

European Union named Region of Honor at SIAL China 2018, to Highlight Safety and Quality Offerings

BEIJING, CHINA – SIAL China, Asia’s largest food and beverage innovation exhibition, is proud to announce the European Union (EU) as the Region of Honor at this year’s exhibition, scheduled from May 16 to May 18, 2018, in Shanghai. Having the EU as Region of Honor at SIAL China 2018 celebrates the strong economic relationship between the EU and China. As the Region of honor, the EU pavilion and some 25 EU member state pavilions occupying more than 6,000 sqm of exhibition space will receive increased exposure.

China has become an important market for EU food and beverage products. In 2016, China was the second largest importer of EU agricultural and processed agricultural products, receiving 8.7-percent of all EU agricultural exports. EU imports from China represent 4.5-percent of EU total agri-food imports.¹ Besides growing agri-food trade, China and the EU have also collaborated to promote food safety and tackle food fraud. At SIAL China 2018, the EU pavilions will display a wide variety of safe and quality agricultural food and beverage products. As well as exciting activities, including cooking demonstrations, innovative EU-Chinese product pairing demonstrations by famous chefs, and sessions on EU food quality and safety policies.

“We are delighted to announce the EU as the Region of Honor at SIAL China 2018. As the Region of Honor, the EU pavilion and EU member states will receive increased exposure to professional Chinese and international visitors. We have witnessed an increase in consumer demand for EU food and beverage products in China, and by having the EU as Region of Honor can only help to promote further interest.” Said Jim LIU, president of SIAL China.

A new record-breaking crowd of 110,000 professionals is expected at SIAL China 2018, presenting a unique opportunity for producers to open new avenues of distribution and collaboration. With an estimated 3,400 exhibitors representing more than 70 countries; occupying 162,000 sqm of exhibition space divided into 21 unique food and beverage sectors across 13 halls, this years’ exhibition is poised to provide even more opportunities for international collaboration and industry innovation than ever before.

For more information about the EU as the Region of Honor at SIAL China 2018, check the SIAL China website (www.sialchina.com), attendees are encouraged to pre-register online (www.sialchina.com/visitorbadge.html), it’s quick, easy and free.

SIAL China 2018 Quick Facts

- Scheduled from May 16 to May 18, 2018, in Shanghai
- Held at the Shanghai New International Expo Centre
- Approximately 3,400 exhibitors, 110,000 professional visits, and 162,000 sqm of exhibition space
- For more information, and to register, visit www.sialchina.com

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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

The COMEXPOSIUM Group, one of the world's leading event organizers, is involved in more than 170 B2C and B2B events across 11 different sectors, including food, agriculture, fashion, security, digital, construction, high-tech, optics and transport. Comexposium hosts more than 3 million visitors and 45,000 exhibitors in 26 countries around the world. Comexposium operates across 30+ global economic growth zones, such as: Algeria, Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Korea, Monaco, Netherlands, New Zealand, Philippines, Qatar, Russia, Singapore, Spain.

ⁱ Source: Agri-food trade statistical Factsheet / 09.2017