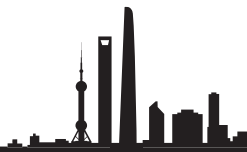


SIAL

INSPIRE FOOD BUSINESS

Shanghai

Shanghai



13-15 MAY 2020

NEW INTERNATIONAL EXPO CENTRE

SIALCHINA.COM



MEAT

ARE YOU LOOKING TO DEVELOP YOUR MEAT SALES IN CHINA?

SIAL China is the place to find the right distributor and develop your Meat 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 **15,287** visitors interested in the meat 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 Retail Hospitality Forum. Promote your products at these events in order to maximize your visibility !

SECTOR INFO

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

FROZEN PRODUCTS:



Pork, beef, mutton, horse meat, tripes and offals, poultry, rabbit meat, game

FRESH MEAT AND OFFALS:



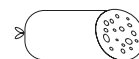
Pork, beef, mutton, horse meat, tripes and offals, other fresh meat

FRESH POULTRY AND GAME:



Poultry, rabbit meat, game

CURED AND SALTED MEAT:



Salt cured or dried meat, Cooked meat products, other cured meat products

THE MARKET

IN CHINA

WHY SHOULD YOU MAKE CHINA YOUR NEXT MEAT MARKET?

> China consumes **more than a quarter** of the world's meat.

> The per capita consumption of meat in China, which was **11kg** in 2018, is forecast to increase to **12kg** by 2023.

> The imported meat market is worth **11 bn** USD and has doubled in size over the past 5 years.

> Pork is expected to grow at CAGR of **2,6 %** over the next 5 years. Imported pork have been dynamic, growing at a CAGR of **19%**. Pork is most frequently consumed by Chinese consumers due to their dining habit and cooking methods.

> Beef & Veal is expected to grow at CAGR of **4,8%** over the next 5 years. Imported beef have been extremely dynamic, growing at a CAGR of **38%**. Beef imports are climbing because the deadly virus is driving up pork prices and prompting people to change diets on concerns over safety.

> Poultry is expected to grow at CAGR of **3,3%** over the next 5 years. Imported poultry have been dynamic, growing at a CAGR of **19%**, due to the fact that poultry is low in fat and calories while high in protein.

AMONG 2019 EXHIBITORS:

INAPORC • BORD BIA - IRISH FOOD BOARD • PARKER-MIGLIORINI INTERNATIONAL • EU PORK PROMOTION • BELGIAN MEAT OFFICE • JORGE PORK MEAT S.L. • DELTATRADE SHANGHAI • KARAN BEEF PTY. LTD. • VAN HESSEN NETHERLANDS MEAT PRODUCTS B • US. MEAT EXPORT FEDERATION • EUROCENTRO DE CARNES • NICK WINTERS GROUP • DAWN MEATS • JBS AUSTRALIA - SOUTHERN • GROUPE BIGARD • WAGYU TRADING COMPANY PTY LTD

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 • 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.

410

MEAT EXHIBITORS

50%

INTERNATIONAL EXHIBITORS

59%

RETAIL & TRADE INDUSTRY

96%

of satisfied visitors*

91%

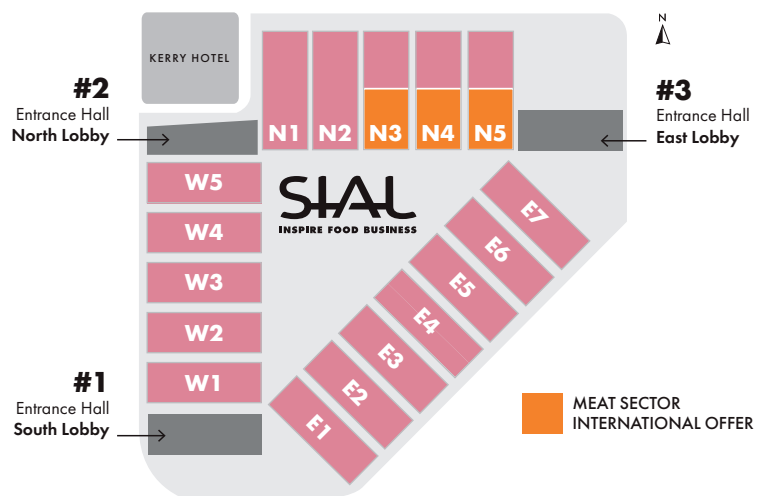
of satisfied exhibitors*

12%

CATERING & FOODSERVICE INDUSTRY

*SIAL China 2019 survey.

MEAT SECTOR ON THE FLOOR PLAN



THE SIAL SALES TEAM

WILL BE PLEASED TO HELP YOU

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