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Comexposium-SIAL Exhibition Co., Ltd

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Forum Meetings and Events: nbd@sialchina.cn



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POST SHOW REPORT

SIAL Shenzhen 2024



INSPIRE
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The Exclusive Gateway to Southern China's
Booming Food and Beverage Market

www.sialchina.com

September 2-4, 2024
Shenzhen Convention & Exhibition Center

COMEXPOSIUM

Comexposium-SIAL Exhibition Co., Ltd

25 Years

Profound engagement in the Chinese market





— Influence —

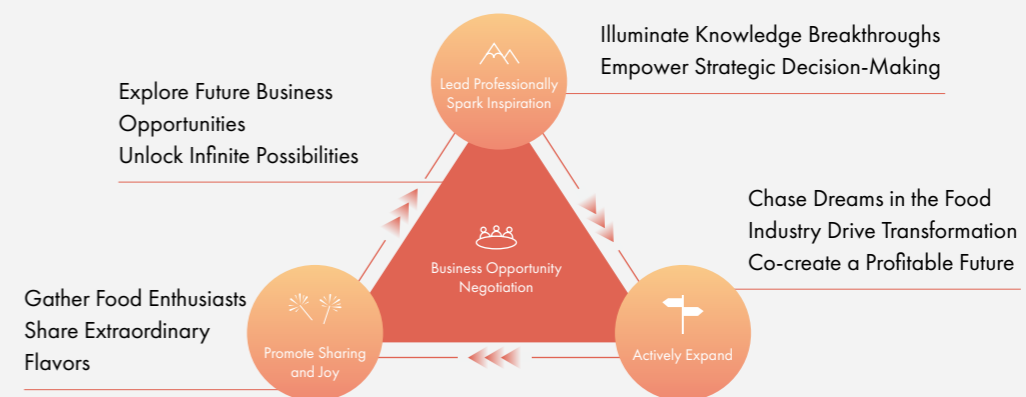
SIAL global expo for engaging with the world

61 Years of International Brand Accumulation

25 Years of In-Depth Engagement in the Chinese Market

Innovation Professional Expertise Internationalization Trade Focus

— Our Mission —



The Guangdong-Hong Kong-Macao Greater Bay Area International Trade Platform is Taking Shape

60,000 square meters
Exhibition Area

32
Countries and Regions

Over **1,500**
Exhibitors

65,637
Professionals

4,115
One-on-One Business Match Making

119
Business Associations and Wholesale Markets



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Highlights of
SIAL Shenzhen 2024

Part
01

1 International Scale Reaches New Heights

This year's SIAL Shenzhen welcomed exhibitors from 32 countries and regions, including China, the United States, Turkey, Italy, Germany, Thailand, the Russian Federation, Vietnam, Georgia, Spain, Ukraine, Sri Lanka, New Zealand, Taiwan, the Philippines, South Korea, Romania, Malaysia, Uruguay, Australia, Hungary, Belgium, Austria, the United Kingdom, Greece, Hong Kong, Poland, Peru, Switzerland, Ecuador, the United Arab Emirates, and the Netherlands.

Exhibitors from
32
Countries and Regions

Officials and Diplomatic Representatives from
15
Countries and Regions Attended the Opening Ceremony



The opening ceremony gathered dignitaries from multiple countries, including officials and diplomatic representatives from 15 countries and regions: China, France, the United States, Turkey, Vietnam, Sri Lanka, Spain, Chile, Ecuador, the Philippines, Australia, Austria, the United Kingdom, Poland, and the Netherlands.



2 Major Brand Exhibition Serves the National Unified Market

Branding Equals Competitiveness. SIAL Shenzhen actively promotes local specialty food and beverage brands from various regions in China to go international, supporting the "the High-Quality Development Project for Hundreds of Counties, Thousands of Towns, and Tens of Thousands of Villages" and contributing to rural revitalization and a strong national brand. This year, the exhibition featured participation from the Center for International Economic Cooperation of the Ministry of Agriculture and Rural Affairs, the China National Food Industry Association, the China Fishery Association, as well as government departments and trade associations from provinces such as Anhui, Guizhou, Guangdong, Guangxi, Heilongjiang, Hubei, Hunan, Jilin, Liaoning, Inner Mongolia, Ningxia, Shandong, Sichuan, Shanxi, Xinjiang, Yunnan, and Zhejiang, collectively showcasing the "Regional Famous and Quality Food" themed area.





Global Exhibitors Elevate
Quality,
**Showcasing World-Class
New Products**

**Part
02**

1 International Exhibitors

This year's exhibition has attracted a larger number of international exhibitors, showcasing representative foods and innovative products from various countries and regions. This expansion enhances the event's diversity, broadens its international perspective, and opens up more business opportunities.

United States Department of Agriculture (USDA)

The USDA is dedicated to introducing high-quality American agricultural products to Chinese consumers while facilitating connections between American producers, exporters, and Chinese importers, distributors, and retail channels.

U.S. Dry Bean Council

The Dry Edible Bean Association is a private trade organization aimed at boosting the global competitiveness of American dry beans. The association collaborates with public health organizations, research centers, universities, as well as seed suppliers, farmers, processors, wholesalers, distributors, and transporters to provide information services related to trade policies within the dry bean industry.

Netherlands Business Support Office Shenzhen

As the second-largest agricultural exporter globally, the Netherlands is home to advanced agricultural and smart food technologies, establishing itself as a pioneer in the global circular agricultural economy and a key hub for food innovation. The Netherlands Business Support Office Shenzhen in collaboration with Ningbo Yuehui Food Trade Co., Ltd., Two Cows adult milk powder, Holland Jersey milk, and alcoholic beverage company Focus Beverages B.V., showcased at the SIAL Shenzhen.

BODEGAS RESALTE DE PENAFIEL SAU, Spain

Bodegas Resalte de Penafiel, situated in the Ribera del Duero region, was founded in 2000 and specializes in producing high-quality wines exclusively from 100% Tempranillo grapes.

Georgia

With its rich historical and cultural heritage and uniquely distinctive products, Georgia has emerged as one of the most noteworthy exhibition groups at this event. Recognized as the birthplace of wine, Georgia distinguishes itself in the wine market through its exceptional winemaking techniques and flavors. The Georgian exhibition group includes companies such as AQUA GEO, COOPERATIVE RUISPIRI, NNLE RURAL DEVELOPMENT AGENCY, NUTS INCORPORATED, NUTSGE, SADILI, and VINITOR MUKUZANI WINERY.



Malaysia GHEE HIANG MANUFACTURING CO. SDN BHD

Founded in 1872 by the first-generation heir Wu Zhi Shou, Ghee Hiang has successfully passed through five generations, withstanding over 140 years of refinement and tradition. Originally focused on sesame oil, the company now offers a diverse range of products, including black sesame oil, sesame oil, sesame powder, sweet sesame bread spread, sesame sauce packets, health-oriented sesame paste, and bitter tea oil.

GRANAROLO Italian Granarolo S.p.A.

As a leading national dairy production group in Italy, Granarolo was founded in 1957 and is headquartered in Bologna. The company is dedicated to delivering the most authentic Italian flavors and high-quality products worldwide. With 14 factories in Italy and 9 overseas, Granarolo processes and produces 840,000 tons of milk each year, achieving a turnover of €1.495 billion in 2022.

Greece A DROP OF GOLD

"A Drop of Gold" is a three-year initiative aimed at promoting high-quality European olive oil in the Japanese and Chinese markets. This initiative bolsters the competitiveness of EU olive oil through a coalition of six Protected Designation of Origin (PDO) olive oil producers' agricultural cooperatives based in the Sitia region of eastern Crete. The Sitia region is renowned as a prime olive oil-producing area and serves as a hallmark of the "Mediterranean diet".

Poland SONKO SP.Z O.O.

The Sonko brand has its roots in 1989 and is committed to offering healthy food choices. One of the core values of the Sonko brand is quality, with its primary products including rice, rice cakes, and crispbread, all distinguished by being 100% plant-based, gluten-free, and free from preservatives and artificial colors.



2 Regional Specialty Brands Going Global: The High-Quality Development Project for Hundreds of Counties, Thousands of Towns, and Tens of Thousands of Villages

SIAL Shenzhen is committed to elevating the modernization level of the entire industrial chain for "regional quality foods". The exhibition provides comprehensive support and services for specialty agricultural products, enhancing product visibility and fostering domestic and international industry exchanges and trade partnerships, enabling Chinese brands to expand abroad and make their mark globally.

Hubei Exhibition Group – "Jingchu Quality Products"

Following a successful debut at SIAL Shenzhen 2023 that generated significant trade orders, the Hubei Provincial Department of Commerce organized nearly 70 enterprises, including leading agricultural companies and time-honored brands, to showcase hundreds of "Jingchu Quality Products". More than 30 companies, such as Huagui Foods, Suizhou Pinyuan, Jiangnan Rice, and Qingjiang Sturgeon, received substantial orders, with a total value exceeding 100 million yuan. The procurement director of Brazil's largest food distributor, Delly's Food Service, signed an intent cooperation order for Hubei Suizhou mushrooms on-site. During the three-day exhibition, the Hubei exhibition group achieved direct sales and orders totaling over 40 million yuan.



HLJ Nine & Eighteen Natures

HLJ Nine & Eighteen Natures made its grand debut for the first time. Featuring nine major themes—forest nuts, forest-raised products, forest teas, forest berries, forest bee products, forest edible fungi, forest medicinal foods, forest birch sap, and a gift box area—the exhibition showcased 160 products from 49 shortlisted companies. At this exhibition, major buyers including Tmall Supermarket, Beijing Wumart Commercial Group Co., Ltd., NetEase Yanxuan, and Yonghui Supermarket were present to engage in one-on-one discussions with exhibitors. Leveraging SIAL Shenzhen as a highly efficient trade platform, participating companies successfully established connections with 205 clients, significantly boosting trade transaction efficiency and success rates.



Shandong Exhibition Group – "Laiyang Taste"

Guided by the "Laiyang Taste" regional brand, Laiyang City organized 12 enterprises to exhibit, showcasing the strong capabilities of "China's Leading City for Prepared Dishes" within an expansive area exceeding 300 square meters. The exhibiting companies included key national agricultural industry leaders like Longda Foods and Chunxue Foods, alongside promising growth enterprises such as VIPS Dairy and Aitaozhang Foods. The showcased products ranged from popular traditional items like juicy chicken popcorn, crispy pork, and radish balls to innovative new offerings such as pan-fried chicken breast strips, tearable chicken chunks, juicy crispy chicken legs, and wasabi tofu.



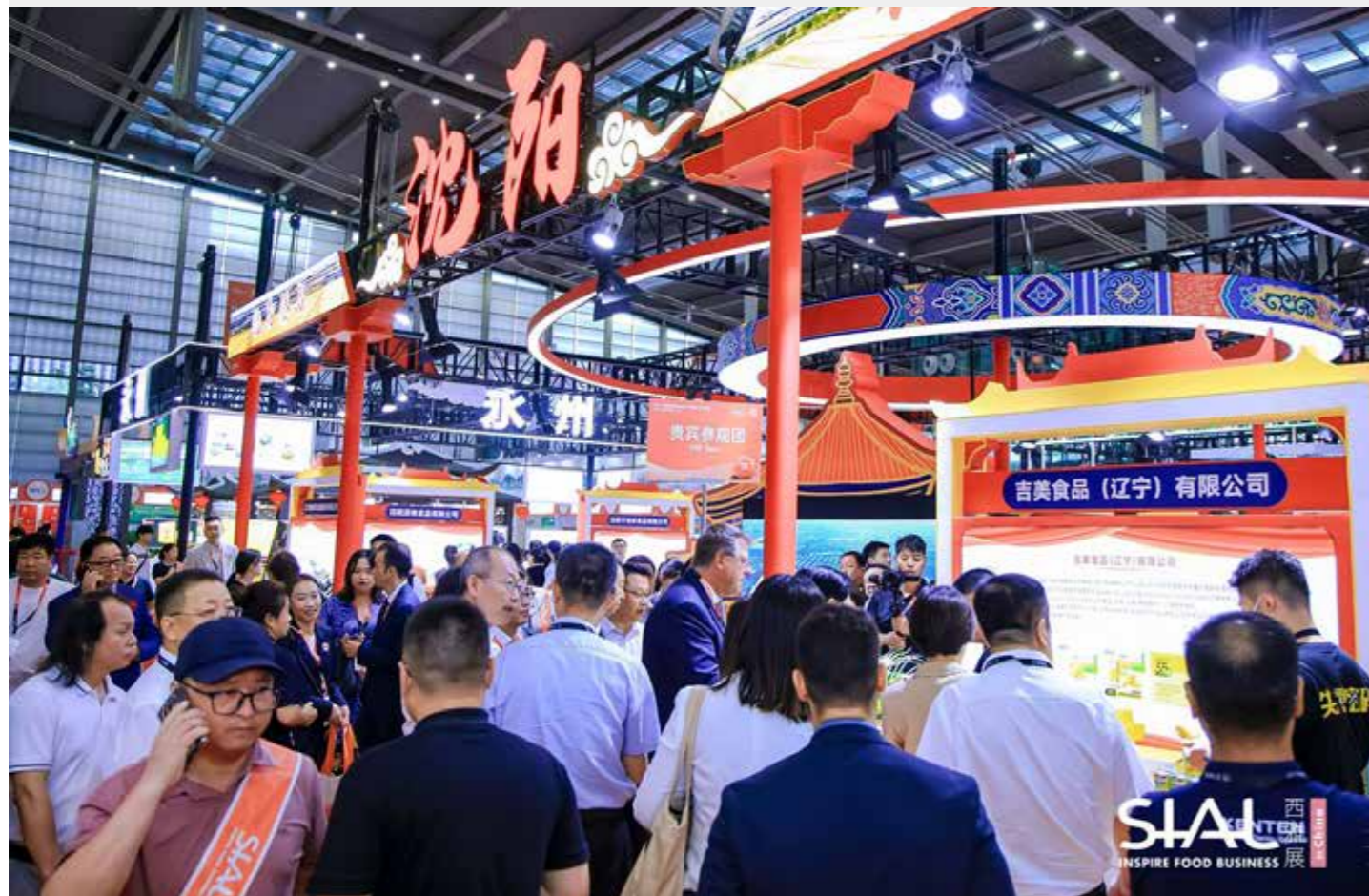
Regional Specialty Brands Going Global

Serve the high-quality development of millions of projects

SIAL

Shenyang Exhibition Group – "Tracing China: Shenyang Premium Products"

"Tracing China: Shenyang Premium Products" made a striking impact at the Greater Bay Area Brand Promotion Conference, where over a hundred enterprises showcased their high-quality agricultural specialty products. In the dedicated exhibition area for "Shenyang Premium Products", more than 50 procurement companies from the Greater Bay Area and over 20 national buying groups engaged in meaningful negotiations. The event featured a signing ceremony for collaboration agreements between Greater Bay Area enterprises and Shenyang's esteemed companies, resulting in a total contract value of 120 million yuan. This initiative not only broadens market opportunities for Shenyang's agricultural products but also provides Greater Bay Area consumers with a wider array of high-quality, safe, and healthy choices.



Guizhou Exhibition Group

Guizhou stands as a leader in ecological development, embodying the principle that "lucid waters and lush mountains are invaluable assets". It serves as a primary origin and production area for a variety of organic foods in China. At this exhibition, the Guizhou exhibition group presented an expansive area of 140 square meters, featuring an impressive array of products including kiwi fruit wine, European-standard matcha, Dendrobium officinale, bayberry drinks, thorn pear, baijiu (Chinese liquor), blueberries, fruit wines, sour soup hot pot base, walnut milk, and reishi mushroom wine. The Guizhou exhibition group is dedicated to expanding domestic and international sales channels for its specialty agricultural products and deep-processed foods, while enhancing the development of agricultural production bases to transform ecological advantages into economic growth.





3 Global New Product Launch Platform: 2,987 Innovative Products Debut

This exhibition showcases 14 major themed areas, encompassing imported foods, snacks, health foods, dairy products, grains and oils, seasonings, convenience foods, fresh and frozen meats, seafood, prepared dishes, frozen ingredients, premium beverages and new tea drinks, alcoholic beverages, regional specialty foods, along with processing, packaging, and distribution. This extensive array effectively covers the entire food and beverage industry chain.





A Convergence of Domestic and
International Professional Buyers:
Flourishing Trade Outcomes

**Part
03**

1 Domestic Buyers

The exhibition attracted a diverse range of domestic professional buyers from multiple channels, such as large chain supermarkets, catering groups, convenience stores, e-commerce platforms, import and export trade, and distribution, fostering a lively trade atmosphere on-site.



Trade associations and wholesale markets from across China organized groups to visit and make on-site purchases.

A total of 81 industry trade associations and 38 food and beverage wholesale markets from regions including Guangxi, Fujian, Hunan, Hubei, Anhui, Henan, Shantou, Chaozhou, Huizhou, Zhongshan, Foshan, Guangzhou, and Shenzhen organized groups to visit and make purchases. This included associations such as the China Vegetable Marketing Association, China Commerce Association for General Merchandise, China Agricultural Wholesale Market Association, and Guangdong Chain Operations Association.

Match Me: Precise matching of invited enterprises

◆ From traditional retail giants to modern e-commerce platforms, renowned companies like China Resources Vanguard, Beijing Wumart, Yonghui Supermarket, Changchun Eurasia Supermarket Chain, Walmart China, Tmall Supermarket, Easyseek 24-Hour Convenience Stores, NetEase Yanxuan, Hitgoo, Haotemai, and Yummy Snack engaged in on-site procurement. A diverse array of professional buyers from different channels, including Guangzhou Restaurant, AEON South China, Shenzhen Benlai Life, Meiyijia, Fuzhou Pupu E-commerce, Yuanji Dumplings, Dashang Co., Ltd., Shenzhen Zhongtong Modern Supply Chain Management, and Changsha Xiaozhuo Haowu Digital Technology, opened up additional business opportunities.

◆ On the international front, high-quality international buyers at this exhibition include Vietnam's Binmin Food Import, South Korea's Agrofarm, Samsung Group, and SPC Group, along with Malaysia's Wemble Enterprise, Thailand's Prairie Marketing Ltd., Indonesia's Kaifa Food and Eramas, and American-European bakery product distributors.





New Channels, New Growth: Group Leaders Curate Products for an Ideal Platform

With high order volumes and quick payment cycles, the sales-driven supply model positions SIAL as the perfect platform for group leaders to curate products. Whether it's for warehouse discount stores or self-media e-commerce, SIAL offers comprehensive one-stop solutions, enabling group leaders and brands to thrive together.

Addressing the contemporary new retail landscape—including community group buying, community e-commerce, live-streaming sales, group purchases, warehouse discount outlets, emerging e-commerce, self-media platforms, and private domain sales by independent group leaders—the exhibition effectively matches supply with demand. It builds a dedicated connection platform to facilitate rapid trade order finalization, with on-site signing amounts achieving record highs.

SIAL



Record-Breaking Trade Volume: On-Site Orders Keep Pouring In

The unique Match Me at SIAL has emerged as a dynamic force propelling trade transactions, with a surge in significant orders and record deal amounts at SIAL Shenzhen 2024.

Several Bay Area companies, such as Shein Youpin, Shenzhen Nongjinyuan, Chutian Mingpin (Guangdong), Shenzhen Dafenghang Industry, Jingpenghui (Shenzhen), Shenzhen Zhongchen Nongke, Fengshenglou Catering (Shenzhen), Shenzhen Chucai Catering, and Longyuan Seafood, signed intention procurement agreements with representatives from Hubei agricultural enterprises, amounting to a total of

135 million yuan

永旺华南商业有限公司

More than 100 agricultural companies from Shenyang presented their premium products at the "Shenyang Treasures" exhibition area, engaging with over 50 buyers from the Greater Bay Area and more than 20 national buying groups. The total intended purchase amount between Greater Bay Area enterprises and Shenyang's quality firms soared to

120 million yuan

招商局食品有限公司

厦门建发物产有限公司

袁记云饺

Beijing Jiayuhe Trading Co., Ltd. secured a long-term supply agreement valued at **8 million yuan**.

无穷食品有限公司

Wuxi Dadexing Trading Co., Ltd. finalized an intended purchase of **10 million yuan**.

柒一拾壹 (天津) 商业有限公司

厦门豪客来投资控股有限公司

南禾日香食品有限公司

Changchun Eurasia Supermarket Chain Co., Ltd. confirmed an intended order of **3 million yuan**.

沃尔玛中国投资有限公司

柒一拾壹 (天津) 商业有限公司

广州酒家

宁波惟新供应链管理有限公司

Beijing Donghua Shengxiang Trading Co., Ltd. established an annual procurement contract of **6 million yuan** during the exhibition.

Wuxi Daguolin Trading Co., Ltd. signed an intention contract surpassing **5 million yuan**.

Chenzhou Guochi Trading Co., Ltd. reached a cooperative intention worth **7 million yuan** on-site.

北京物美商业集团股份有限公司

Guangdong Yonghui Supermarket Co., Ltd. confirmed an order amounting to **10 million yuan**.

美宜佳

天虹数科商业股份有限公司

Beijing Shaohua Hengye Trading's contract exceeded **1 million yuan**.

好特卖

Beijing Wumart signed contracts totaling over **5 million yuan**.

Wuxi Chenglijia Food Business finalized a procurement intention of **5 million yuan**.

深圳市中通现代供应链管理有限公司

Tmall Supermarket has shown an order intention estimated at **5 million yuan** per item.

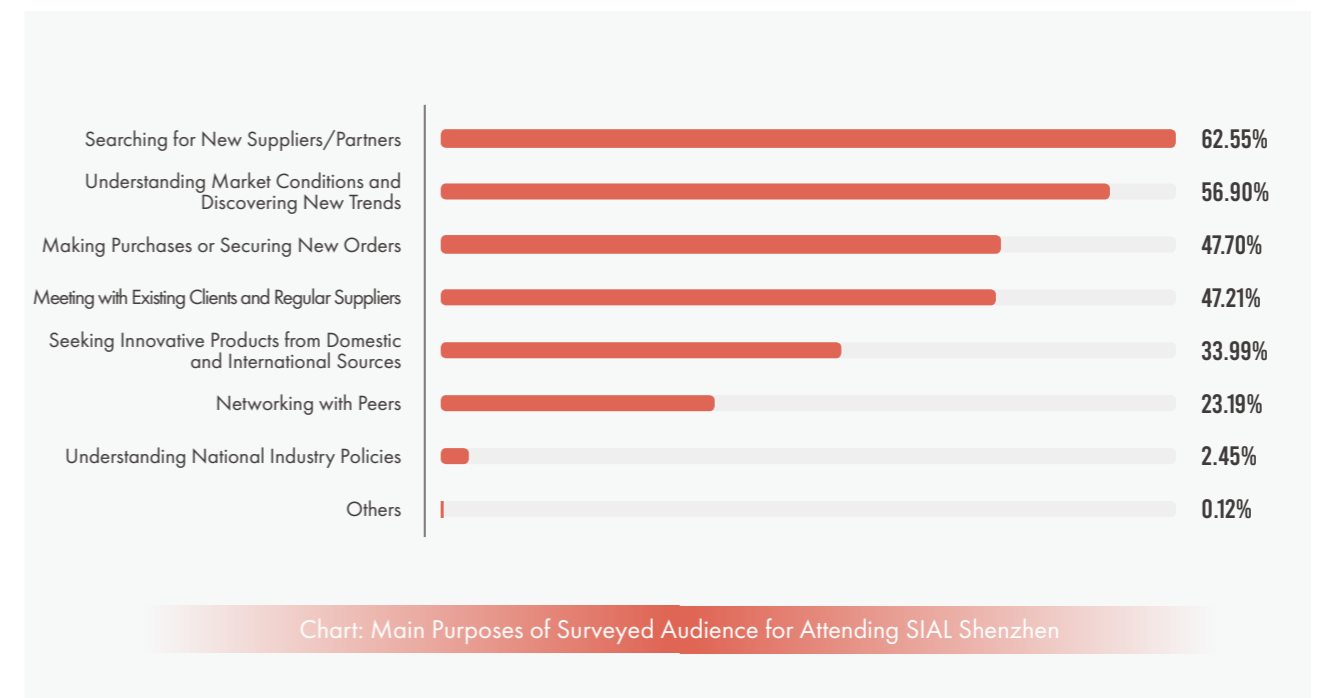
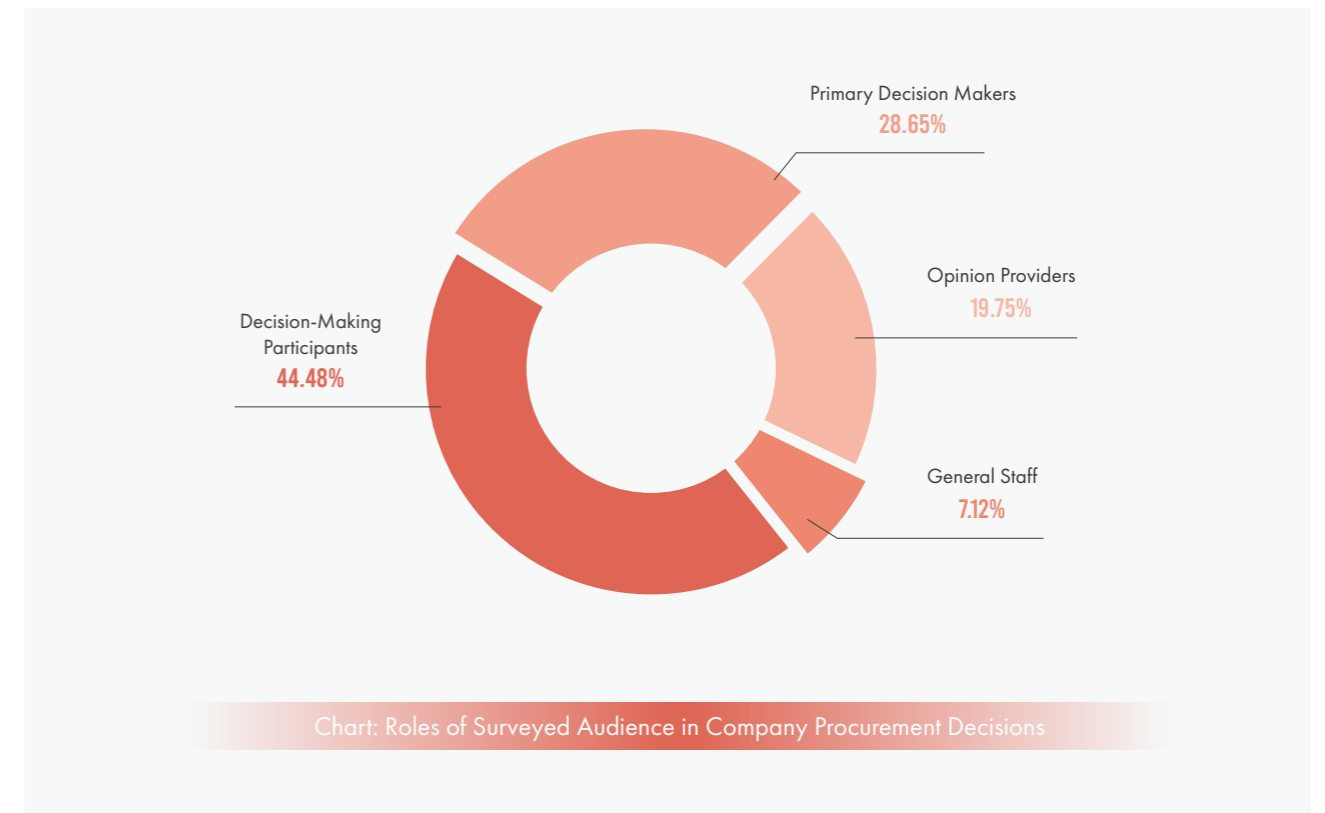
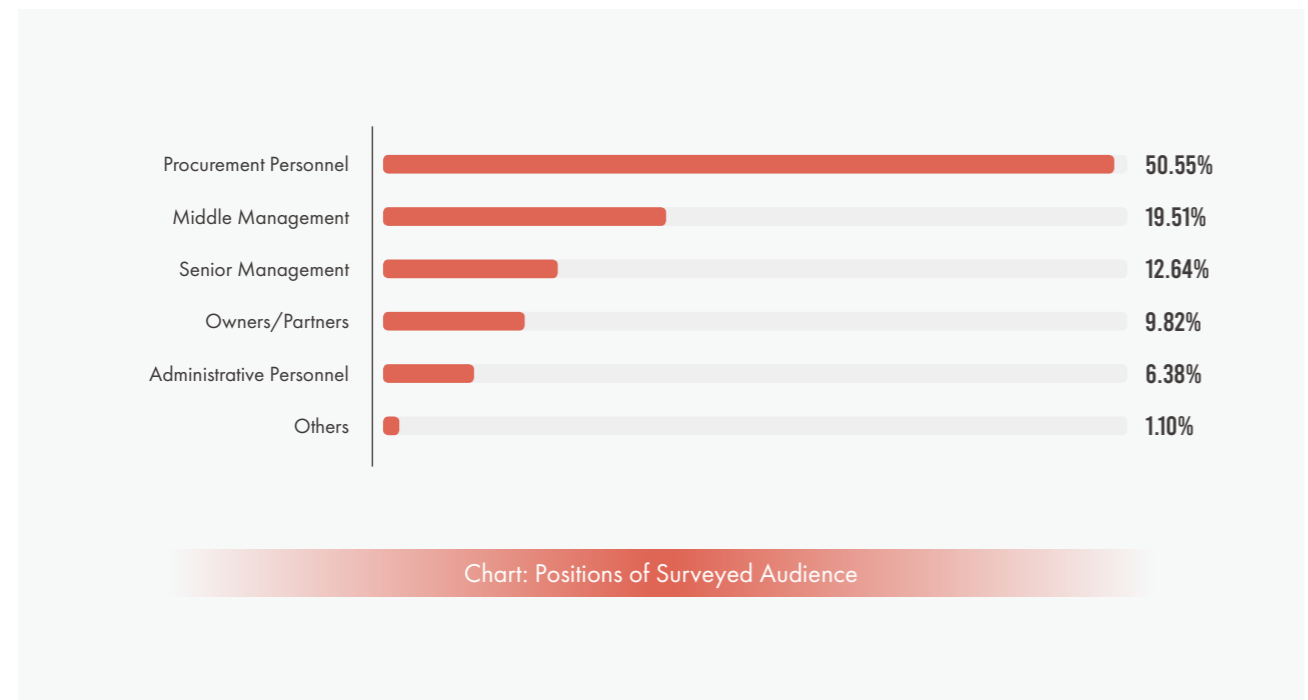
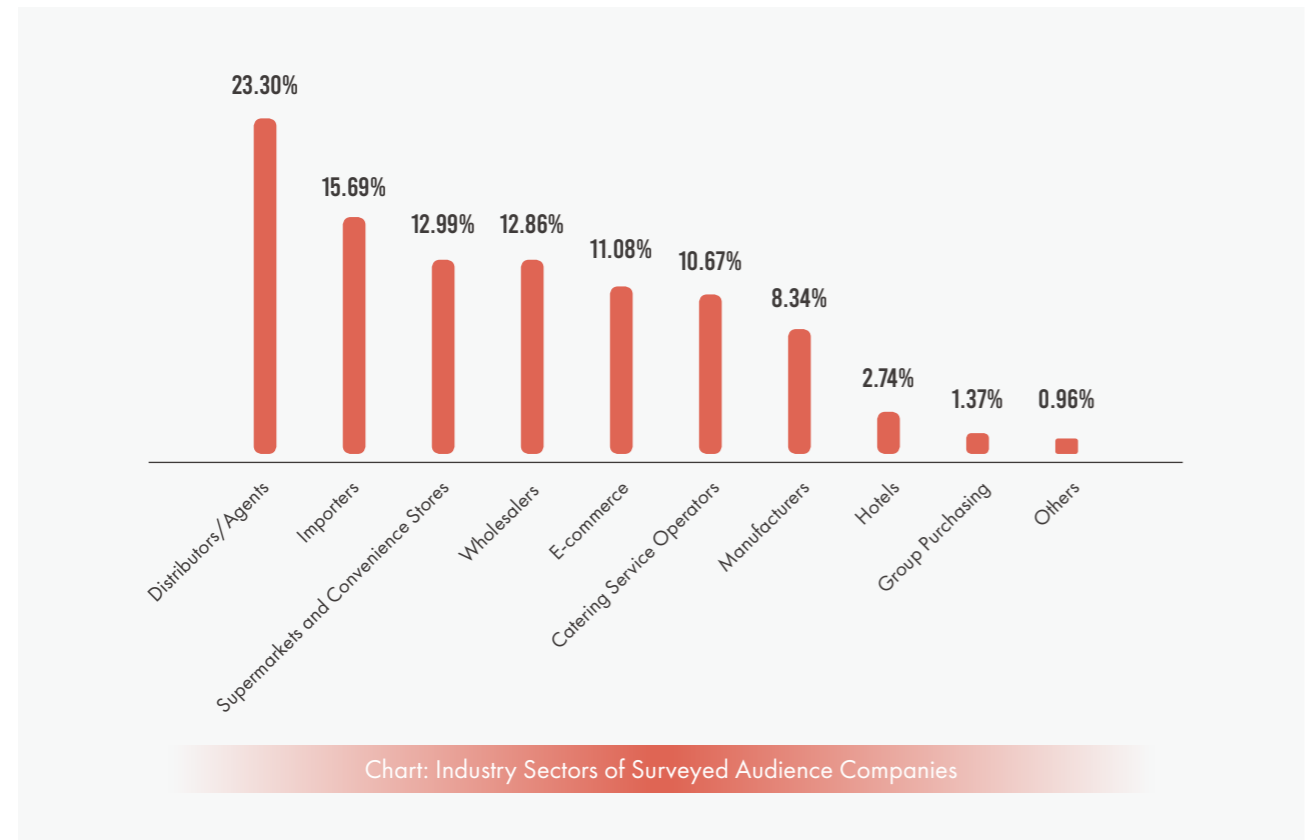
海南禾日香食品有限公司

Nanjing Anchen Department Store confirmed an intention purchase amount exceeding **1 million yuan**.

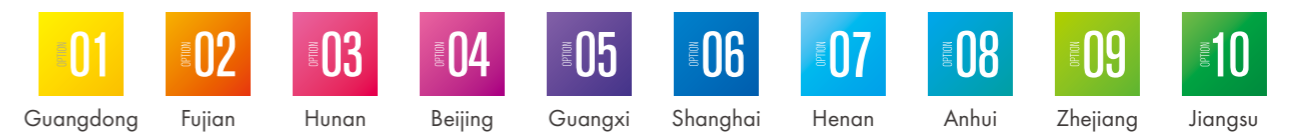
长沙小林造物管理有限公司

Audience Overview

Domestic Audience Profile



Top 10 Sources of Domestic Audience



International Audience Profile

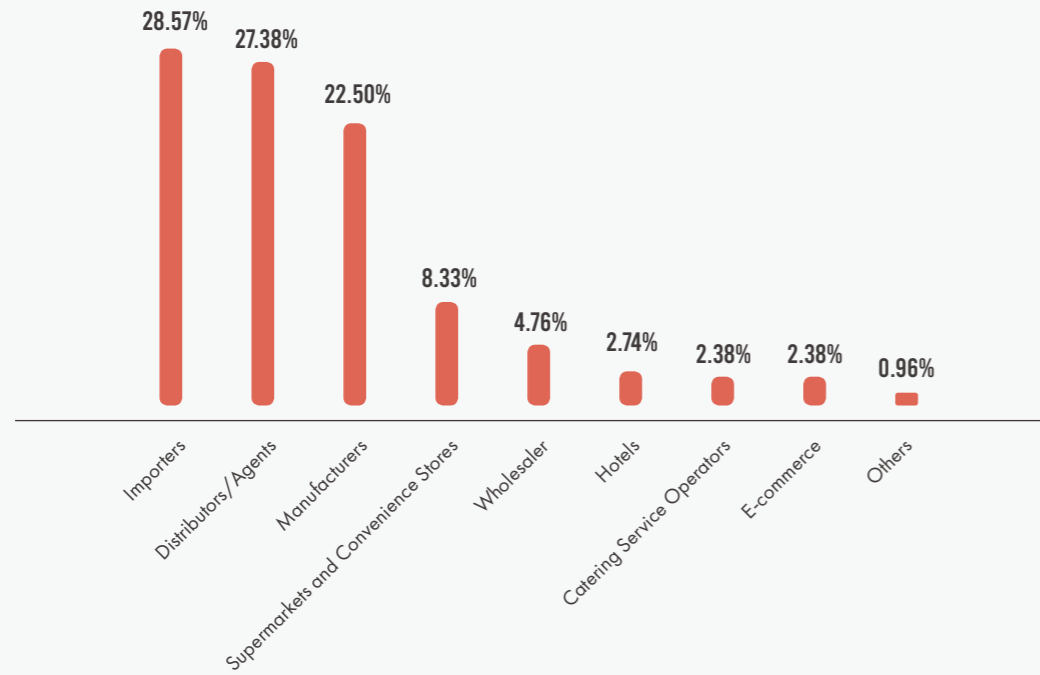


Chart: Industry Sectors of Surveyed International Audience Companies

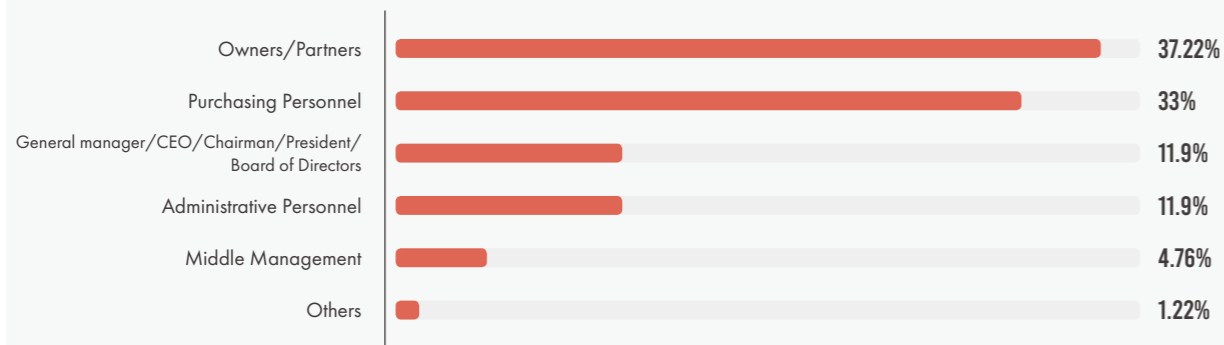


Chart: Positions of Surveyed International Audience

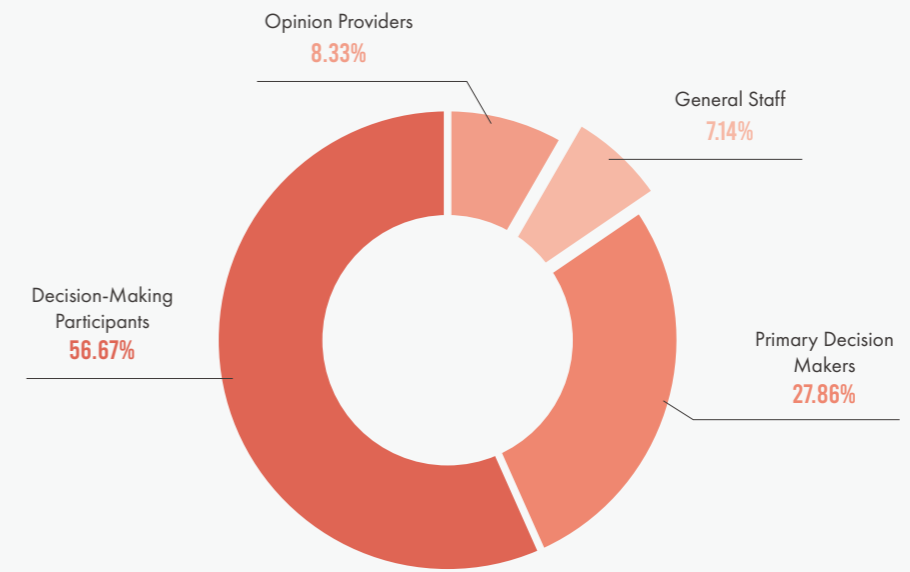
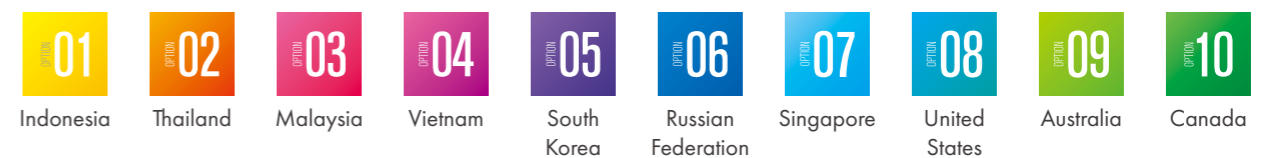


Chart: Roles of Surveyed Audience in Company Procurement Decisions

Top 10 Sources of International Audience



2 International Buyers

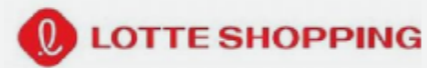
Indonesian distributor Eramas Nuts, specializing in frozen food, healthy snacks, and candies, has reached intention orders with the Guangzhou Tianhe District Shahe Supply and Marketing Cooperative, and Bayannur Rongda Co., Ltd. Filipino distributor Resourceful visited two Guangdong snack manufacturers on the third day of the exhibition. South Korea's Samsung Group and SPC Group have shown strong procurement intentions and established commercial ties with several exhibitors. Brazil's largest food distributor, Delly's Food Service, has linked with the Laiyang vegetable planting base through SIAL Shenzhen and procured a large quantity of agricultural products.

Hong Kong - PARKNSHOP (HK) LIMITED



ParknShop is a retail brand under the Watsons Group, established in 1972. It is one of Hong Kong's largest online and offline supermarket chains, trusted by customers. ParknShop has about 250 stores in Hong Kong and Macau.

South Korea - Lotte Mart



Lotte Mart is a subsidiary of Lotte Group, one of South Korea's top five conglomerates, specializing in retail. Its vision is to become the world's number one grocery supermarket. In Asia, Lotte Mart's network covers South Korea (111 large supermarkets), Indonesia (48 large supermarkets), and Vietnam (16 large supermarkets). Lotte Mart's large supermarkets are located in major cities across provinces, maximizing proximity to consumers. Lotte Mart continuously expands its product range, selling not only local products but also importing goods from various countries to fully meet consumer needs.

United Kingdom - Go Superfoods



Go Superfoods is committed to sourcing and supplying safe, high-quality superfoods that meet the BRC Global Food Safety Standard certification. Since 2008, Go Superfoods has established strong relationships with producers globally, ensuring a reliable supply of top-notch agricultural products at competitive prices.

Thailand - 7-11



CP All PLC. was established by Charoen Pokphand Group in 1988. The company has obtained exclusive rights to operate under a regional licensing agreement with 7-Eleven Inc. and is the exclusive operator of 7-Eleven convenience stores in Thailand. The first 7-Eleven store in Thailand opened in 1989. Currently, the company has 14,000 branches nationwide and meets all needs through its O2O platform.

Canada - SHINY STAR



Shiny Star Canada Ltd. is a food importer, marketer, and distributor specializing in Asian foods for grocery stores in Canada. It mainly represent major manufacturers and brands from Asia and the U.S., with products available in independent stores and chain supermarkets across Canada.

Indonesia - PT Kaifa Indonesia (Kaifa Food)

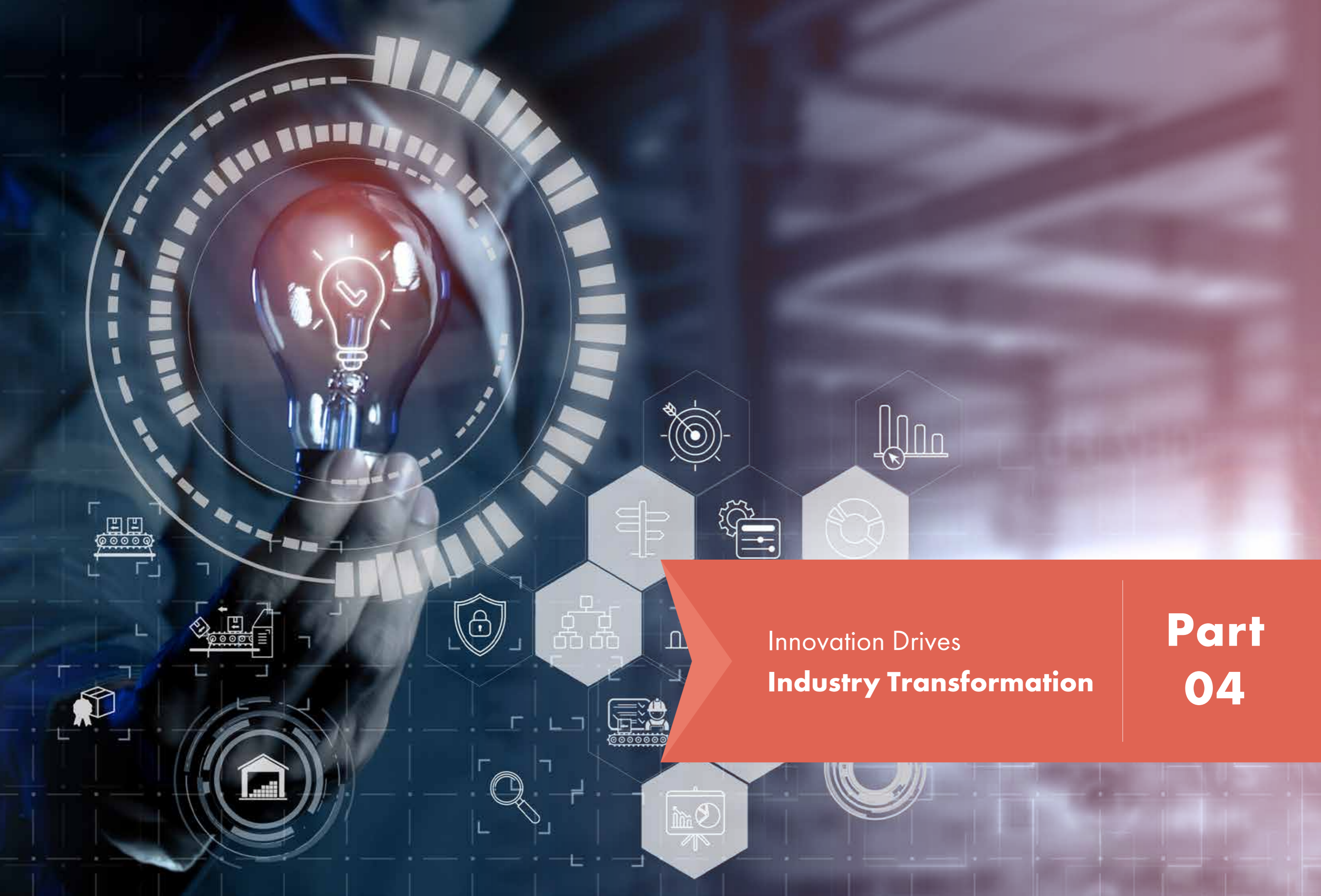


Kaifa Food is an industry-leading supplier providing products and services to individuals and companies. Its mission is to offer high-quality foods imported from Asia (Singapore, Japan, and South Korea), Europe, and North America, with a distribution network covering over 50 supermarket chains, traditional stores, and dining establishments, as well as over 300 outlets, winning the trust of customers and suppliers throughout Indonesia.

France - Gourmet en Provence



Gourmet en Provence Limited is a young and dynamic French company established in early 2009 in Hong Kong. It provides high-end specialty foods and wine products to restaurants, hotels, retail stores, catering service providers, and private customers in Hong Kong and Macau.



Innovation Drives
Industry Transformation

**Part
04**

1 The 22nd SIAL INNOVATION : A Global Benchmark in Food and Beverage Innovation

The SIAL Innovation stands as a global benchmark for innovation in the food and beverage industry. It is freely accessible to all exhibiting companies each year. In partnership with XTC, a leading global innovation consulting firm, an independent jury made up of industry experts, scholars, media representatives, and consulting agencies is convened. This jury evaluates a selection of the most innovative food and beverages of the year across five key dimensions: enjoyment, health, wellness, convenience, and environmental sustainability, while considering diverse consumer habits and market trends from various countries and regions.



Innovation Competition Awards List

Gold, Silver, Bronze TOP 3



Jiyu Sea Buckthorn Seed Oil Gel Candy
Heilongjiang Zhongmu Seabuckthorn Industry Co. Ltd.
Booth No.: **1E030**

GOLD SIAL INNOVATION SHENZHEN 2024 AWARD



Vegetable Crisps (Chocolate Shiitake Mushrooms)
Shandong Guangtuo Liji Food Co., Ltd.
Booth No.: **1C151**

SILVER SIAL INNOVATION SHENZHEN 2024 AWARD




PREMIUM TRAILMIX Night time Snacking
Chin Huay Public Company Limited
Booth No.: **1B104**


BRONZE SIAL INNOVATION SHENZHEN 2024 AWARD

Finalist


Candies
XI'AN LEFEN TRADING CO., LTD.
Booth No.: **1C080**




Astaxanthin-Enriched Eggs
Gulang Defu Aigeshe Biotechnology Co., Ltd.
Booth No.: **1J069**




Lemon honey
Yucheng Changpeng Beekeeping Co., Ltd
Booth No.: **1E091**




Sakuragi Beaten Biscuit (Burdock Flavor) 200g
XI'AN LEFEN TRADING CO., LTD.
Booth No.: **1C080**



Yue Bei Fruit and Veggie Smoothie
Nanjing Union Health Industry Group Co., Ltd.
Booth No.: **1C066**



Super Bites Smart Snack
Namchow Food Group (Shanghai) Co., Ltd
Booth No.: **1B042**



12Summers Buffalo Milk Cereal Bowl
12summers (Xiamen) Food Technology Co., Ltd
Booth No.: **1E131**



Selection

12Summers Oats Porridge - Oat Milk Flavor

12summers (Xiamen) Food Technology Co.,Ltd
Booth No.: **1E131**



12Summers Bird's Nest Milk - Pure Milk Flavor

12summers (Xiamen) Food Technology Co.,Ltd
Booth No.: **1E131**



Crayon Shin-Chan Chocolate Bar

Shanghai ACGBOX Information Technology Co., Ltd.

Booth No.: **1B138**



Yanshezhang Peptide Sauerkraut

Liaoning Shangpin Wotian Ecological Agriculture Technology Co., Ltd.

Booth No.: **9C032**



Aishichenxi Professional Dairy Light Cream 20kg

Inner Mongolia Mengniu Cheese Co., Ltd.

Booth No.: **1H158**



Aishichenxi Professional Dairy Butter 5kg/25kg

Inner Mongolia Mengniu Cheese Co., Ltd.

Booth No.: **1H158**



Sesame Chilli Sauce

GHEE HIANG MANUFACTURING CO. SDN BHD

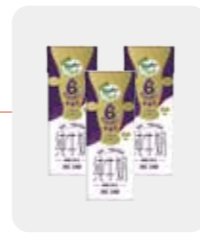
Booth No.: **1B087**



Meadow Fresh Full Cream 6.0g High Protein High Calcium UHT Milk

Yihai Kerry Foodstuffs Marketing Co., Ltd

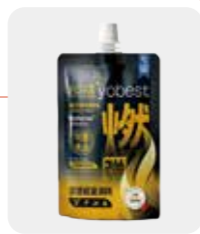
Booth No.: **1D102**



Energy Bomb Black Coffee

Nanjing Union Health Industry Group Co., Ltd.

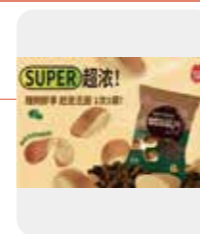
Booth No.: **1C066**



XIYINGYING CRISPY COFFEE

XIYINGYING

Booth No.: **1A051**



Kooday mini lollipop candies (grape flavor + mango flavor)

Shenzhen KoodayFood Co.,Ltd

Booth No.: **1G086**



Crunchy Dried Figs

Sichuan Jinsifang Fruit Industry Co.,Ltd.

Booth No.: **1G042**



Selection

Companion Series

Shenzhen Yuanmi Biotechnology Co.,Ltd.

Booth No.: **1G099**



Tempura Squid Shreds (Wasabi Flavor) 30g

XI'AN LEFEN TRADING CO., LTD.

Booth No.: **1C080**



Grain and Fiber Biscuits

Da'erniu (Zhejiang) Food Technology Co.,Ltd

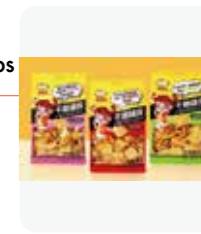
Booth No.: **1H120**



Proso Millet, Pumpkin, and Yam Chips

Henan Cheerleading Food Co., Ltd

Booth No.: **1H014**



Braised Beef

Shenzhen MCN Food Co. Ltd

Booth No.: **1A010**



Jiyu Sea Buckthorn Puree

Heilongjiang Zhongmu Seabuckthorn Industry Co. Ltd

Booth No.: **1E030**



Purple Mulberry Juice 100%

Heilongjiang Forest Food Nine Treasures and Eighteen Products Brand Operation and Management Center

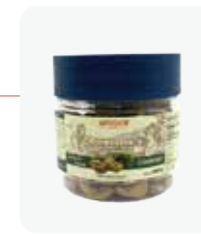
Booth No.: **1E030**



Seaweed Flavoured Cashew

LONG AN FOOD PROCESSING EXPORT JSC (LAFOOCO)

Booth No.: **1B059**



corn

Jilin Zuoran Trading Co.,Ltd

Booth No.: **9N059**



Organic Pine Nuts/Organic Hazelnuts

Heilongjiang Forest Food Nine Treasures and Eighteen Products Brand Operation and Management Center

Booth No.: **1E030**



2 Competing on the Same Stage with Passion and Excitement

The 5th SIAL Chic & Tea Contest

The 5th SIAL Chic & Tea Contest, co-organized by the SIAL Shenzhen 2024 and the Chinese Culinary Association, featured a panel of esteemed judges. The chief judge was Zou Weiwei, R&D Director of Naixue's Tea, alongside expert judges Yu Lisha from Heytea, Gao Tianzi from Bawang Chaji, Zhong Lujuan from Tea Yiji, and Xia Xia from Mengniu Aishi Chenxi Drinks. The technical judge was Ma Yongwang, R&D Director of Beijing Tongrentang Beverage Co., Ltd.

This competition became the birthplace of popular autumn tea beverage recipes, showcasing innovative concepts, unique flavors, and superb skills. The standout creations emerged from intense competition, setting trends for the autumn tea beverage scene.



Gold Award:

Liang Yongji, Guangzhou Chucha Chain Brand

Silver Award:

Liu Zejian, Shenzhen Chayuan Catering Management Co., Ltd.

Bronze Award:

Liu Caixia, Wuhan Yihui Beverage Technology Co., Ltd.

Innovation Award:

Cheng Di, Wuhan Yihui Beverage Technology Co., Ltd.

Shen Zhenhao, Hunan Chunmifang Food Technology Co., Ltd.

Heritage Award:

Chai Yanhao, Hangzhou Tianyu Catering Management Co., Ltd.

Lao Quansui, Guangzhou Aike Food Co., Ltd.



Special Thanks



SIAL CUP Barista Challenge

The competition simulates real-life coffee consumption scenarios, replicating the pressure of a barista's working environment to assess contestants' overall skills.

Several industry experts were invited as judges:

Wang Jiantao, Founder of BEAN2CUP COFFEE and a trainer at the Ministry of Human Resources and Social Security's Education and Training Center.

David Parnham, Director of Cafe Culture and President of the Australian Coffee Association (COBAA).

Wu Qingxiang, Owner of CCHOICE Coffee.

After a nationwide selection process, 22 contestants from South China were gathered to compete, preparing 100 cups of entries during the competition. After several rounds of fierce competition, **Wang Jing, Fu Zhipeng, and Yan Yuheng emerged as the top three winners.**



Special Thanks



SIAL Snacking Awards

The SIAL Snacking Awards debuted in Shenzhen with a fresh theme, creating a pop-up experience that taps into current trends. It featured 75 selected products aimed at the youthful demographic. 227 Influencers such as Hua Chen Wan Le, Ye Jia Ni Winne, Yi He Da Ren, Kai Ge Tan Dian, Jing Jing Jing Bu Zhu, Mai Bao Xiao Zhai, Bao Bao You Dian E, Jing Xiang Lai Ge, and Xiao Xiao Ning Tong Xue attended the event, generating a total online exposure of 14.93 million.



SIAL coffee & tea Market

The SIAL coffee & tea Market is a one-stop experiential event launched at the SIAL Shenzhen, gathering tea enthusiasts and industry professionals. A total of 37 exhibitors participated, showcasing 117 products.

The gold medalist of The 5th SIAL Chic & Tea Contest, Liang Yongji from Guangzhou's Chucha chain, and silver medalist Liu Zejian from Shenzhen Tea Garden Restaurant Management Co., prepared 29 special beverages for the audience.





Online and Offline Integration
**Expands Influence and
Builds Brands**

**Part
05**



The SIAL in China Awards stands as a prestigious accolade in the global food and beverage sector, crafted with the full support of the organizers behind the SIAL in China series—Comexposium Group and Comexposium-SIAL Exhibition Co., Ltd. This award targets food and beverage enterprises and distributors from around the world. The selection process is conducted by an esteemed international jury made up of experienced professionals in the industry. Evaluation is based on four key dimensions for food and beverage companies: product strength, brand strength, marketing strength, and overall influence. For distributors, seven dimensions are considered: sales volume, agency volume, innovation, growth potential, execution capabilities, customer service satisfaction, and industry contributions. Through this comprehensive assessment, the most outstanding food and beverage leaders and distributors are recognized as eligible for the SIAL in China Awards. This award, blending authority with professionalism, has become a vital credential for brands seeking to elevate their market influence and achieve international recognition.



Over 100 Million Media Exposures in Three Days!

The growing influence of SIAL Shenzhen has garnered extensive coverage from major national media outlets, including CCTV.com, Xinhua News Agency, China Daily, China News Service, and China Economic Net. Furthermore, notable South China media, such as the Shenzhen Radio and Television Group, Guangdong Radio and Television, Southern Metropolis Daily, Southern Daily, Shenzhen Special Zone Daily, Shenzhen Evening News, Hong Kong Commercial Daily, Yangcheng Evening News, Guangzhou Information Times, and New Express, have all featured reports on the event. Coupled with strong coverage from seasoned industry media and leading self-media platforms, this surge in visibility has significantly enhanced brand awareness and influence!





CCTV New Media: Featured on Central Video



Shenzhen Satellite TV: Highlighted by Satellite TV News



Shenzhen TV: Covered by the Urban Channel



Guangdong News Channel: Live reporting from Guangdong



Guangdong News Channel: Noon report



Shenzhen Evening News: Featured by Shenzhen +



Guangdong Economic and Educational Channel: Coverage provided



Guangdong Pearl River Channel: Coverage provided



Guangdong Radio and Television: Report on Today's Focus



Zhongshan Radio and Television: Covered by Zhongshan News



Hubei Longshangxing: News coverage provided

SIAL Livestreaming Visiting: An Immersive Virtual Reality Experience

Leveraging TikTok as the main platform, the event featured an uninterrupted

8-hours live broadcast across multiple channels.

650,000 viewers

Reaching **1,700,000** professionals



Extensive Online Coverage, Maximizing Exposure and Traffic

360° Social Media Matrix

Daily engagement with **500,000** professional buyers.





Professional Services Forge
a Strong Reputation

Part
06

1 Exhibitor Messages

U.S. Consulate General in Guangzhou, Agricultural Trade Office

With 15 years of collaboration with SIAL China, our partnership has been consistently positive since the inception of SIAL Shenzhen. We look forward to continuing this fruitful relationship.

Guangdong Provincial Department of Agriculture and Rural Affairs

The successful hosting of this promotional event serves as an effective pathway to stimulate new productive forces in agriculture. We anticipate deeper connections between the Greater Bay Area and the rest of the nation, establishing agricultural cooperation as a model for interregional exchanges and propelling rural development to new heights globally.

Zhuhai Food, Livestock and Import-Export Chamber of Commerce

The exhibition has yielded excellent results, with many companies securing numerous orders. Therefore, we are considering including SIAL Shenzhen in our exhibition plans for next year.

Hubei Jiazheng Ecological Agriculture Development Company

Last year, through this international exhibition platform, we connected with some supply chain companies in the Greater Bay Area. To date, we have sold over 10 million yuan worth of Hubei lotus series products, with items such as lotus stems and lotus root powder being particularly popular.

Luhua Enterprise

This exhibition attracted a considerable number of professional attendees, creating an incredibly vibrant atmosphere. Our outcomes surpassed expectations!

Wuhan Mian Mama Catering Management Co., Ltd.

We engaged with procurement professionals from various sectors, especially from overseas, which greatly enhanced our product visibility and led to numerous potential clients. We intend to participate in the SIAL again.

Guangdong Jintian Animation Co., Ltd.

We believe the SIAL is highly positioned, attracting quality distributors, brand owners, and users.

Xiyingying Group

SIAL successfully fosters connections between manufacturers and domestic and international distribution channels, demonstrating a genuine commitment to action and providing enthusiastic service.

Zhejiang Maile Food Co., Ltd.

From the initial booking of the exhibition to the setup and subsequent client connection services, SIAL has fostered a sense of growth alongside enterprises. We wish SIAL ongoing success!

Jiaxinsi Asia Limited

This year's SIAL Shenzhen included several supply-demand matching services, enhancing the efficiency and precision of business activities. We hope SIAL continues to grow stronger!

Guangdong Shenghetang Health Food Co., Ltd.

Having participated in many SIAL, we launched new products this year, leveraging SIAL to connect with additional domestic and foreign distributors and channels. We hope that new offerings, such as herb jelly, quickly capture the market!

Dongqiang International Trade (Beijing) Co., Ltd.

We have been long-time participants in the SIAL, having exhibited more than a dozen times. Many of our current channel resources were established through this platform, and this time we've expanded our reach to include numerous southern supermarket chains. It has been an incredibly rewarding exhibition experience, and we hope the SIAL continues to flourish!

2 Buyer Messages

Wuxi Dadexing Trading Co., Ltd.

This year, we placed direct orders on-site, totaling approximately 450,000 to 500,000 yuan, with future projections reaching 5 million to 10 million yuan. SIAL has excelled in connecting distributors and brands. Wishing the exhibition continued success!

Rainbow Digital Commercial Co.,Ltd.

Our gains this year significantly exceeded expectations. We are grateful to the organizers for the opportunity to engage face-to-face with many importers and brands. Through the exhibition, we have also forged connections with numerous overseas factories and importers.

Hitgoo

This is my third time attending the SIAL, and this year, both the number of exhibitors and new products are substantially richer than last year. SIAL is improving year after year!

Korean SPC

We are very satisfied with the Match Me format. The exhibition provided us with opportunities for face-to-face discussions; without it, we wouldn't know how to find good clients and partners.

Yonghui Supermarket

Having direct conversations with many brands is fantastic. This serves as an excellent communication channel and provides ample space for in-depth discussions. We hope to leverage the exhibition to help more outstanding domestic brands enter the market.

Tmall Supermarket

We are quite pleased with the Match Me, as the matched vendors and categories were very precise, allowing us to find products that align well with the platform's needs. Wishing SIAL ongoing success and growing popularity, with innovative products each year.

Malaysia 24-Hour Convenience Store

The organizing team did a remarkable job, offering first-class service and precise connections. We gained a wealth of insights on-site and plan to introduce quality products to Malaysia.

Mexican Company ALIMEX

This exhibition is truly remarkable! It's our first time at SIAL, and we are thrilled to see so many innovative food products and packaging solutions, as we lack such diverse options in Mexico.

Next Station >>> See You in Shanghai Next May!



Asia's Largest Food and Beverage Trade Fair

May 19 to 21, 2025, Shanghai New International Expo Center

200,000 square meters of exhibition space

180,000+ professionals

Over **5,000** exhibitors

110+ countries and regions,

75 international exhibition groups

Featuring **35** domestic exhibition groups



20+ forums along with international competitions

- **95.67%** of exhibitors reported satisfaction with the event.
- **97.52%** of exhibitors expressed willingness to participate again.
- **30%** of exhibitors directly booked their booths for the 2025 exhibition on-site.
- Visitors satisfaction reached an impressive **97.74%**.
- **93.61%** of visitors are key decision-makers in procurement, with mid-to-senior management comprising **64.38%**.
- **50.46%** of surveyed exhibitors indicated immediate transaction intentions on-site.

