

# China's Largest Food & Beverage Event

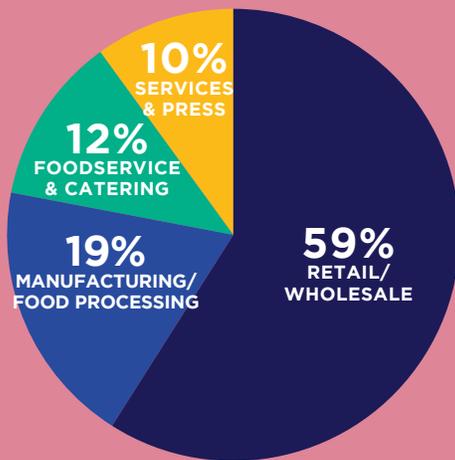
## VISITORS

**117,595** from 105 countries

## EXHIBITORS

**4,300** from 70 countries

## VISITORS BY INDUSTRY SEGMENT



## CATEGORIES WITH GOOD SALES POTENTIAL

- Alcoholic Beverages
- Meat
- Tree Nuts
- Dairy Products
- Pet Foods

## 2019 USA PAVILION RESULTS

- 68** Exhibitors
- 876** Products Featured
- 766** Serious Contacts With Buyers
- \$3.1 Million** In On-Site Sales
- \$84 Million** In Projected Sales

## TOP 10 VISITOR INTERESTS IN PRODUCTS

- Confectionery
- Ingredients
- Frozen Foods
- Health Foods
- Dairy
- Dried Fruits
- Organic Products
- Meat
- Wine & Spirits
- Grocery Products

## Top Reasons to Exhibit

- SIAL China is the largest food show in Asia and the 4th largest in the world, trailing only SIAL Paris, Anuga and Gulfood.
- In 2019 and beyond, Chinese consumer demand for safe, high-quality imported products will continue to be driven by China's rising disposable incomes and an increasingly urban population.
- By the year 2021 retail sales in the package food market in China are expected to reach nearly US \$309.6 billion a growth rate of 30.1%.



**We've been participating at SIAL China for quite a few years. It is very valuable for establishing relationships with our current and potential customers. We look forward to participating again!**

Paula Beemer, Marketing Manager, Green Valley Pecan Co.



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# Maximize Your ROI with the USA Pavilion at SIAL China 2020



## You Focus on Business, We Handle the Rest



### Prime Location

A highly desirable location ensuring maximum traffic & visibility



### Turnkey Solutions

All-inclusive booth packages & personalization options



### Expert Assistance

Dedicated IMEX staff from registration through show days on-site



### USDA Endorsed

ATO Shanghai staff on-site for market assistance & promotion



### Enhanced Visibility

Exhibitor listings in official printed, online & Pavilion directories



### Full Access

Complimentary exhibitor badges & visitor invitations



### Exclusive Services

Preferred hotel rates, freight forwarding, interpreter, catering, cleaning, etc.



### Export Hub

A focal point for importers & distributors

## Reserve Your Space and More Information

[REGISTER NOW!](#)

[2019 POST SHOW REPORT](#)

[USDA EXPORTER GUIDE](#)

[UPCOMING SHOWS](#)



USA PAVILION ORGANIZED BY



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