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

21-23 April 2021
Shenzhen World Exhibition & Convention Center, Shenzhen, China

anufoodchina.com
Leading food trade fair and one-stop procurement platform in Southern China

Southern China and the Greater Bay Area

Premium trade environment and robust market momentum have consistently made Southern China an ideal marketplace in the eyes of businesses. The Greater Bay Area, the unprecedented economic region containing 9 cities in southern China and the neighboring Hong Kong and Macao, is officially unveiled as a pilot region for its national development plan. With the strong policy support and natural geo-advantage, the Greater Bay Area will be the ”main engine” of China’s economy in the future.

Why ANUFOOD China

1. Benefit from the expertise and resources from the world-renowned Anuga in Cologne, Germany

2. Harness the power of a one-stop sourcing and trading platform featuring the world’s leading food brands and suppliers

3. See what the Guangdong-Hong Kong-Macau Greater Bay Area and Southern China market has to offer

4. Precise and effective matchmaking to explore business opportunities

- 16,000+ Visitors
- 500+ Exhibitors (40% International from 30 countries and regions)
- 20,000+ Square metres
**Taste the globe**

**Exhibitor profile & trendy topics**

- Sweets & Snacks
- Meat
- Dairy
- Fine Food
- Seafood

- Organic
- Baby Food
- Fruits & Vegetables
- Drinks
- Food Service

- Ready-to-eat products
- Vegetarian products
- Private labels / Time honored brands
- Health & functional foods
- Superfoods

**What to expect**

<table>
<thead>
<tr>
<th>Expected visitors by channels</th>
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<tbody>
<tr>
<td>Catering services School &amp; group catering</td>
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<tr>
<td>Supermarkets Imported food markets Convenience stores</td>
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<tr>
<td>Hotels Mid- &amp; high-end restaurants Resorts Leisure &amp; entertainment</td>
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<tr>
<td>Importers Agents</td>
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<tr>
<td>Media &amp; Others</td>
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<tr>
<td>E-commerce New retail channels</td>
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<tr>
<td>Distributors Wholesalers</td>
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<table>
<thead>
<tr>
<th>Expected visitors by regions</th>
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<tr>
<td><strong>%</strong></td>
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<tr>
<td>Hong Kong, Macao and Taiwan</td>
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<tr>
<td>Northern and central China</td>
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<tr>
<td>Eastern China</td>
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<tr>
<td>Southern China</td>
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More than just a show

Chef Table on the road

- Chef Table "on the road", explores the market in depth
- Live cooking demonstration presented by well-known chefs
- Multi-dimensional product display in terms of vocal presentation and tasting
- One-to-five accurate matchmaking with high quality & efficient communication
- Comprehensive industrial media coverage and live-streaming to enhance brand & product exposure

Cuisine Competition

- Co-organised by Shenzhen Cuisine Association
- 12 chef teams from the Greater Bay Area
- 2 day high intensity culinary showdown judged by strict cooking masters
- Live demonstration presenting different specialities

Conference & Forum

- The Congress of China Imported Food Association of CFNA
  By CFNA
- Global Imported Food Retail Market Trends Forum
  By Shenzhen Retail Business Association and Global Union
- Global Meat Plants Forum
  By Meat International Group

Upgraded Hosted Buyer Program

Preshow
- Extensive networking
  - Live streaming
  - Online matchmaking
  - Offline events

On-site
- Effective communication
  - Diversified matchmaking sessions
  - Hosted Buyer Tour

Post show
- Value-added service
  - Hosted Buyer feedback
  - Post show online matchmaking

300+ Hosted Buyers
10 Hosted Buyer delegations
3 Preshow Chef Table events
6 On-site matchmaking sessions
5 procurement channels
30 days extension for online matchmaking
KOELNMESSE: LEADING TRADE FAIRS FOR FOOD
Traffic Information

No. 1, Zhancheng Road, Fuhai Street, Bao’an District, Shenzhen, China

Shuttle Bus Round Transfer Service
From Fuyong Station to Shenzhen World
Station position: Exit B, Metro line 11, Fuyong Station.
From Tangwei Station to Shenzhen World
Station position: Exit D, Metro line 11, Tangwei Station

From Railway Station
From Shenzhen North & Shenzhen East & Futian & Shenzhen Railway Stations
Transfer to Metro line 11 to Fuyong Station or Tangwei Station, then take the shuttle bus.

By Bus: Route No. B892
From Qiaotou Bus Terminal to Shenzhen World
Shuttle Service between Shenzhen Bao’an International Airport and Shenzhen World (Nonstop)

Date & Hours

21 - 22 April 2021 09:00 - 17:00
23 April 2021 09:00 - 15:00
(Only open to media & trade visitors)

Cost of participation

Space only at premium zone (min. 18 sqm)
EUR 260 / sqm

Standard shell scheme at premium zone (min. 9 sqm)
EUR 320 / sqm

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