

SIAL in China **Shanghai**
18-20 May 2026

SIAL in China **Shenzhen**
01-03 Sept 2025

SIAL Interfood **Jakarta**
12-15 Nov 2025

SIAL in India **New Delhi**
11-13 Dec 2025

SIAL Canada **Montreal**
29 Apr - 1 May 2026

SIAL India **Mumbai**
June 2026

Food & Drinks Malaysia **Kuala Lumpur**
21-23 July 2026

SIAL Paris **Paris**
17-21 Oct 2026

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

Gourmet Selection **Paris**
21-22 Sept 2025

Djazagro **Algiers**
12-15 April 2026

Cheese and Dairy Products Show **Paris**
7-9 June 2026

INSPIRING
FOOD
BUSINESS
WORLDWIDE

COMEXPOSIUM

SIAL, a subsidiary of Comexposium Group

12 LEADING B2B EVENTS
17,000 EXHIBITORS FROM 126 COUNTRIES
OVER 700,000 PROFESSIONALS ATTENDING FROM 200 COUNTRIES
SIAL-NETWORK.COM

Credit: Getty Images/Leumi T Design: Bug Agency Edition: July 2025

SIAL SHANGHAI 2025

POST SHOW REPORT

SIAL SHANGHAI- ASIA'S LARGEST FOOD AND BEVERAGE TRADE FAIR

More than an exhibition, SIAL Shanghai is a dynamic ecosystem where innovation meets commerce. From the SIAL Global Food Industry Summit and SIAL Innovation to curated matchmaking and cultural showcases, it delivers insights, opportunities, and global inspiration. Guided by the values of being **International**, **Innovative**, **Trade-Focused**, and **Professional**, it empowers industry professionals to explore trends, forge partnerships, and solve tomorrow's food challenges.

SIAL FIRM FOOTSTEPS IN CHINA

Inception and Early Years (2000–2004)

2000

SIAL entered China; the brand was founded in Paris in 1964

2001

Relocated to Shanghai New International Expo Centre(SNIEC), marking a turning point in its development in China

2005

SIAL Innovation was introduced to SIAL Shanghai

Growth and Innovation (2005–2019)

2012

Grown into Asia's largest food exhibition

2017

Argentine President Mauricio Macri attended the event, which means SIAL Shanghai's internationalization was further highlighted

2019

The 20th edition achieved a historic milestone by fully occupied exhibition space of SNIEC—200,000 M²

2021

The only large-scale international F&B exhibition that was successfully held worldwide that year

2023

SIAL expanded to South China, launched SIAL Shenzhen to tap into the Greater Bay Area and Southeast Asian markets

2024

SIAL celebrated the 60th anniversary of the SIAL brand worldwide and unveiled the "New Era" of SIAL Shanghai

2025

5,000+exhibitors from 75 countries/regions, and 174,365 professionals from 125 countries/regions gathered together at SNIEC. International participation reached a new peak, and Tutto Pizza made its debut

ABOUT THE ORGANIZER-THE COMEXPOSIUM GROUP

“CREATE VALUABLE & MEMORABLE CONNECTIONS TO TAKE OUR COMMUNITIES FURTHER”

The Comexposium Group is one of the leading event organisers worldwide, creating events that bring communities together to discover and explore businesses, passions and interests.

With more than 150 B2B and B2C events, across more than 10 industry sectors, Comexposium brings together 48,000 exhibitors with 4 million visitors.

Pandemic Resilience and Diversification (2020–2024)

2025 and Beyond: Scaling New Heights

SHANGHAI

**CELEBRATING 25 YEARS IN CHINA,
CONTINUOUS INSPIRE FOOD BUSINESS GLOBALLY**

**HIGH RETENTION RATE
WITH HIGH ROI**

200,000 M² Exhibition Space

174,365 Professionals from **125** Countries & Regions

5,000+ Exhibitors from **75** Countries & Regions

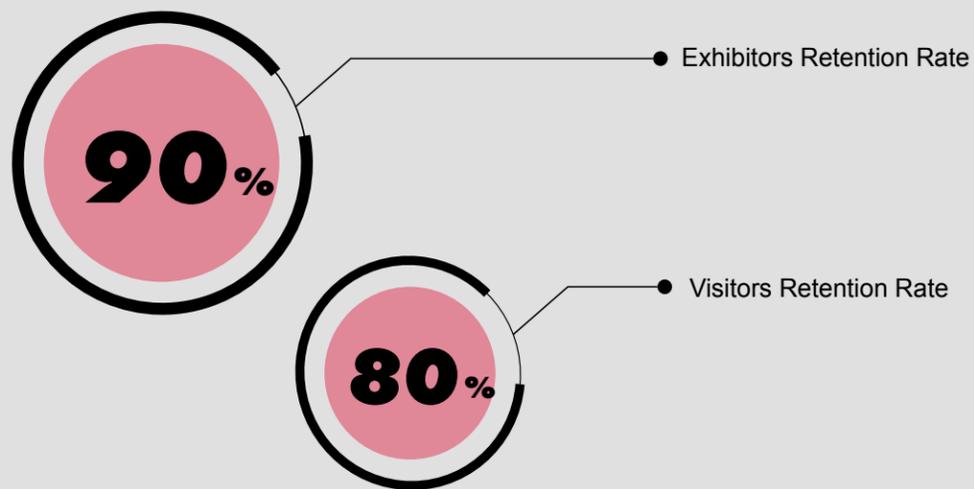
12,870+ Business Matchmaking Sessions

9,721 New Product Launches among **350,000** Exhibits

98.03% Visitor Satisfaction Rate

99.11% Exhibitor Satisfaction Rate

20+ High-Level Summits, Forums & International Events



SIAL SHANGHAI 2025

GRAND OPENING CEREMONY

More than **260** distinguished guests from **140** countries/regions, covering Governments, Embassies and Consulates, Business institutions, Associations, witnessed the glory opening of SIAL Shanghai 2025 on May 19th, fully demonstrating SIAL Shanghai's status as the benchmark in global F&B industry.

● SIAL
Shanghai
2025



MARCOS GALVÃO
Ambassador of Brazil to China

SIAL Shanghai serves as a vital bridge for Brazil-China food trade. This year, supported by ApexBrasil, Brazil leads as the largest pavilion, showcasing 25 top firms with diverse, quality products including tropical fruits, meats, grains, coffee, meeting global safety and sustainability standards. SIAL drives deeper collaboration, strengthens food security, fuels innovation—propelling bilateral trade toward a sustainable future.





JIANG MING

Secretary of the Party Committee
and Chairman, China General
Chamber of Commerce

TUTTOPIZZA INTERNATIONAL BY SIAL

A successful debut of the TuttoPizza International Zone brought China's foodservice professionals into the global pizza scene. Showcasing the UNESCO-recognized art of Neapolitan pizza, it offered a dynamic fusion of East and West through live demos and immersive experiences.



As China's consumer market recovers and its food industry flourishes through innovation, SIAL Shanghai continues to act as a leading global food platform, connecting global trade through networks, expertise, and solutions, driving growth.



The White Paper, a guide to market trends and product innovations in the Chinese pizza industry, serves as an essential tool for trend analysis and equips F&B companies with insights to navigate rapid market changes and growth potential.

2025 PIZZA NEW INNOVATION WHITE PAPER

INTERNATIONAL PAVILIONS

75 countries/regions showcased the innovative food and beverage to **174,365** professionals from around the globe, built global partnerships, and led the way in the future of food on this international platform.



* In alphabetical order with partial country flags.



“In today’s volatile trade environment, partnerships matter more than ever. MLA will continue to invest in SIAL and the Chinese market—engaging both consumers and end-users through educational outreach and marketing to strengthen our competitive edge.”

——— **MLA’s International Markets**



“SIAL Shanghai is China’s premier international platform for the food industry, featuring 60% international exhibitors and diverse product categories. Beyond being a trade showcase, the Hungary Pavilion acted as a cultural bridge, fostering trust in Hungarian products and creating new business opportunities.”

——— **Hungarian Agricultural Marketing Centre**



“This cooperation is significant, and SIAL Shanghai is our vital platform. Here, our UNESCO-listed Neapolitan pizza, San Marzano PDO tomatoes, buffalo mozzarella, and other products will gain global recognition. As an institutional partner, we understand that SIAL Shanghai is the place where Campania’s flavors and heritage reach the world.”

——— **Nicola Caputo, Councillor for Agriculture of the Campania Region**



“Thank you for SIAL Shanghai 2025’s exceptional organization—a standout success. It delivered vital networking, business growth, and global food trend insights. Grateful for the opening ceremony invite—an honor to join a moment that defined this dynamic fair.”

——— **Spanish Inter-professional Agri-Food Organization for White Pork**



“SIAL China is undoubtedly the largest and most influential food exhibition in China. We have always been confident in SIAL and have maintained a strong partnership for over ten years, with many Korean companies from South Korea participating every year.”

——— **Korea Agro-Fisheries & Food Trade Corporation**



“Uruguay has joined SIAL Shanghai since 2004—never missed. It’s our strategic bet for export growth, building trust with Chinese buyers. A model for others: SIAL Shanghai is the definitive hub for China/APAC trade.”

——— **National Meat Association of Uruguay**

174,365

professionals from

125

countries/regions, unlock global Food and Beverage Trade opportunities

BUYERS PROFILE

TOP 10

Domestic Buyer Source Regions

📍 Shanghai 📍 Jiangsu 📍 Zhejiang 📍 Shandong 📍 Henan 📍 Guangdong 📍 Anhui 📍 Beijing 📍 Fujian 📍 Hebei

International Buyer Source Countries / Regions

• South Korea • Thailand • Russia • Vietnam • Malaysia
• Japan • Mongolia • Indonesia • Brazil • Australia

98.03%

visitor satisfaction rate

4/5

attendees will be the returning visitors of SIAL Shanghai 2026



BUSINESS TYPES OF BUYERS

26% Import/Export

22% Retail

19% Domestic Trade

14% Catering

13% Food Manufacturing/Processing

4% Hotels

2% Services

COMPANY SIZE OF BUYERS

29% Less than 50 employees

34% 50-249 employees

22% 250-999 employees

15% More than 1,000 employees

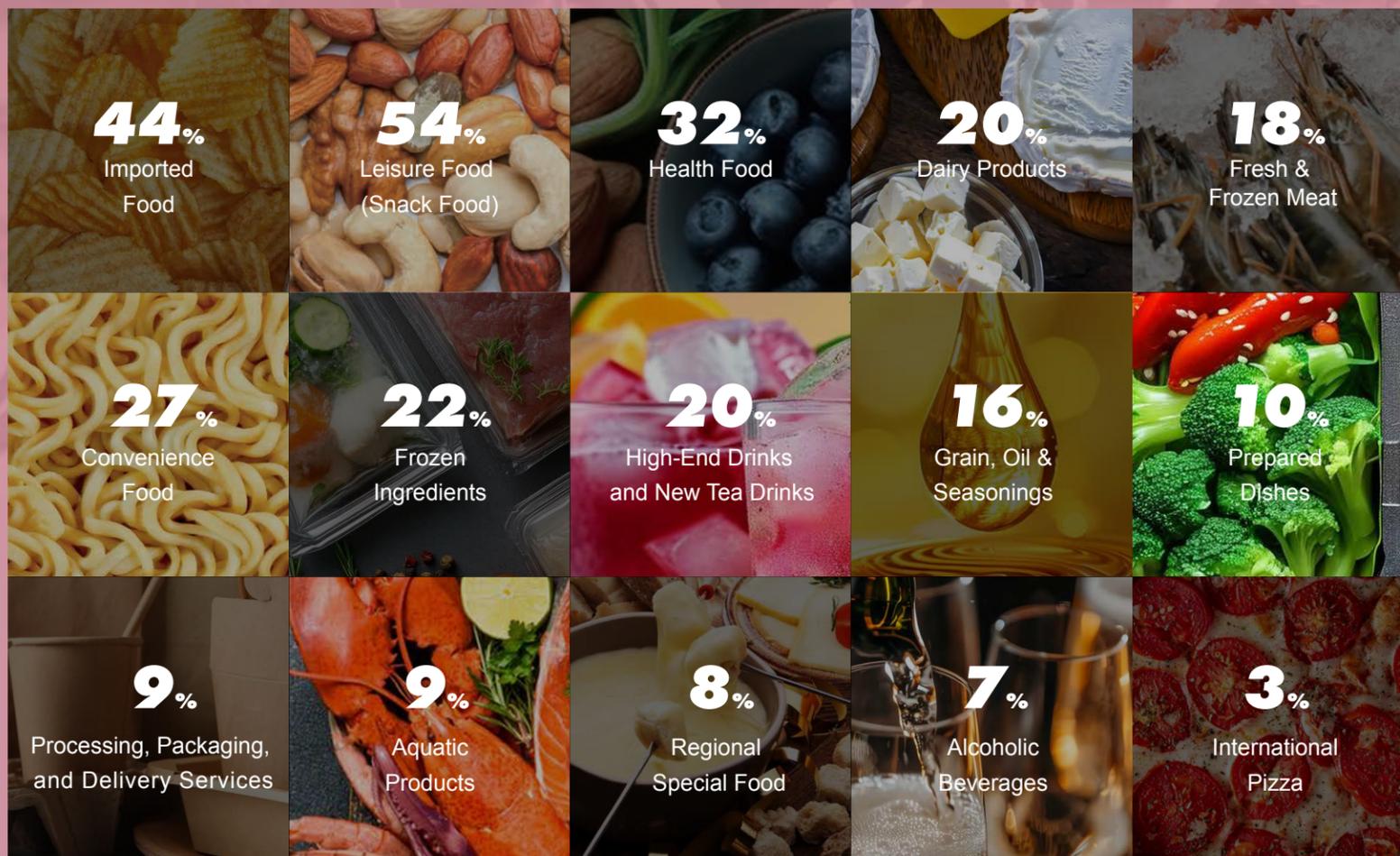
BUYER'S ROLES IN PURCHASING DECISIONS

18% Decision-maker

35% Decision influencer

20% Opinion consultant

PURCHASE INTEREST - 174,365 PROFESSIONALS EXPLORED BUSINESS OPPORTUNITIES HERE



98%
A Networking Venue for Industry Professionals

97%
A Must-Attend Event for the Industry

96%
A Place for Business Networking and Negotiation

96%
A Showcase for Breakthroughs in Industry Innovation

97%
A Leading F&B Trade Fair



THE TOP BUYERS: INTERNATIONAL



* in alphabetical order

THE TOP BUYERS: DOMESTIC



JD Supermarket secured deals with over **20** suppliers on-site, targeting an annual procurement of **\$1.5 BILLION**.

Beijing Hualian Supermarket confirmed cooperation on **25** SKUs, with an estimated annual spend of **\$1 MILLION**.

HotMaxx's New Product Division plans to procure bottled water, dried fruits, and puffed snacks, projecting purchases exceeding **\$30 MILLION** annually.

DOMESTIC VALUABLE BUYERS' DELEGATION

22

Provincial-Level Administrative Divisions

74

Cities

51

Industry Associations

61

Wholesale Markets



“We brought a group of over 400 merchants to visit and source products. SIAL Shanghai offers an international F&B platform where merchants can engage directly with premium suppliers from across the globe. We discovered many exciting new products at the show, especially innovative items that blend regional characteristics with international tastes, showing strong market potential.”

— Bairong World Trade Shopping Mall, Zhengzhou

INNOVATION DRIVES INDUSTRY INSIGHTS AND SHAPES MARKET TRENDS

SIAL INNOVATION

A global food trendsetter, delivering cutting-edge insights on innovation and market shifts. Focused on invention, transition, and foresight—decipher the latest industry innovations and consumer trends. Partnered with Protéines XTC, it's a standout hub for global food innovation.



SIAL INNOVATION WINNERS



SIAL BEST STEAK AWARD

An international industry competition dedicated to premium steak products.

13 exhibitor competitors

20 products, including ribeye, sirloin, fillet, and Wagyu beef

Jury including **30** professionals from meat experts, Michelin chefs, WEST sommeliers & top food media..



BEST RIB EYE OF THE YEAR :

Qingdao Longming Cattle Industry Co., Ltd.
Shanghai JAC Trading Co., Ltd.
Tender Plus Food (Shanghai) Co., Ltd.
Changchun Chengkai Jiniu Food Technology Co., Ltd.



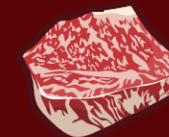
BEST FILLET OF THE YEAR

Tender Plus Food (Shanghai) Co., Ltd.



BEST SIRLOIN OF THE YEAR

Guizhou Yuanmu Food Co., Ltd.
Changchun Haoyue Halal Meat Industry Co., Ltd.
Qingdao Longming Cattle Industry Co., Ltd.
Tender Plus Food (Shanghai) Co., Ltd.



BEST WAGYU OF THE YEAR

Inner Mongolia Jiujang Beef Food Co., Ltd.
Qingdao Longming Cattle Industry Co., Ltd.
Shanghai Yongyucheng Supply Chain Management Co., Ltd.

THE 7TH SIAL CHIC & TEA CONTEST

SIAL Chic & Tea Contest, designed to cater to the rising demand for Asia's bubble tea culture, was jointly organized by SIAL and the China Cuisine Association. It provided a professional platform for talented individuals and enterprises in the growing tea beverage industry. Contestants on-site presented new-style tea beverages using ingredients from the exhibition, with 15 winners receiving gold, silver, and bronze awards.

SIAL CUP BARISTA CHALLENGE

Exciting competition showcases the artistry and creativity of master baristas.

LA CUISINE

A national cooking competition certified by the World Association of Chefs' Societies (WACS).



SIAL SNACKING AWARDS

Debuted with a brand-new theme, incorporating trendy elements such as AI photography and robotic coffee to create immersive pop-up experiences.



SIAL COFFEE & TEA MARKET

Create unique taste experiences through creative tea drinks.

45
exhibitors
participated

86
products

56
unique drinks
created



SIAL CHINESE RESTAURANT

Show the unique charm and creativity of Chinese cuisine by exhibiting product of agri-food and ingredient. Provide a confirm place for food experience and business network during show site.



SIAL GLOBAL FOOD INDUSTRY SUMMIT

嘉宾阵容 / SPEAKERS

Under the theme **ONWARD & UPWARD**, the 7th SIAL Global Food Industry Summit brought together **100** experts and **2,000+** F&B professionals to explore trends in new retail, health innovations, catering, beverages, meat, and global food trade, fostering valuable insights and collaboration across **10** Forums.



INTERNATIONAL MEAT FORUM:

“Brazil values the Chinese beef market greatly. There is a new project in Brazil to bring Brazilian beef to rural communities in China, which aims to show its versatility in Chinese cuisine and make it known to every Chinese consumer.”

—— Roberto PEROSA
President of Brazilian Beef Exporters Association



F&B WOMEN CEO SEMINAR

“In the department store industry, women’s power is undeniable. They are resilient, showing great strength in overcoming challenges. They also have sharp insight, strong collaboration skills, and standout imagination and creativity. Balancing career and family, they handle multiple roles in work and life—all while showing remarkable resilience in advancing society.”

—— Jun FAN
Chairman of China Commerce Association For General Merchandise



IMPORT & EXPORT FOOD FORUM

“China ranks as the world’s second-largest importer and fifth-largest exporter of agricultural products. In response to tariff challenges, China has accelerated the formation of free trade partnerships, signing free trade agreements with over 30 countries and regions, providing a solid foundation for both imported and exported agricultural products, paving the way for China to become the world’s largest agricultural consumption market.”

—— Lu YU
Vice President of China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal By-Products

GLOBAL NEW RETAIL FORUM

“The tariff-driven trade conflict has basically subsided and entered a negotiation period. The overall trade structure between China and the U.S. is unlikely to shift significantly in the near term. Sectors outside core high-tech domains are steadily returning to normal. The main battleground will be in finance and technology in the future.”

—— Qingyou GUAN
President of Brazilian Beef Exporters Association



INTERNATIONAL DRINK IN CATERING FORUM

“The catering industry is swiftly shifting toward high quality. As consumer needs continue to evolve, the focus has shifted to obtaining better food quality at a reasonable price. How to better serve customers has become the core factor for the catering industry’s development.”

—— Bo WANG
Founding Partner of Fanqie Capital





SIAL GLOBAL FOOD INDUSTRY SUMMIT

INDUSTRY ESG FORUM

"The current international landscape is an excellent opportunity for China and Brazil to further strengthen their cooperation. Our trade cooperation and exchanges can extend beyond agricultural products to areas such as science, technology, education, etc."

—— Luis Renato de Alcantara Rua
 Ministry of Agriculture, Secretary for International Trade and International Relations, Brazil
 Vice-Minister of the Ministry of Agriculture and Livestock (MAPA), Secretariat of Trade and International Relations



NEW HEALTH FOOD FORUM

"Shaped by their upbringing, Generation Z shows highly diverse personalities and distinct consumption patterns, with a strong preference for personalization and differentiation, as well as a higher willingness to spend. In a fast-paced and high-pressure modern environment, Generation Z is increasingly focused on nutrition and wellness, adopting a wide range of approaches to embrace healthier lifestyles."

—— Alex ZHANG
 Partner & Managing Director of Frost & Sullivan China



SUPERMARKET WORKSHOP

"The current health food industry is highly competitive. Enterprises should accurately position and focus on developing their key selling points, create their own unique competitive advantage."

—— Sally SHAO
 Overseas Import Product Manager of Metro AG



DEEPSEEK WORKSHOP

"With AI advancing, businesses and chain stores now use AI in more diverse models and scenarios—boosting management and operational efficiency horizontally and vertically via data integration and risk control. For basic yet critical entry-level professional/technical roles, fostering innovative thinking lets one truly reap AIGC's era dividends."

—— Hongliang KANG
 AI Product Leader, Digital Team of Wangju Capital



OUTBOUND WORKSHOP

"How to grasp consumer minds is the key to business competition. Companies should innovate categories based on consumer characteristics and consumption trends. Overseas expansion has become an imperative for Chinese enterprises. The key to success lies in seizing opportunities in emerging and premium markets and avoiding common pitfalls".

—— Alan HE
 Partner of Ries Positioning Strategy & Consulting



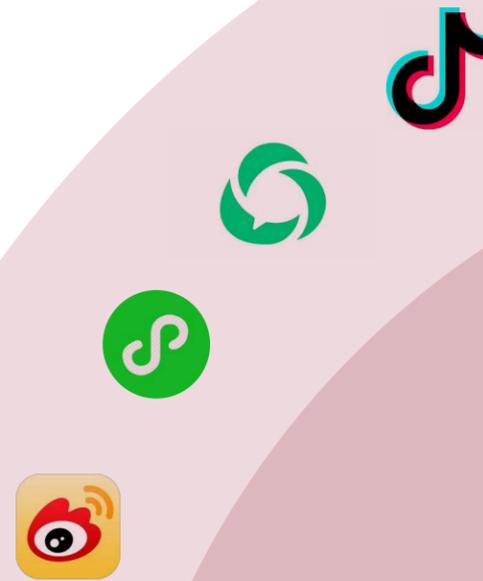
GLOBAL MEDIA MATRIX

600+

media outlets at home and abroad, including Xinhua News Agency, CCTV International Channel, People's Network, China News Network, National Business Daily, Global Times Online, Ta Kung Pao, PR Newswire, and South Korea's Kyongin Ilbo, paid great attention to it, with the total online exposure exceeding **150 MILLION** times.



LIVESTREAM & SOCIAL MEDIAS



8 hours non-stop
SIAL livestreaming during exhibition days

790,000
online daily followers

360°
social medias mass promotion to

3,000,000
professionals



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