

Asia's Largest Food Innovation Exhibition Grew 23% in Scale and Welcomed 117,595 Professional Visitors in 2019

- SIAL China 2019 expanded 23% year-over-year in scale, attracted 4,300 exhibitors from more than 70 countries and regions, 30 domestic provinces and cities, and welcomed 117,595 professional visitors
- SIAL China 2020, the 20th anniversary of SIAL China, will take place May 13th – 15th in Shanghai at the Shanghai New International Expo Centre

SHANGHAI, China, May 24, 2019 - SIAL China, Asia's largest food innovation exhibition successfully concluded its 20th edition on May 16th in Shanghai at the Shanghai New International Expo Centre (SNIEC). The 2019 edition of SIAL China surpassed all key figure set in 2018, expanding 23% year-over-year (YOY) in scale by occupying all **199,500 square meters of SNIEC**, attracting **4,300 exhibitors (+26% YOY)**, and welcoming **117,595 professional visitors (+7% YOY)**.

SIAL China 2019 opened on May 14, 2019, with delegations of ministers, ambassadors, consuls and trade officers attending the Opening Ceremony. In hand were representatives from the People's Republic of China, which included the Director of China Commerce Development Center, Director of Foreign Economic Cooperation Center of MARA, Chairman of Gansu Commission of CCPIT, Board Director of China Health Promotion Foundation, and President of Chinese Nutrition Society. The Deputy Ministers from the Agriculture Ministry of the Spanish and Russian Governments, the Argentine, Spanish, and Uruguayan Ambassadors to China, and honoured guests from Azerbaijan, Belarus, Brazil, Colombia, Czech, Denmark, EU delegation, Finland, France, Greece, Indonesia, Ireland, Japan, Malaysia, the Netherlands, Peru, Russia, Sri Lanka, Sweden, and Thailand also attended the Opening Ceremony, a sign of SIAL China's place on the global food and beverage calendar.

Professional visitors, exhibitors, and media at SIAL China 2019 were able to explore all 17 halls at SNIEC, which hosted four dedicated zones: Meat (N3, N4, N5), Dairy (E4), Wine (E5, E6), and Beverage (E4), as well as seven professional events highlighting food and beverage industry talents, innovations, and trends. "We have received very positive feedback from both exhibitors and visitors on the expanded dedicated zones, professional events and scale of SIAL China 2019. Expanding the expo 23% to 199,500 square meters allowed SIAL China to accommodate more exhibitors, which in term attracted more professional visitor than ever before". Said Jim Liu, CEO of SIAL China.

The next edition of SIAL China will be May 13-15, 2020 in Shanghai at the SNIEC. The edition will celebrate the 20th Anniversary of SIAL China in China. For more information, please go to www.sialchina.com.

Press team

Ms. Kate Ba

kate.ba@sialchina.cn

Comexposium - Sial Exhibition Co., Ltd.

SIAL China 2020 Quick Facts

- Scheduled from May 13-15, 2019, in Shanghai, China.
- Held at the 199,500 sqm Shanghai New International Expo Centre (SNIEC).
- SIAL China 2019 attracted 4,300 exhibitors and 117,595 professional visitors
-
- For more information, and to register, visit www.sialchina.com.

Join us on



www.facebook.com/SIALChina



www.twitter.com/SIALChina



www.linkedin.com/groups/SIAL-CHINA-3753291



SIAL China WeChat

SIAL China Weibo

About SIAL China

Organized by Comexposium, SIAL China is the biggest food and beverage show in Asia and an integral part of the SIAL Network, the leading global network of shows dedicated to the food and beverage industry, with seven shows (SIAL Paris, SIAL Canada, Montreal and Toronto, SIAL China, SIAL Middle East, SIAL Interfood in Jakarta and Food India) that bring together 14,000 exhibitors and 330,000 visitors from 194 countries.

About COMEXPOSIUM

Comexposium is one of the world's leading event organizers. Globally, it hosts more than 132 B2B and B2B2C events across many different sectors, significantly in agriculture, construction, fashion, food, health, leisure, real estate, retail, security, students, tourism, and works council. At events, in over 30 countries, Comexposium welcomes more than 3,5 million visitors and 48,000 exhibitors annually. Headquartered in France, Comexposium's employees and sales net-

Press team

Ms. Kate Ba

kate.ba@sialchina.cn

Comexposium - Sial Exhibition Co., Ltd.

work operate in 22 countries.

Comexposium aims to be seen as the place to be, building bridges between people and business.

www.comexposium.com