

SIAL Guangzhou 2026 Top Buyer Programme

Hosted Buyer | Key Buyer | VIP Buyer

The SIAL Guangzhou 2026 Top Buyer Programme is designed for senior decision-makers and professional buyers seeking new products, trusted suppliers, and growth opportunities across China and Asia.

Held in Guangzhou—globally recognized as the "World's Factory" and a gateway to ASEAN markets—the programme offers travel support, VIP privileges, tailored business matchmaking, and premium sourcing support, providing direct access to export-ready suppliers and one of the world's largest food trade ecosystems.

Event Date: 3–5 September 2026

Venue: Guangzhou Poly World Trade Center Expo

Positioning: One destination to source products, discover innovations, meet qualified suppliers, and build long-term partnerships.

To accommodate different purchasing capacities and sourcing needs, SIAL Guangzhou 2026 offers three levels of buyer participation:

Hosted Buyer: Full Sponsorship Programme

Key Buyer: Premium Buyer Programme

VIP Buyer: Priority Access Programme

1. Hosted Buyer Programme

The Hosted Buyer Programme is the highest-level sponsored programme, designed for senior executives and high-volume purchasers with significant buying authority.

Selected Hosted Buyers will receive travel sponsorship, accommodation, VIP privileges, and personalized business matchmaking services.

➤ Why Join as a Hosted Buyer?

- Round-trip flight subsidy* (Flight Subsidy: Southeast Asia: up to CNY 2,500; Outside Southeast Asia: up to CNY 4,000)

*Flight reimbursement will be processed upon completion of all programme requirements.

- Complimentary 3-day, 2-night hotel accommodation (including breakfast)
- Dedicated one-to-one matchmaking service with a minimum of 18 scheduled meetings
- VIP Buyer Badge and exclusive access to the VIP Buyer Lounge
- Priority invitation to the SIAL Elite Hour networking reception
- Personal interpretation support and guided sourcing tours
- Complimentary shuttle service between the official hotel and exhibition venue
- Optional factory visits and Guangzhou wholesale market tours
- Exclusive invitation to join SIAL Society, the international SIAL Top Buyer Club, with opportunities to participate in SIAL Paris buyer programmes
- Eligibility for nomination to the SIAL in China Awards

➤ Qualification Criteria

Applicants should meet the following requirements:

- Represent a leading importer, distributor, wholesaler, retailer, manufacturer, foodservice operator, HORECA company, or e-commerce platform in their market
- Hold a senior position such as:
 - Chairman
 - President
 - CEO
 - Managing Director
 - General Manager
 - Procurement Director
 - Purchasing Manager
- Annual purchasing volume exceeding USD 1,000,000, or equivalent sourcing authority within the organization
- Based in Hong Kong, Macau, Taiwan, Southeast Asia, South Asia, Indochina, or Northeast Asia, North Asia
- Have clear sourcing requirements for food and beverage products

➤ **Buyer Commitments**

Hosted Buyers are required to:

1. Schedule and attend a minimum of 18 one-to-one meetings with different exhibitors.
2. Complete and sign official meeting confirmation forms.
3. Submit the post-show buyer survey.
4. Actively participate throughout the exhibition.

Important Note

Returning Hosted Buyers who participated in previous editions of SIAL Shenzhen are encouraged to provide evidence of business transactions, purchase orders, or supplier partnerships established through SIAL Shanghai or SIAL Shenzhen. Applicants demonstrating measurable business outcomes will receive priority consideration.

2. Key Buyer Programme

The Key Buyer Programme is designed for professional buyers with stable sourcing needs who require premium business services and high-quality supplier connections.

➤ **Why Join as a Key Buyer?**

- Complimentary 3-day, 2-night hotel accommodation
- Dedicated one-to-one matchmaking service with a minimum of 12 scheduled meetings
- VIP Buyer Badge and VIP Buyer Lounge access
- Exclusive access to SIAL Elite Hour and buyer networking activities
- Eligibility for nomination to the SIAL in China Awards
- Exclusive invitation to join SIAL Society, the international SIAL Top Buyer Club, with opportunities to participate in SIAL Paris buyer programmes
- Official Certificate of Participation
- Priority consideration for future Hosted Buyer Programme upgrades

➤ **Qualification Criteria**

Applicants should:

- Hold positions such as:
 - Procurement Manager

- Senior Buyer
- Category Manager
- Purchasing Manager
- Purchasing Officer
- Demonstrate active sourcing needs within the food and beverage sector
- Represent importers, distributors, retailers, HORECA operators, foodservice companies, manufacturers, or e-commerce platforms
- Be based in Hong Kong, Macau, Taiwan, Southeast Asia, Indochina, or Northeast Asia
- **Buyer Commitments**
 - Complete a minimum of 12 scheduled meetings
 - Participate in post-show surveys and meeting verification
 - Actively engage in matchmaking activities

3. VIP Buyer Programme

The VIP Buyer Programme is designed for qualified professional buyers seeking efficient sourcing opportunities and VIP services.

➤ Why Join as a VIP Buyer?

- Fast-track exhibition entry
- VIP Buyer Badge
- Access to the VIP Buyer Lounge with refreshments, Wi-Fi, and business facilities
- Access to the online matchmaking platform
- Invitations to selected networking events
- Official sourcing guide and exhibition floor map
- Official Certificate of Participation
- Eligibility for nomination to the SIAL in China Awards
- Exclusive invitation to join SIAL Society, the international SIAL Top Buyer Club, with opportunities to participate in SIAL Paris buyer programmes

➤ Qualification Criteria

Applicants should:

- Be registered international buyers with clear sourcing interests
- Hold purchasing, procurement, category management, merchandising, sourcing, or operational roles
- Represent food and beverage importers, distributors, retailers, HORECA operators, foodservice companies, manufacturers, or e-commerce platforms

5. How to Apply

Step 1 – Submit Your Application via: <https://www.sialchina.com/gz-top-buyer-programme>

Step 2 – Qualification Review

The SIAL Buyer Team will evaluate applications based on:

- Position and decision-making authority
- Purchasing power
- Business scope
- Geographic market

Step 3 – Approval & Confirmation

Qualified applicants will receive an official confirmation letter outlining programme benefits and obligations.

Step 4 – Pre-Show Matchmaking

Log into the SIAL Matchmaking Platform and schedule meetings with selected exhibitors.

Step 5 – Attend & Complete Requirements

Attend the exhibition, complete all required meetings, submit meeting verification forms, and receive reimbursement (Hosted Buyers only).

6. Target Sourcing Categories

- International Food & Beverage
- Snacks & Confectionery
- Coffee, Tea & Beverages
- Meat, Seafood & Frozen Foods
- Dairy Products
- Fruits & Organic Foods
- Bakery & Confectionery
- Halal Food
- Ready-to-Eat & Functional Foods
- HORECA & Foodservice Solutions
- OEM, ODM & Export-Ready Products

7. Why SIAL Guangzhou 2026?

- Strategic gateway to South China and ASEAN markets
- Upgraded from Shenzhen to Guangzhou, the commercial and distribution hub of South China
- Direct access to China's largest food import and distribution ecosystem
- 240-hour visa-free transit policy for eligible countries
- Convenient access via 160+ international air routes
- Supported by RCEP and growing ASEAN–China trade opportunities
- Connect with thousands of qualified suppliers from China and around the world
- Proven business results:
 - 94% exhibitor satisfaction
 - 96% visitor satisfaction
 - Thousands of successful matchmaking meetings annually

One Trip. Unlimited Business Opportunities.

At SIAL Guangzhou 2026, buyers can efficiently source products, discover innovations, meet qualified suppliers, and build long-term partnerships across China and Asia—all in one destination.

Contact Us

For enquiries regarding the SIAL Guangzhou 2026 Top Buyer Programme:

SIAL in China Buyer Team

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