ANUFOOD China
The leading food & beverage exhibition for Southern China

15 - 17 April 2020
Shenzhen World Exhibition & Convention Center, Shenzhen, China

anufoodchina.com

Organiser: koelnmesse
New market: Southern China

The Guangdong-Hong Kong-Macau Greater Bay Area
Don't miss a booming market

452,900 sq km
170 million population
19 trillion GDP (RMB)

- The Guangdong-Hong Kong-Macau Greater Bay Area is one of China's national strategic development plans.
- Among which, Shenzhen is one of the main cities in Pearl River Delta, featured with the largest economic aggregate, the highest and fastest economic growth.

According to customs statistics, food and beverage imports in Southern China totalled USD 5,933.25 million in food imports and USD 2,215.29 million in beverage imports in 2018.

Food imports by region in China in 2018

- Guangdong (incl. Shenzhen) 22%
- Shandong 9.7%
- Tianjin 2.5%
- Liaoning 4.5%
- Jiangsu 5.2%
- Zhejiang 5.5%
- Fujian 5.6%
- Shandong 9.3%
- Beijing 9.8%
- Other 20.6%

Top 10 catering income by region in China in 2018
(hundred million RMB)

- Guangdong 3,680.3
- Shandong 3,602.6
- Jiangsu 3,076.6
- Hebei 2,739.3
- Zhejiang 2,558.3
- Sichuan 2,487.8
- Hubei 2,389.8
- Hunan 1,841.6
- Liaoning 1,667.4
- Fujian 1,329.4
Leading food trade platform
Enhance brand image | Launch new products
Develop new channels | Seize new business opportunities

01
Powered by Anuga
- the largest and most important trade fair of the F&B industry in the world

02
Strong network: 150+ international associations/organisations, 100+ local and foreign media partnership and 1,000+ news coverage worldwide

03
Customised exhibitor services and precise matchmaking programme to enhance effectiveness and efficiency of communication with key trade buyers

04
300,000+ trade buyers based in Southeast China, the most active food consuming market in Southeast Asia

Why exhibit at ANUFOOD China

15,000+ Visitors
700+ Exhibitors (40% international)
20,000+ Square metres
Quality foods from around the world

Product categories
- Meat
- Sweets & Snacks
- Dairy
- Fine Food
- Fruits & Vegetables
- Organics
- Baby Food
- Seafood
- Drinks
- Food Service

Trend topics
1. Health & Functional foods
2. Private labels
3. Vegetarian products
4. Non-GMO products
5. Ready-to-eat products
6. Superfoods
7. Organic products
**Visitors**

**Expected visitors by regions**

- **Southern China**: 70%
- **The rest of China**: 15%
- **Southeast Asia**: 10%
- **Other Countries**: 5%

**Categories of Visitors**

- **Importers Agents**
- **Supermarkets**
  - *Imported food markets*
  - *Convenience stores*
- **Distributors Wholesalers**
- **E-commerce**
  - *New retail channels*
- **Hotels**
- **School & group catering**
- **Catering services**
- **Leisure & entertainment**
- **Mid- & high-end restaurants**
- **Resorts**
Supporting programmes with industrial insights

Hosted buyer programme

Meet with distribution channel representatives and get to know e-commerce platform executives along with **200+ high-quality trade buyers**

Precise business matching for effective **one-on-one** exchange empowering retailers, reshaping the industry ecosystem with new retail formats and aiming at facilitating the commercial cooperation

200+

Key trade visitors (Importers, supermarkets, hotels, neighbourhood market stores, e-tailers, catering services)
Exciting activities for industry development

Connect with industry experts
Keep up-to-date with hot topics, policy discussions and industry trends and gain insight into leading global market opportunities exclusively by industrial benchmark organisations

Understand F&B procurement and enjoy sensory experience
- Two-day long exciting culinary competition by professional chefs is expected to put their cooking skills against one another
- By displaying processed food, find out the demand for various food and beverage segments to aid related raw material suppliers

Culinary demonstration at Chef Table activities
- Invite well-known chefs to present cooking demonstration by using food and ingredients provided by exhibitors, increasing the exposure of products and brand image
- Participating exhibitors are able to meet the local importers and distributors who are invited to taste delicacy
Shenzhen World Exhibition & Convention Center will open in 2019 and will be Shenzhen’s newest exhibition centre, located in Shenzhen Airport New Town, which lies at the top of the Guangdong-Hong Kong-Macao Greater Bay Area and in the centre of the Pearl River Delta and Guangdong Free Trade Zone. The modern venue offers first-class exhibition and conference facilities, with 500,000 square metres of indoor exhibition space, which aims to be the largest exhibition venue in the world.
Sign up now

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<th>Dates</th>
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<tr>
<td>15-16 April 2020</td>
<td>09:30 - 17:30</td>
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<tr>
<td>17 April 2020</td>
<td>09:30 - 15:00</td>
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<td>Trade visitors only</td>
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<th>Cost of participation</th>
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<td>Space only at premium zone (min. 18 sqm)</td>
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<td>EUR 260 / sqm</td>
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| Standard shell scheme at premium zone (min. 9 sqm) |
| EUR 320 / sqm |

Apply before **31 August 2019**

and profit from **10% early bird discount**

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