



**13-15 MAY 2020**  
NEW INTERNATIONAL EXPO CENTRE

SIALCHINA.COM



## BABY FOOD VILLAGE

### ARE YOU LOOKING TO DEVELOP YOUR BABY FOOD SALES IN CHINA?

**SIAL China is the place to find the right distributor and develop your baby food business:**

**• YOUR GATEWAY TO THE CHINESE MARKET**

With **117,595** visitors (+14% Vs LY edition), SIAL China is Asia's largest food innovation exhibition strategically located in Shanghai. Coming from all over China and the APAC region, **88%** of the visitors are either decision-makers or influencers. **20%** of SIAL China 2019 visitors would like to see more baby food products in 2020 edition.

**• RECORD EXPOSURE**

**317** journalists, over **2,300** media clippings and **112** million people reached by marketing campaigns targeting visitors in the Greater China and East Asia regions.

**• SOURCE OF INSPIRATION**

Be inspired by our events, such as SIAL Innovation or La Cuisine. In 2020, a new Baby food Village will bring the most popular baby food products to China, your opportunity to showcase your products and get maximum visibility.

### THE MARKET

IN CHINA

#### WHY SHOULD YOU MAKE CHINA YOUR NEXT BABY FOOD MARKET ?

- > Chinese baby food market reach **3.59** bn USD.
- > Baby food in China has achieved **10%** CAGR since 2013 and is expected to see a retail value CAGR of **8%** in the next 5 years.
- > Dried baby food is expected to grow at CAGR of **8,3%** over the next 5 years.
- > Milk formula is expected to grow at CAGR of **7,7%** over the next 5 years. Milk formula registered a rebound in growth in 2017 and 2018, mainly due to the effect of increasing demand and growing unit prices.
- > Prepared baby food is expected to grow at CAGR of **15%**. Organic prepared baby food records the highest current value growth of **37%** in 2018.

#### SECTOR INFO

**THE BABY FOOD OFFER IS HIGHLIGHTED IN A NEW DEDICATED VILLAGE**

connected to the dairy sector, where exhibitors will showcase a complete offer of baby foods, ranging from formula milk, ready meals, desserts, snacks and drinks.



### NEW BABY FOOD VILLAGE

**A PACKAGE OFFER STARTING** at 5,565 Euros excl. VAT\*

**A DEDICATED LOCATION AT THE ENTRANCE OF HALL E4** with specific signage to give you maximum exposure!

**A VISIBILITY PACKAGE SPECIFICALLY FOR YOU:**

**Emailing communication** to our visitor database

**Your company logo included** in the official SIAL China catalogue

**Push on social media:** Wechat, LinkedIn, Instagram, Twitter

**Dedicated SIAL China advertising** on specific beverages media

\*9 sqm pre-equipped booth with 1 opened side



## SERVICES INCLUDED

IN YOUR PARTICIPATION

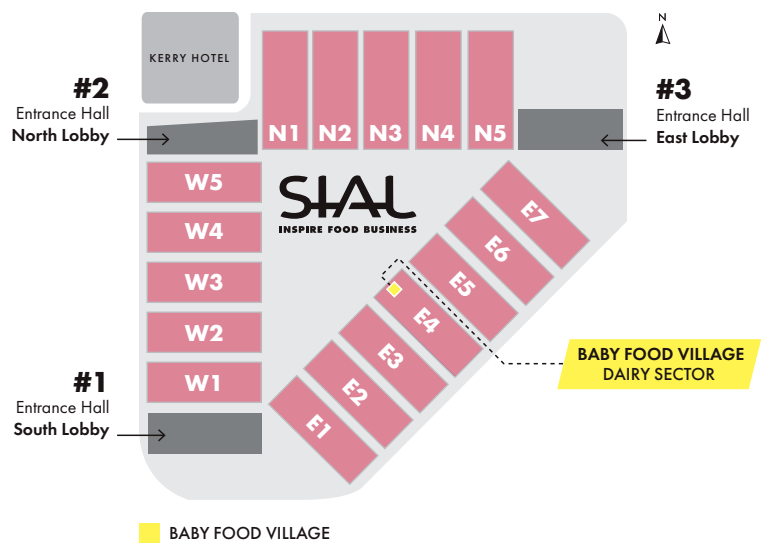
### DON'T MISS ALL THE FREE SERVICES INCLUDED IN YOUR PARTICIPATION:

- **SIAL Innovation Award:** apply on the dedicated online platform and give maximum exposure to your products. This event is seen by over 50% of media and 33% of visitors. The winning products will be showcased around the world on our SIAL Network tradeshows.
- **Matchmaking service** target your buyers with the free Matchmaking platform and arrange your meetings onsite.
- **The SIAL after party:** your opportunity to network with fellow exhibitors and potential customers.

### ADDITIONAL SERVICES UPON REQUEST:

- Meeting rooms and VIP area.
- Sponsoring opportunities.
- Product placement at La Cuisine Event.

### BABY FOOD SECTOR ON THE FLOOR PLAN



59%  
RETAIL & TRADE INDUSTRY

12%  
CATERING & FOODSERVICE INDUSTRY



## THE SIAL SALES TEAM

WILL BE PLEASED TO HELP YOU

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