

powered by



# ANUFOOD China

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



Shenzhen

**NEW**

## 8-10 July 2020

Shenzhen World Exhibition & Convention Center, Shenzhen, China

[anufordchina.com](http://anufordchina.com)

Organisers:



# 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

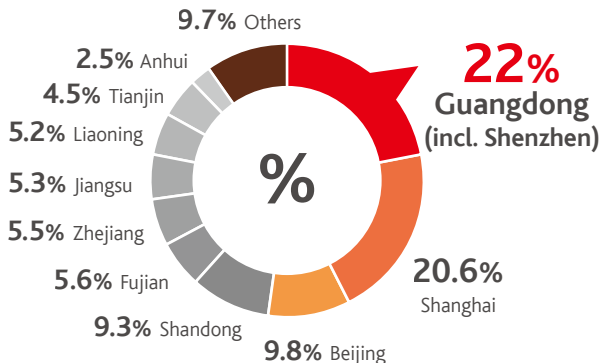


**19** trillion  
GDP (RMB)

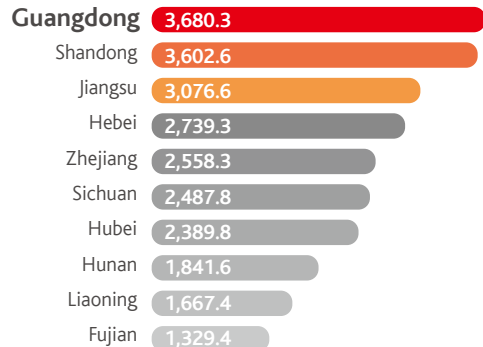
- The Guangdong-Hongkong-Macau Greater Bay Area - is one of China's national strategic development plans
- Among which, Shenzhen is one of the main cities in Pearl River Delta, featured with the **largest economic aggregate**, the **highest and fastest economic growth**

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



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



# 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

**500+**  
Exhibitors

**20,000+**  
Square metres

(40% international)

# Quality foods from around the world

## Product categories



Meat



Sweets & Snacks



Dairy



Fine Food



Fruits & Vegetables



Organics



Baby Food



Seafood



Drinks



Food Service

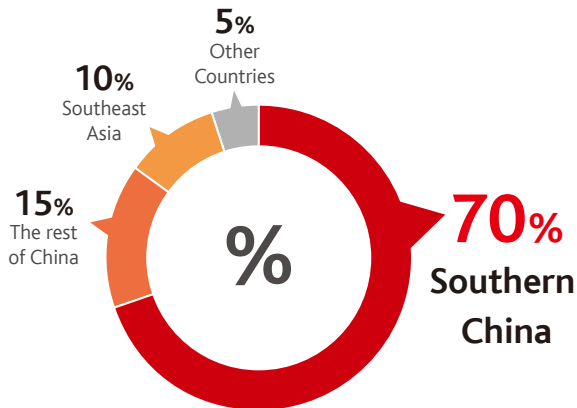
## Trend topics

- 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





# 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

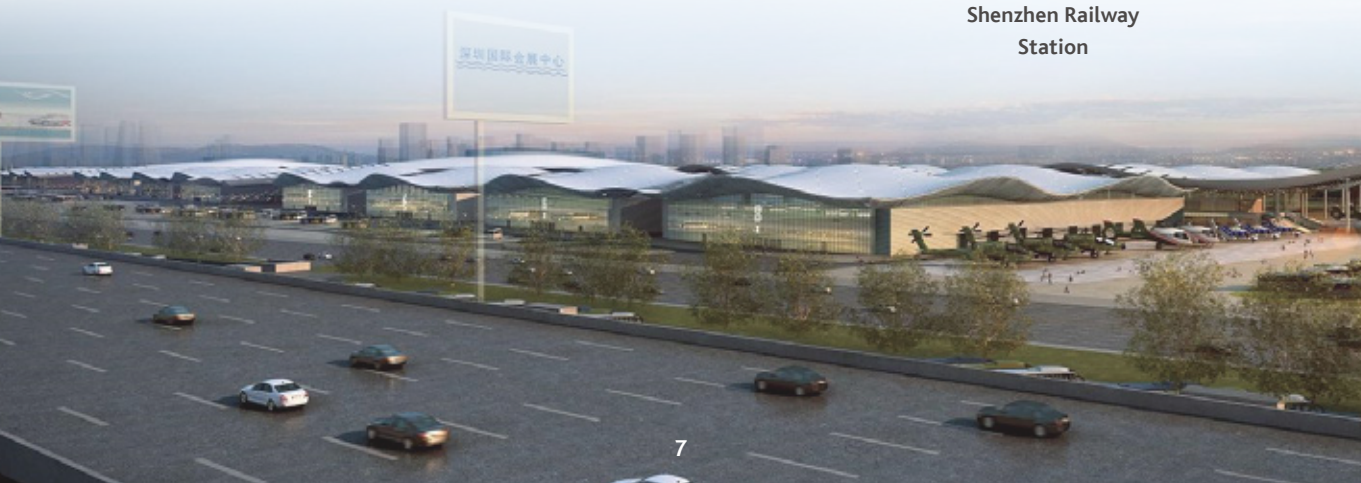
- Invite well-known chefs to present cooking demonstration by using food and ingredients provided by exhibitors, increasing the exposure of products and brand image
- Participating exhibitors are able to meet the local importers and distributors who are invited to taste delicacy

# New venue: premium exhibiting experience



## Shenzhen World Exhibition & Convention Center

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

## | Dates

8 - 9 July 2020

09:30 - 17:30

10 July 2020

09:30 - 15:00

Trade visitors only

## | 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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# KOELNMESSE: LEADING TRADE FAIRS FOR FOOD & FOODTEC. NO 1

