

SIAL International Food Week

May 16th- 20th, 2022



**INSPIRE
FOOD BUSINESS**

Four major events - "seeking cooperation,
promoting trade and developing new opportunities"

- SIAL Global Food Industry Summit (online)
- SIAL JUSTORDER
- SIAL Match Making Day
- KEEP-GO Matching

Sponsors

COMEXPOSIUM Group
China General Chamber of Commerce
COMEXPOSIUM -SIAL Exhibition Co., Ltd

360° all-round publicity

makes SIAL an excellent platform for food enterprises to continuously maintain brand exposure

SIAL International Food Week attracted a total of:

1,000,000,000 professionals from nearly **20** countries and regions

Facilitate nearly **1,000** online **B2B** trade negotiations and cooperations

600+ media and information platforms report

Total news and advertising exposures reached nearly **12,000,000** times

Total views of live streaming and review reached **1,000,000** times

New media platform (part)



好看视频



公众号



视频号



Mainstream media (part)



Industry media (part)



Participating countries (part)



France



the United States



the United Kingdom



Canada



Argentina



Poland



Finland



Brazil



Indonesia



Thailand



Uruguay



Belarus

✉ For cooperation, please contact: marcom@sialchina.cn

SIAL
International
Food Week



SIAL Global Food Industry Summit

SIAL delivers the latest food industry insights worldwide

PROGRESSING TOGETHER,
PROSPERING TOGETHER!

The SIAL Global Food Industry Summit was held online as scheduled on May 18th -20th. The theme of this summit was "Progressing Together, Prospering Together", and the global Chinese and English live streaming was conducted online. A total of 43 guests from different countries and regions delivered speeches at the three-day summit, attracting professionals from 15 countries and regions such as France, the United States, Canada, Indonesia and Thailand to watch in real time. The highest number of live viewers on the official website and official WeChat channels reached 57,050 people online simultaneously with more than 106,731 online interactions.



中国商业联合会
CHINA GENERAL CHAMBER OF COMMERCE

COMEXPOSIUM

SIAL, a subsidiary of Comexposium Group

COMEXPOSIUM-SIAL Exhibition Co., Ltd

Highlights

Welcome Speech



Ming JIANG President of China General Chamber of Commerce

SIAL Global Food Industry Summit is committed and devoted to highlighting the food industry



Elaine CHIA Comexposium APAC CEO

SIAL continues to deliver the latest food industry insights worldwide



Anna LI CEO of Comexposium-SIAL Exhibition Co., Ltd.

Develop locally with a global perspective



Jingyuan YAO World-renowned Economist, Special Researcher of Counsellors' Office of the State Council

Leveraging comparative advantage, world factory to the world market



Yong YANG Director of Innovation Ecosystem, Bühler (China) Holding Co., Ltd.

Keeping the food system healthy in humans worldwide



Xin WANG Chinese Academy of Inspection and Quarantine

Better service for SMEs is the future trend of HACCP



Yang JIAO Director of TBT Research Department, International Inspection and Quarantine Standards and Technical Regulations Research Center, General Administration of Customs, P.R. China

Regulatory requirements for imported and exported food safety are further strengthened



Explore consumer demand and achieve precise nutrition customization

Kevin ZHANG Director of Business Development - Asia Pacific, ADM Human Nutrition



Total consumption of China residents still has great potential for growth

Gang FAN World-renowned Economist, Vice President of China Society for Economic Reform, Director of National Economic Research Institute



Improve emergency capabilities and create multiple supply entities

Zhongjiu DAI President of China Vegetable Marketing Association



RCEP will drive 1/3 of the global economy to form a unified hyperscale market

Zhenhua LIU Deputy Secretary, CPC CCOIC Committee



Technology empowered to provide consumers with a one-stop shopping experience

Xinyu ZHANG Deputy General Manager of Freshippo (Hema) in Beijing



A variety of factors accelerated the development of prefabricated food

Aoran JIANG General Manager of JD Retail Fresh Food Platform Business Department



In addition to satisfying taste requirements, create a variety of consumption scenarios

Jian XU Deputy Secretary General of China National Food Industry Association



The third and fourth quarters must be another new outbreak of the food industry

Jin CAI Vice President of China Federation of Logistics & Purchasing



The development of special dietary food is an important implementation of the national health strategy

Jing WANG Director of Double Protein Engineering Technology Research Center, Chinese Academy of Agricultural Sciences



Cold chain logistics will usher in a breaking point

Fei LIU Executive Deputy Secretary-General of Cold Chain Logistics Committee



Building a bridge between consumption trends and technological innovation, achieve product disruptive innovation

Alice LOU External Innovation Associate Director from PepsiCo APAC R&D Center



RCEP is encouraging the expansion and deepening of the local supply chain

Marina Novira Anggraini Commercial Counselor of Embassy of the Republic of Indonesia Beijing, People's Republic of China



Consensus and trust are needed among RCEP member countries

Kesrin ARIYAPONGSE Deputy Secretary General of Thai Chamber of Commerce in China



Ten new trends in the global food market

Xavier TERLET Managing Director of Proteins XTC



Catering will increase efficiency and lead the future

Fang FANG Managing Director of iResearch Group - iResearch Capital, Head of iResearch Investment Research Institute



Facing the market rationally and operating differentially

Lin TONG Vice President of CCA



New technology will change food consumption patterns

Christopher PISSARIDES World-renowned Economist, Nobel Laureate in Economic Sciences



Promote the sustainable development of the global dairy industry

Sarah XU International Market Manager of Dairy Australia



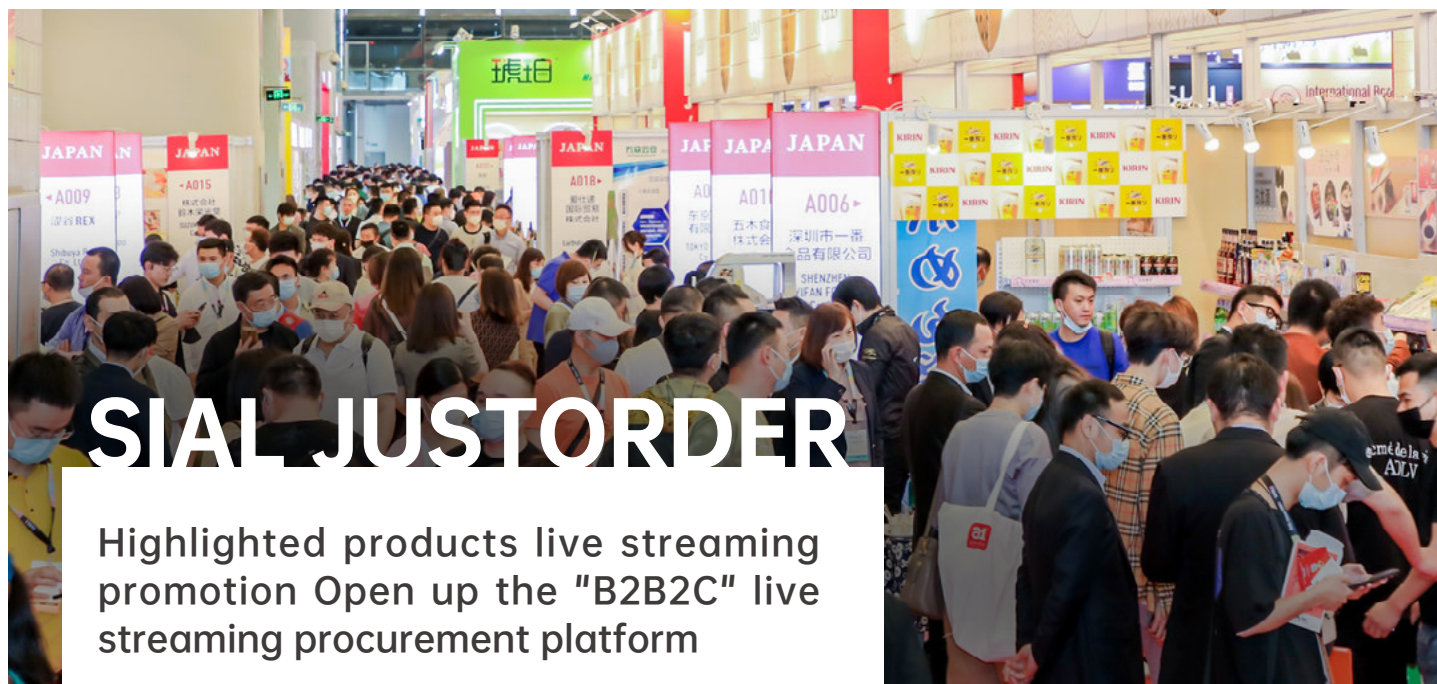
RCEP can promote value chain strengthening in the region

Nick COYLE CEO and Executive Director of AustCham



GI products are gradually popular among consumers in China and Europe

François BLANC Counsellor for Agricultural Affairs, French Embassy in China



Highlighted products live streaming promotion Open up the "B2B2C" live streaming procurement platform



SIAL
采购全攻略
**JUST
ORDER**

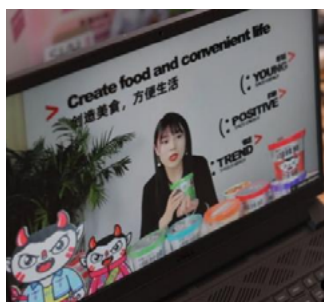
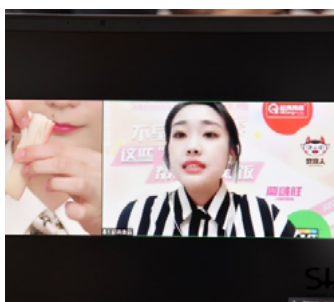
On May 16th, the first online product promotion Live streaming on WeChat Channels officially kicked off the SIAL International Food Week.

Highlighted products during the first episode SIAL JUSTORDER (the Live streaming promotion scheme), included:

hand shredded crab stick, A+ cod sausage, a piece of crispy bone from Jiaxiang; Hot and sour noodles, hot fried tripe noodles from Shizu Energy; Lanzhou beef noodles from Long Cui Tang; 3-hour fresh made sweet corn, vacuum packaged black pearl corn and flower waxy corn from Hei Long Jiang 30N.

Four exhibitors demonstrated at the first promotion Live streaming:

Liaoning Jiaxiang Food Co., Ltd., Henan Shimen food science and technology Food Co., Ltd., Gansu longcuitang nutrition and Health Food Co., Ltd., and Heilongjiang Beiwei 47 Green Organic Food Co., Ltd.



✉ For cooperation, please contact: marcom@sialchina.cn



SIAL Match Making Day

Digital-intelligence platforms empower the supply-demand matching 24/7 all year

SIAL Match Making Day was held from May 17th to 20th. This matchmaking activity is based on two platforms: SIAL Online Marketplace and SIAL Wechat mini program. Exhibitors can log in to any of the platforms, then upload enterprise and product information; and make online appointments, communicate and reach cooperation with buyers through the platform in a digital and intelligent way.

During the International Food Week, more than 2,000 enterprises logged on the two platforms, and made a total of 1,000 appointments among our exhibitors and buyers.

SIAL
商机在线
**ONLINE
MARKETPLACE**

SIAL
SIAL在线
**SIAL
CONNECT**

2000+
enterprises

1000+
appointments

Two
platforms

SIAL Online Marketplace and SIAL Wechat mini program will keep opening and providing online trade matching services for food enterprises and buyers 24/7 all year.

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SIAL
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KEEP-GO Matching

Provides "One on One" precise matching and negotiation to reach high-quality big buyers

As the climax of the "SIAL International Food Week" trade matching activities, KEEP-GO planned holding two "One on One" online match making on May 18th and 20th for offline retail channels and online retail channels respectively, for offline retail channels and online retail channels, resulting in more than 200 "One on One" precise trade matching negotiations and deal promotions between food enterprises and large buyers.



The buyers participating in the matchmaking conference:

Offline retail buyers | Beijing Lianhua supermarket, Changchun Eurasia supermarket, gourmet forest group supermarket, Tiantian supermarket, 711 convenience store, Beijing Chaopi Trading, ITO Yokado, Dalian Hualian Supermarket

Online retail buyers | Gome, Tmall, Caifeng, MeiONE, Xinxuan, Alibaba, JD.COM, dingdong

Buyer feedback



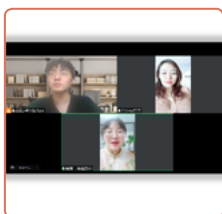
Ito Yokado, Chengdu:

Thanks for the invitation. KEEP-GO was well prepared with a reasonable timeline and our questions were fully explained by the host. We have strong intentions to cooperate with some matched exhibitors, very much thanks to SIAL.



Beijing Chaopi Trading:

Thanks for the invitation. The event was fun and creative, and we had opportunities reaching many exhibitors in a short time. The exhibitors were high-quality and nice, we wish keep participating the event in the following time.



Seven-eleven (711):

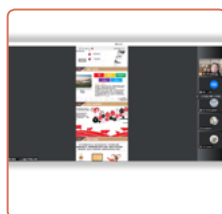
This was a well prepared event and it has been very helpful for us during the current COVID-19 pandemic. Wish we can match more importers and we will keep participating if there are similar events. Thanks again to SIAL!

Exhibitor feedback



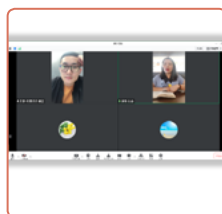
GUANGZHOU DUOYANG DUOXIAN :

Very much thanks to SIAL for the careful services and arrangements. The KEEP-GO event has been helpful to us and we were glad to participate. Thank you!



Grand Farm:

SIAL KEEP-GO offered us a platform connecting with buyers so that we could have more efficient communication; and the host was patient and well prepared. As a participant, we saw a good way of facilitating the sustainable development in food industry from this event.



Guangdong SHANTAI Food:

This was an excellent and well prepared event! SIAL offered us a platform connecting vendors and buyers under the current COVID-19 pandemic, which was we urgently need right now. Much appreciation to SIAL.

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SIAL Shanghai 2022

December 7th-9th, 2022

Shanghai New International Exhibition Center



SIAL Shenzhen 2022

October 31st- November 2th, 2022

Shenzhen Convention & Exhibition Center (Futian)