

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

Credit: Getty Images/Izumi T Design: Bug Agency

COMEXPOSIUM

SIAL, a subsidiary of Comexposium Group

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

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Tel: +86 (0) 8579 4294

SIAL China 2021

POST SHOW REPORT

Shanghai

18th-20th MAY 2021
NEW INTERNATIONAL EXPO CENTRE

www.SIALChina.com



www.SIALChina.com

INSPIRE FOOD BUSINESS

COMEXPOSIUM

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SIAL China 2021 Preface

Drive World Food Trade Through Communication and Exchange

With COVID-19 still raging worldwide, we are grateful that so many old and new friends have the opportunity to meet here again at the same time and same place in Pudong, Shanghai, in May to witness SIAL China's power and determination to build an optimal platform for the world's food industry chain. The commitment and support you have shown has made this opening possible, and by "you", we mean all guests, Chinese and foreign exhibitors, partners and audience members. The responsibility and perseverance of everyone has once again made this annual world food industry chain conference one of the globe's top three major food exhibitions!

This year, more than 4,500 exhibitors from around the world gather here to showcase over 300,000 products. The European Union was once again granted the Guest region of Honour of SIAL China, and the area dedicated to foreign exhibitions is three times larger than last year, a significant rebound. For the first time in SIAL China, a special exhibition area for China-Europe Products of Geographical Indication has been opened, showcasing such wonderful European local products as Greek Kalamata black olives, French Agen plums and Italian Parma ham. Through our exhibition, more and more high-quality European products are entering the Chinese market.

SIAL is the French abbreviation for Salon International de L'Alimentation, meaning "International Food Exhibition" in English. As the name suggests, the exhibition originated in Europe, born with an international scope and global vision. SIAL Paris, SIAL China's parent exhibition, is currently the world's largest food show. In 2018, the exhibition covered an area of 215,000 square meters, attracting 7,200 exhibitors from 119 countries and more than 310,000 professional visitors. Companies from more than half of the world's nations gather at our French parent exhibition, a rare feat among modern global business exhibitions. SIAL China, however, aspires to attain the same.

As a world-leading convention and exhibition organizer, the French Comexposium is headquartered in Paris. Rooted in Europe, the group is committed to exploring the world food market. The SIAL series of international food and beverage innovation exhibitions are held every year in Shanghai, Paris, Montreal, Toronto, Abu Dhabi, New Delhi, Jakarta and other locations worldwide. It has grown into an important platform for many food companies from the four corners of the earth to deliver their messages and demonstrate their worth.

Relying on the global network of Comexposium's SIAL series of exhibitions and the experience and strength gained over 22 years of existence in China, SIAL China has attracted and gathered nearly 40,000 global exhibitors and more than 1 million professionals from around the world. It has maintained strong momentum, even during recent times of crisis, and has obviously become a key trading platform for the world's food industry. Thank you for your recognition and support!

As they say, "Find the right path, and hold to it fast." As an important step in our brand-upgrade journey, the SIAL China South will be held in Shenzhen from October 28 to 30 this year. This is a big step forward for SIAL China's journey within the domestic market as well as a further extension of the global footprint of the SIAL series of food exhibitions.

Let us therefore join hands as we take on the important role of ambassadors driving world food trade through communication and exchange!

PART 01

Exhibition Date

| Food Exhibitions From France

SIAL China originated from SIAL Paris

Largest food exhibition around the world

215,000 m² exhibition area in 2018

119 countries and regions

7,200 exhibitors

310,000 + professionals

| Development in China

SIAL China entered China in 2000 and has attracted:

Nearly 40,000 exhibitors from more than 70 countries and regions

Over 1 million professionals from over 100 countries and regions

| Innovation and Globalization of SIALChina 2021

180,000 m² exhibition area

4,500 + exhibitors

146,994 professionals

7 themes

21 product sectors

300,000 + exhibits

38 international pavilions

3 times the growth of international exhibition area

80 + representatives of foreign embassies and consulates

10 theme forums

20 + core issues

100 + industry leaders and elites give live speeches

Bilingual live streaming in **200** + countries and regions

1,000,000 + live online audiences

PART 02

Review of SIAL China 2021



I Grand Opening Ceremony

160 Domestic and international guests from **24** countries attended the opening ceremony of SIAL China 2021

The opening ceremony of SIAL China 2021 brought together representatives of embassies and consulates of 24 countries, including the European Union Delegation, the United States, Brazil, Uruguay, Argentina, Denmark, Indonesia, Russia, South Korea, Japan, Belgium, Poland, Finland, the United Kingdom, Estonia, Greece, Fiji, Spain, Costa Rica, Portugal, Thailand, Belarus, Peru and the Pacific Rim Islands, as well as more than 20 national and regional representatives from the Foreign Economic Cooperation Center of the Ministry of Agriculture and Rural Affairs, Shandong Province, Zhejiang Province, Shanghai City, Gansu Province, Jilin Province, Fujian Province, Guangdong Province, Jiangsu Province, Yunnan Province, Hubei Province, Anhui Province, Shanxi Province, Hunan Province, Changchun City, Lanzhou City, Qingdao City, Weihai City and Hong Kong.

Meanwhile, as the Guest Region of Honour of SIAL China 2021, Mr. Tim Harrington, the Deputy Head of European Union Delegation to PRC, the government body of EU with top authority in China kindly delivered a speech during the opening ceremony.



Rapid Development in China

22 years of rapid development

4,500 exhibitors in 2021 come from

34 countries



INTERNATIONAL EXHIBITORS

38 international pavilions



China



Poland



Netherlands



Portugal



Singapore



Argentina



New Zealand



Ireland



Germany



Lithuania



Sweden



Italy



Denmark



Canada



Japan



Estonia



Russian Federation



Malaya



Switzerland



Indonesia



Australia



France



United States



Turkey



Chile



Brazil



Fiji



Mexico



Spain



Belgium



Kingdom



Peru



Uruguay



Republic of Korea



European Union

1200 1,200 exhibitors rebook for SIAL China



Turkish exhibitors participate in SIAL China for the first time!
Istanbul Chamber of Commerce participates in online
matching with 12 enterprises

ALAGÖZLER GIDA

ARDEN PASTA COMPANY

DOVIDO DRIED FRUITS

ISTANBUL CHAMBER OF COMMERCE

K.F.C. GIDA - SUNNY FRUIT

KIRLIOGLU

NUH'UN ANKARA MAKARNASI

OBA MACARONI

SARAY

SAYINLAR FOOD&TURNA OIL

TURQUAGRO GROUP

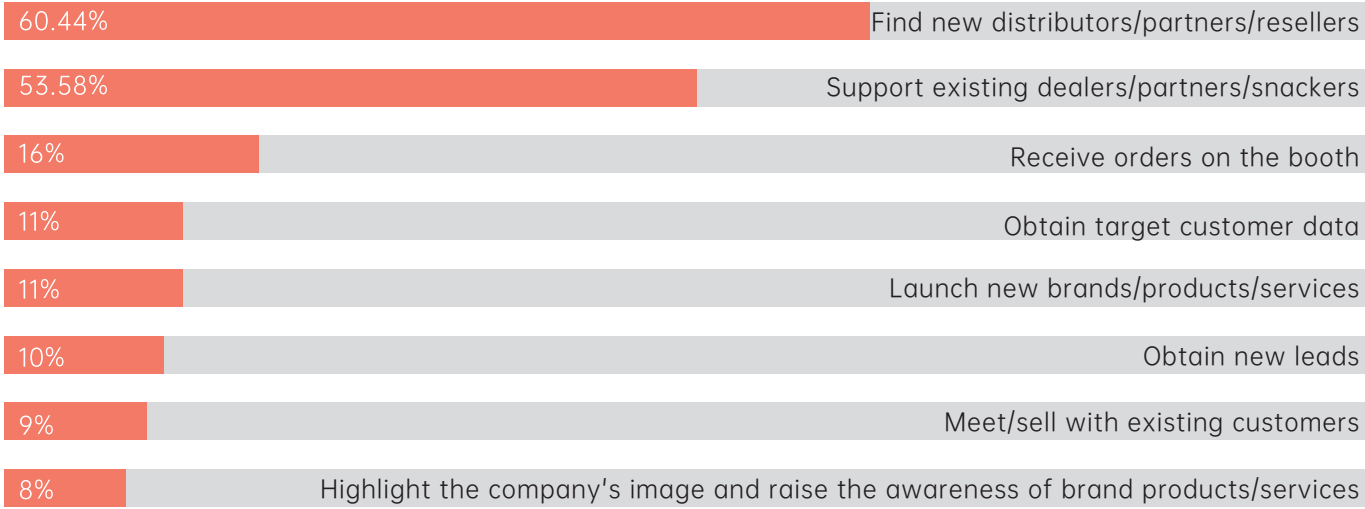
VENUS BISCUITS

YAYLA AGRO GIDA SAN. VE NAK. A.S.

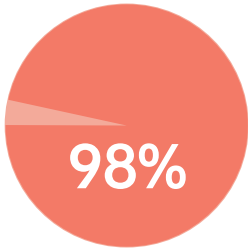
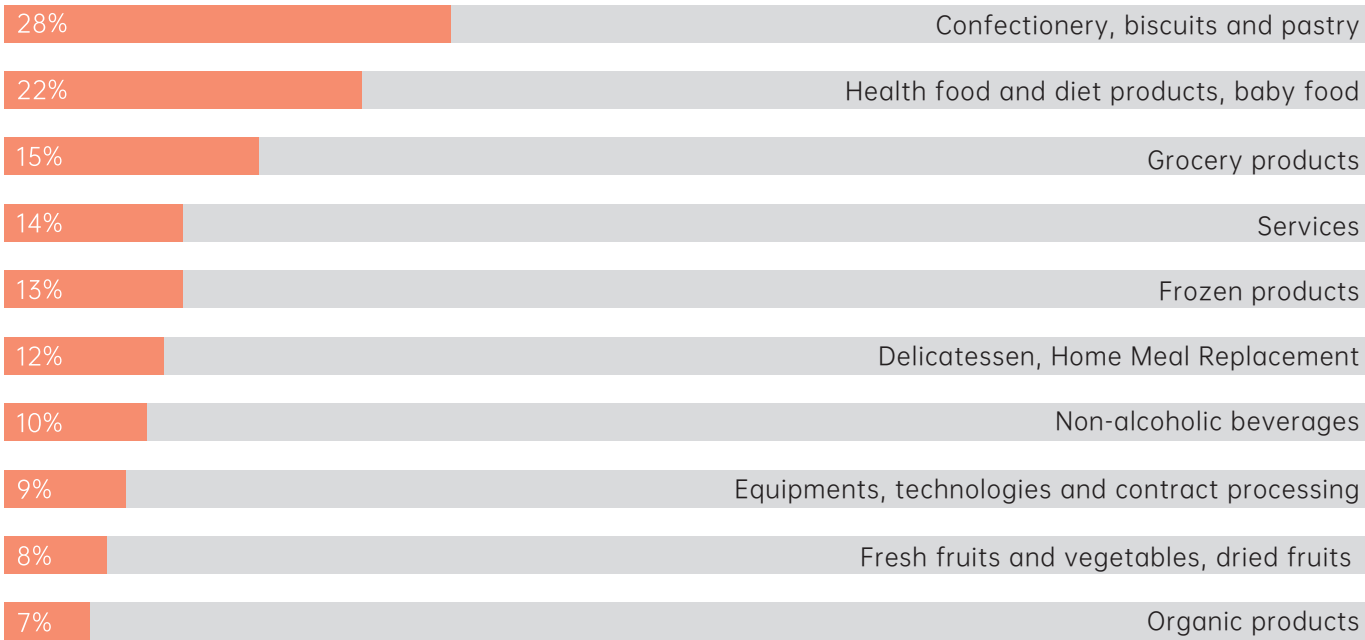


**European Union
Returns to SIAL
China 2021 as the
Guest region of Honour!**

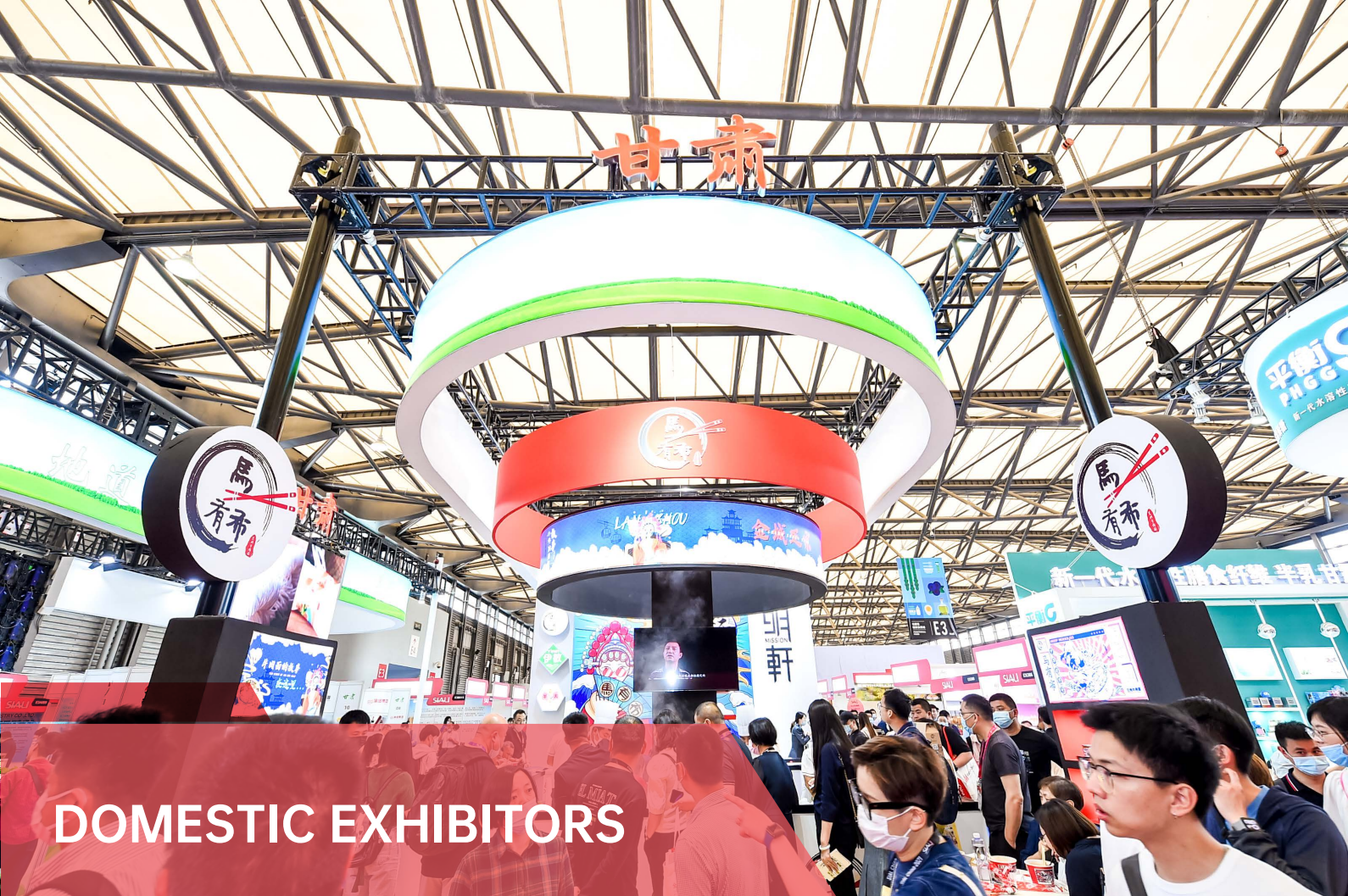
Purposes of participation



Top10 Product Categories



Satisfaction of exhibitors



DOMESTIC EXHIBITORS

Domestic Pavilions

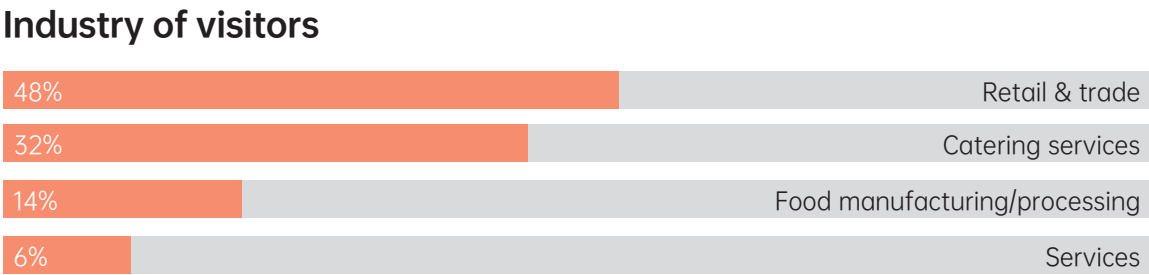
- Foreign Economic Cooperation Center, Ministry of Agriculture, P.R.China
- Zhejiang Provincial Department of Agriculture and Rural Affairs
- Department of Commerce of Jilin Province
- China Council for the Promotion of International Trade (Gansu Committee)
- Bureau of Commerce of Changchun City
- Xiamen Food Industry Association
- Dongguan Food Industry Association
- Jinjiang Food Industry Association
- China Aquatic Products Processing and Marketing Alliance
- Department of Commerce of Shandong Province
- Shanghai Municipal Committee on Agriculture and Rural Affairs
- China Council for the Promotion of International Trade (Heilongjiang Committee)
- Ningbo Import Commodity Center
- Weihai Chamber of Commerce for Import
- Yunnan Lincang Industrial Park
- Hong Kong Trade Development Council



NEW RECORD FOR THE NUMBER OF PROFESSIONALS



The three-day SIAL China 2021 attracts a total of **146,994** professionals!



Top 10 sources of domestic professionals





Top 5 Occupations of Professionals



The influence of visitors' purchasing decisions continues to increase

Decision information providers 13.49%

Non-participation in decision-making 2.02%

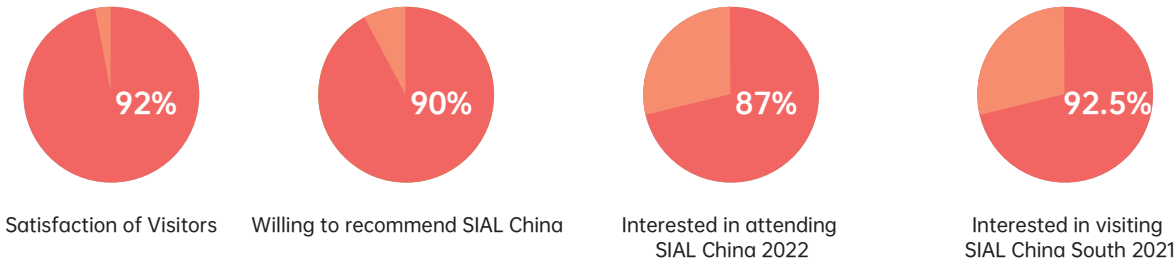
Purchase decision makers 84.49%



Top 10 visitor interest in products



Visitor Feedback





MATCH ME

Match Me services featured with "insight into needs and accurate matching" have been upgraded in an all-round way this year. Thanks to Internet technology, Match Me has achieved big data invitation and AI data capture, and launched value-added services such as "group leader plan" through communities, so as to comprehensively, accurately and effectively meet the needs of supply and demand sides.

Match Me Buyers (Non-exhaustive)



*以上排名不分先后

2,000+
Professionals

8,000+
Matchmaking



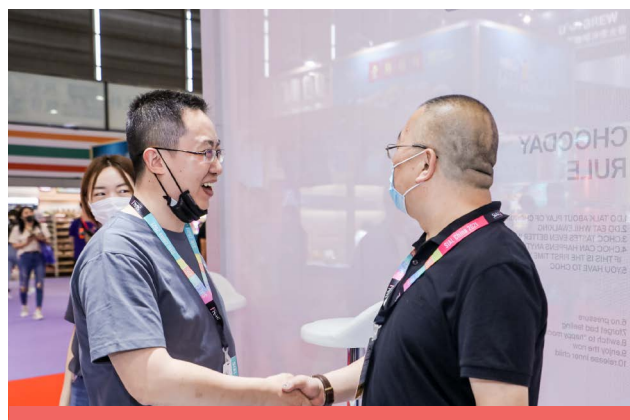


MEET ALL THE KEY BUYERS



ONLINE MARKETPLACE

SIAL China invites all top buyers across the country.



17 Cities Clustered with Food Trade

29 Trade Organizations

33 Key Food Markets

In 2021, the business matching system has handled a total of **9,588** appointments,

4,578 visitors from **256** exhibitors invited customers in advance through the system, which was transformed into **1,016** efficient docking and negotiations.



PART 03

Highlights of SIAL China 2021



A SPECIAL DISPLAY AREA

The products of the China-EU Agreement on Geographical Indications were unveiled for the first time, which attracted great attention. SIAL China has become a platform for promoting China-EU trade exchanges and communication, raising the market awareness of the products of the China-EU Agreement on Geographical Indications.

Reported by mainstream media

Nearly 400 media outlets, including Xinhua News Agency, People's Daily Online, China Network, CRI Online, China Economic Net, Global Network, Nanfang Metropolis Daily, Beijing Business Today, reported SIAL China 2021.



Highly praised

"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

"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 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

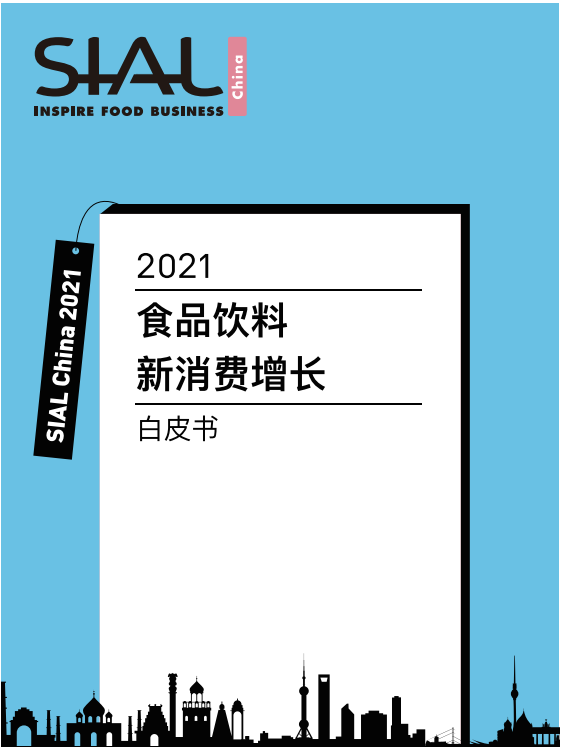


WHITE PAPER: 2021 F&B NEW CONSUMPTION GROWTH

ONLINE MARKETPLACE

New interpretation of F&B industry chain and development

Co-published by SIAL China and SIAL Paris; Relevant contents are provided by partners including XTC, Kantar, Kantar China, China Health Care Association, and iResearch Capital.



Content highlights-global perspective, deep discovery of Chinese market

- I.New trends/insights on global food market
- II.Six major trends of China's F&B industry in 2020-2021
- III.New trends of nutrition and health food
- IV.New trends/insights of China's food consumption
- V.New trends/insights on China's new consumption groups

Core Views

- I.The food industry started to evolve rapidly under dramatic changes of overall environment. Under interaction of factors such as the pandemic, international situation, foreign trade relations, national policies, technology waves and cultural changes etc., some enterprises, on the one hand, are facing difficulties, on the other hand, innovative enterprises have encountered rapid growth.
- II.New development trends are emerging in food and beverage industry after severe test of 2020.
- III.In the post-pandemic era, there will be both opportunities and challenges for China's nutrition and health food industry. Related enterprises should utilize national policies and improve themselves and their products, so as to accelerate the entire industry.

Covered by 400+ mainstream media



PART 04

Forums



Ten Forums of SIAL China 2021

10 Satellite Forums

An Influential platform discovering latest insights of global food industry

Global
New Retail
Summit

International Meat
Conference

Global Dairy
Forum

Food Supply
Chain Forum

Food & Beverage
Investment
Forum

Import
Food
Summit

Nutrition and
Health Food

China
Catering Forum

E-commerce
Merchants
Forum

IP
Authorization
Forum

Ideas and thoughts collision among global food industry leaders, bringing a new upsurge of cross-regional exchanges



Representatives from countries and regions such as China, EU, France, UK, Sweden, , Argentina, Brazil, Uruguay and Indonesia, Israel etc., economists, new food brand, large food and catering groups, venture capitals participated forums, sharing thoughts on core issues of food industry chain and lifting a new upsurge of cross-regional exchanges globally .



Improve integration level of global food industry chain and empower enterprises to achieve global competitive advantages

Focusing key issues of the entire food industry, such as interpretation of relevant policies and regulations, opportunities in meat import, supply chain smart upgrading, food new retail, food investment and financing, food IP authorization, nutrition & health, food ecommerce and catering industry innovations etc.

Promoting green development of food industry with responsibility

Focusing on key topics such as carbon neutrality and food sustainability, animal welfare and breeding profits, future of alternative proteins, international trade of meat products, dairy industry sustainability , food safety, healthy food and human health etc. Beefing up green development of global food industry.



Key Speakers Opinions



I am glad to see that more and more Geographical Indications (GI) products are now available in China and Europe. The European Union has established a unique food labeling protection system to ensure that these foods with local characteristics comply with strict processing and quality standards. Under the guarantee of high quality, EU cuisine enjoys a worldwide reputation.

Damien Plan, Counsellor for Agriculture, European Union Delegation to PRC



As the most open import and export market in the world, the EU has the most stringent food laws. With perfect import systems, sanitary rules, and official quality laws and regulations, it carries out all-round control on food safety. All EU countries have uniform import and export requirements, especially for meat, and the EU has made it traceable from farm to table.

Sergio Pavon, International Relations Officer, European Commission, Directorate General for Agriculture and Rural Development



Restarting the economy is not as simple as pressing a button. Recovery will take about two years. China's opening to the outside world and economic development have brought other Asian countries along, making Asia a trade center of the global economy. In the future, a large amount of investment will flow into residential areas and high-tech industries.

Christopher Pissarides, Eminent Economist, Winner of the 2010 Nobel Prize in Economics



To achieve economic growth, we need to develop a new model in which the inner cycle is the dominant one and the outer cycle develops in phases. Internally, we need to adjust our income distribution policy, raise the income level of middle and low-income groups, expand the middle-income group, and let the market play a decisive role in resource allocation. Externally, we should pay great attention to the significance of the external market to China's economic development.

Wu Xiaochu, Famous Economist



Although COVID-19 had a temporary impact on the international trade and consumption of beef, the import of beef in 2020 still increased substantially, with the annual import of beef amounting to 2.145 million tons, or \$10.29 billion, an increase of 26.6% and 23.1% respectively. With the improvement of China's consumption capacity, beef consumption has been growing steadily in recent years. With the recovery of the catering industry from the epidemic, beef consumption has picked up again. In the first quarter of 2021, China's beef import volume and import turnover have increased by 20.3% and 1.2% respectively year-on-year. However, importers are advised to operate prudently as the foreign quotation is currently at a high level.

Huang Haiqian, Deputy Director of Meat and Aquatic Products Department, China Chamber of Commerce for I/E of Foodstuffs, Native Produce and Animal By-products



China has built a closed-loop cold-chain traceability system from import to domestic distribution and we put a high value on it. In the future, the food supply chain is of the wide market in cold chain logistics, and the sinking market will also create new growth areas for cold chain logistics.

Liu Fei, Executive Deputy Secretary General of Cold Chain Logistics Committee of China Federation of Logistics & Purchasing



Cheese is bound to be a huge market in the future. With more enterprises entering the market, consumers' awareness of cheese products will be improved. Dairy enterprises should jointly establish a healthy competition order to boost the sustainable development of China's dairy industry.

Ren Song, CEO of Shanghai Milkground Food Tech Co., Ltd.



One important reason for the investment boom in the food industry is the application of new technologies in this area, such as food processing technology, biosynthesis, biological fermentation, gene-related technology and so on. In the future, special medical food and new internet brands will be investment hotspots.

Ren Song, CEO of Shanghai Milkground Food Tech Co., Ltd.



After the epidemic, a new trend of communitization emerged in the catering industry. Catering enterprises need to know how to restructure their business model, adapt to the changes of the market constantly, and adjust their products, design styles, and marketing methods. But in any case, customer satisfaction always determines how far they can go in the future.

Liu Feng, Chairman of Shanghai Water Fish Catering Management Co., Ltd.



The United States has a great competitive advantage in the global market because of its low cost of beef raising. China's future demand for grain-fed cattle, especially high-end beef, will continue to rise.

Wang Xuefeng, Deputy General Manager, COFCO Imported Food Co., Ltd

The world's first food exhibition using multilingual livestreaming channels

Associating with SIAL Network , global live streaming in multilingual channels, which covers 700,000 professionals from 200 countries in SIAL Network.

Media coverages from 181 leading European and American media, igniting the global food industry.

Media coverages from 181 leading European and American media including Yahoo Finance, MarketWatch,

Seeking Alpha, Presseportal, AP, Europa Press, etc. Reported it, which attracted 787,395 potential professional audiences.



Multi-channel, high-frequency of media coverages

Positive media coverages from over 400 leading domestic media. and a reinforced industrial influence.



PART 05

Events



SIAL INNOVATION

SIAL 创新大赛 INNO- -VATION

SIAL Innovation is one of the most important events in SIAL Network and has always been a bellwether in innovation and development of global food and beverage industry. By cooperation with XTC, SIAL China invites industry experts, scholars, media and advisory bodies each year to form an independent jury. Based on different consumption habits and market trends in various countries and regions, they select a group of most innovative food and beverage of the year from perspectives of pleasure, health, nutrients, convenience and environmental protection. After strict selection of the independent jury, among approximately 400 products of SIAL China 2021 Innovation, a total of 123 innovative products were shortlisted, among which 10 products became finalists.

Gold, silver and bronze awards and finalists in SIAL China 2021 innovation

Crispy ice cream with mustard and seaweed flavor



内蒙古伊利实业集团股份有限公司
INNER MONGOLIA YILI INDUSTRIAL GROUP CO.,LTD

Lactoferrin Sparkling Water



乳铁蛋白苏打水
Beston Global Food Company

Vegetable sliced beef/soy products



新昇行有限公司
New Ascent Corporation Limited (GreenCommon)

Richora Manuka Honey UMF10+ Ewe's Milk Chips (Banana Flavor)



上海瑗馨露贸易有限公司
SHANGHAI ICING TRADING CO., LTD

Linseed oil



抱朴(上海)进出口有限公司
Purall (Shanghai) Import Export Co.

Yitouxiaoni Cheese



一头小牛(天津)食品有限公司
Yitouxiaoni Food Co. Ltd,CO., LTD.

Bubble Milk Soda



内蒙古伊利实业集团股份有限公司
INNER MONGOLIA YILI INDUSTRIAL GROUP CO., LTD.

Yogurt, Black Sesame Coconut Ice Cream Flavor



内蒙古伊利实业集团股份有限公司 INNER MONGOLIA YILI INDUSTRIAL GROUP CO., LTD.

Yili[TOORAN] Black Milk Powder



内蒙古伊利实业集团股份有限公司 INNER MONGOLIA YILI INDUSTRIAL GROUP CO., LTD.

Laidian oatmeal ice cream



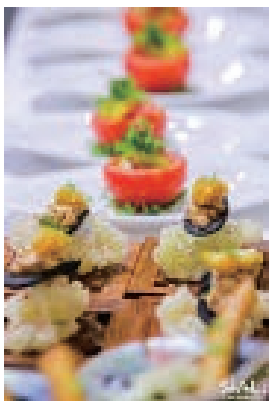
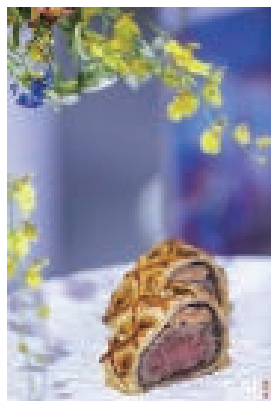
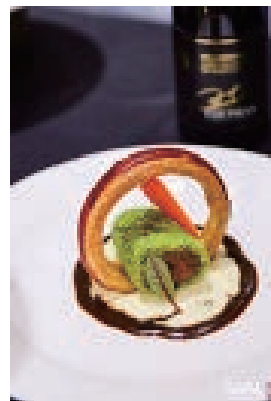
内蒙古伊利实业集团股份有限公司 INNER MONGOLIA YILI INDUSTRIAL GROUP CO., LTD.



LA CUISINE

SIAL 美食厨房 LA CUISINE

The 14th LA Cuisine (2021 China International Top Chefs Invitational Competition by SIAL) which is co-hosted by SIAL China and CCA, is accredited by WACS which is the authority in this area. LA Cuisine is a truly just, fair and energetic platform by attracting a great number of professional chefs, pulling cuisine innovation together, and injecting new inspirations into this industry. This year's LA Cuisine gathered new ingredients globally and invited 24 famous chefs in 8 groups from Beijing, Germany, Hubei, Japan, Shanghai, Spain, Italy and Zhejiang. During 2 days, these Michelin chefs presented a fabulous feast by integrating rarely seen ingredients with excellent western cooking skills. At the same time, 8 WACS certified referees were invited to taste the cuisine to select the winning team.



Gold award team:

Supreme gold award: Spanish team
Gold award: Shanghai team, Zhejiang team, German Beijing team
Most popular international team: Japanese team
Most popular domestic team: Hubei team
The best popularity award: Italian team



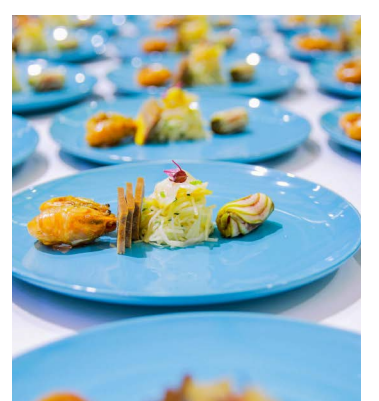
Partners:



SIAL FEAST

SIAL 名厨盛宴 MASTER CHEFS FEAST

Chinese cuisine is extensive and profound and has a long history. Quality ingredients can present every regional specialty after different processing and seasoning. This year is the first time that SIAL China has cooperated with Shanghai Restaurant Cuisine Association (SRCA) to host a master chefs feast - SIAL Feast. 4 catering brands (Sunya Cantonese Restaurant, Yangzhou Hotel, Xin Rongji, Zhenqin Catering) that are famous in Yangtze River delta region were invited. They sent their chef teams to select ingredients and cook on site and invited SIAL China VIPs to observe and taste. SIAL Feast is a great platform for famous chefs to communicate with industry VIPs about quality ingredients, as well as an excellent opportunity to exhibit specialties and quality ingredients unique to Jiangsu, Zhejiang, Shanghai and Anhui regions.



Partners:



kitchenaid:

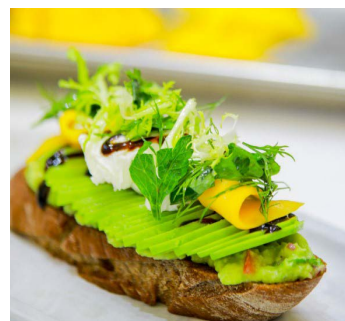




21 HEALTH FOOD

SIAL 健康饮食二十一道菜 21 HEALTH FOOD

21 Health Food made its debut in SIAL China. According to researches, it takes 21 days to fully form a new habit. Combined with this "21-day habit" concept and nutritious healthy diet that is accepted worldwide, this event invited famous gourmet KOLs to create new recipes and maximize the nutritive value of ingredients based on nutrition and health by various cooking methods characterized by low sugar, low oil, low salt etc. SIAL China exhibitors provided them with various ingredients. National dietitians were also invited to score and comment on the dishes from a professional standpoint. After two and a half days of competition, 21 dishes that greatly fit the principle of nutrient and health were selected.



Partners: PYH 普宜合 RATIONAL KitchenAid

kitchenaid: 合果农业 Grand Farm 大庄园 特华得 纳鹏 陇萃堂 LONG CUI TANG 千喜禾 Qian Xi He 田野泉 新素食 野蜜香 ZONE 配品



LAS & D PRESS

SIAL 咖啡拉花对抗大赛 LATTE ART SMACKDOWN

SIAL D特压咖啡冲煮大赛 DELTAR COFFEE PRESS

Latte Art SmackDown (LAS): LAS is a free latte competition that evaluates a barista's basic skills and advanced latte skills. In 2021, LAS will take place in 6 to 8 cities one after another, including Beijing, Chengdu, Xi'an and Qingdao. The final for top 3 in each regional competition will take place in SIAL China, which is a professional arena for baristas.



Partners: CAFE culture. 啡言食语

Deltar Coffee Press : It is sponsored by many famous coffee brands. This competition took place in Chengdu, Beijing, Dalian, Guangzhou, Shenzhen, Shanghai, with huge support showed by local coffee lovers. After several rounds of battling, the winner of the 1st Delta coffee press brewing competition was declared. Each competitor has displayed their flawless techniques, presenting a wonderful and intense competition.



SEAFOOD FEST

PART 06

Media Coverage

SIAL
鲜生活
SEAFOOD
FEST'

The 9th SIAL Seafood Fest' was co-organized by SIAL China and the China Aquatic Products Processing and Marketing Association (CAPPM). The organizers joined hands with seven official organizations to present seven thematic events, i.e., the Norwegian Seafood Council, BAP Aquatic Products (Global Aquaculture Alliance GAA), Zhoushan Aquatic Products (Zhoushan Bureau of Commerce), New South Wales, Australia (NSW Department of Primary Industries), Chile (Commercial Office of the Consulate General of Chile in Shanghai), the Canadian Atlantic Chamber of Commerce, and ASC member companies.

The event showcased domestic and international quality aquatic products and ingredients. Celebrity chefs from home and abroad, including Zhou Hua and Wills Craig Jon, turned the aquatic products and ingredients into delightful, tasty and nutritious dishes.



Partners:



Create an Media Matrix

The gamut of social media matrix

With Wechat as the major channel for promotion, platforms including official website, Baidu,Toutiao and Zhihu simultaneously update information to target **250,000** audience each day.

Original short-video are produced and promoted through all key platform including TikTok, Wechat Video, Little Red Book, Bilibili and Kuaishou.
International market also covered through Facebook, Twitter and LinkedIn, to deliver the message of product and trend prevail in China market in post-pandemic era.
All social media platform keep focusing on exhibition highlights and industry trends to attract attention of the public.



Maximum Online Ads Exposure:

Varieties of creative ads were displayed via Baidu, TikTok and Toutiao, to realize the full coverage through PC and mobile across countries. **10,132,035** exposures through.

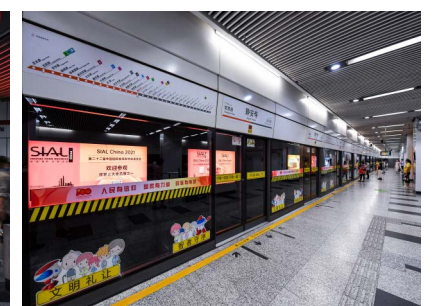
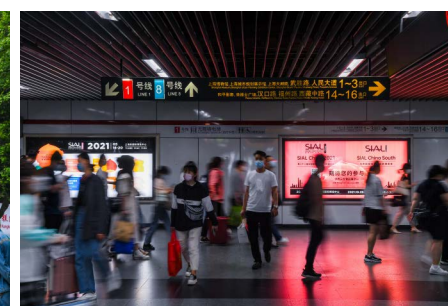
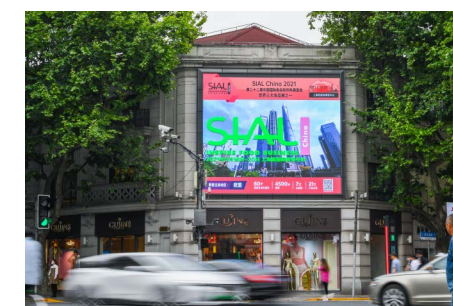




OFFLINE ADVERTISING

Cover High-Traffic Areas Hundreds of Millions of Successful Ad Exposure Frequency

Including Hongqiao High-Speed Railway Station, 48 high-traffic metro stations, stylish LED screens on Middle Huaihai Road, People's Square, Jing'an Temple... offline advertisements of SIAL China cover all popular landmarks in Shanghai for 2 weeks!



Media Support

Mainstream media (non-exhaustive)



Trade media (non-exhaustive)



Social media (non-exhaustive)



Television and video media



Overseas media





MEDIA HIGHLIGHTS

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)

"Big global platforms, big Chinese markets, smart industries, and new thinking hub" are the core business values to be continuously delivered by SIAL China.

—— China News Service

SIAL China has become "the trend indicator of the global food and beverage industry" as well as the world food trade platform and the hub of international trade, communication and exchange.

—— China Economic Information Service

Noting the great success achieved by SIAL China 2021, we summarized three key words: innovation capability, internationalization and B2B business features, which are the secrets to enabling SIAL China to become one of the top three food and beverage trade shows worldwide.

—— www.rmzxb.com.cn (by National Committee of CPPCC)

As the Region of Honour in 2018, the EU made a strong comeback this year as a highlight of SIAL China.

—— China Daily

Highlighting its international character, SIAL China has continuously unveiled its four core values, i.e., "Big Global Platform, Big Chinese Market, Digital Intelligence Empowerment, New Hub of Thoughts" . It adopted a "multi-pronged" approach to enhance promotion and business matching, aiming to build a global food business and trading platform for exhibitors including Chinese companies.

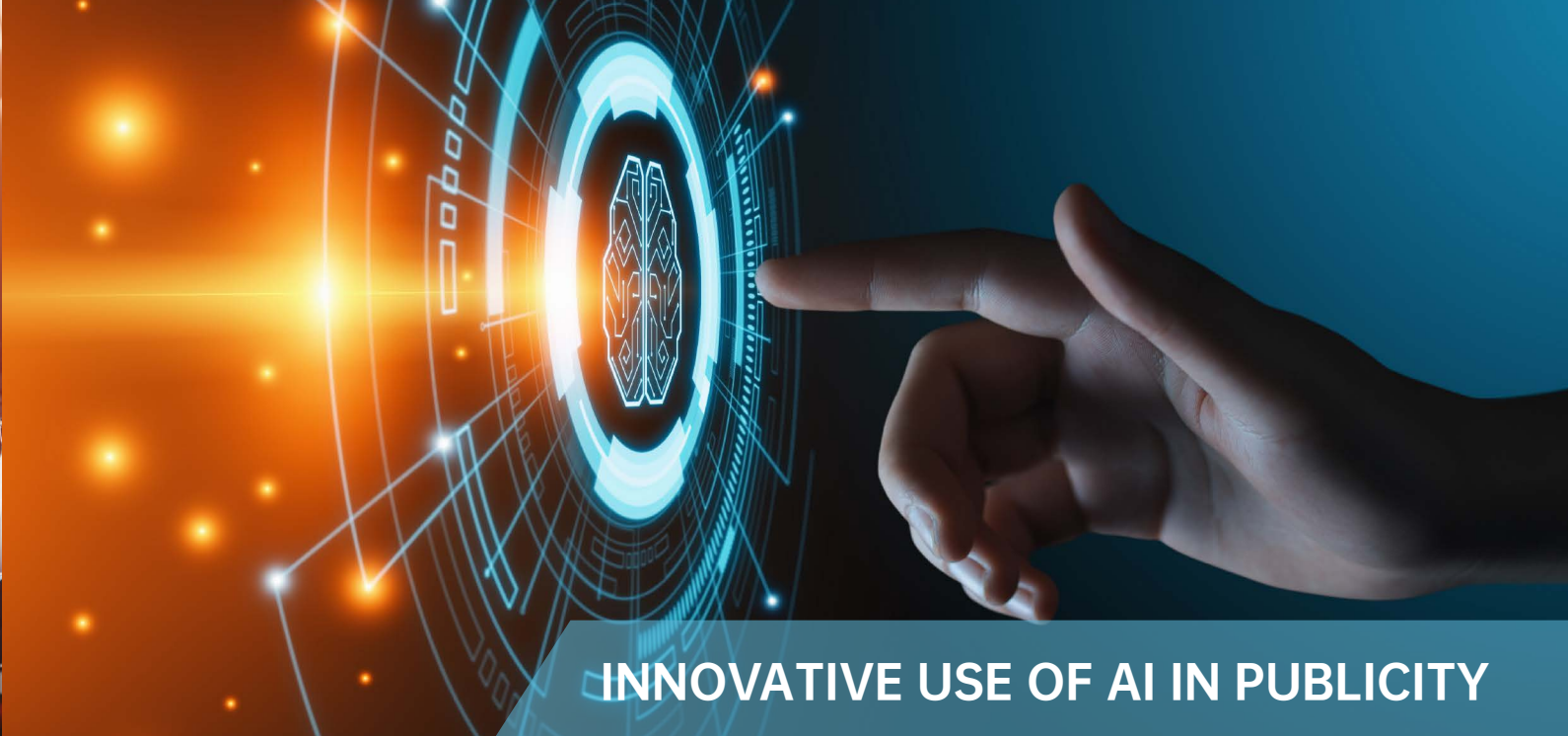
—— www.ce.cn (by Economic Daily)

In the context of China's "building a new development pattern in which domestic and international cycles promote each other", SIAL China has brought opportunities for global food and beverage companies to integrate into the domestic cycle of business development. At the same time, Chinese and global food and beverage markets are accelerating the journey to future connectivity.

—— China Food Newspaper

SIAL strives to build a platform for local companies to participate in global business services. This year the EU was invited to return to the exhibition as the Region of Honour. A special area was set up on site to showcase the geographical indication products from China and Europe, which was well received by Chinese and international exhibitors and visitors.

—— Sina



INNOVATIVE USE OF AI IN PUBLICITY

Innovative AI empowers SIAL China to carry out multi-dimensional publicity across the network

AI-based Writing & Distribution

AI-based intelligent push across the network, with different content for different reports

Very High Readership

Prominently placed online articles **770,000** views in total

High-Exposure Media

Average views **20,000+**

PART 07

Feedbacks



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.

An increasing number of FMCG and snack companies are using SIAL China as an innovative platform and a platform for launching new and innovative products. We also hope to leverage SIAL China as a platform to show consumers in China and around the world our innovative capabilities and new products in the food sector as the first listed company among independent manufacturers of snack foods in China.

— 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 China!

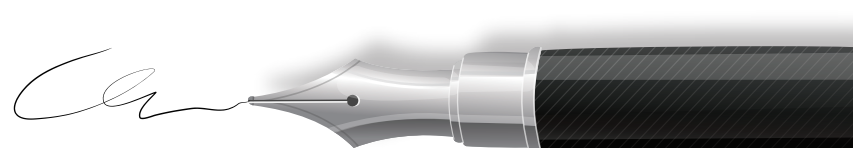
— NetEase Yanxuan

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 China and SIAL China South. Wish you the best!

— Sam

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 China and SIAL China South. Wish you the best!

— WU MART



Shanghai

We'll see you in 2023

The future...

A Trading Platform Helping China's Food Industry Go Global

Thanks to the global SIAL network launched by Comexposium and a strong presence in China built up over the past 22 years, SIAL China has attracted and brought nearly 40,000 exhibitors and more than 1 million professionals worldwide under one roof. SIAL China has maintained its growth momentum in the midst of adversity and has become a trading platform for the global food industry.

"Only by adhering to the right path and perseverance will we be able to achieve success." As an important step in the brand upgrade, SIAL China South will be held in Shenzhen from October 28 to 30, 2021.

2023 Exhibition Preview

SIAL 西雅展
INSPIRE FOOD BUSINESS in China

SIAL Shanghai
SIAL Global Food Industry Summit

18th-20th May, 2023
Shanghai New International Expo
Center

SIAL Shenzhen
SIAL Global Food Industry Summit

28th-30th August, 2023
Shenzhen Exhibition & Convention
Center

INSPIRE FOOD BUSINESS

Shanghai | Shenzhen
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