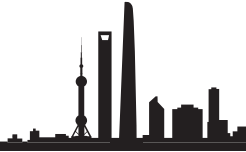


Shanghai



13-15 MAY 2020

NEW INTERNATIONAL EXPO CENTRE

SIALCHINA.COM



DAIRY

ARE YOU LOOKING TO DEVELOP YOUR DAIRY SALES IN CHINA?

SIAL China is the place to find the right distributor and develop your Dairy 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 **16,463** visitors interested in the dairy 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 Chocolate World. In 2020, a new Baby Food Village will bring the most prestigious baby food brands to China, your opportunity to showcase your products and get maximum visibility.

SECTOR INFO

All dairy categories will be showcased at SIAL China dairy sector:

DAIRY PRODUCTS, EGGS:



Cream-based products, yoghurts & desserts, cheese & specialty cheeses, milks, butter & spreads, eggs.

NEW!
THE DAIRY SECTOR WELCOMES 2 DEDICATED VILLAGES



BABY FOOD



ORGANIC & WELLNESS

THE MARKET

IN CHINA

WHY SHOULD YOU MAKE CHINA YOUR NEXT DAIRY MARKET?

> China holds **18,6%** of the dairy industry market worldwide.

> Dairy in China will be the world's largest dairy market by 2022 and is expected to grow by **6.6% CAGR** until 2022.

> The Chinese imported dairy market is worth **5,6** bn USD in 2018 and has grown by 600 million since last year.

> Estimated per capita dairy consumption volume in China : **26kgs** in 2016 vs **33kgs** in 2025.

> Organic dairy is expected to grow at CAGR of **12,3%** over the next 5 years.

> Per capita consumption of cheese in China is still low while there is a huge penetration potential. Imports on cheese have increased at a CAGR of **19%** over the past 7 years. Cheese market achieved a super high growth and become the most promising segment within dairy industry thanks to the drivers of strong demand and preference.

> Yoghurt & Sour Milk was at CAGR of **19%** between 2014 and 2018 . Yoghurt continued to record the strongest performance within dairy products, primarily thanks to its variety on flavor and benefits on health.

AMONG 2019 EXHIBITORS:

POLISH CHAMBER OF MILK • SAMMONTANA SPA • LACTEX LTD • JOGURTY MAGDA • NEVA CHEESES • REVALA • ANICH DAIRY CO. LTD. • KRI-KRI S.A. MILK INDUSTRY • LACTALIS • LABORATOIRE FRANCE BEBE NUTRITION • DAILY DAIRY HOLLAND • SEOUL DAIRY CO-OP • AUSTRALIAN FRESH DAIRY • PERRIN VERMOT SA

AMONG 2019 VISITORS:

7-11 • AEON • ALIBABA.COM • AMAZON.COM • ASC FINE WINES • AUCHAN • BENLAI.COM • BHG • C&U GROUP • CARREFOUR • COFCO • CORTI • COURTYARD • CR VANGUARD • CROWNE PLAZA • C-STORE • DANGDANG.COM • DOUBLE TREE • FAMILYMART • FOUR POINTS • GAOFU • HILTON • HOLIDAY INN • HONGQI • INTERCONTINENTAL • JD.COM • JIAJIAYUE • JINJIANG • JIUXIAN.COM • LAWSON • LIANHUA • LOTUS • MARRIOTT • MEIYUJIA • METRO • NGS • QUIK • RITZ-CARLTON • RT-MART • SFBEST • SHANGHAI TANGJIU • SINODIS • ST. REGIS • SUMMERGATE • SUNING CVS • SUNING.COM • TAOBAO.COM • TESCO • THE LUXURY COLLECTION • TMALL.COM • WALMART • WOMAI.COM • WUMART • YIGUO.COM • YONGHUI

SERVICES INCLUDED

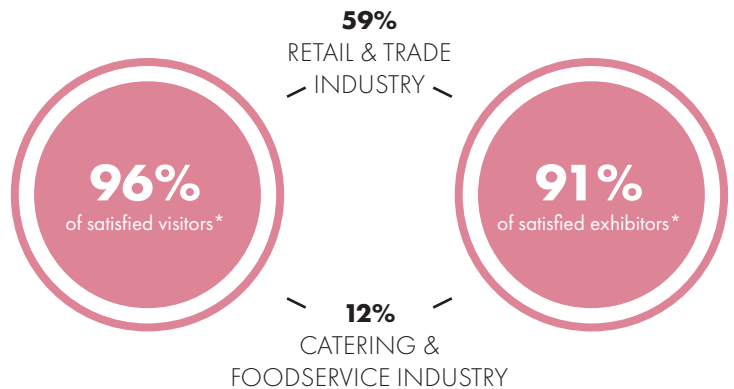
IN YOUR PARTICIPATION

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.



*SIAL China 2019 survey.

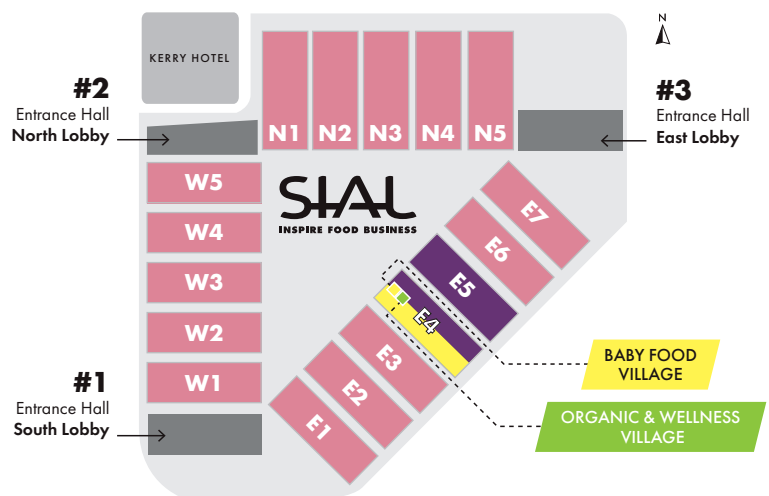
423

DAIRY EXHIBITORS

25%

INTERNATIONAL EXHIBITORS

DAIRY SECTOR ON THE FLOOR PLAN



THE SIAL SALES TEAM

WILL BE PLEASED TO HELP YOU

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