

powered by



Restore, Refresh, Revitalize

South China's F&B market awaits you



10-12 May 2023

Shenzhen World Exhibition & Convention Center,
Shenzhen, China

anufoodchina.com



Co-located with:



Organisers:





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

Key Figures



Why ANUFOOD China



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

2 The leading international food & beverage exhibition in Southern China in terms of both influence and scale

3 Harness the power of a one-stop sourcing and trading platform featuring global's premium snacks, drinks & ingredients for GBA region

4 Serving upon premium sectors across dual industry chain of both distribution & catering channels

5 Diversified concurrent events including cuisine competition, tasting and matchmaking

SIGEP China will be co-located with ANUFOOD China 2023

SIGEP CHINA

Relying on SIGEP – The Dolce World Expo in Italy, the world's leading B2B show dedicated to dessert-and-coffee Foodservice Industry, SIGEP China offers a comprehensive view of the world of Ice cream, bakery and coffee, to build up connection with industry players of the Greater Bay Area.

Taste the globe

Exhibitor profile



New segments lead the market

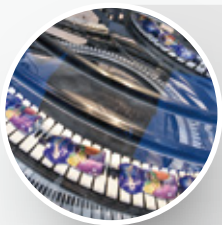


AFC Whisky & Spirit World

- Bringing together the world's top whisky and spirits brands
- Integration of brand owners, distributors, and mid-to-high end catering channel
- Bartending and tasting events by World's top bartenders, mysterious tasting salon, brand master class, industry forums, panel discussion and other activities

AFC Plant-based Food Zone

- Strong alliance with China Plant-Based Foods Association (PBF) of CFNA
- Gathering head brands of upstream and downstream in plant-based field from home and abroad to occupy the market in South China
- Joining hands with key partners from technology, raw materials, capital, and brands to explore the development of plant-based innovation



FoodTec Zone

- Originated from ANUGA FoodTec, the international food technology and machinery exhibition in Cologne, Germany
- Expanding the industry chain to provide more incremental value for food and beverage brands and manufacturers
- Joining hands with Shenzhen Packing Trade Association, Macao Catering Industry Association, and Innova Market Insights to discuss hot topics of the industry

"ANUFOOD China in this year was unusual. Because of COVID-19 and related travelling restrictions, a portion of companies from abroad could not participate the fair in person. This was also the case of Polish companies and institutions. I have to admit that ANUFOOD China 2021 went successfully. We see huge potential in Chinese market. ANUFOOD China gave our companies a big chance to connect with Chinese business partners."

Exhibitor

Mr. Karol Pęczak
Vice-Consul from Consulate General
of the Republic of Poland in Guangzhou

"As one of the key duties of our association, we've been looking for premium and safe food & beverage brands for our members. We're glad to be invited to visit ANUFOOD China. The exhibition impresses us with its exhibit quality and range. We genuinely hope the exhibition will build on its base to establish a professional platform for F&B industry peers in GBA."

Visitor

Mr. Tengmiao Huang
President of
Zhuhai Food Safety Association



Conferences and events "catching the wind"

The 2nd Global Imported Food Retail Market Trends Forum Shenzhen Retail Business Association/Global Union/Koelnmesse

Interpreting the current situation of brands, new consumption, market, and channel models, gaining insight into the development trend of the global food retail industry.

Global Meat Summit 2023

CFNA/Koelnmesse

Focus on hotspots and difficulties of meat industry and market to discuss the healthy and sustainable development of meat trade.

Forum of Foods for Plant-based Diets: A coexistence of challenge and innovation

CFNA/PBF/Koelnmesse

Focusing on the current nutritional and functional characteristics, technological innovation and market situation of plant-based diets, we will discuss the development characteristics of the plant-based food sector and discuss the development trend of the plant-based food industry.

China Consumer Market Forum for Whisky and Chinese Baijiu

China National Research Institute of Food and Fermentation Industries/FFIC/Koelnmesse

Interpretation and elaboration on whisky consumption trends, market analysis, technical analysis of whisky and Chinese baijiu.

FutureNode - Catering Supply Chain & Packaging Solutions Forum

Macao Catering Industry Association/Koelnmesse

Focusing on the hot local food and beverage market in the Greater Bay Area, the forum will focus on hot topics of food and beverage supply chain, of food and beverage manufacturing and processing, of technology and packaging solutions and other industry topics to discuss the new future of food and beverage technology.

More than just a show



Foodie Space

- A Pop-Up Kitchen with leading equipment suppliers and kitchenware brands in catering industry.
- Featuring Master Chefs for Live Cooking Demo on-site, empower the business value of catering through the flavors.
- Enjoy networking and initiate "Table Business" with an immersive dining experience.



World Chinese Culinary Chef Challenge

When the different regional cultures and different cuisines of China's historical and cultural cities meet the young and dynamic emerging market of Shenzhen, the "World Chinese Culinary Chef Challenge" was born, inviting caterers to witness the culinary teams composed of chefs from 12 cities to compete chef talent and exchange culinary culture, collide with heritage and innovation, stand for traditional delicacies, and call for world cuisine.



Chef Table

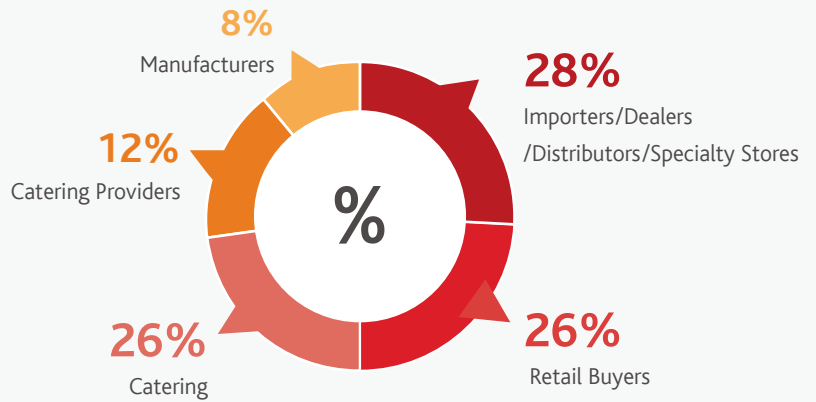
(East China/South China/Southwest China)

- Cooking demonstration presented by well-known chefs by solely using food materials from the exhibitors.
- Explore business opportunities with buyers during wine & dine session.



Upgraded Hosted Buyer Program

Visitor Profile by Business Activities



Preshow

Extensive networking

- All-covered marketing campaign
- Online matchmaking
- Offline social groups



On-site

Effective communication

- Diversified matchmaking sessions
- Hosted buyer tour



Post-show

Feedback & improvement

- Hosted buyer feedback
- Post-show online matchmaking

500+
Hosted buyers

10
Onsite matchmaking sessions

10
National hosted buyer delegations

5
Procurement channels

Virtual Plus
Meet overseas exhibitors online both preshow and on-site

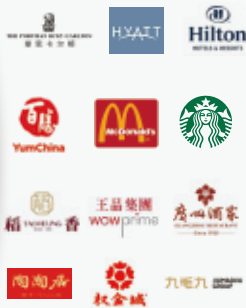


Preview of Trade Visitors

Retailers



HoReCa



E-commerce



KA/Supply Chains



Distributors

- 肉联群
- 杭州远汇进出口
- 上海成基国际贸易
- 阿粮食品贸易 (深圳) 有限公司
- 深圳市胡同里贸易有限公司
- 深圳市天然堂商贸
- 广州禾轩山商贸

Date & Venue

10 - 11 May 2023 09:30 - 17:00


12 May 2023 09:30 - 15:00


(Trade visitor and media only)

Hall 14 & 16,

Shenzhen World Exhibition & Convention Center

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

 One of the **biggest venue in the world** operating giants around the world

 Just **18 KM** to Bao'an airport and **45 KM** to Shenzhen city center

Booth Application

Europe

Mr. Nils-Holger Glomme

Tel: +49 221 821 2374

E-mail: n.glomme@koelnmesse.de

International

Ms. Vivienne Lee

Tel.: +86 21 6390 6161 - 817

E-mail: vivienne.lee@koelnmesse.cn

