

SIAL

Gourmet Selection **Paris**
07 – 08 June 2026

Cheese & Dairy Products Show **Paris**
07 – 09 June 2026

Food & Drinks Malaysia **Kuala Lumpur**
by SIAL 21 – 23 July 2026

SIAL in China South **Guangzhou**
03 – 05 Sept 2026

SIAL Paris **Paris**
17 – 21 October 2026

SIAL Interfood **Jakarta**
04 – 06 Nov 2026

SIAL Vietnam **Ho Chi Minh City**
11 – 14 Nov 2026

Djazagro **Algiers**
12 – 15 April 2027

SIAL Canada **Toronto**
27 – 29 April 2027

SIAL in China **Shanghai**
18 – 20 May 2027

SIAL India **Mumbai**
24 – 26 June 2027

12 LEADING BTOB EVENTS
17,000 EXHIBITORS FROM 126 COUNTRIES
OVER 700,000 PROFESSIONALS ATTENDING
FROM 200 COUNTRIES

More information



INSPIRING
FOOD
BUSINESS
WORLDWIDE

COMEXPOSIUM

SIAL, a subsidiary of Comexposium Group

SIAL-NETWORK.COM

SIAL 西雅展
In China

SIAL SHANGHAI 2026 POST SHOW REPORT



COMEXPOSIUM

中国商业联合会
CHINA FEDERATION OF COMMERCE

Comexposium-SIAL Exhibition Co., Ltd. SIAL (Beijing) Exhibitions Co., Ltd.

ufi Approved International Event

www.sialchina.com

Edition March 2026

Design: Bug Agency

Credit: Getty Images / zumi T

SIAL FIRM FOOTSTEPS IN CHINA

**Pandemic Resilience and
Diversification
(2020–2024)**

2021

The only large-scale international F&B exhibition that was successfully held worldwide that year

2019

The 20th edition achieved a historic milestone by fully occupied exhibition space of SNIEC—200,000 M²

2017

Argentine President Mauricio Macri attended the event, which means SIAL Shanghai's internationalization was further highlighted

2012

Grown into Asia's largest food exhibition

2023

SIAL expanded to South China, launched SIAL Shenzhen to tap into the Greater Bay Area and Southeast Asian markets

2024

SIAL celebrated the 60th anniversary of the SIAL brand worldwide and unveiled the "New Era" of SIAL Shanghai

**2025 and Beyond:
Scaling New Heights**

2025

5,000+ exhibitors, 174,365 F&B professionals globally at SNIEC, alongside the successful debut of Tutto Pizza.

2026

From Trading Marketplace to Proactive Business Accelerator, SIAL Shanghai 2026 Concluded with

**\$14B INTENDED
TURNOVER.**

2005

SIAL Innovation was introduced to SIAL Shanghai

2001

Relocated to Shanghai New International Expo Centre(SNIEC), marking a turning point in its development in China

**Inception and Early Years
(2000–2004)**

2000

SIAL entered China; the brand was founded in Paris in 1964

"ASIA'S PREMIUM FOOD AND BEVERAGE TRADE FAIR"

More than an exhibition, SIAL Shanghai is a dynamic ecosystem where innovation meets commerce. From the SIAL Global Food Industry Summit and SIAL Innovation to curated matchmaking and cultural showcases, it delivers insights, opportunities, and global inspiration. Guided by the values of being **International**, **Innovative**, **Trade-Focused**, and **Professional**, it empowers industry professionals to explore trends, forge partnerships, and solve tomorrow's food challenges.

INSPIRE FOOD BUSINESS

SIAL
Shanghai
2026

27 YEARS IN CHINA, CONTINUOUSLY EMPOWERING GLOBAL GROWTH

200,000 M² Exhibition Space

183,302 Professionals from **132** Countries & Regions

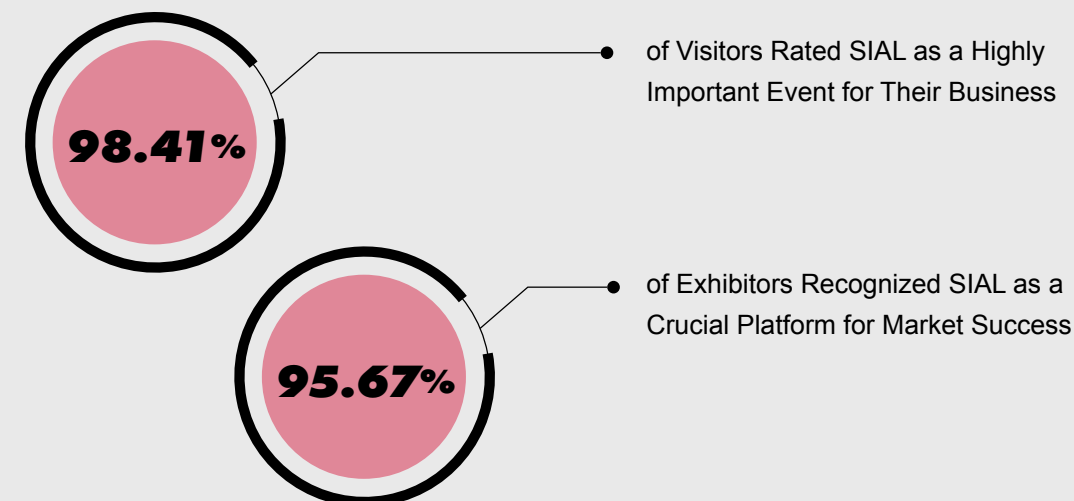
5,000+ Exhibitors from **75** Countries & Regions

13,978 Business Matchmaking Sessions

350,000 Cutting-edge F&B Products

20 High-Level Summits, Forums & International Events

THE ULTIMATE INDUSTRY BENCHMARK



A large audience of international guests, including men and women in formal attire, are seated in rows, facing forward. Many are wearing lanyards and have floral corsages pinned to their lapels. The background is a blurred view of the event space with pink and white decor.

WORLDWIDE GOVERNMENTAL SUPPORT

GRAND OPENING IN SHANGHAI

Officials from over **50** countries and **200+** domestic & international institutions graced the opening ceremony and provide strong backing for SIAL Shanghai. This makes it Asia's most international food exhibition, accredited by the largest number of government and official bodies at home and abroad.





"SIAL Shanghai is a vital cornerstone of our global network, serving as the premier window into the massive, dynamic, and fast-evolving Asian market."

— Rodolphe Lameyse, CEO of Food and Beverage Comexposium



"Since 2000, SIAL Shanghai has consistently aligned with national development strategies, building an interconnected trade bridge for domestic and global enterprises."

— Wang Min, Chairman of China General Chamber of Commerce



"China is one of the major importers of processed food. This massive market demand opens vast opportunities for all countries, including Indonesia, to expand the export of food products."

—Dyah Roro Esti Widya Putri, Vice Minister of Trade of the Republic of Indonesia



"I am glad to know the success of SIAL Shanghai 2026 and stand ready to continue cooperating with your organization."

—Luis Antonio Calvo Castaño, Consul General of Spain in Shanghai



"Our presence at one of the world's most important F&B fairs reflects our shared vision to promote open trade and our strong commitment to global food security."

—Luciano Tanto Clement, Consul General of Argentine Republic

THE 2ND TUTTOPIZZA INTERNATIONAL BY SIAL

A Gastronomic Celebration of Authentic Italian Pizza

As a major high-light event on the show floor, The 2nd Tuttozilla International By SIAL successfully brought the authentic flavors, craftsmanship, and culinary heritage of Italy to a global audience through a dynamic 3-day program filled with masterclasses and professional tastings.



INTERNATIONAL PAVILIONS

98.67% Exhibitor satisfaction rate

Under the theme “INSPIRE FOOD BUSINESS”, **75** countries and regions showcased innovative food and beverage to **183,302** professionals from around the globe, built global partnerships, and led the way in the future of food.



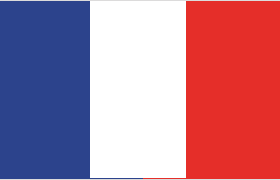
* In alphabetical order with partial country flags.



PAVILION SUCCESS



Argentina Pavilion: Signed intended purchase agreements with 3 major Chinese meat importers, with total deals valued at over **USD 8 Million**.



France Pavilion: Extra virgin olive oil and cheese products were highly favored by premium supermarket buyers, with onsite orders exceeded **EUR 3 Million**.



Thailand Pavilion: Brought traditional condiments, dried fruits, and low-sugar health products tailored for the Chinese market, engaged with **500+ buyers** on the opening day.

VOICES FROM THE SHOW FLOOR



“Canadian enterprises look forward to leveraging SIAL Shanghai as a premier platform to demonstrate our overall strength in food safety and quality management, while fostering deeper and more pragmatic business collaborations with Chinese partners.”

———— Commercial Section of the Consulate General of Canada in Shanghai



"China is a massive market with a strong appetite for niche products. We brought our new seafood congee product here, believing SIAL Shanghai is the ultimate opportunity to launch our brand and establish multi-lateral trade."

———— Fukurovka, Export Manager of Galician Seafood Congee Manufacturer



"China is very open to new products. It's opening up our understanding of the market... we'll definitely be back!"

———— Berit Elmau, Key Account Manager of Cape Herb & Spice

183,302

professionals from

132

Countries & Regions

99.06%

visitor satisfaction rate

BUYERS PROFILE

TOP
10

Domestic Buyer Source Regions

📍 Shanghai 📍 Jiangsu 📍 Zhejiang 📍 Shandong 📍 Henan 📍 Guangdong 📍 Anhui 📍 Beijing 📍 Fujian 📍 Hebei

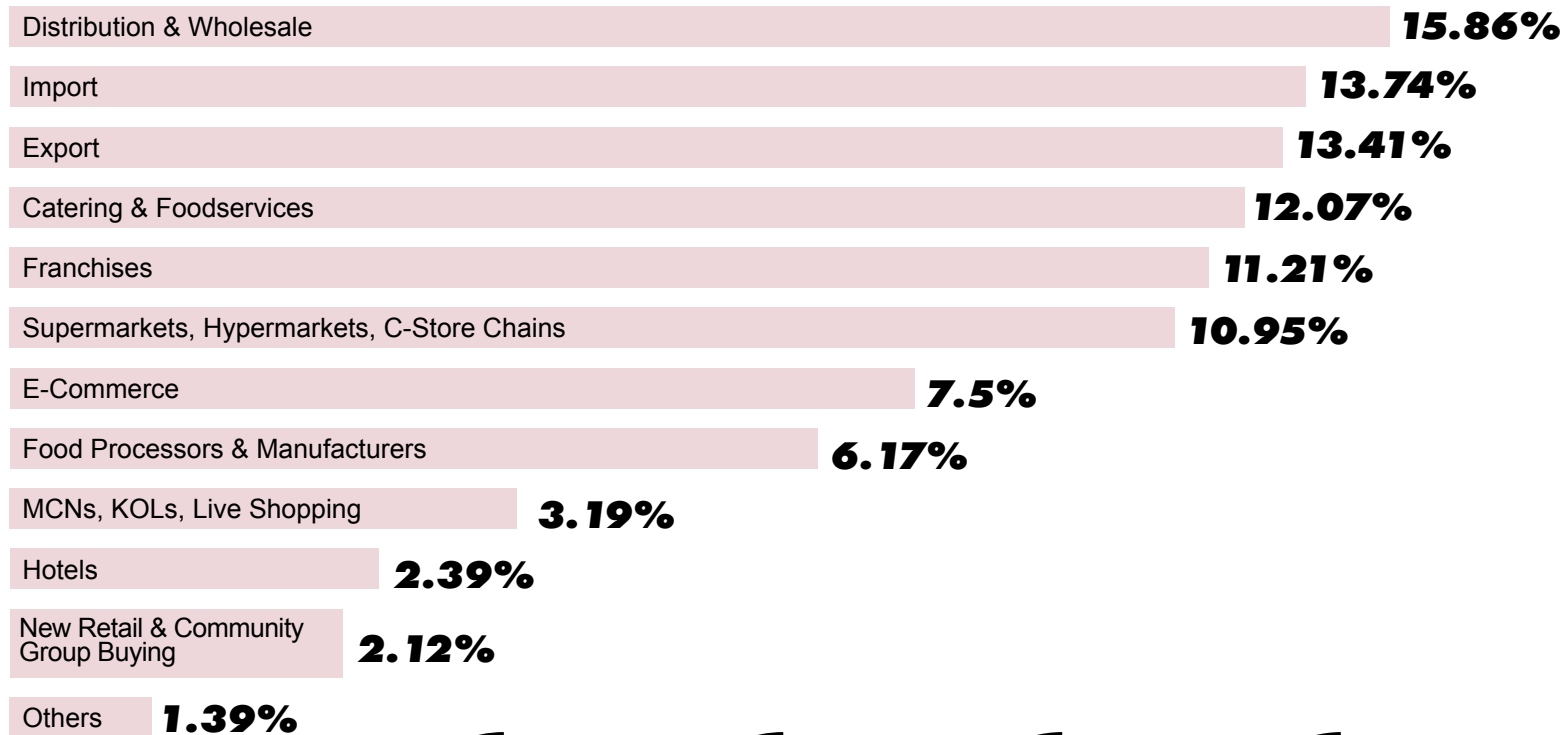
International Buyer Source Countries / Regions

• South Korea • Russia • Indonesia • Thailand • Vietnam • Mongolia • Malaysia • Japan • Singapore • Australia.

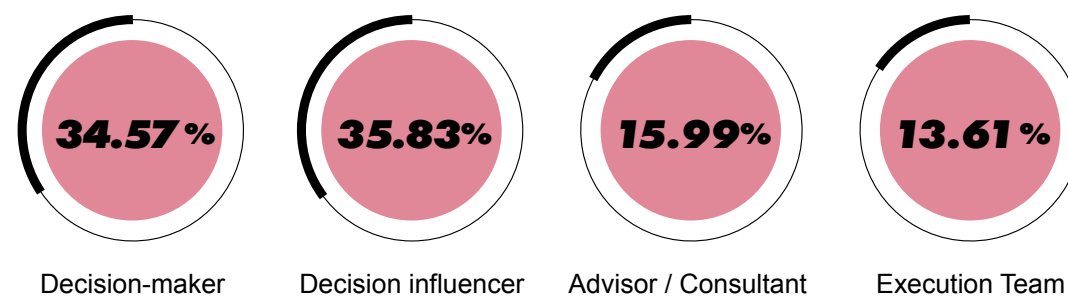
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attendees will be the returning visitors of SIAL Shanghai 2027

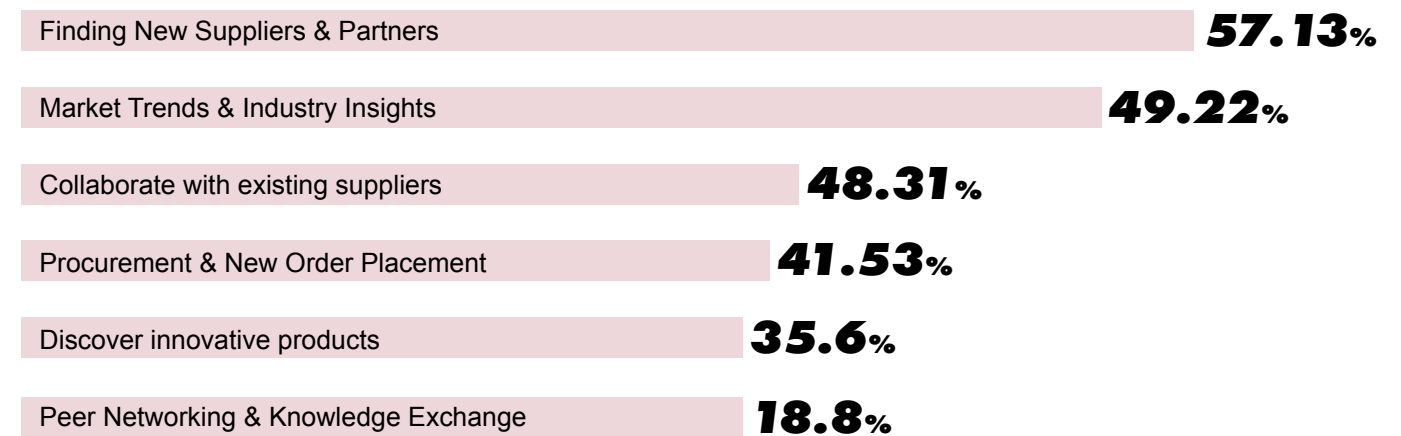
NATURE OF BUSINESS



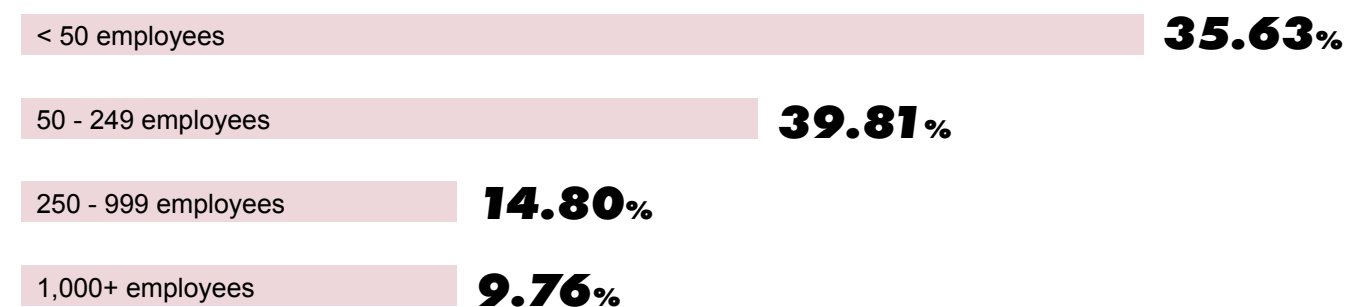
ROLE IN PURCHASING DECISIONS



VISITOR OBJECTIVES

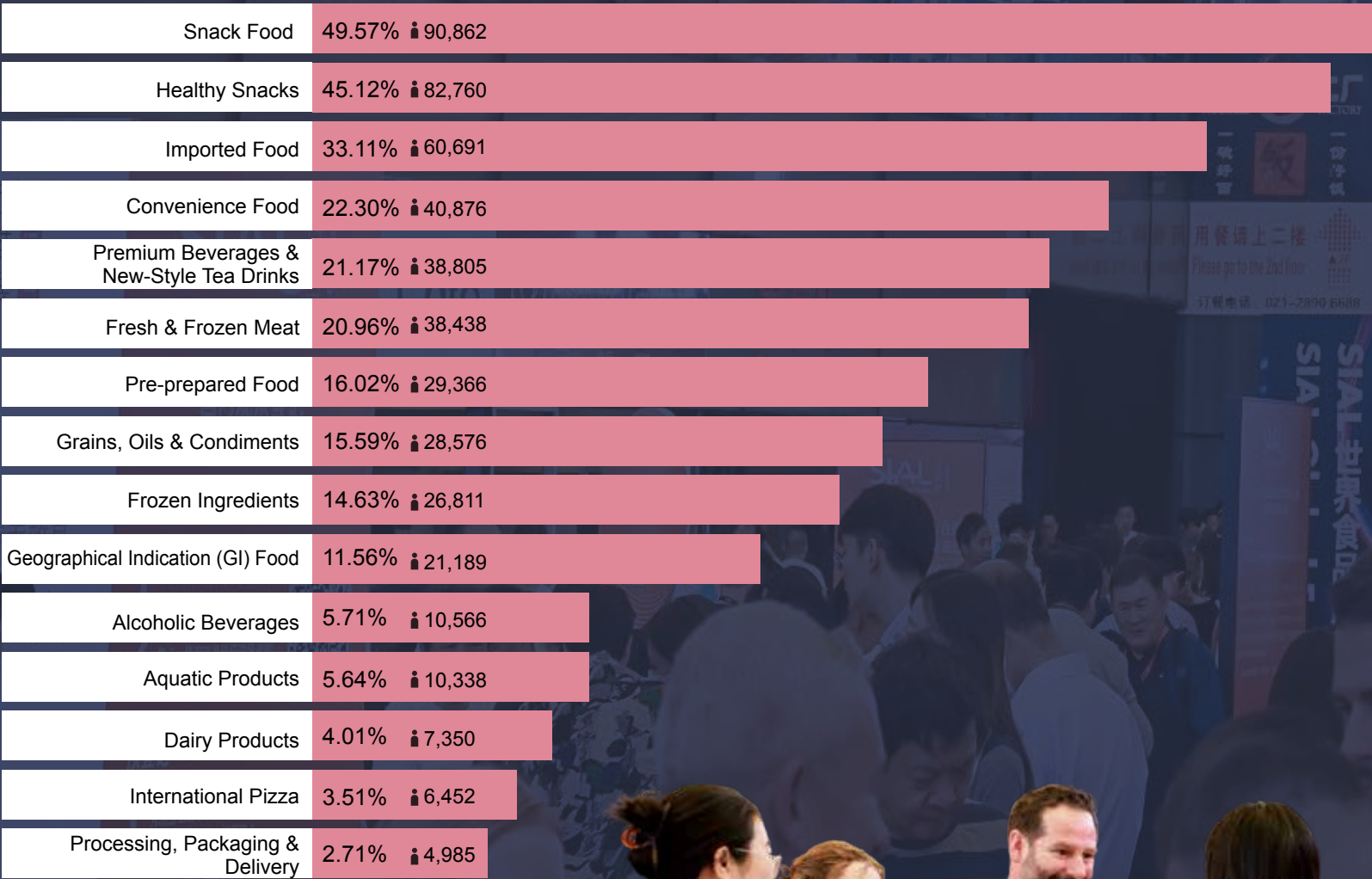


COMPANY SIZE



MAJOR PRODUCT VERTICALS SOUGHT BY

183,302 F&B PROFESSIONALS



THE TOP BUYERS:



DOMESTIC BUYERS:
STRONG MOMENTUM & WIDE REACH

Budget Growth:
43.57% of domestic buyers plan to increase their procurement budgets.

High Conversion:
75.37% demonstrated strong, immediate buying plans.

Flexible Scaling:
Approximately 30.00% are highly agile buyers with budgets under USD 70,000, making them ideal for trial orders and fast-to-market testing.

Extensive Network: Over half of the buyers originate from East China, establishing a robust distribution network spanning wholesalers, importers, retailers, and high-growth emerging channels.

INTERNATIONAL BUYERS:
HIGH-VALUE DECISION MAKERS

Qualified Buyers: 70.40% of international attendees are final decision-makers or hold key purchasing influence.

Strong Purchasing Power: Over 40.00% intend to spend between USD 70,000 - USD 700,000 directly at the show.

Growing Budgets: 52.35% of international buyers are actively expanding their procurement budgets.

Clear Buying Plans: 88.59% arrived with clear purchasing plans, and 7.38% successfully closed deals directly on-site.

*in no particular order

MATCH ME

13,978

Business
Matchmaking
Sessions



1V1

1-on-1 VIP Buyer
Meetings

On-site Premium Buyers Include: SPAR, JD.com, Hema Fresh , Yonghui Super-stores , Dewu , Wumart , Aeon, New Sailing, Snack Kingdom , Angliss , Higreen, Capital Outlets , and more.

4

Dedicated
Theme Matchmaking
Zones

120+ Top-Tier Buyers: Over 120 mega-buyers strategically anchored across China’ s four hottest market tracks.Supermarkets & Convenience Stores, Catering Supply Chains, Import/Export Trade, and New Retail Channels.

650

Booth-Targeted
Matchmaking Sessions

The SIAL Matchmaking Team facilitated buyers’ visits to 650 exhibition booths for pro-ductive negotiations.

“

"The Match Me service is of excellent value. You can do in 10 minutes what would take an hour to search on the internet."

— Berit Elmau, Key Account Manager, Cape Herb & Spice, South Africa

”

SEE FUTURE FOOD

Tracking **12,152** on-site new product launches to decode the next frontier of global food and beverage trends.

EMOTIONAL ENGAGEMENT DRIVES SNACK INNOVATION

Next-gen snacks must deliver an experiential buzz—they need to be fun to play with and perfect for social sharing.



Hand-Tossed Thin Crust Pizza

Crispy Tuna Fish Floss

Banana Chips Coconut Flavor

THE SURGE OF HEALTH & FUNCTIONAL DEMANDS

"Zero Sugar, Zero Fat, Zero Calories" has shifted from a premium trend to the industry baseline. Consumer pursuit of functional benefits and clean labels is turning health food into a high-frequency, everyday staple.



Protein Beverage

Infant-Standard Cheese Yogurt

Carrot and Fruit Flavor Beer

PREMIUM & TRACEABLE SOURCE INGREDIENTS

Pure, additive-free ingredients with clear geographical provenance and advanced freshness-locking technology are becoming key differentiators for high-end foodservice and quality chains to drive premium positioning.



Plant-Based Brewed Beverage

Red Plant Extracted Soybean Milk Powder

Organic Fresh Orange Vinegar

THE MEAT SNACK UPGRADE: TEXTURE OVER PURE PROTEIN

As demand for high-protein, animal-based products escalates, the market is shifting toward premium meat snacks that offer a substantial, satisfying, and "high-texture" chewing experience.

GLOBAL FLAVOR FUSION

A cross-cultural exploration delivering multi-layered, sophisticated flavor profiles for an elevated sensory experience.

SIAL INNOVATION

CELEBRATING 30 YEARS OF GLOBAL FOOD EXCELLENCE

30-YEAR LEGACY

Three decades of leading and driving global F&B innovation trends.

THE 5 OFFICIAL DIMENSIONS

A rigorous jury evaluation based on global consumption habits across Pleasure, Health, Healthcare, Convenience, and Environmental Protection.

HIGH COMPETITIVENESS

Over **684 entries** scrutinized to select the ultimate Gold, Silver, and Bronze champions.



UNRIVALED GLOBAL FOOTPRINT

The **only** international food award that grants winners an exclusive touring showcase across SIAL Network worldwide.



Caffeine-Free Roasted&Ground Açai Seed Coffee Alternative



Authentic Indonesian Crispy Tuna Fish Floss



Leci High-Calcium Steamed chickpeas / Leci High-Iron Steamed Chickpeas / Leci High-Zinc Steamed Chickpeas / Leci Prebiotic Steamed Chickpeas



SIAL GLOBAL FOOD INDUSTRY SUMMIT

"REVIVE & THRIVE, FUELING INNOVATION"

Under the theme "REVIVE & THRIVE, FUELING INNOVATION," the 8th SIAL Global Food Industry Summit brought together **50** industry experts and over **2,000** F&B professionals across **10** forums. The summit fostered deep collaboration and sparked critical dialogue on pioneering trends, focusing on cross-border food trade, catering chains, wellness consumer dynamics, AI applications, and the strategic expansion of private labels.

ELITE INSIGHTS



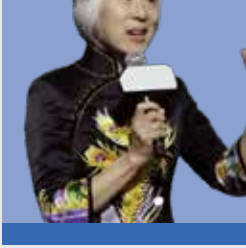
Gang FAN
World-renowned Economist; Vice President, China Society for Economic Reform; Director, National Economic Research Institute

"AI is a massive driver of human productivity and lifestyle evolution. In this 'must-win' race of technological innovation, standing still means falling behind. For China, being at the forefront of this industrial revolution presents an unprecedented opportunity to leapfrog global standards."



Dr. Miftah Farid
Director of Primary Product Export Development, Ministry of Trade of the Republic of Indonesia

"In Indonesia's dynamic snack market, flavor and pricing remain the two pillars of consumer preference. To respond to such consumer trends in Indonesia, the food ingredients sector must drive continuous growth through flavor breakthroughs, packaging innovation, and adherence to strict international standards."



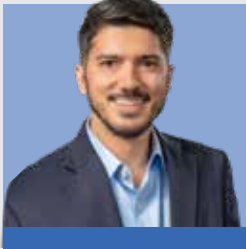
Lu YU
Vice President, China Chamber of Commerce for Import and Export of Food-stuffs, Native Produce and Animal By-Products (CFNA)

"China stands as a highly dynamic partner in the global agricultural sector. Our food trade volume continues to climb, with imports consistently outpacing exports. The trade ecosystem is shifting rapidly toward market diversification and premium product structures."



Hongtao WANG
Vice President & Secretary-General, China Chain Store & Franchise Association

"Consumer behavior in the foodservice sector has undergone a profound upgrade. Today, flawless execution of the basics remains the absolute baseline—focus on taste and hygiene first, and only then talk about emotional value."



Fernando ZELNER
Sustainability Director, ABIEC (Brazilian Beef Exporters Association)

"Sustainability has transitioned into a core determinant of meat supply security. From Brazil's perspective, Sustainability initiatives not just environmental pledges, but the very foundation for supplying the global market reliably and at scale for the long term."



Angelo FIALHO
Sales Executive Manager, MBRF Global Foods Company

"Under China's new import quota policies, the South American beef supply chain must operate with unprecedented efficiency. This regulatory shift forces us to move away from spot trading and focus deeply on strategic partnerships."



Jonathan SHEN
Vice President and Head of Research Institute, Dingdong Fresh

"The rise of private labels has become inevitable. Driven by a robust digital backbone, Dingdong utilizes rapid product incubation and low-cost precision testing to champion quality, lead healthy lifestyles, and curate consumption scenarios that deliver true emotional value."



Chenbin ZHAO
Founder & CEO, EGO

"In a mature 'stock market' era, channel power has quietly shifted to whoever is closest to the consumer. Success depends on deep scenario insights—every product must have a defined role, tell a clear story of where it belongs, and captivate consumers through health, self-reward, and uncompromising quality."



Beiqi LI
Deputy Director, R&D Center, Want Want Group

"Rooted in deep culinary heritage, China's bakery sector is evolving from a staple need into a diverse, thriving lifestyle segment. Driven by supply chain upgrades and cross-industry collaboration, the market has entered an era of quality growth, even as it navigates cost pressures and shifting Gen-Z habits."

**in no particular order*

SIAL F&B AI+HACKATHON



Breaking boundaries with AI to reshape the future of F&B. The event united developers from top open-source communities and AI platforms to drive digital upgrades through scenario-focused solutions.

1ST PRIZE

Campus Pet Catching Game — A lightweight interactive marketing solution for campus snack consumption.

Team: Yike WANG, Zifan NING, Yunchu WEI

2ND PRIZE

Food Audit Plugin— AI-powered rapid review for hassle-free F&B export compliance.

Team: Lun JI, Guang CHENG, Tao Bao, Shenao LIU, Xinyun LIANG

F&B Export Copilot — One-stop solution for end-to-end export challenges.

Team: Kai HONG

3RD PRIZE

F&B Brand Global Navigator — An efficient AI + supply chain solution for global expansion.

Team: Hanxiao WANG, Kun LIU

FreshPulse — Dynamic shelf-life and intelligent allocation for fresh food supply chains.

Team: Rick, Yong LU

2026 LIGHTMEAL + FOOD WHITE PAPER

The SIAL Global Food Industry Summit launched the 2026 Light Meal+Food White Paper. It analyzes light food consumption trends, product innovation and market prospects, offering enterprises actionable references for R&D, market expansion and brand positioning.





SIAL BEST STEAK AWARD

12
exhibitor competitors

42
products

SIAL BEST RIBEYE 2026

Shanghai Chengwen International Trade Co., Ltd.
Qingdao Longming Cattle Industry Co., Ltd.
Shanghai Deqin Food Co., Ltd.

SIAL BEST SIRLOIN 2026

Amulet International Pty. Ltd
Qingdao Longming Cattle Industry Co.,Ltd
Ordos Yuxingyuan Agriculture and Animal Husbandry Technology Development Co., Ltd.

SIAL BEST FILLET 2026

Qingdao Longming Cattle Industry Co.,Ltd
Ordos Yuxingyuan Agriculture and Animal Husbandry Technology Development Co., Ltd.
Shanghai Deqin Food Co., Ltd.

SIAL BEST WAGYU 2026

Amulet International Pty. Ltd.
Qingdao Longming Cattle Industry Co., Ltd.
Shanghai Mu-Jun Hui Information Technology Co. Ltd.



LA CUISINE

A national cooking competition certified by the World Association of Chefs' Societies (WACS).

Champion: Henan

Gold Awards: Anhui, Germany

Silver Awards: Shanghai , Beijing, Italy

Bronze Awards: USA , France



SIAL SNACKING AWARDS

Showcasing global snack innovations and decoding next-gen youth consumer trends, where live audiences voted on-site to crown the **Top 31 Star Products** of the Year and the **elite 65 products** on the **SIAL Snack Festival TOP List**.



THE 11TH SIAL CHIC & TEA CONTEST

Winners were selected by the jury of R&D directors, beverage icons, and industry experts to spotlight cutting-edge innovation and direct next-gen flavor trends.

- Champion: Wang Chengling
- First Runner-up: Huang Weiping
- Second Runner-up: Huang Mengting
- Rising Mixologist Award: Pan Anni
- Flavor Breakthrough Award: Song Changli
- Top New Talents: Bo Yiming, Li Jun, Chai Yanhao



SIAL CUP BARISTA CHALLENGE

Exciting competition showcases the artistry and creativity of master baristas.

- Champion: Pan Zuyou
- First Runner-up: Tang Hao
- Second Runner-up: Zheng Jingwen
- Third Runner-up: Xu Cheng



SIAL CHINESE RESTAURANT

Showcasing the unique charm and creativity of Chinese cuisine through agri-food products and ingredients, this area provides a dedicated space for food experiences and business networking during the exhibition.



SIAL COFFEE & TEA MARKET

Create unique taste experiences through creative tea drinks.

57
exhibitors
participated

89
products



SIAL LA NOODLE MAP

One City, One Bowl. This exciting new feature debuts, celebrating regional noodle culture and bringing premium local flavors to the global market.



SIAL

SMART TOOLS

EMPOWERING SMARTER CONNECTIONS



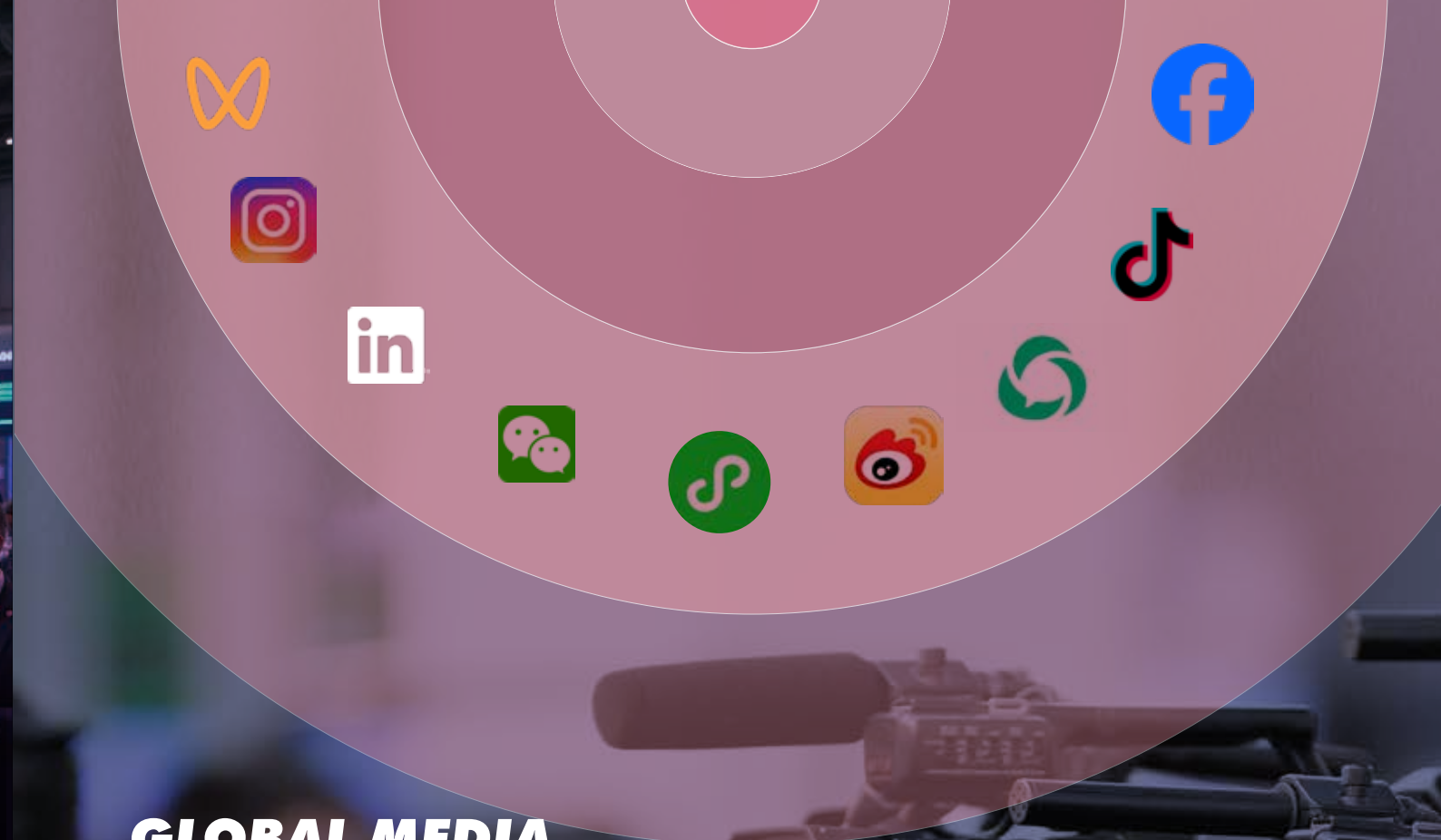
SIAL Smart Mini-Program

Provides buyers with personalized "Smart Routing" navigation based on their sourcing preferences, eliminating blind searching on the show floor.



AI CEO Sourcing Assistant

Utilizes real-time, multilingual AI translation and data matching to break cross-border communication barriers, delivering precise supplier matching within seconds.



GLOBAL MEDIA MATRIX

Total Media Impressions **2.78 BILLION**

Total Published Articles/Posts **102,400+**

Media Outlets Engaged **36,100+**

Live Streaming Impressions **944,972**

LIVESTREAM & SOCIAL MEDIA

