

SIAL China 20th Edition Set to Make New Records

- *An estimated 4,300 exhibitors and 112,000 professional visitors will attend SIAL China 2019, May 14-16 in Shanghai*

SHANGHAI, CHINA - When SIAL China 2019 opens on May 14th in Shanghai, it will be 23 times larger in scale, host up to 13 times more exhibitors and welcome eight times as many professional visitors than the first edition. In preparation of the estimated 4,300 exhibitors and 112,000 professional visitors to attend the 20th edition, SIAL China will occupy all 17 halls and 199,500 sqm of exhibition space at Shanghai New International Expo Center (SNIEC) for the first time.

Since the first edition in 2000, SIAL China has constantly adapted to changing consumer demand and trends impacting Asian food and beverage industries. "Support for innovation, emerging trends, and new sectors are important parts of SIAL China. Our flagship award, SIAL Innovation recognizes the most innovative products and received a record 638 submissions in 2018. For the 20th edition, SIAL China will continue to adapt to the ever-changing food and beverage industry to promote business opportunities and innovation." said Jim Liu, CEO of SIAL China.

For the first time ever, SIAL China will host a Functional Foods Hall to address the growing popularity of healthy products across the region. In total, SIAL China 2019 will host 21 food sectors, of which Meat, Dairy, Wine, and Beverage will be designated zones to better meet the demand of these four high growth segments. In 2018, meat was one of the highest growth sectors at SIAL China and attracted more than 350 exhibitors from 29 countries including Argentina, Australia, Belgium, Brazil, Britain, Canada, Denmark, France, Germany, Holland, India, Ireland, Poland, Spain, Uruguay, and the United States.

The growth of these four sectors is partially driven by consumer adoption of New Retail, food e-commerce, and an increased demand for fresh foods, convenience, and imported goods. This has in turn encouraged companies to upgrade their cold chain logistics systems. In support of these developments, SIAL China established the International Cold Chain Logistics Hall in 2017. Now in the third year, the hall will be co-hosted by the Cold Chain Logistic Committee again and attract roughly 150 exhibitors and industry service providers including JD Logistics, SF Express Cold Chains, HNA Cold Chains, and CJ Rokin Logistics.

SIAL China will celebrate its 20th edition from May 14-16, 2019 at the SNIEC in Shanghai. To learn more about SIAL China or to book your exhibitor stand, please visit www.sialchina.com. Professional visitor registration is free and will open in the first half of January 2019.

Press team

Ms. Kate Ba

kate.ba@sialchina.cn

Comexposium - Sial Exhibition Co., Ltd.

SIAL China 2019 Quick Facts

- Scheduled from May 14 to May 16, 2019, in Shanghai, China.
- Held at the Shanghai New International Expo Centre.
- Approximately 4,300 exhibitors, 112,000 professional visitors, and 199,500 sqm of exhibition space.
- For more information, and to register, visit www.sialchina.com.

Join us on



www.facebook.com/SIALChina



www.twitter.com/SIALChina



www.linkedin.com/groups/SIAL-CHINA-3753291



SIAL China WeChat

SIAL China Weibo

About SIAL China

Organized by Comexposium, SIAL China is the biggest food and beverage show in Asia and an integral part of the SIAL Network, the leading global network of shows dedicated to the food and beverage industry, with seven shows (SIAL Paris, SIAL Canada, Montreal and Toronto, SIAL China, SIAL Middle East, SIAL Interfood in Jakarta and Food India) that bring together 14,000 exhibitors and 330,000 visitors from 194 countries.

About COMEXPOSIUM

Comexposium is one of the world's leading event organizers. Globally, it hosts more than 132 B2B and B2B2C events across many different sectors, significantly in agriculture, construction, fashion, food, health, leisure, real estate, retail, security, students, tourism, and works council. At events, in over 30 countries, Comexposium welcomes more than 3,5 million visitors and 48,000 exhibitors annually. Headquartered in France, Comexposium's employees and sales network operate in 22 countries.

Press team

Ms. Kate Ba

kate.ba@sialchina.cn

Comexposium - Sial Exhibition Co., Ltd.

Comexposium aims to be seen as the place to be, building bridges between people and business.

www.comexposium.com