

World
food

BEIJING

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Post Show Report

Nov.26-28, 2014

China National Convention Center, Beijing, China



同期举办

Co-located With



2014中国(北京)国际乳制品展
China International Dairy Expo 2014



中国食品土畜进出口商会
The China Chamber of Commerce of
Foodstuffs And Native Produce



2014中国糖果文化节
第十一届中国国际甜食及休闲食品展
Sweets & Snacks China 2014



2014中国餐饮行业大会暨
2014(第三届)国际餐饮博览会
2014 China Catering Industry Congress &
3rd China International Catering Exposition 2014



中国烹饪协会
China Cuisine Association



中国食品土畜进出口商会
The China Chamber of Commerce
of Foodstuffs and Native Produce



EVENT AT A GLANCE

30,000 SQM

Gross Space (22000sqm Show Space + 8,000sqm Side programs)

542 Exhibitors

232 Overseas Exhibitors from 26 Countries & Regions

21,406


Trade Visitors from Importers/Retailers/E-Commerce/Catering

40+ Side Programs

21+ Conferences/14+ Business Matching Programs/ 10+ Hours Cooking Competition

 2014中国（北京）国际乳制品展
China International Dairy Expo 2014

 北京世界食品博览会 - 科隆世界食品博览会强力推动
World of Food Beijing - powered by Anuga

 2014中国糖果文化节
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2014（第三届）国际餐饮博览会
2014 China Catering Industry Congress &
3rd China International Catering Exposition 2014

LEADING FOOD-EVENT

542 EXHIBITORS BREAKDOWN BY REGION

232 OVERSEAS EXHIBITORS FROM 26 COUNTRIES & REGIONS

43%
OVERSEAS EXHIBITORS



+450SQM
KOREA PAVILION



+400SQM
GERMANY PAVILION



+400SQM
ITALY PAVILION



+180SQM
AUSTRALIA PAVILION



+150SQM
SINGAPORE PAVILION



+140SQM
THAILAND PAVILION



+100SQM
Tetra Pak PAVILION



+90SQM
ARGENTINA PAVILION



+72SQM
SPAIN PAVILION

+72SQM
NEW ZEALAND PAVILION





REVIEWS

“This is the third consecutive year for Fonterra to participate in the China International Dairy Expo. This platform, established by CFNA, has far-reaching significance allowing us to showcase products and technologies, and at the same time strengthen exchange industry, dialogue between the government and enterprises, and interaction with consumers.”

Qin Min, Fonterra’s China government relations and vice president of external affairs

“Our exhibitors thought WOFB was extremely good and we can hope to see them next year”

Ms. Shirley Du, Trade Development Officer of MLA

“Great show - I would attend the exhibition again. The quality of contacts was excellent and the organisation almost perfect. Thank you!”

Ms. Snaidero, Head of Export Department of Bienenwirtschaft Meissen

“Perfect Matchmaking for small and medium businesses. High in terest for foreign produced premium quality products”

Ms. Massmann, Brand Manager of Gelato Classico



REVIEWS

“Not only do we see a lot of customers from northern China here, we’ve also met some buyers from Southeast Asia, which has greatly exceeded our expectations.”

Khakumjanov,
Trade Department Head of snack foods company Fayz from Ukraine

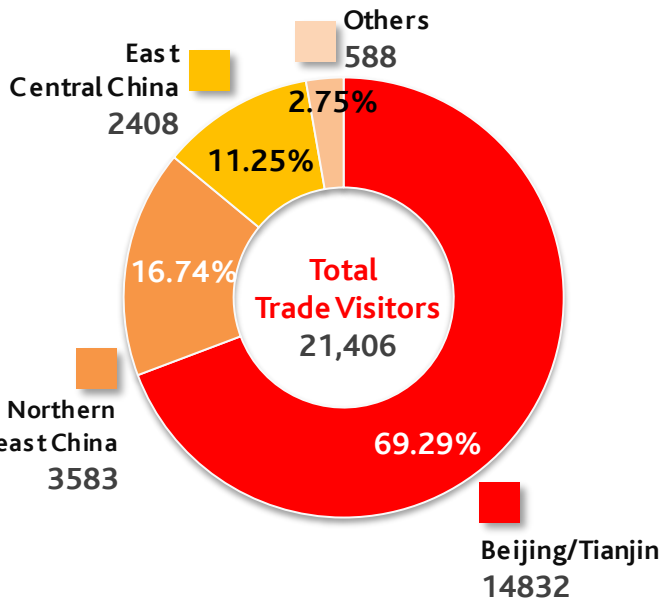
“The international trade fair covering catering industry brought up by Koeln messe organizing group has exceeded our high expectation s, where we have met many trade clients of high quality and not to mention that it has also provided us with positive promotions and great media exposures. We really appreciate such trustworthy partner to cooperate with.”

Ms. Liu Yanqin
Key Account Division, Deputy General Manager,
China Agri-Industries Holdings Limited
COFCO

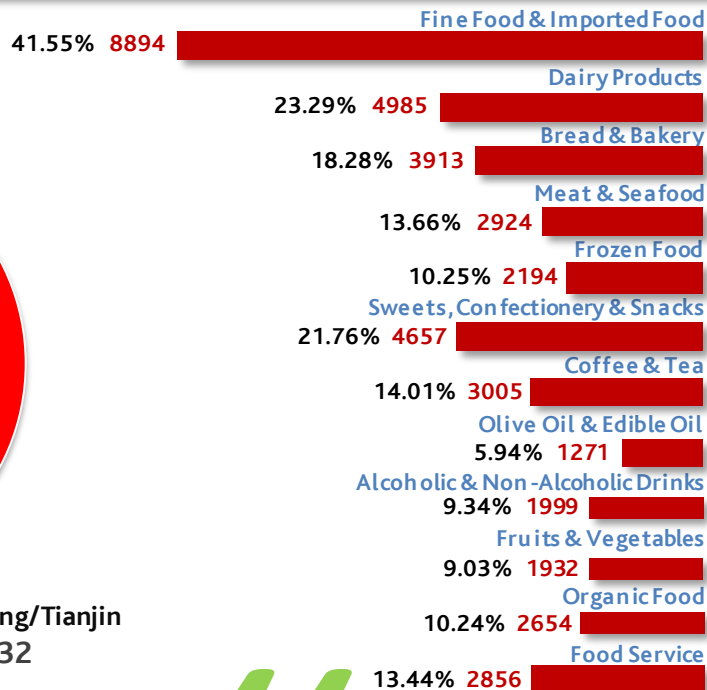


TRADE VISITORS – 21,406

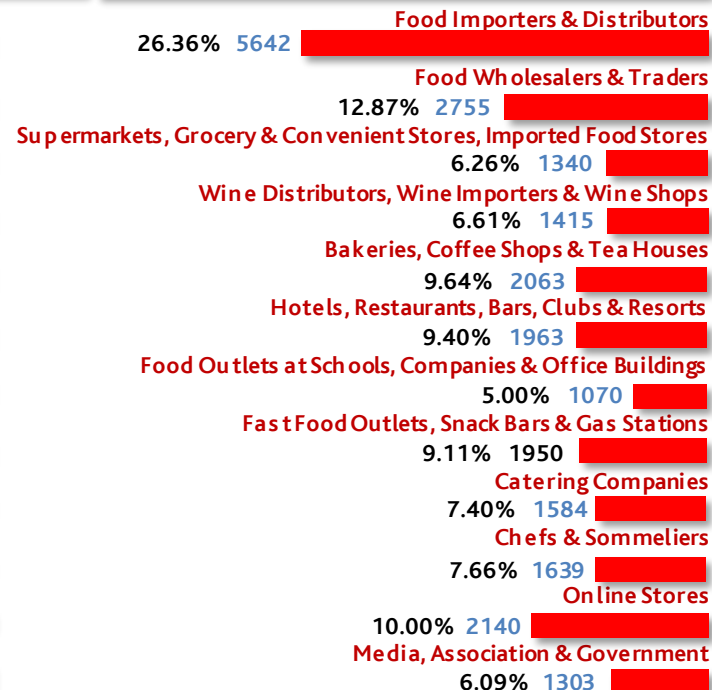
BY REGION



BY PREFERENCE OF PRODUCT CATEGORIES*



BY COMPANY'S MAIN ACTIVITY



We have seen a professional trade fair through out the smooth communication, interactive activities as well as followup services before, during and after the show. JD.com has exposed to plenty of worldwide brands and distributors to fulfill the demands of direct overseas procurement. At the same time, World of Food Beijing has also provided a platform to introduce internationalization basis and development strategies of JD.com to global brands. In the meantime, JD.com is looking forward to cooperate with more international food trade fair for more foreign brands to establish China market for a long-term development.

Ms. April Huang
POP Key Account Director
Beijing Jingdong Century Trade Co., Ltd.



* Statistics from onsite visitor registration form. Multiple choices have been applied to several categories which might result in percentage greater than 100%

HIGH POWERED CONFERENCES & SEMINARS

20+

CONFERENCES
SEMINARS

500+

CFNA MEMBERS
PARTICIPANTS

1000+

CCA MEMBERS
PARTICIPANTS

50+
SPEAKERS

12+
COUNTRIES

HIGHLIGHTS

MEAT
INDUSTRY

DAIRY
INDUSTRY

FOOD
SAFETY

FOOD
SERVICE



GOVERNMENT SPEAKERS

China Food and Drug Administration
Ministry of Commerce, PRC
Import and Export Food Safety Bureau, AQSIQ
Certification and Accreditation Administration of PRC
General Administration of Customs, PRC
China National Center for Food Safety Risk Assessment

OVERSEAS SPEAKERS

New Zealand Trade & Enterprise
U.S. Dairy Export Council
Conseil Agro-alimentaire France
Argentina Ministry of Agriculture, Animal Husbandry and Fisheries
US Meat Export Federation
Food Science and Technology Association of Thailand



BUSINESS MATCHING PROGRAM

10+

BUSINESS
MATCHING
EVENT



80+

SOURCING
MANAGERS
RETAILERS
E-COMMERCE
CATERING



6+

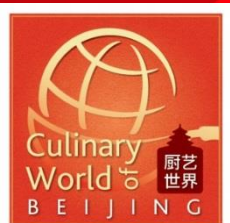
PARTICIPATING

PAVILIONS

65+

EXHIBITORS





International Invitational Tournament

CULINARY WORLD OF BEIJING

International Invitational Tournament

12
CHEFS
4 TEAMS
FROM
AUSTRALIA
SINGAPORE
SPAIN
CHINA

10
JUDGES



10+ HOURS
2 DAYS
4 THEMES
1 PASTRY SHOWCASE



IMPRESSIVE MEDIA COVERAGE

Establish more than **60** media partners for World of Food Beijing

More than **180** clippings were generated in PRINT, ADVERTORIAL, ONLINE, OUTDOOR ADVERTISING and BROADCAST MEDIA

235 media attended World of Food Beijing 2014



World of Food Beijing 2015 – powered by Anuga



2015 SHOW INFORMATION



World of Food Beijing – powered by Anuga

Nov.18-20, 2015

China National Convention Center, Beijing, China
www.worldoffoodbeijing.com

Co-located with



China International Dairy Expo 2015

Nov.18-20, 2015

China National Convention Center, Beijing, China
www.dairyfair.org



Sweets & Snacks China 2015

Nov.18-20, 2015

China National Convention Center, Beijing, China
www.sweets-snackschina.com



4th China International Catering Exposition 2015

Nov.18-20, 2015

China National Convention Center, Beijing, China
www.ccas.com.cn



Venue:

China National Convention Center
 No.7 Tianchen East Road, Chaoyang District, Beijing 100105, P.R.China

Date:

Nov. 18, 2015 9am – 17pm
 Nov. 19, 2015 9am – 17pm
 Nov. 20, 2015 9am – 15pm

Contact Us

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