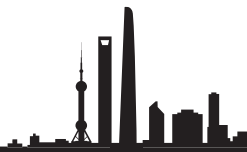


SIAL

INSPIRE FOOD BUSINESS

Shanghai

Shanghai



13-15 MAY 2020

NEW INTERNATIONAL EXPO CENTRE

SIALCHINA.COM



ORGANIC & WELLNESS VILLAGE

ARE YOU LOOKING TO DEVELOP YOUR ORGANIC & WELLNESS SALES IN CHINA?

SIAL China is the place to find the right distributor and develop your Organic & wellness 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 **12,935** visitors interested in the organic & wellness sector and coming specifically to meet you! **1 visitor of SIAL China out of 3 would like to see more organic & wellness 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, La Cuisine or the China National Specialty Tea Brewers cup. In 2020, a new Organic & Wellness Village will bring the finest imported natural products to China, your opportunity to showcase your products and get maximum visibility.

THE MARKET

IN CHINA

WHY SHOULD YOU MAKE CHINA YOUR NEXT ORGANIC & WELLNESS MARKET?

- > China is one of the **top 4 organic markets** worldwide. The Chinese middle class is interested in changing their food habits to lighter organic meals.
- > **41%** of Chinese buy organic food products often.
- > **68%** of Chinese believe that organic food products are healthier/more nutritious.
- > The organic Chinese market has been estimated at 5 bn USD.
- > The weight of organic in the package food category is **7%** and is expected to grow at CAGR of **14,3%** between 2017 and 2022.

- > Organic packaged food and beverages consumption is expected to grow at **14,3%** CAGR between 2017 and 2022.
- > The top 3 organic products in China are: organic baby food, organic dairy, organic rice & noodles. Organic baby food is expected to grow at CAGR of **20,3%**. Organic rice & noodles is expected to grow at CAGR of **15,6%**. Organic dairy is expected to grow at CAGR of **12,3%**.
- > Health & wellness products consumption is expected to grow at CAGR of **4,5%** between 2017 and 2022.

SECTOR INFO

The organic & wellness sector at SIAL China breaks down INTO 2 MAIN CATEGORIES:

ORGANIC PRODUCTS:



Food & beverage

HEALTH & WELLNESS PRODUCTS:



Diet and superfoods, vegan and free-from products

NEW VILLAGE PACKAGE

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

A DEDICATED LOCATION AT THE ENTRANCE OF HALL E4 & 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

*9 sqm pre-equipped booth with 1 opened side

AMONG 2019 EXHIBITORS:

PURE HARVEST • NATIVE PRODUCTS FROM NATURE
 • ECO BIOTECH • WELLBIOTECH • BIO AND NATURE
 INTERNATIONAL TRADING • BIO PLANETE ORGANIC OILS
 • ELITE ORGANIC • HEALTHY FOOD LIMITED • PUREHARVEST
 • ONTARIO GREENHOUSE VEGETABLE GROWERS
 • BYRON BAY COOKIE COMPANY • BEBECOOK

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.

Food Images by iStock www.istock.com

*SIAL China 2019 survey.



59%
RETAIL & TRADE INDUSTRY

12%
CATERING & FOODSERVICE INDUSTRY



132 INTERNATIONAL EXHIBITORS

THE SIAL SALES TEAM

WILL BE PLEASED TO HELP YOU

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www.sial-network.com

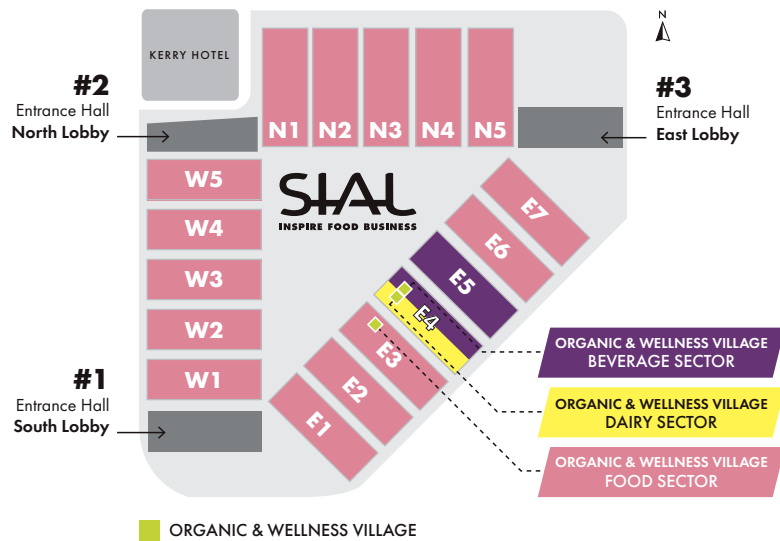
FOLLOW US!



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

ORGANIC & WELLNESS VILLAGE SECTOR ON THE FLOOR PLAN



COMEXPOSIUM

SIAL • Immeuble - le Wilson - 70 avenue du Général de Gaulle 92058 Paris La Défense Cedex France S.A.S au capital de 640 000 € - RCS Nanterre 692 029 788 – Non contractual document subject to modification order of 08/11/2019. Design: La petite agence parisienne.

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