

SIAL

INSPIRE FOOD BUSINESS

Shanghai

Shanghai



13-15 MAY 2020

NEW INTERNATIONAL EXPO CENTRE

SIALCHINA.COM



FISH & SEAFOOD

ARE YOU LOOKING TO DEVELOP YOUR FISH & SEAFOOD SALES IN CHINA?

SIAL China is the place to find the right distributor and develop your Fish & Seafood 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. **One quarter of SIAL China 2019 visitors would like to see more seafood 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, our event Seafood Fest will bring a series of cooking demonstrations with precious ingredients such as Cod, Salmon, Mussels... Take the opportunity of this event to meet new buyers!

SECTOR INFO

All seafood categories and technologies will be showcased at SIAL China seafood sector:

FRESH
FROZEN
SMOKED
DRIED
CANNED
ORGANIC
ETHICALLY SOURCED



A PACKAGE OFFER STARTING AT 4,815 EUROS EXCL. VAT*

*9 SQM equipped booth

THE MARKET

IN CHINA

WHY SHOULD YOU MAKE CHINA YOUR NEXT FISH & SEAFOOD MARKET?

> Seafood consumption per capita in China has recently surpassed pork. By 2020, each person will eat **35.9 kg**, while urban consumption of seafood has already passed **40kg** per capita.

> The imported fish & seafood market is worth **11,6 bn USD** and has doubled in size over the past 5 years. Fish & seafood is the most imported product in China!

> China is the **N°1** exporter in the world of fish & seafood : **11%** of the world's fish & seafood is exported by China. China is also the **N°3** importer in the world : **9%** of the world's fish & seafood is imported by China.

> Imports represent only **8%** of China's fish market but are very dynamic : **+76%** value growth over the past 5 years.

> Fish is expected to grow at CAGR of **2,9%** and Crustaceans at CAGR of **4,3%** over the next 5 years.

> Chinese seafood imports are expected to exceed the current **\$20 billion** figure by 2020. Domestic overfishing and environmental concerns are pointing towards a greater demand for imported seafood.



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:

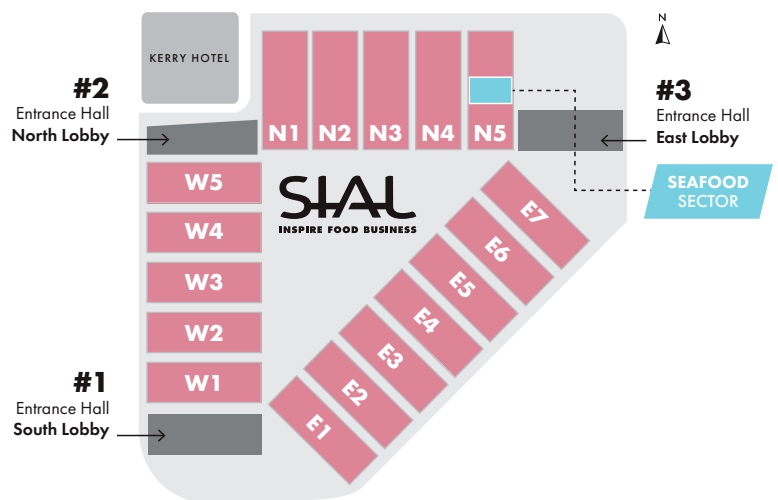
- **SIAL Innovation Award:** apply on the dedicated online platform and give maximum exposure to your products. This event is seen by over 50% of media and 33% of visitors. The winning products will be showcased around the world on our SIAL Network tradeshows.
- **Matchmaking service** target your buyers 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.

NEW SECTOR

SEAFOOD 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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