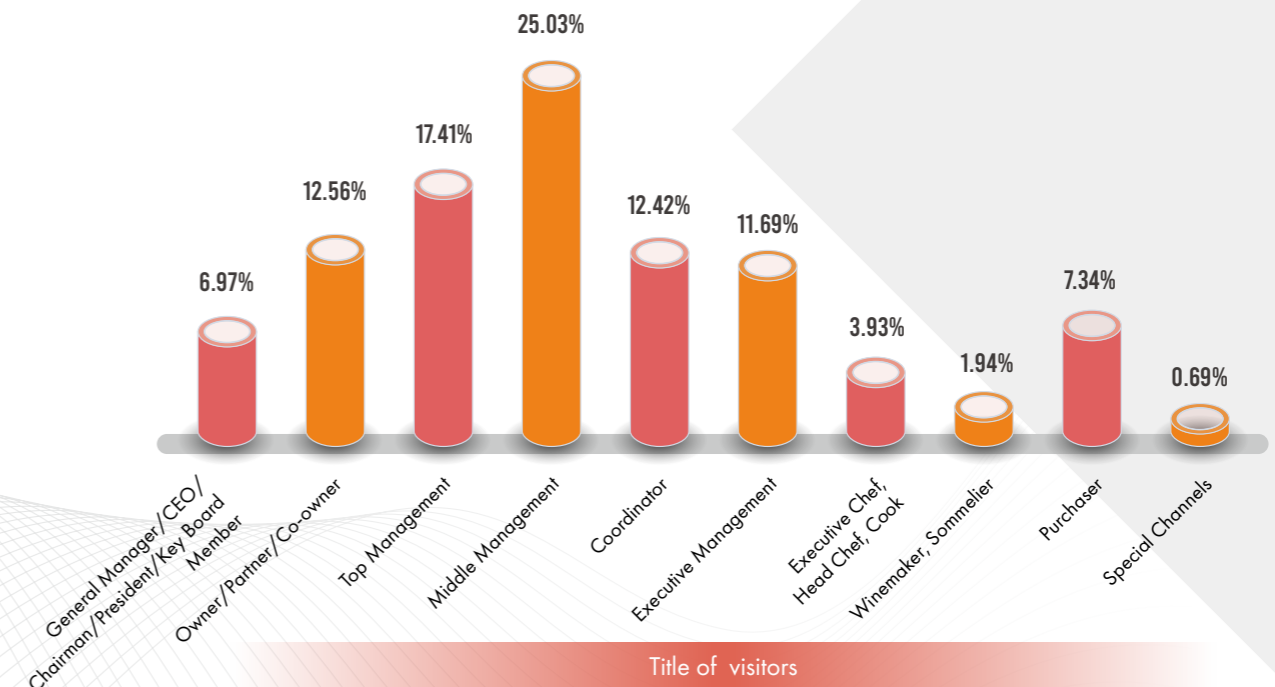
Business nature breakdown of visitors



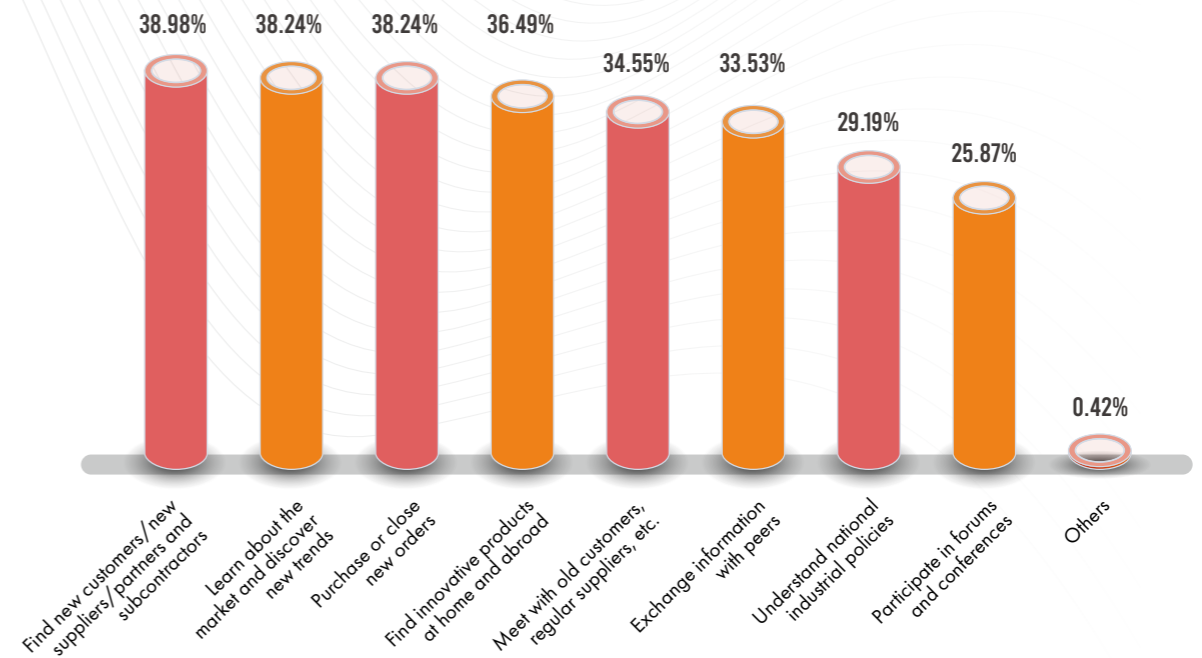
Size of the company where the interviewed visitor works



Decision Power of Visitors



Title of visitors

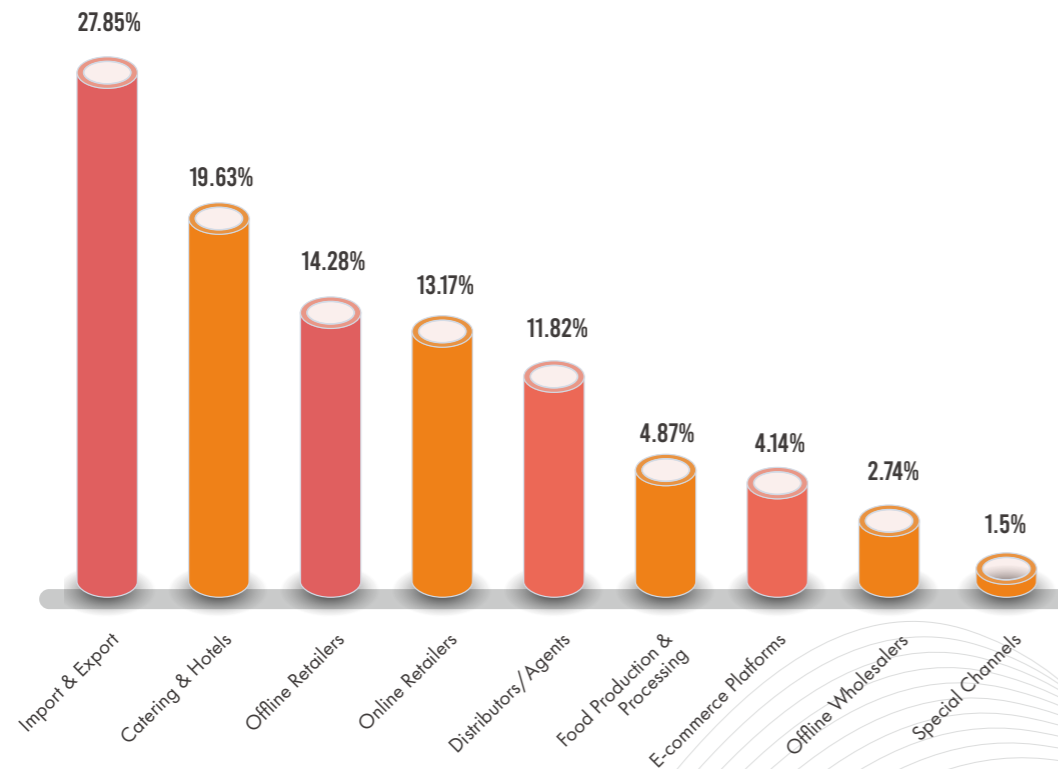


Reasons to visit the exhibition

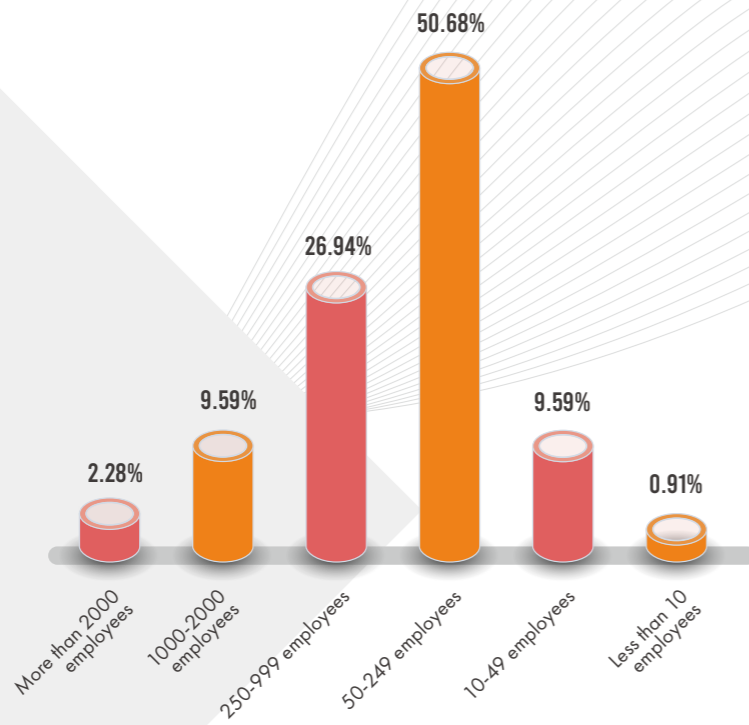
Top 10 Origin Cities of Chinese Visitors



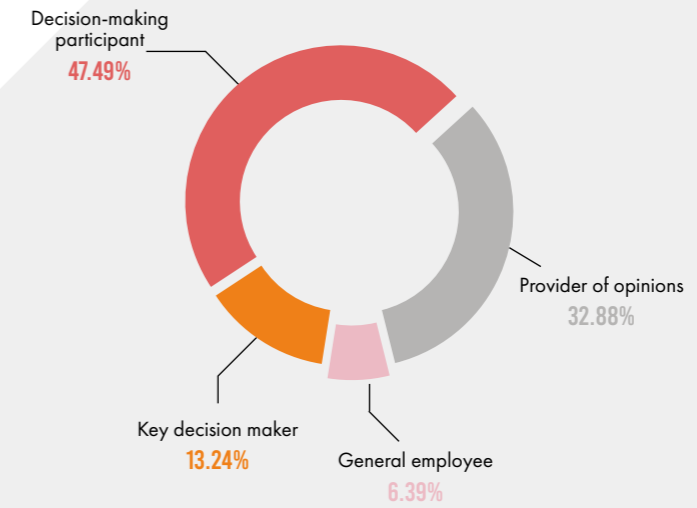
International Visitor Profile



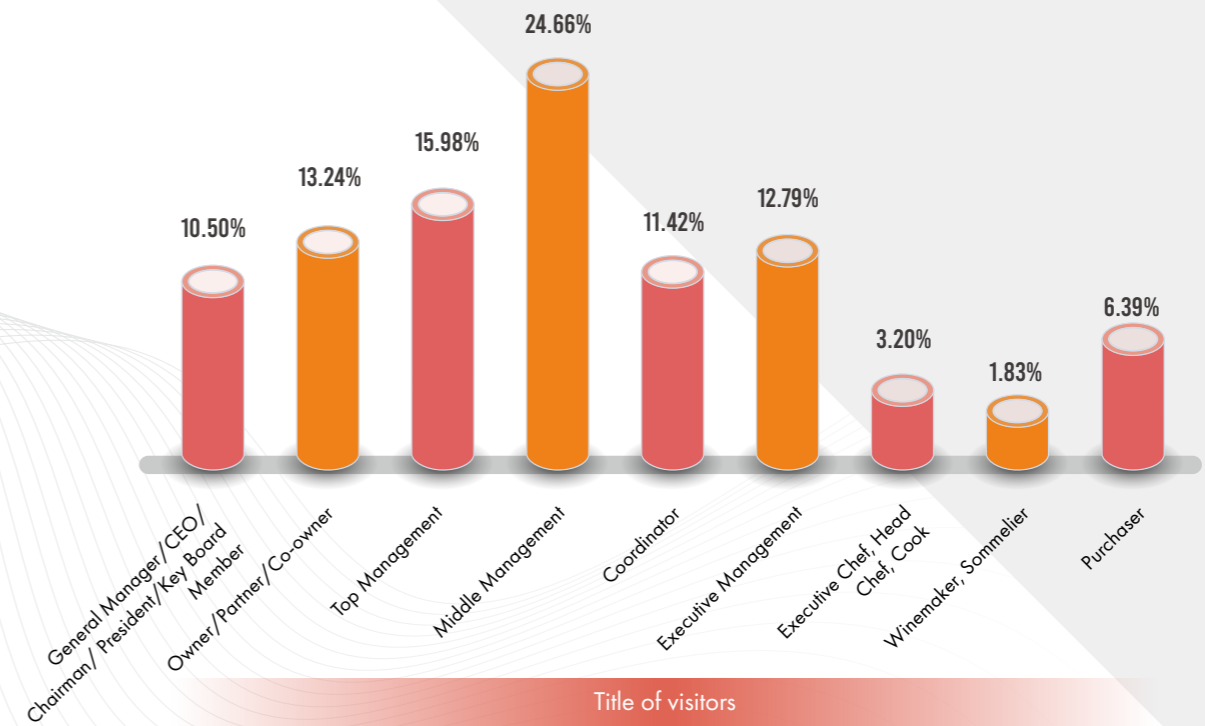
Business nature breakdown of visitors



Size of the company where the interviewed international visitors work



Decision power of visitors



Title of visitors

Top 10 Origin Countries of International Visitors



03

New Channels for New Growth

The substantial order volumes of orders, rapid settlement cycles, and sales-driven supply model establish SIAL Shanghai as an optimal platform for key players in different field to procure products. Whether they represent warehouse discount stores, new retail outlets, or self-media e-commerce firms, SIAL offers one-stop solutions aimed at fostering mutually beneficial outcomes for both group leaders and brands alike.

**Product
Selection by
Key
Players**



SIAL 西雅展
INSPIRE FOOD BUSINESS In China

Over 200 heads from community group purchasing, community e-commerce, live e-commerce, group purchasing, warehouse discount stores, self-media e-commerce, self-branding initiatives, and private sector sellers were in attendance to select products. Their presence underscores the strong potential for direct sales and rapid market penetration, positioning exhibitors to lead in the dynamic new retail landscape and drive industry growth.



04

Match Me achieves a record number of business matches

The exhibition provides on-site business matchmaking services like the Top Buyer Room, Booth Matching, and Closed Door Promotion Meetings, in addition, SIAL Connect WeChat Mini Program offers both online and offline services. The program allows users to book global exhibitors in just one minute, providing companies with even more business opportunities.



ALDI, 7-Eleven, BEIJING HUALIAN HYPERMARKET CO., LTD Wumart Stores, Inc. and other major buyers converged at the show. They were joined by emerging retail powerhouses such as HitGoo and Hotmaxx, collectively offering exhibitors incomparable business opportunities.



SIAL Shanghai brought together e-commerce giants such as Tmall, Jingdong, Meituan, and Tik Tok, along with live-streaming and community group-buying platforms such as Dingdong (Cayman) Limited and Xiang gu lai le.

SFC participation, as a leading company in China's movie industry, not only signifies the cross-border integration of culture and the food and beverage sectors but also marks SIAL's in-depth expansion into the high-end market. Additionally, the involvement of Beijing Er Shang Group, a key player in Beijing's business landscape, further enhances the exhibition's influence in the regional market and the national distribution network.

Leading companies such as Beijing Yonghui Fresh Food Supply Chain Management Co., Ltd, Charoen Pokphand IMPORT& Export Trading (SHANGHAI) Co., Ltd., and Shenzhen Haijixing Agricultural Products & Food Import & Export Trading Service Co., Ltd. not only possess strong sourcing capabilities and distribution networks but also have extensive experience in supply chain management, product selection, and market analysis.



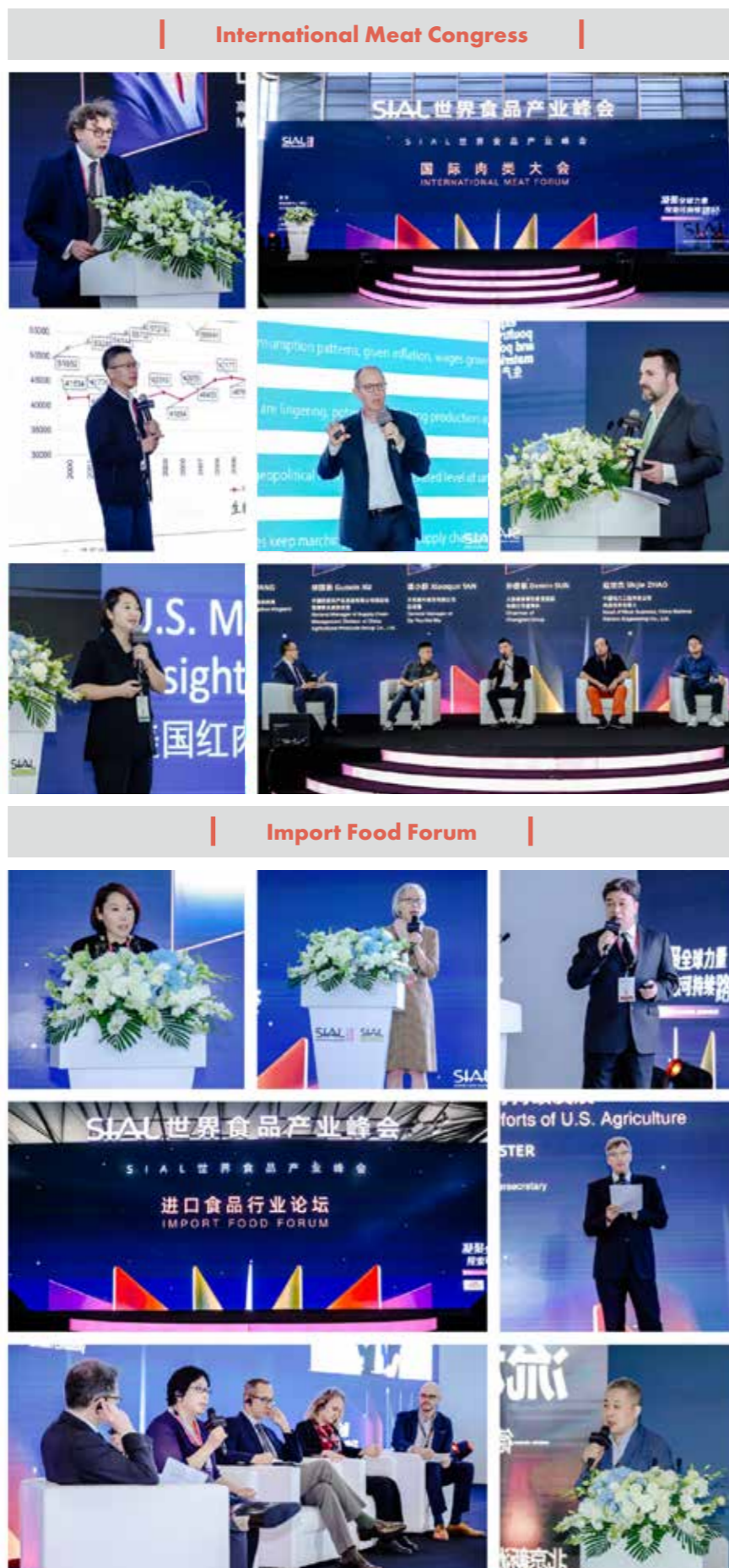
Part 4

**SIAL Global Food
Industry Summit Link
Local and Global
Sustainability**

Under the theme Linking Local and Global Sustainability the 6th SIAL Global Food Industry Summit featured 10 theme forums. The event gathered more than 100 experts, scholars, and representatives from leading companies in the industry to explore over 100 hot topics and trends across various fields, including new retail, supply chain management, meat, imported food, new health food, beverages, resellers, marketing and more.

10
Theme Forum

100+
Current Hot Topics and Trends



Global New Retail



Supply Chain Workshop



Marketing Workshop



International Drink in Catering Forum



Food Supply Chain Forum



New Health Food Forum



Part 5

**Innovation Drives Insight
into Industry Trends
Define Industry Hits**

01

SIAL White Paper Series

A valuable industry trend analysis tool to help food and beverage companies respond to rapid changes in the market.



WHITE PAPER

Food & Beverage Innovation White Paper 2024

Less Originality, More Micro-Innovation: New combinations of old elements; armed to the teeth

Increased resolution for fine granularity: Continuous improvement and reimagining for all brands and foodservice models

Minor Trends in Catering Innovation

Consumption is more rational, supply needs to offer "value for money."

Consumption is more discerning, supply needs to provide "quality for price."

Consumption seeks experiential value, supply needs to have "emotional value."

Consumption pursues health, the "wellness trend" is rising.

Consumption demands convenience, with online and offline dual arenas.

Retail and dining sectors encroach on each other: retail becomes more like dining, dining becomes more like retail.

Overseas trends: the product strength, organizational strength, and supply strength of Chinese cuisine are expanding.



02

SIAL INNOVATION

SIAL INNOVATION is one of the standout events of SIAL. Since its inception in 1996, it has established an international standard competition system, certified by global authorities and judged by a specially invited international professional jury. As the only international competition featured in the SIAL global exhibition series, SIAL INNOVATION consistently draws significant industry attention and is regarded as a trendsetter for innovative developments in the global F&B industry.

27

pieces of global innovation award-winning products of the year displayed for the first time

SIAL Global Series

One of SIAL's most important events

History

28 years

Highly regarded by the entire food and beverage industry

Independent jury

Experts from the industry academics, media, and consulting organizations

Onsite SIAL Shanghai

At least one in five visitors visited the SIAL Innovation exhibition area

60W+

SIAL (on-site visitors)

20W+

Followers of Self-media platforms

Multi-channel media promotion

60+

National newsletters, press releases, press conferences, etc.

SIAL Innovation Winners

TOP3



牛奶酱油
Milk Soy Sauce

内蒙古甘旗卡食品有限责任公司
Inner Mongolia Ganqika Food Co., Ltd.

展位号: E2G107



烤意大利面片
OVEN BAKED PASTA CHIPS

Ud cahaya kencana

展位号: N2C028



BeBi挪威极地冰川饮用天然泉水
BEBI NORWEGIAN POLAR
GLACIER NATURAL SPRING WATER

南京思予食品有限公司
Nanjing Siyu Food Co., Ltd.

展位号: W4C026

Finalist

Zhenwei high-end nut oil 125ml

Beijing Zhenweifang Food Co., Ltd.

Booth No.: W3F022

SUGAR-FREE LOW-FAT BLACK SESAME BALLS 108G

Zhejiang Renzhichu Health Industry Co., Ltd.

Booth No.: W5D090

GOOSE LIVER PÂTÉ

Philis (Shanghai) Supply Chain Co., Ltd.

Booth No.: N3C087

ORGANIC ARTICHOKE HEARTS IN SEA WATER

Onesimum

Booth No.: W4E075

DAUPHIN PUMPKIN SEED PUREE

Dauphin pastoureau sas

Booth No.: W2D090



BROCELIANDE FRENCH STYLE CHILDREN'S SAUSAGE ORIGINAL/SMOKED SAUSAGE CATEGORY

Cooperl arc atlantique

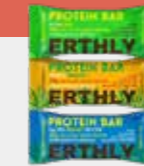
Booth No.: E6B006



VEGAN PROTEIN BAR

DOFREEZE – EUROCAKE

Booth No.: W3G069



Selection

DUO PROPOLIS EXTRACT OLIVE OIL

Essenciale ltda

Booth No.: W1E066



Innerset Apple and Lettuce Juice

Huons Foodience

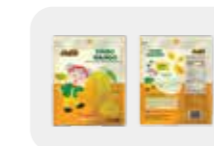
Booth No.: N1B016



PROBIOTICS SUPER SOFT DEHYDRATED MANGO

Chin huay public co., ltd

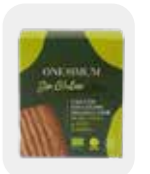
Booth No.: N1F034



GLUTEN FREE HEMP, APPLE AND DATE COOKIES

Onesimum

Booth No.: W4E075



O-KING QUAIL EGG (CHICKEN SOUP SALT-BAKED FLAVOR)

Yanjin Puzi Industrial Co., Ltd.

Booth No.: W2B050, E1D062



CHICKPEAS

Tangshan Liyuan Industrial Co., Ltd.

Booth No.: W5B012



CRISPY TARO IN COCONUT MILK

Chin huay public co., Ltd



Booth No.: N1F034

SEA SALT CHOCOLATE PROTEIN BAR

Masterasia marketing company ltd



Booth No.: N2A018

Light-burden Beef Energy Bars

Baotou Boke Food Co., Ltd.



Booth No.: N2E076

APISHOT

Essenciale ltda



Booth No.: W1E066

CODEX-SWEETHEART HOT COCOA (MILK FLAVOR)-38G (CUP PACKAGING)

Codex Chocolate (Suzhou) Co., Ltd.



Booth No.: W3F002

POPPING EJIAO PILLS WITH SEVEN RED INGREDIENTS

Zhejiang Renzhichu Health Industry Co., Ltd.



Booth No.: W5D090

BENNS CASHEW NUT CHOCOLATE

Benns (Shanghai) Food Technology Co., Ltd.



Booth No.: N2C106

HORSH CHINESE-STYLE HAM BURGER BREAD

Haoshi (Fujian) Food Co., Ltd.



Booth No.: W2B036

CHEF NIC CORN FLAVORED BLACK PIG LUNCHEON MEAT

Hangzhou Fengweipai Food Co., Ltd.



Booth No.: E1B050

Banana Protein Bar (Bread)

Taicang Baokun E-Commerce Co., Ltd.



Booth No.: N3A042

CHEF NIC ZONGZI GIFT BOX (PRIVATE KITCHEN LIMITED EDITION)

Hangzhou Fengweipai Food Co., Ltd.



Booth No.: E1B050

PASTEURIZED MILK TOAST

Carlton (Group) Co., Ltd.



Booth No.: N1F076

Beef Jerky (New Product)

Baotou Boke Food Co., Ltd.



Booth No.: N2E076

Musang King Durian Ice Cream

Shenzhen Liurangji Food Co., Ltd.



Booth No.: N2A098

ASSORTED DAILY SALAD BOWL / READY-TO-EAT VEGETABLE SALAD

Jiangsu No. 1 Farm Technology Co., Ltd.



Booth No.: E1E084

KOREAN ROASTED SEAWEED FLAKES (BUTTER PEANUT FLAVOR)

B.O.S.



Booth No.: N1D027

WELLINGTON STEAK

Fanfan Food (Shanghai) Co., Ltd.



Booth No.: E1A046

LIQUID NITROGEN FROZEN DURIAN

Changzhou Siamese Import and Export Trading Co., Ltd.



Booth No.: N3B060

SKINNY SEAWEED PRAWN CRACKERS

Ud cahaya kencana



Booth No.: N2C028



03

SIAL Concurrent Activities and Competitions

SIAL Snacking Awards

Join the excitement at the SIAL Snacking Awards, where the latest trends come to life in a vibrant pop-up experience. Tailored for the modern palate, this event pairs trendy snacks with the youthful energy of today's tastemakers. Engage with influencers and enjoy a 360-degree immersive experience that celebrates the best in contemporary snacking.



SIAL CUP Barista Challenge

Sponsored by Dexin Foods, the competition simulates offline coffee bars, replicating the real-world pressures faced by baristas. The competition ignites innovation in the coffee field, showcasing the skills and creativity of baristas in a dynamic and realistic working environment.



Special acknowledgements:



Competition partners:



SIAL Chinese Restaurant

Discover the artistry of SIAL Chinese Restaurant as it celebrates the 24 solar terms with innovative dishes. Each creation embodies the rich cultural heritage and seasonal flavors of traditional Chinese cuisine, offering a unique culinary journey through the rhythms of the year. Savor the finest Eastern delicacies, each thoughtfully crafted to highlight the essence of the changing seasons.

Cypress Hotel Shanghai won the Greater China Culinary Benchmark Award

Shi Caowei, Qian Liping, Song Jianfen (Best Cuisine Award)

Sukhothai Hotel Shanghai won the Greater China Culinary Leadership Award

Yu Chenqing, Yu Changwei, Ma Ben (Best Creativity Award)

Intangible Heritage won the Greater China Culinary Benchmark Award

Ma Zheng, Chen Bingheng, Yan Chenglong (Best Matching Award)

Hengshan Garden Hotel Shanghai won the Greater China Gold Culinary Award

Zhang Chengdong, Xu Jinlong, Zhang Wei (Best Creativity Award)

Fujian Nong Foods Co., Ltd. won the Greater China Perfect Taste Model Award

Lu Yao, Huang Zhihao, Yu Chengyong (Best Team Award)

Shanghai Second Light Industry School won the Greater China Classic Heritage Award

Chang Tianyu, Wang Tao, Han Xiaoya (Best Dish Award)

Shanghai Donghui Catering Management Co., Ltd. won the Greater China Artisanal Culinary Award

Mao Zhenwei, Wang Yong, Ding Youqing (Best Taste Award)

New Jin Jiang Hotel won the Greater China Culinary Leadership Award

Hua Dong, Li Jun, Zhu Xiaojing (Best Taste Award)

Yangpu Modern Vocational School Affiliated to Shanghai Normal University won the Greater China Best Taste Model Award

Ding Yi, Shi Yao, Zhu Haoyan (Best Presentation Award)



SIAL Best Steak Awards

The SIAL Best Steak Awards bring together high-quality steak products from meat producers, importers, and traders at SIAL. This international industry event highlights premium ingredients, offering beef producers and traders from all over the world a platform to showcase their products and brands on a global stage. It serves as a valuable international communication forum for promoting excellence in the beef industry.



SIAL Best Filet 2024

Inner Mongolia Huayang Cattle Technology Group Co.

SIAL Best Wagyu 2024

Yuansheng Food Manufacturing (Shanghai) Co.

SIAL Best Sirloin 2024

Shanghai Ruiyi Foods Co., Ltd., Inner Mongolia Tianmuzhen Meat Co. Ltd, Weyran Biotechnology (Shenzhen) Co. Ltd.

SIAL Best Ribeye 2024

Inner Mongolia Tianmuzhen Meat Co., Guangzhou Jinande Biotechnology Co.



SIAL Seafood Fest'

Jointly prepared with the China Aquatic Products Processing and Marketing Association, SIAL Fresh Life selects ingredients from around the world, blending colors and flavors to transcend traditional diets. Paired with fine wines, this event creates a top-notch experience for the taste buds.



The 3rd SIAL Chic & Tea Contest

The theme of this year's SIAL Chic & Tea Contest is "Healthy China, Quality Tea".

Top drink mixers, selected through rigorous screening, will compete on stage.

Special referees and judges for this year's tournament include R&D directors, Product Directors, and Regional Operation General Managers from NAI XUE, Shanghai Auntie, Xi Tea, Ba Wang Cha Ji, ARTEASG.aHT, and Mengniu Ai's Morning Glory. The R&D Director of the 2nd SIAL Chic & Tea Contest Champion, Beijing Tongrentang Beverages Company Limited, was invited as the technical referee.



- Liu Zejian won the Gold Award
- Wang Xinyue won the Silver Award
- Liang Yongji won the Bronze Award
- Zhang Hao and Chai Yanhao won the Innovation Award Certificate
- Kong Lingle and Diao Shaojiu won the Heritage Award Certificate

Special acknowledgements





SIAL La Cuisine

SIAL La Cuisine is a prestigious national culinary event certified by the World Association of Chefs Societies (WACS) in mainland China. In collaboration with the China Culinary Association and WACS, a leading authority in the culinary world, this event features participation from eight top Michelin Star International Chefs hailing from Beijing, Shanghai, Hangzhou, Chongqing, France, Japan, Croatia, and Hungary, competing on-site both domestically and internationally.

- © Team Shanghai
- © Team Croatia
- © Team Chongqing
- © Team France
- © Team Hangzhou
- © Team Beijing
- © Team Hungary
- © Team Japan

- Won the championship**
- The Most Popular Team in the World**
- The Most Popular Team in China**
- SIAL Best Popularity Award**
- Gold Medal for Virtue and Art**
- Gold Award for Unlimited Creativity**
- Gold Medal for Craftsmanship**
- Gold Medal for Excellence**



Special acknowledgements



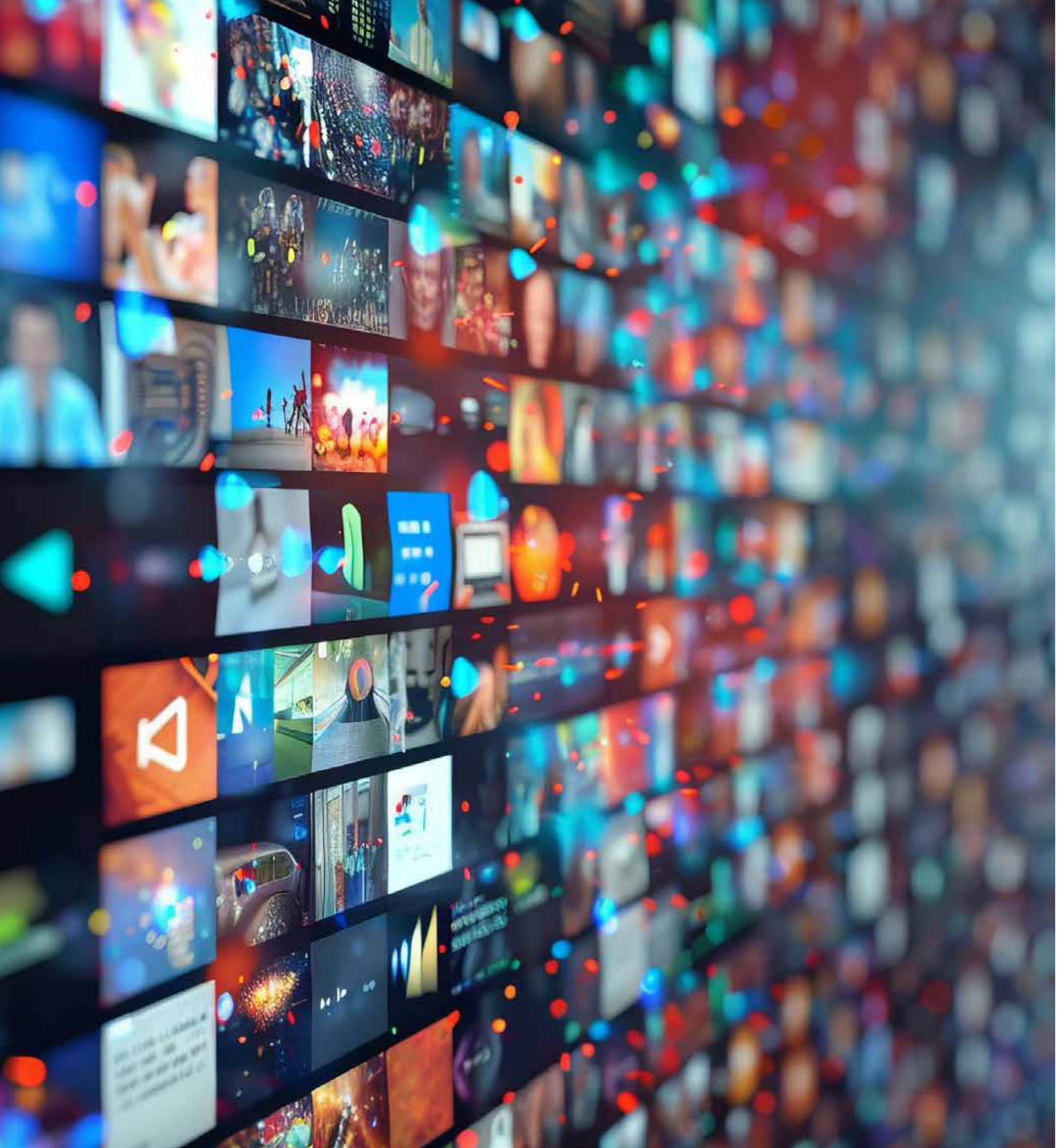


SIAL COFFEE&TEA MARKET

SIAL Creative Beverage Market

A one-stop shop where attendees experience new types of tea and beverages.

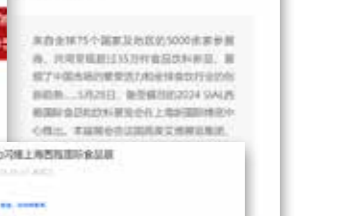




Part 6

Mainstream Media Buzz

Deep Focus



In-depth coverage and wide dissemination by more than 100 first-line media, including Xinhua News Agency, People's Daily Online, Central Video, CCTV, China News Service, International Online, etc. Hundreds of millions of exposure in three days.

In addition to the real-time visual impact brought by the live streaming, the extensive coverage by hundreds of mainstream media also helped to expand the influence and coverage of SIAL Shanghai through in-depth and extensive exposure.

2.266 million views

Official account of Good Season in China on CCTV17 Agricultural and Rural Channel. With the live coverage of Central Video's "Shopping at SIAL in Search of Delicacies and Local Specialties", the webcast quickly broke through one million views within a few hours.



Media Interviews



Virtual visit to the exhibition, akin to cloud-based traveling in the real world

The official video account is the primary platform, concurrently streamed across platforms like Tik Tok

8 hours of non-stop live streaming every day

790,000 viewers

Reaching **3,000,000** professionals

Full network coverage, exposure and traffic generation

360° self-media matrix

reaches professional buyers every day **500,000**





SIAL

INSPIRE FOOD BUSINESS

Part 7

Testimonials to establish
SIAL's prestige

01

Message from Exhibitors

Uruguay has been participating in SIAL since 2004 and has never missed it. Our booth at SIAL has always been the largest and most comprehensive among the exhibitions we have attended around the world. The best and most extensive buyer group is one of the main reasons why our company participates in SIAL.

--General Manager, China, National Meat Association of Uruguay

The SIAL Exhibition is a great feast of ideas and trade combining internationalism, professionalism, and innovation, setting the latest trend and direction for global food with its influential "global wind" in the food and beverage sector. At this exhibition, we have regained a lot of old friends and made more new friends. We will facilitate the matching of supply and demand, develop trading channels, allowing more companies to partner with Samspie.

--Jiangsu Samspie Foods Co., Ltd. which participated in SIAL for the 6th time

We will continue to encourage Hong Kong companies to showcase their new products, services and technologies in the Mainland, so as to assist the industry to expand their markets and forge more partnerships.

--Wang Yingpei, Shanghai Representative, HKTDC

We would like to find some importers in China because the Chinese market is very important to us and at least 50% of our products are sold in China.

**--Franz Peier, representative of EUROPACK,
a leading sunflower seed and sunflower oil producer in Galia**

We had a lot of inquiries from the first day and a lot of companies are interested in us.

--Mike, General Manager, Lincoln International, a US producer and exporter of meat and meat products

The Chinese market is very friendly and has a huge potential. It is a very good export market for frozen food products.

-- Mohamed Saleh, CEO of Saleh the good farm, a supplier of frozen fruits and vegetables in Egypt

We had many opportunities to communicate with customers and suppliers on site, and gained a lot of valuable information, and tapped into many valuable customers at the same time.

--Shengjue Supply Chain, Beef Sector of Shengnong Group

We did not expect to meet such a large number of international buyers who approached us for more information. This provided a valuable opportunity for us to explore the international market through displays and communication. We anticipate that there may be further transactions that will continue to evolve after the show.

--Liu Yong, Deputy General Manager of Inner Mongolia Yinshan Youmai Foods

SIAL is an excellent and high-quality exhibition platform. Attendees, including distributors and procurement professionals from various channels, are highly targeted. The exhibition attracts a remarkable quantity and calibre of buyers, which is quite impressive. For companies, the brand exposure gained at the show is top-notch. The international platform of the show provides a great opportunity for deeper penetration and communication with offline channels.

--Wu Changsheng, CEO of CHLOECHAN Company

02

Buyers' Comments

SIAL provides a great platform to showcase China's local products and specialties. There is a great abundance of regional specialties, both in quantity and quality, and there are many more suppliers with better quality than last year.

--Changzhou Junhao Supply Chain Management Co.

I am very satisfied with the show. Not only did I meet exhibitors from all over the world, but I also saw innovation and a great variety of exhibits.

--Samsung Foods Korea

It's the 6th year for us to come to SIAL, and the reward is greater every year. The product categories are very comprehensive and rich, basically everything we want to purchase can be found at SIAL. This year is the 60th anniversary of SIAL, and I wish SIAL a better future, and I hope to grow together with SIAL. See you every year.

--Liu Xinggui, CEO of Shilijia

The exhibits are refreshing. In addition, SIAL provides excellent matchmaking, not only making it easy to find buyers with potential and strength like us, but also enabling us to connect with well-known manufacturers, which eliminates our worry. We are all very assured of the SIAL brand. I will come to SIAL every year whether I am invited or not, and I will definitely go to the Shenzhen exhibition.

--Malaysia 24XPRESS SDN BHD (24-hour convenience store chain)

THANK YOU FOR THIS AMAZING SHOW!



祝西雅展国际食品
展会一路长虹
陈嘉



THANK YOU FOR THIS AMAZING SHOW!
SEE U NEXT YEAR 😊

I would like to express my sincere appreciation to the SIAL CHINA team members that they have done a great job. They have been so very respectful to the suppliers and the coordination has been done smoothly during the process.
Keep up the good work!
Eren Chen
Lifestyle Vendors
Sdn. Bhd.
Malaysia

SIAL
မြန်မာ့အလင်း
ကဏ္ဍ
စေ့စေ့စေ့စေ့!
Good

Благодарим SIAL за участие в экспозиции! Очень приятно было работать с организаторами! Мы обязательно вернемся!
Cristiane

祝西雅食品展
越办越好
感谢工作人员
辛勤付出
——海特

БЕЛАРУСЬ ВКУС
OF NATURE!
Chay



西雅展 促进供需
感谢工作人员
认真办展

祝西雅 展会
是办的好 办的好
的办的好 办的好
长幼小佳 办的好



Part 8

**Continue to
Promising Future**



01

SIAL Shenzhen held in September to INSPIRE FOOD BUSINESS

From September 2-4, 2024, SIAL Shenzhen will take place at the Shenzhen Convention & Exhibition Center, continuing the illustrious 60-year legacy of the SIAL brand. Leveraging the international brand influence of SIAL, the fair will feature the SIAL Global Food Industry Summit, SIAL INNOVATION, SIAL in China Awards, and other summits and events renowned for their international standards and global participation. SIAL Shenzhen aims to elevate the food and beverage industry within the Greater Bay Area, extending its influence across South China and leading the Asia-Pacific food and beverage market. At the same time, the exhibition will amplify demand for food and beverage trading in Southeast Asia, injecting new vitality into the global food and beverage market.



02

South China International Food & Beverage Trade Fair



SIAL Shenzhen continues to expand its international scale and influence, attracting exhibitors and professional buyers worldwide. Following a doubling of international pavilions to 33 countries and regions in 2023, SIAL Shenzhen 2024 has further increased participation, expecting over 1,500 exhibitors from 43 countries and regions. SIAL Shenzhen has already secured pre-registration from professional visitors spanning 75 countries and regions.

To enhance the trading experience, SIAL Shenzhen 2024 is dedicated to providing exhibitors with precise, efficient, and internationalized services. It aims to attract high-quality buyers from South China and Southeast Asia across diverse sectors including supermarkets, convenience stores, retail, catering, e-commerce, group meals, gifts, group purchasing, KA, convenience stores, wholesalers, distributors, teas and beverages, and international import and export buyers.

SIAL 西雅展
INSPIRE FOOD BUSINESS in China

60 YEARS
SIAL

SIAL Shenzhen

September 2-4, 2024

Shenzhen Convention & Exhibition Center

Shenzhen Convention & Exhibition Center

1500+

Exhibitors

43+

Countries and regions

60,000 m²

Exhibition area

67,000

Professional Visitors

14 Theme Zones

Imported Food

Leisure Food

Health Food

Dairy Products

Grain, Oil & Seasoning

Ready Made Meal

Fresh & Frozen Meat

Aquatic Products

Prepared Dishes

Frozen Ingredients

Premium Beverages & New Tea Drinks

Alcoholic Beverages

Regional Specialty Food

Processing, Packaging and Delivery

INSPIRE
FOOD
BUSINESS



Register Now for Free
Benefits to join Buyer
Program

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深圳

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