



**anuga**  
SELECT

China

[www.anuga-china.com](http://www.anuga-china.com)

Shenzhen, 24.–26.04.2025



# Taste the Globe, Capture the Future

*Southern China's F&B market awaits you*



Co-located with: **SIGEP**  
CHINA

Organisers:  中国食品工业协会  
China Food & Beverage Association

 深圳市餐营商业行业协会  
Shenzhen Food & Beverage Industry Association

 koelnmesse 

# Why Exhibit at Anuga Select China 2025

## Focused Product Segments

With a focus on Meat & Meat Products, Condiment, Drinks and Healthy Food, we provide you with a platform to showcase your latest high-quality and innovative offerings and connect with potential buyers to meet the expectation of the thriving market demand.



## Industry Recognition

Showcasing your brand at the leading F&B trade show in Southern China empowers your brand to flourish and succeed in the competitive Asia's F&B market.



## Networking Hub

Connect with over 30,000 trade buyers from distribution and catering channels, enhancing your brand's reach and securing new opportunities for growth in Southern China market.



## Shape the future of F&B industry

Ignite innovation and stay ahead in the dynamic F&B industry with diverse supporting programmes, like Showcase Award, Forum and Foodie Space.



2025 Preview

40,000

sqm |

800+

Exhibitors |

35,000+ Visitors

Healthy Diet



# Anuga Select China Trends

Trendy Drinks



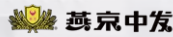
Compound Flavouring



Sustainably Produced or Packaged



## Brands Exhibited With Us



\*Exhibitors are listed in no particular order.

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## Exhibitors' Testimonial

We specialise in refining and processing aquatic and agricultural products.

Our long-standing partnership with Anuga and participation in Anuga and THAIFEX have been invaluable to us. This year, we were thrilled to attend Anuga Select China, where the exhibition holds great significance for us to showcase products, promote brand, and connect with potential customers.

Mr. Ma Yichao  
Regional Manager, South China  
Enterprise Merchant Business Group, Yangqi Food

We are very happy to be in Shenzhen for Anuga Select China, alongside 72 companies from 16 countries of the European Union. China is a very important market for our product exports, and we want to share with the Chinese people the high quality of them all. We brought the best selection of European products from our exporters from the sectors of meat, dairy, olive oil, wine, fruit, etc. I've noticed a huge interest from Chinese consumers to taste fantastic European products.

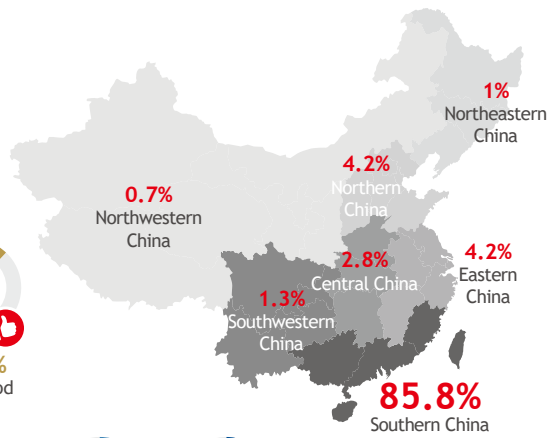
Mr. Diego Canga Fano  
Director, Outreach, Research &  
Geographical Indications,  
European Commission

”

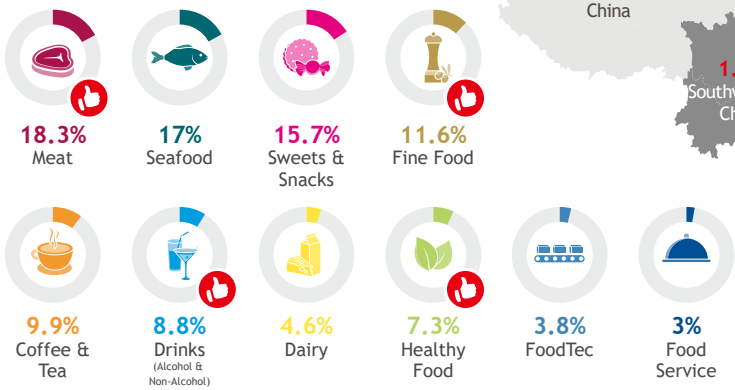


# Visitor Profile

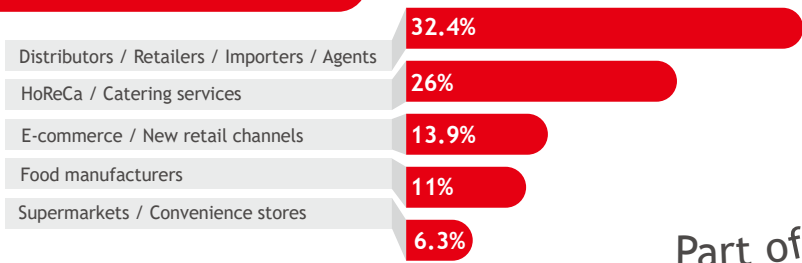
## Visitors by Geographical Regions



## Visitor's Products of Interest



## Visitors by Business Nature



Part of Our Buyers





## Upgrade Hosted Buyer Programme



72%

Visitors play role in the purchasing process



500+

Hosted Buyers



5

Procurement Channels coverage



300+

One-on-one Meetings



10+

Buyer Delegations

## Dynamic Business Matchmaking

### Pre-show Online Showroom



Additional brand and product exposure & buyer interaction

### On-site Showcase & Networking

Brand and product demonstration & trade connection



## Supportive Partners for Buyer Invitation



深圳市食品行业协会



全球看·汇全球  
Global View Meeting Global



Our primary goal for participating this time is to establish business connections and seek potential partners for future collaborations. I was impressed by the high quality of the exhibitors and the diverse range of product categories at the exhibition. The organisers were well-prepared for the show, and the overall participation experience was excellent.

Ms. Ma Wenwen  
Bakery Purchasing & Marketing Manager,  
Fresh and Pre-prepared Foods Division,  
JD.com

## Visitors' Testimonial

We came mainly to source high-quality food & ingredients. The show was packed with visitors and a wide range of products. I felt like I was in Europe when I saw a lot of ingredients from European countries.

Mr. Cheng Zhongyi  
Chairman,  
Spanish Association  
of Chinese Chefs



# Supporting Programmes

3 Industry Forums  
3 Events & Award

30+ Experts & Professionals to share industrial insights

60+ Master Chefs

1,000+ Trade Buyers from HORECA channels



## Industry Forums

- Global Meat Summit 2025
- The 4<sup>th</sup> Global Food Retail Market Trends Forum
- The 2<sup>nd</sup> Fermented Food and Nutrition Health Forum

## Events & Award

- Pre-show: "FoodCast" Salon - Distribution Exclusive
- Foodie Space
- ACH Award 2025





100+

Media

2,000+

Press Coverage

432,072

E-marketing Outreach, EDMs & SMS

2,726,634

Social Media Exposure



5,487,507

SEO/SEM Widespread



Media & Exposure Matrix

# #weareAnuga



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## Organisers

Koelnmesse (Beijing) Co., Ltd.

China Chamber of Commerce of I/E of Foodstuffs, Native Produce and Animal By-products

Shenzhen Retail Business Association

## Date & Venue

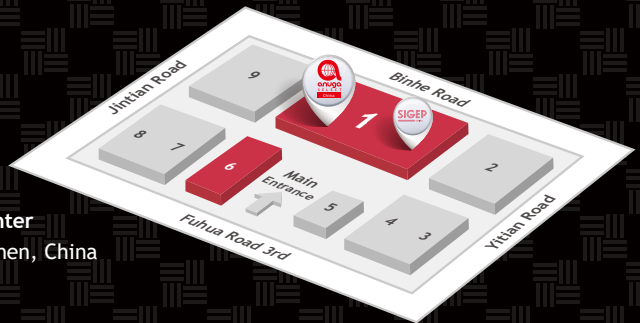
24 - 25 April 2025 09:30 - 17:30

26 April 2025 09:30 - 15:30

(Trade only)

Shenzhen Convention & Exhibition Center

Fuhua Road 3rd, Futian District, Shenzhen, China



## Cost of Participation

Premium Shell Scheme >>> **EUR 345**/sqm (min. 9 sqm)

Premium Raw Space >>> **EUR 285**/sqm (min. 18 sqm)

### Europe

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Register as an Exhibitor

