

# SIAL China Online Events Report

7<sup>th</sup>-9<sup>th</sup> Dec. 2022

**SIAL** 西雅展  
INSPIRE FOOD BUSINESS in China

SIAL Global Food Industry Summit  
SIAL Innovation  
SIAL Online Lunar New Year's Shopping Festival



INSPIRE FOOD  
BUSINESS

Shanghai

18<sup>th</sup> - 20<sup>th</sup> May. 2023

Shanghai New International  
Expo Center (SNIEC)

Shenzhen

28<sup>th</sup>-30<sup>th</sup> Aug. 2023

Shenzhen Convention &  
Exhibition Center (SZCEC)

PROGRESSING TOGETHER,  
PROSPERING TOGETHER!



## SIAL Global Food Industry Summit

SIAL Global Food Industry Summit was held on December 7-8 in 2022. This 2-day SIAL Global Food Industry Summit in the theme of **"Progressing Together, Prospering Together"**, gathered global well-known industry experts and leaders, focused on the development of the food industry chain, prospected the global food retail trends, published the latest achievements in agri-food technology, analyzed the import and export of food commodities, tapped into the investment potential of popular food sectors, discussed how to build a digital and intelligent supply chain system, promoted dairy technology innovation and other hot topics. More than **100 speakers** from nearly **20 countries and regions** were invited to present, 11 theme forums covering prefabricated food, imported food, drink, F&B investment and **100+ hot topics** have been discussed.

2-day bilingual livestreaming attracted more than **250,000 viewers**. SIAL Global Food Industry Summit was reported by more than **600 media**, such as People's Daily, Xinhuanet, China Net, CNFood etc.

### Theme Forums

SIAL  
预制菜新零售峰会  
**PREFABRICATED  
FOOD FORUM**

SIAL  
食品供应链大会  
**FOOD SUPPLY  
CHAIN FORUM**

SIAL  
食品投融资峰会  
**F&B  
INVESTMENT  
FORUM**

SIAL  
营养健康食品新风潮论坛  
**NUTRI&HEALTH  
FOOD FORUM**

SIAL  
进口食品行业峰会  
**IMPORT FOOD  
SUMMIT**

SIAL  
国际乳业合作论坛  
**GLOBAL DAIRY  
FORUM**

SIAL  
中国餐饮新风潮论坛  
**CHINA  
CATERING  
FORUM**

SIAL  
国际肉类大会  
**INTERNATIONAL  
MEAT FORUM**

SIAL  
国际饮品大会  
**INTERNATIONAL  
DRINK  
CONFERENCE**

SIAL  
农业食品科技创投论坛  
**SMART AGRI-  
FOOD SUMMIT**

SIAL  
植物性食品功能创新论坛  
**PHYTOGENIC  
FOOD FORUM**

### Guest Countries (Part)



China



France



United States



Germany



Poland



Argentina



Brazil



Uruguay

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# Topics

## Opening ceremony



**Anna LI**

Managing Director of Comexposium-Sial Exhibition Co., Ltd.,  
CEO of SIAL in China

Opening Remark by the Organizer



**Jingyuan YAO**

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

Enhancing Innovation Ability, Drive High-Quality Economic Development

### SIAL Smart Agri-Food Summit



**Yulong YIN**

Academician of Chinese Academy of Engineering; Chief Researcher of the  
Institute of Subtropical Agriculture, Chinese Academy of Sciences; Animal  
Nutritionist

Research and Thinking on the Planting and Breeding Integration in Functional  
Agriculture



**Junmao SUN**

Researcher; Deputy Secretary-General of the State Food and Nutrition  
Consultant Committee; Chief Scientist of the Innovation Team of the Institute  
of Food and Nutrition Development, Ministry of Agriculture and Rural Affairs

Nutrition-Oriented Agriculture and Nutrition Standards for Agricultural Products



**José Roberto de Andrade Filho**

Deputy Consul-General, Consulate-General of Brazil in Shanghai

Perspectives on Agri-tech in Brazil



**Xiwen QING**

Director of Food & Agtech, Plug and Play China

Biotechnology Change the Future of Agri-Food



**Jin ZHOU**

R&D Director of Cargill in Asia Pacific

Biotechnology Change the Future of Agri-Food



**Chersy MIAO**

Principal of Eight Roads Ventures China

Biotechnology Change the Future of Agri-Food



**Rui JIANG**

Senior Manager of Investment, Asia Green Fund

Biotechnology Change the Future of Agri-Food

### SIAL Phytogetic Food Forum



**He DU**

Researcher, Executive Vice President of the Advisory Committee on  
Nutrition Guidance of China National Food Industry Association

The Development Trends of Phytogetic Food



**Yufei HUA**

Professor of the School of Food Science and Technology, Jiangnan University

Scientific Principles of Plant-based Food Innovation



**Yongqiang CHENG**

Professor of Food Science and Nutritional Engineering, China Agricultural  
University; Director of the Beijing Key Laboratory of Functional Phytogetic Food

Functional Cellophane Noodles Development and Future Trends



**Jian LI**

Vice Dean of the School of Food and Health, Beijing Technology and Business  
University

The Key Factors of Plant-based Food Development



**Honglong LI**

Director of Technical Department, Zhongda Hengyuan Biotechnology Stock Co.,  
Ltd.

The Development Direction of Turmeric Application Driven by New  
Consumer Demand



**Shuo SHEN**

Senior Engineer of Angel Yeast

Yeast Protein Production and Its Application in Plant-based Meat



**Yanping CHEN**

Assistant Professor of the Department of Food Science and Engineering,  
Shanghai Jiao Tong University

Flavor Enhancement of Plant-based Meat

### SIAL Global Dairy Forum



**Liang SONG**

Senior Analyst in the Dairy Industry, Leader of the Expert Group of China  
Agricultural Reclamation Dairy Alliance

Analysis of China's Dairy Industry Consumption Demand Trend in 2023



**Yuan LI**

Professor of Food Science and Nutritional Engineering, China Agricultural  
University

Exploring Milk Protein Processing Characteristics and Potential  
Application Characteristics



**Shirley LU**

Managing Director Asia & Chief China Representative - ProVeg International

The Future of Milk: Plant-based Milk & Cell Cultured Milk



**Ben Adivi**

Head of Business Development at Remilk

The Sustainable Development of Animal-Free Dairy



**Qiang SHI**

Brand Marketing Consultant of Nai Niu Xing Qiu

Strengthen Product Innovation and Lead the New Trend of Low Sodium  
Cheese

### SIAL International Meat Forum



**James GU**

Head of FMCG Eastern Region, Nielsen IQ

Insight into New Consumption and Seize New Opportunities



**Marcelo MAGNOU**

Consul General of Uruguay in Shanghai

Advantages of Uruguayan Beef and Mutton



**Conrado FERBER**

President of Uruguay National Meat Institute (INAC)

Advantages of Uruguayan Beef and Mutton



**Ricardo SANTIN**

President of the Brazilian Association of Animal Protein (ABPA)

Influencing Factors and Development Trends in Global Meat Supply



**Guan GAO**

Vice President of China Meat Association and Director of Industrial Policy  
Research Office

How Pork Can Restore the Competitiveness Under the New  
Consumption Structure



**Binbin YANG**

Overseas Department General Manager of Optima Integration Group (OIG),  
Director of OIG Research Institute

How to Maintain Resilience in Meat Imports Under Supply Chain Disruption



**Linda CHEN**

Asia & China Representative, Brazilian Association of Animal Proteins (ABPA)

New Pattern, New Challenges: The Sustainable Development of the Global Meat Industry



**Oscar Ernesto Solis**

Agricultural Consultant for Argentina

New Pattern, New Challenges: The Sustainable Development of the Global Meat Industry



**Frans van Dongen**

Director of International Affairs of COV

New Pattern, New Challenges: The Sustainable Development of the Global Meat Industry



**Joel HAGGARD**

Vice President - Asia Pacific, U.S. Meat Export Federation

New Pattern, New Challenges: The Sustainable Development of the Global Meat Industry

## SIAL Nutri & Health Food Forum



**Hongtao FEI**

Founder and General Manager of Antion Consulting

China Nutrition and Health Food Regulatory Status and Development Trend



**Yan ZHANG**

President of Zhejiang Health Products & Cosmetics Industry Association

Nutrition and Health Food Industry Trends



**Shuai HUO**

Chairman Assistant of Zhejiang Huarui Biotechnology Co., Ltd.

Synthetic Biological Raw Materials Application in Sports Nutrition Food



**Dan GUAN**

Vice Chairman of the Amino Acid Branch of China Biotech Fermentation Industry Association

Amino Acid Nutrition & Health Industry Development Trends



**Lei ZHOU**

Director of New Product R&D of Haotian Pharm

PQQ: A New Ingredient for Mitochondrion Optimization



**Shuguang FANG**

Chairman of Weicare Probiotics Co., Ltd.

Probiotic Empower the Innovation and Upgrading of Big Health Industry



**Hesong WANG**

Secretary General of the Committee of Health Care Consultation, China Health Care Association

Regulatory Promotes the Development of Health Food Industry

## SIAL International Drink Conference



**Jiachuan DING**

Managing Director of BCG, Global Partner, Head of BCG Consumer Products Innovation in Asia Pacific

The Consumption Trend and Brand Operation in the New Consumption Era



**Lianyue XIA**

Chairman of the Committee of Casual Dining and Beverage, China Cuisine Association

The Development Status and Trends of New Style Tea



**Jianbin LIU**

Marketing Director of Joyoung Soy Milk

Healthy Reconstruction of Table Beverage



**Yiben ZHANG**

IT Director of CFB Group

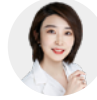
In-depth Application of Digitization Fuels Enterprises Efficiency Upgrade



**Xinliang LIU**

PR Director of Auntea Jenny

Transformation of Fresh Fruit Tea



**Ying CHANG**

Co-founder of Fang Ha

Tea Drink Differentiation Creation in Northwest China



**Xianju DING**

Vice President of Enjoy Sun International Holding Group

How to Maintain an Advantage in the Highly Competitive Coffee Industry

## SIAL Prefabricated Food Forum



**Xiangzhi KONG**

Board Member of China Supply and Marketing Cooperative;  
Professor of School of Agricultural Economics and Rural Development,  
Renmin University of China

Supply and Marketing Cooperatives Reform, Reshaping the Rural Retail Market



**Yi ZHANG**

CEO and Chief Analyst of iiMedia Research

2022 China Prefabricated Food Industry Review and Trend Outlook



**Yoshikyumi MIKAMI**

Counsellor of Economic Section, Embassy of Japan

Development of Japanese Prefabricated Food and Future Outlook



**Shengcheng WANG**

Director of JD Retail Fresh Food Platform Business Department

Fresh Food E-commerce Opens The New Pattern of C-end Prefabricated Food



**Yang XU**

Public Affairs General Manager of Freshippo (Shanghai)

Innovation and Practice of Prefabricated Food in New Retail Channels



**Fang FANG**

Managing Director of iResearch Group - iResearch Capital, President of iResearch Investment Research Institute

Insight Consumer Behavior and Analyze New Trends in Food Consumption



**Xianfeng LI**

Brand Director of Guolian Aquatic Group

Take Advantages of Channels and Strengthen Innovation of Aquatic Prefabricated Products



**Chao MA**

Chief Representative of The One Club Asia Office, Founder of Innokids

Deepening Customer Recognition Through Brand Innovation



**Jingbo WANG**

Head of Shuhai Innovation Center, Head of R&D Platform of Shuhai Innovation Alliance

Supply Chain Enables New Development of Catering



**Rara ZHU**

Tezign - Director of the FMCG Industry

Digital Content Marketing Drives Growth in the Food Retail Industry



**Guangpu ZHANG**

Head of FMCG Fast Food Industry, RED

Development Trend Insight and Marketing Strategy Sharing of Prefabricated Fast Food



## SIAL Food Supply Chain Forum



### Alex ZHANG

Founding Partner of Hosen Capital

The Winning Way of Characteristic Food Supply Chain in China: Regional, Digital and Cooperative



### Tony DOMINGO

Senior Vice President of Supply Chain & Procurement, Nestlé Zone Greater China

Digital Supply Chain Facilitates DTC Localization



### Bing SONG

Operation General Manager of Eternal Asia

Create A Reduce Cost and Increase Profit Business Ecosystem through Supply Chain Optimization



### Hui WANG

Digital Business Planning Expert of SF Technology Group

Digital Supply Chain Helps Food Enterprises Build Brand Competitiveness

## SIAL China Catering Forum



### Lianghe ZHANG

Executive Chef of Yuan Lai

How can Time-honored Restaurants Reinvention in a Highly Competitive Market?



### Xiaodong WANG

Founder of Zhang Gui De Dian

How can Chain Restaurants Avoid Problems Keep on?



### Sheng QIANG

Head of Public Affairs (Marketing, Government, Media) of Nanjing Dahui Group (Nanjing Impressions)

Can Take-out Service Help Catering Restaurants Survive the "Cold Winter"?



### Yongjun WENG

Founder and Chairman of Yong Fu

How Chinese Restaurants Get the "Password" to Michelin



### Jiahao ZHOU

Chairman of Pu Jiang Hui

How to Build a Catering Supply Chain System? How will the Supply Chain Affect the Brand?



### Xiang ZHU

General Manager of Dong Ping Chao & Pu Zhi Xing, Shanghai Sanliyin Enterprise Development (Group) Co., Ltd.

How to Build a Catering Supply Chain System? How will the Supply Chain Affect the Brand?



### Qingru YANG

Founder of Yi Dao, Senior Tea Art Specialist, Member of Council of Shanghai Restaurants Association

How to Build a Catering Supply Chain System? How will the Supply Chain Affect the Brand?



### Huadong DENG

Owner-Principal of Nan Xing Yuan

How to Build a Catering Supply Chain System? How will the Supply Chain Affect the Brand?



### Fei YU

Founder of Dao Dao Xian

How to Build a Catering Supply Chain System? How will the Supply Chain Affect the Brand?

## SIAL F&B Investment Forum



### Yanyan DOU

Deputy General Manager of Hao Xiang Ni Health Food Co., Ltd

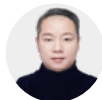
The Development Trend of Healthy Food in the Post-epidemic Era



### Angela

Online Community OG, Chinese Consumer Entrepreneurs Club

Evolution of F&B in New Wave of China



### Jianbing ZHANG

General Manager of Health Division of Joistar Biomedical Technology Co., Ltd., Member of the Digital Medical Committee of the China Association for Promotion of Health Science and Technology

Precision Nutrition in the Era of Life-cycle Health Management



### Di ZHENG

Investment Director of Bits x Bites

Enabling Agri-Food Value Chain with Technology



### Jiaxiong HAN

Senior Analyst of Moojing Market Intelligence

2022 Insights on New Consumption of Homology of Medicine and Food



### Liang XING

Partner of Fieldfisher China

2023 Food Investment and Financing Trend Outlook



### Qichen ZHU

General Manager of Hauck Investment Management, Hauck & Aufhäuser

2023 Food Investment and Financing Trend Outlook

## SIAL Import Food Summit



### Jin CAI

Vice President of China Federation of Logistics & Purchasing

Accelerate the Construction of a Unified National Market in China and Strengthen the Basis for High-quality Consumption Development



### Andrzej Juchniewicz

Chief Representative of the Poland Investment and Trade Agency's China Office

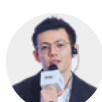
The Top 3 Competitiveness of Polish Food



### Ronghua LI

Purchasing Director of Shou Hang Group

Strengthen Cooperation Between Retail and Supply Chain, Send Fresh and High-Quality Products to Customers



### Edison ZHANG

Founder of New Species Institute

Insight into New Opportunities for Brand Marketing



### Su JIANG

Vice President of Safe Logistics

The Application of Digital Logistics in Imported Food Supply Chain



### Guan FENG

Distinguished Expert of ETCN, Industry Lecturer of China Customs Brokers Association

FAQ of <Regulations of the People's Republic of China on the Registration and Administration of Overseas Manufacturers of Imported Food> Application



### Nicolas TRENTESAUX

CEO SIAL Global Network

2022 Top 10 Innovative Products Review  
Global Food Innovation Trends in 2023



### Anna LI

Managing Director of Comexposium-Sial Exhibition Co., Ltd., CEO of SIAL in China

Closing Remark

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## SIAL Innovation

SIAL Innovation is the vane of the innovation and development of the global food and beverage industry. The international standard competition system and the professional jury panel bring unparalleled authority to this event, which attracts global food and beverage manufacturers to participate.

After a selection process by the professional jury panel consisting of experts, academics, media and consultants, the gold, silver, bronze and top ten awards of the SIAL INNOVATION 2022 were announced by Nicolas Trentesaux, CEO of the SIAL Group, at the SIAL Global Food Industry Summit on December 8.

## Award Winners

### Gold, Silver, Bronze and Top 10 awards in SIAL Innovation 2022



**Plant-based Crab Roe Flavour Sauce**  
Mitejia (Shanghai) Food Technology Co., Ltd



**IF Coconut Coffee**  
GENERAL BEVERAGE



**Cheese flavored sausage**  
COOPERL ARC ATLANTIQUE



**Carob and Jujube Sandwich Gummies (Taken at Night)**  
Beijing Meiduoyifen Health Technology Co., Ltd



**Plant-based beverages**  
Guangzhou Qifan Industry Co., Ltd



**Black truffle flavoured fries**  
Shenzhen Pengpengxiang Technology Co., Ltd



**Green Plum Extract and Honey Drink (Little Honey Bomb)**  
Xiamen Jianfa Living Materials Co., Ltd



**Freeze-dried Strawberry Yoghurt Cubes**  
SABAWA (China)



**OMNI New Concept Fish Fillet**  
New Ascent Corporation Limited (GreenCommon)



**Snow and Ice Pack**  
Shanghai Lujiajia Food Technology Co., Ltd



SIAL Online Lunar New Year's Shopping Festival was based on eight major New Year shopping categories, including snacks and dried fruits, fruits and vegetables, fresh meat and aquatic products, dairy products and eggs, grain and oil condiments, hot pot ingredients, prefabricated food, drinks and beverages, and provided an online community for all exhibitors and visitors to communicate and find their business opportunities.

**2428 products** from more than **1000 exhibitors** were displayed and introduced in our community during the event time from November 23 to December 9. In the meantime, more than 100 products from 21 SIAL exhibitors were displayed in the 4-hour exclusive promotion session on December 9.

## Testimonials by exhibitors

### Jilin pavilion

The **13 exhibitors** from Jilin pavilion sold products valued nearly **\$150,000** after exclusive promotion session and it was a result out of exhibitors' expectation. The exhibitors wish to participate more of such events organized by SIAL in the future, especially the exhibitors that missed the exclusive promotion session.



SIAL is the best show compared to the other shows we have attended. Their online community has the most number of activities, and is the most active one. Also there are very welcoming community assistants and administrators and they put a lot of efforts managing the community.



Thanks SIAL for giving us the opportunity to introduce our products and this was a great event. We hope to participate more of such events organized by SIAL in the future.



SIAL America **Las Vegas**  
28-30 Mar.2023

SIAL in India **Mumbai**  
4-6 May.2023

SIAL Canada **Toronto**  
9-11 May.2023

SIAL in China **Shanghai**  
18-20 May.2023

SIAL in China **Shenzhen**  
28-30 Aug.2023

SIAL Interfood **Jakarta**  
8-11 Nov.2023

SIAL in India **New Delhi**  
30 Nov.-2 Dec.2023

SIAL Canada **Montreal**  
3-5 Apr.2024

SIAL Paris **Paris**  
19-23 Oct.2024

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

Djazagro **Algiers**  
5-8 Jun.2023

Gourmet Selection **Paris**  
10-11 Sep.2023

Cheese & Dairy Products Show **Paris**  
25-28 Feb.2024

**INSPIRING  
FOOD  
BUSINESS  
WORLDWIDE**

**COMEXPOSIUM**

SIAL, a subsidiary of Comexposium Group

**12 LEADING BTOB EVENTS**  
**17,000 EXHIBITORS FROM 119 COUNTRIES**  
**OVER 700,000 PROFESSIONALS ATTENDING FROM 200 COUNTRIES**  
**SIAL-NETWORK.COM**

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