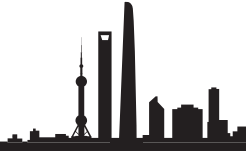


Shanghai



13-15 MAY 2020

NEW INTERNATIONAL EXPO CENTRE

SIALCHINA.COM



BEVERAGES

ARE YOU LOOKING TO DEVELOP YOUR BEVERAGES SALES IN CHINA?

SIAL China is the place to find the right distributor and develop your Beverage 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. Capture the stream of **13,500** visitors interested in the beverage sector and coming specifically to meet you!

• 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, La Cuisine or the China National Specialty Tea Brewers cup. In 2020, a new Beer Village will bring the world's finest beers to China, your opportunity to showcase your products and get maximum visibility.

SECTOR INFO

The beverage sector at SIAL China breaks down INTO 2 MAIN CATEGORIES:

NON-ALCOHOLIC DRINKS:



Mineral water, soft drinks, fruit juices, energy drinks, syrups, hot beverages, RTD tea and coffee

ALCOHOLIC DRINKS:



wine, spirits, champagne, cocktails, beer, cider, aperitif, digestifs

THE MARKET

IN CHINA

WHY SHOULD YOU MAKE CHINA YOUR NEXT BEVERAGE MARKET?

> The imported drinks market is worth 6,4 bn USD and **HAS DOUBLED** in size over the past 5 years.

> Imported non alcoholic drinks have been extremely dynamic, growing at a CAGR of **19,8%**.

> While imports on wine have **INCREASED** at a CAGR of **13,4%** of the past 5 years, spirit imports grew by **15,9%** and beer imports by **17,3%**.

> Non alcoholic beverages are the most innovative category in China and concern **12,5%** of the product innovations launched. Innovation is driven by healthier and more natural types of drinks.

> Alcoholic beverages are expected to **GROW** at a CAGR of **6%** over the next 5 years.



NEW BEER VILLAGE

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

A DEDICATED LOCATION AT THE ENTRANCE OF HALL E5

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

AMONG 2019 EXHIBITORS:

VIVI KOLA • NOUSBO CO LTD • JACOBS DOUWE EGBERTS RTL SCC SG PTE LT
 • APPE PUBLIC COMPANY LIMITED • CREME DE LA CREAM COMPANY B.V.
 • TAIWAN TABACCO & LIQUOR CORP. • ACQUE MINERALI D' ITALIA S.P.A.
 • SRI LANKA TEA BOARD • SAHU BREWERY • CITRUS WORLD INC.
 • WHITTARD OF CHELSEA • DARGUNER BRAUEREI GMBH
 • KARLSBERG BRAUEREI GMBH • LAURETANA • BALTIKA
 • DISTILLIRIUM BODEGAS ESCUDERO • HARVEY RIVER ESTATE

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 tradeshow.
- **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.

660

BEVERAGES EXHIBITORS

30%

INTERNATIONAL EXHIBITORS

THE SIAL SALES TEAM

WILL BE PLEASED TO HELP YOU

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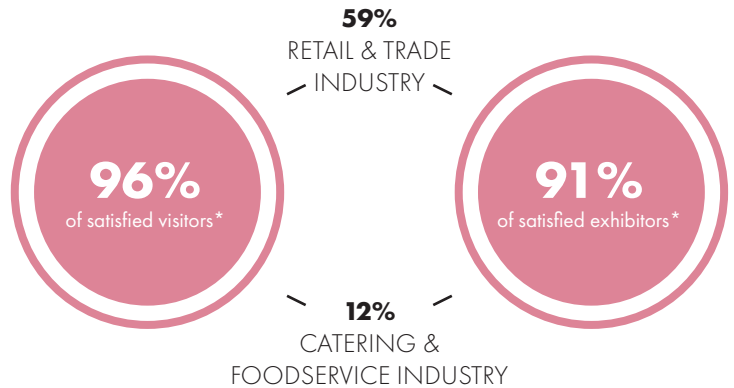
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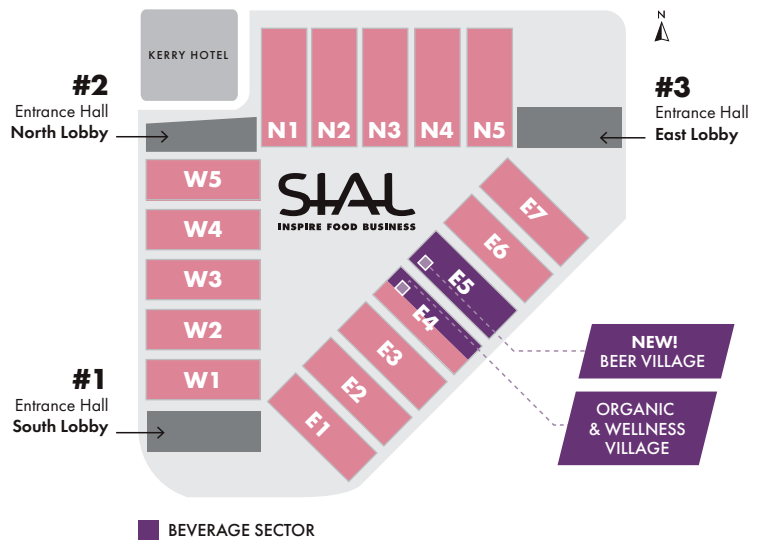
AMONG 2019 VISITORS:

7-11 • AEON • ALIBABA.COM • AMAZON.COM • ASC FINE WINES • AUCHAN • BENLAI.COM • BHG • C&U GROUP
 • CARREFOUR COFCO • CORTTI • COURTYARD • CR VANGUARD
 • CROWNE PLAZA • C-STORE • DANGDANG.COM • DOUBLE TREE • FAMILYMART • FOUR POINTS • GAOFU • HILTON
 • HOLIDAY INN • HONGQI • IHG • INTERCONTINENTAL
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*SIAL China 2019 survey.

BEVERAGE SECTOR ON THE FLOOR PLAN



COMEXPOSIUM

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