

SIAL Shanghai 2022

Asia's largest
food and beverage
innovation exhibition

Shanghai



Shanghai New International
Expo Center (SNIEC)

2022.5.18-20



COMEXPOSIUM

SIAL, a subsidiary of Comexposium Group

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

www.SIALChina.com



180,000+ m²

Exhibition area

4,500+

Exhibitors

40+

International pavilions

150,000+

Professionals

30+

Government organizations & business associations

20+

Domestic pavilions

SIAL
**GLOBAL DAIRY
FORUM**

SIAL
**INTERNATIONAL
MEAT FORUM**

SIAL
**FOOD SUPPLY
CHAIN FORUM**

SIAL
**F&B
INVESTMENT
FORUM**

SIAL
**CHINA
CATERING
FORUM**

SIAL
**NUTRI&HEALTH
FOOD FORUM**

SIAL
**GLOBAL NEW
RETAIL SUMMIT**

SIAL
**IMPORT FOOD
SUMMIT**

SIAL
**INTERNATIONAL
DRINK SUMMIT**

SIAL
**SMART AGRI-
FOOD SUMMIT**

10 | **Summits**

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

9 | Concurrent events

SIAL
**DELTER
COFFEE PRESS**

SIAL
**INNO-
-VATION**

SIAL
**LA
CUISINE**

SIAL
**MASTER CHEFS
FEAST**

SIAL
**LIVESTREAM-
-ING VISITING**

SIAL
**SEAFOOD
FEST'**

SIAL
**21 HEALTH
FOOD**

SIAL
**SNACKING
AWARDS**

SIAL
**CHIC & TEA
CONTEST**

SIAL INNO- -VATION

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

Highlights of SIAL Innovation at SIAL Shanghai 2021

- **123** innovation products selected from **65** companies, of which **10** were further rated as the finalist products.
- More innovative products to come in 2022!

Gold, silver and bronze awards winner in SIAL Innovation, at SIAL Shanghai 2021



Inner Mongolia Yili
Industrial Group Co., Ltd.



Beston Global Food Company



New Ascent Corporation Limited
(Green Common)

SIAL LA CUISINE

2021 China International Top Chefs Invitational Competition by SIAL

Co-hosted by SIAL China & CCA
Accredited by WACS



Partners:



SIAL LIVESTREAM- -ING VISTING

The world's first food exhibition
using multilingual livestreaming channels

700,000

professionals

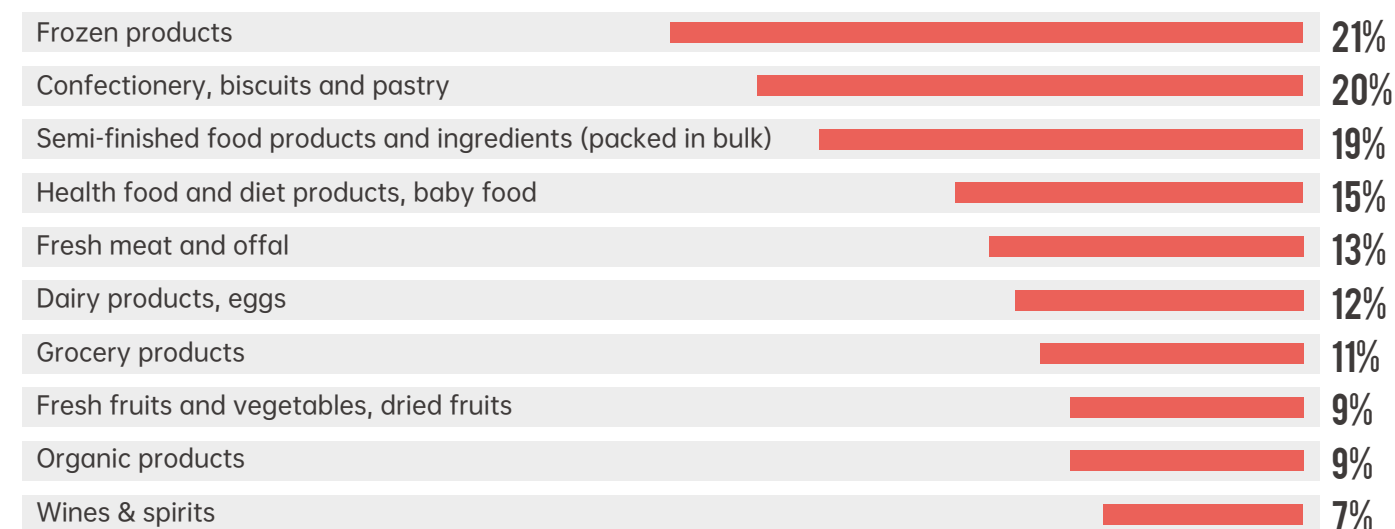
200

countries and regions

Professionals



Top 10 visitor interests in products



Top 10 regions of domestic professionals



Top 10 countries & regions of international professionals

2,000

8,000

17

29

33



Suppliers & products recommendations

Match Me buyers



*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

China's "Three New" Economic added value was equivalent to 17.08 Percent of GDP in 2020

- China's "Three New" -new industry, new business format and new business model continued to grow.
- The economic added value of China's "three new" industries in 2020 reached **2,213.8** billion €, an increase of **4.5** percent over the previous year.

Total Retail Sales of Consumer Goods Went Up by 12.4 percent from January to May 2021

- From January to May this year, the total retail sales of social consumer goods amounted to **17,431.9** billion yuan, an increase of **25.7** percent year-on-year, and an average growth rate of **4.3** percent in two years.
- From January to May this year, the national online retail sales volume was **4,823.9** billion yuan, an increase of **24.7** percent year-on-year, and an average growth of 14.2 percent in two years.
- From January to May this year, China's markets of Grain, Oil, Foodstuff grow by 9.5% to get 66.16 billion yuan.
- From January to May this year, the market of catering Services grow by **56.8%** to get **177.89** billion yuan.

* Source: China's National Bureau of Statistics

* Source: China Health Care Association

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

- Unveiled for the first time!
- Covered by mainstream media and highly praised by professionals

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 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

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

INSPIRE FOOD BUSINESS

INSPIRING
FOOD
BUSINESS
WORLDWIDE

SIAL Canada **Toronto**
21 Sept. 2021 - 100% virtual

SIAL India **Varanasi**
15-17 Nov. 2021

SIAL India **New Delhi**
9-11 Dec. 2021

SIAL Middle East **Abu Dhabi**
7-9 Dec. 2021

SIAL America **Las Vegas**
22-24 March 2022

SIAL Canada **Montreal**
20-22 April 2022

SIAL India **Mumbai**
10-12 May 2022

SIAL Shanghai **Shanghai**
18-20 May 2022

SIAL Paris **Paris**
15-19 Oct. 2022

SIAL Shenzhen **Shenzhen**
31 Oct. - 2 Nov. 2022

SIAL Interfood **Jakarta**
9-12 Nov. 2022

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

Cheese & Dairy products show **Paris**
27 Feb.- 2 March

Gourmet Discovery **Hamburg**
4-5 April 2022

Djazagro **Algiers**
22-25 Nov. 2021 - Local edition
30 May-2 June 2022

Gourmet Selection **Paris**
18-19 Sept. 2022

COMEXPOSIUM

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