



Restore, Refresh, Revitalize
South China's F&B market awaits you

8-10 July 2020

Shenzhen World Exhibition &
Convention Center, Shenzhen, China

Chef Table

ANUFOOD China – powered by Anuga, organized by the world's leading exhibition organizer Koelnmesse, will have its debut in Shenzhen, one of the metropolitan cities in the Guangdong-Hong Kong-Macau Greater Bay Area on 8-10 July, 2020.

Chef Table – the newly designed value-added activity with unique experience for communication and cooperation is dedicated to participated exhibitors by ANUFOOD China 2020. Cooking demonstration will be presented by well-known chefs, by using the food materials from the participated exhibitors. The honorable guests are able to taste delicacy, experience the miracle of "from country of origin to dining table" and explore business opportunities with exhibitors.

Chengdu-Southwest China (27 Aug. 2019) **Shanghai**-East China (14 Nov. 2019) **Guangzhou**-South China (June.2020)

Scale of honorable guests: **100** pax

Sponsors & Testimonial:



"Bord Bia was honoured to get the opportunity to take part in the Chef's Table event in Chengdu, it was a fantastic opportunity to promote Irish grass-fed beef in the Chinese market. The event also presented a great opportunity to network with industry leaders and build on our relationships in the market."

Jack Hogan, Market Specialist
– EU Promotion, Bord Bia Irish Food Board

Highlights:

- Well-known chef team present live cooking demonstration with creative cuisine
- Multi-dimensional product display in terms of vocal presentation, vision showcase and taste experience
- One-to-five accurate matchmaking to achieve high quality and efficient business networking
- Comprehensive industrial media coverage including live streaming to enhance brands and products exposure

Honorable guests:

Importers & exporters, distributors, quality trade buyers from e-commerce, hotel & restaurant procurements, F&B management, food industry associations, industrial media and local government partners, etc.

Agenda:

16:30 - 17:00	Registration
17:00 - 18:00	Tea break & networking (Business Matchmaking / Product Showcase)
18:00 - 18:05	Opening & speech by organiser
18:05 - 18:10	Brief introduction & acknowledgement of partners and brands
18:10 - 18:30	Speech by brand representatives
18:30 - 19:00	Introduction & acknowledgement of chef team
19:00 - 19:30	Introduction of cuisine and concept of food materials using
19:30 - 21:00	Cooking demonstration / tasting & dinner

Product categories:



Meat



Seafood



Fruit & vegetable



Liquor & beverages



Condiments



Sweets & snacks