

World of  
food  
BEIJING  
powered by  
anuga

www.worldoffoodbeijing.com

10%  
Early Bird Discount  
until  
1st April 2015!



November 18-20, 2015  
China National Convention Center, Beijing, China

# THE LEADING FOOD EVENT FOR NORTH CHINA

International Trade Fair for  
Food Retail and Hospitality  
in Northern China



Co-located with



China International Dairy Expo 2015



Sweets & Snacks China 2015



2015 China Catering Industry Congress &  
The 4th China International Catering Exposition 2015



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



中国烹饪协会  
CHINA CUISINE ASSOCIATION



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

koelnmesse



# 2015 EVENT AT A GLANCE

**35,000 SQM**

Gross Space (25,000sqm Showcase Space + 10,000sqm Supporting Programs Area)

**600+ Exhibitors**

45% Overseas Exhibitors from 25+ Countries & Regions

**24,000+ Trade Visitors**

From Import/Distributor/Retail/e-Commerce/Catering sectors

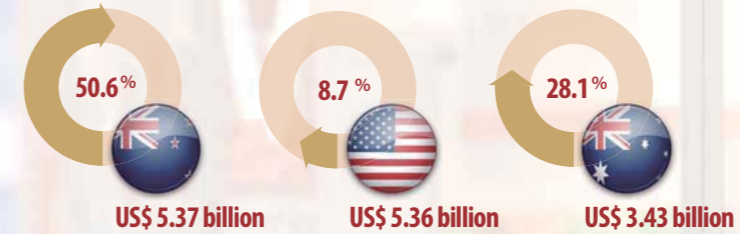
**40+ Side Programs**

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

## China - Strong Growth Momentum

### TOP 3

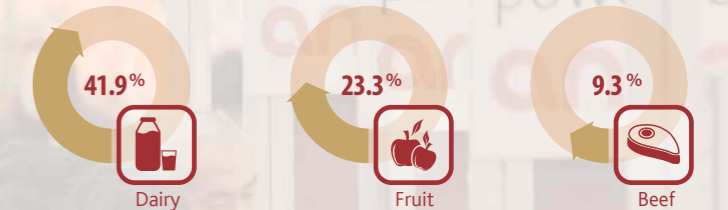
food import sources by value & % increase between 2013 and 2014



**US\$ 43 billion**

Value of food imports in 2014, an increase of 9.7% from 2013.

Dairy imports experienced an accelerated growth valued at US\$ 7.57 billion (+41.9%); fruit imports amounted to US\$ 3.87 billion (+23.3%); of all meat imports, beef reached a volume of 275,068 metric tons (+8.64%) at nearly US\$1.17 billion (+9.31%)



**42.1%** of total imported food valued at **US\$ 18.09 billion**

contributed by North China - Beijing, Tianjin, Hebei, Shanxi, Inner Mongolia, Liaoning, Jilin, Heilongjiang and Shandong

### TOP 5

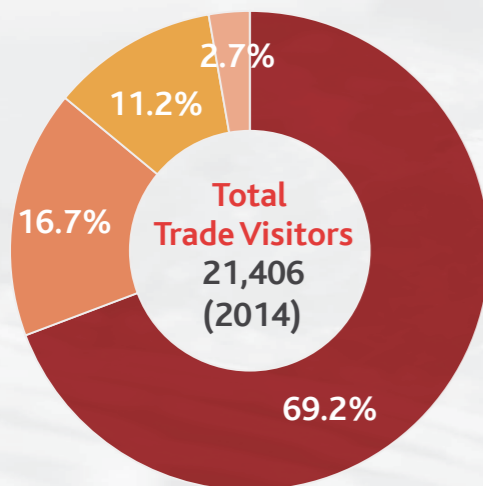
importing Chinese provinces



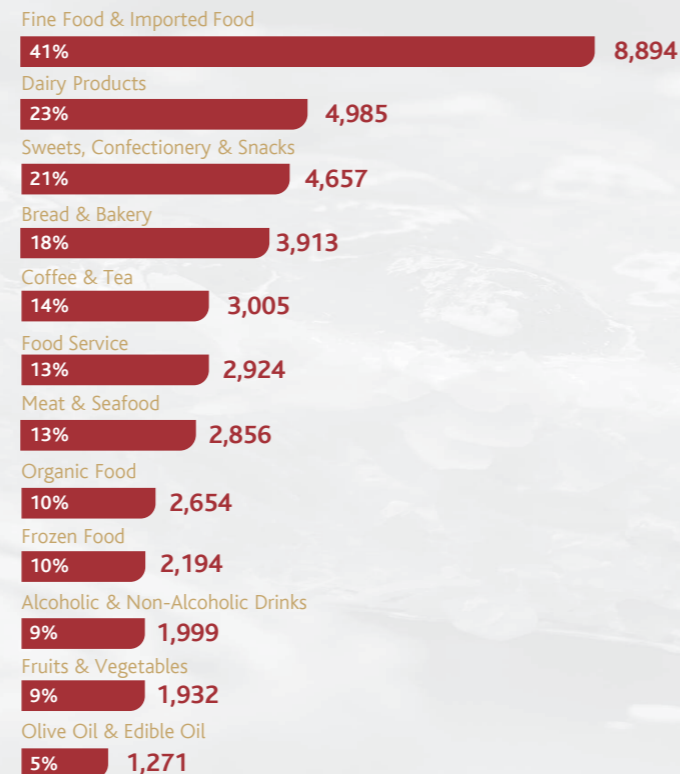
## Resounding Success of Inaugural Edition - Defining Food Events in North China

### TRADE VISITORS – 2014

#### BY REGION



#### BY PRODUCT CATEGORIES



#### BY COMPANY'S MAIN ACTIVITY



## High Praises from Key Buyers

"It's a pleasant journey participating in World of Food Beijing this year. Though it's the first time for the exhibition to be held in Beijing, we have seen plenty of exhibitors showcasing comprehensive products & technologies, which have received significant results. Through participating in the trade show, we have strengthened the communication with overseas industry peers in order to lay a good foundation for further cooperation."













Mr. Bai Wenxiang, Vice General Manager  
Beijing Ershang (Group) Co., Ltd.

"It is a professional trade fair throughout with smooth communication, interactive activities as well as follow-up services before, during and after the show. JD.com has been exposed to plenty of worldwide brands and distributors to fulfill our overseas procurement needs. At the same time, World of Food Beijing has also provided us with a platform for international exposure to global brands."

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



# Exhibit Profile

-  Fine Food & Imported Food
-  Dairy Products
-  Bread & Bakery
-  Meat & Seafood
-  Frozen Food
-  Sweets & Snack
-  Coffee & Tea
-  Olive Oil & Edible Oil
-  Alcoholic & Non-Alcoholic Beverages
-  Fruits & Vegetables
-  Organic Food
-  Food Services



Food Importers & Distributors  
Food Wholesalers & Traders  
Supermarkets, Grocery & Convenience Stores  
Wine Importers & Wine Shops  
Bakeries, Coffee Shops & Tea Houses  
Hotels, Restaurants, Bars, Clubs & Resorts  
Food Outlets at Schools & Office Buildings  
Fast Food Outlets, Snack Bars & Gas Stations  
Catering Companies  
Chefs & Sommeliers  
Online Stores  
Media, Associations & Governments

## Visitor Profile

*This is the third consecutive year for Fonterra to participate in the World of Food Beijing. This platform, 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.*

**Mr. Qin Min, China Government Relations and Vice President of External Affairs**

## Exhibitor 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.*

**Mr. Khakumjanov, Head of Trade Department Fayz (Ukraine)**

*Our exhibitors thought World of Food Beijing was extremely good and we can hope to see them next year.*

**Ms. Shirley Du, Trade Development Officer Meat & Livestock Australia**

*Great show - I would attend the exhibition again. The quality of contacts was excellent and the organisation almost perfect.*

**Ms. Snaidero, Head of Export Department Bienenwirtschaft Meissen**

*Perfect Matchmaking for small and medium businesses. High interest for foreign produced premium quality products.*

**Ms. Massmann, Brand Manager Gelato Classico**

*The international trade fair covering catering industry brought up by Koelnmesse organizing group has exceeded our high expectations, 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  
China National Cereals, Oils and Foodstuffs Corporation**

# More Than Just A Trade Show

— Enriching Activities For Diverse Interests

## HIGH POWERED CONFERENCES & SEMINARS IN 2014



**20+** CONFERENCES  
SEMINARS

**500+** CFNA MEMBERS  
PARTICIPANTS

**1,000+** CCA MEMBERS  
PARTICIPANTS

**50+**

SPEAKERS

**12+**

COUNTRIES

MEAT  
INDUSTRY

DAIRY  
INDUSTRY

FOOD  
SAFETY

FOOD  
SERVICE

## BUSINESS MATCHING PROGRAM

**80+** SOURCING  
MANAGERS  
RETAILERS  
E-COMMERCE  
CATERING

**10+** BUSINESS  
MATCHING  
SESSIONS

**6** PARTICIPANTS  
**65+** PAVILIONS  
EXHIBITORS



## CULINARY WORLD OF BEIJING

**12** COMPETING  
CHEFS

**10** JUDGES

**4** TEAMS  
AUSTRALIA  
SINGAPORE  
SPAIN  
CHINA



**10+ HOURS**  
**2 DAYS**  
**4 THEMES**  
**1 PASTRY  
SHOWCASE**

\*More details will be provided closer to the date.

Please refer to the show website, or contact the organizer for updates





## Facts & Figures

- Show Date: Nov.18-20, 2015
- Venue: China National Convention Center, Beijing, China
- Admission: Trade Visitor Only
- Show Area: 35,000sqm
- Exhibitors: 600+
- Visitors: 25,000+

## About The Organizers



### Koelnmesse

[www.koelnmesse.com](http://www.koelnmesse.com)

As a world-renowned trade fair organizer, Koelnmesse has an excellent track record for organizing some of the world's most successful trade events, such as the renowned Anuga in Cologne, Germany and Thaifex - World of Food Asia in Bangkok, Thailand. With over 90 years' experience in organizing large-scale commercial events connecting buyers and sellers, Koelnmesse brings forth an unrivalled skill-set and expertise needed to develop World of Food Beijing – powered by Anuga into the premier food trade show in China.



### The China Chamber of Commerce of Foodstuffs and Native Produce (CFNA)

[www.cccfna.org.cn](http://www.cccfna.org.cn)

CFNA, under the jurisdiction of the Ministry of Commerce, represents 6,000 members and has strong influence in China's food industry. Besides local manufacturers, CFNA members include food importers, agents and distributors and account for 70% of China's total value of food and agricultural imports. CFNA is the authoritative voice in China in regard to food industry information and regulations.



### China National Confectionery Association (CNCA)

[www.cncaorg.com.cn](http://www.cncaorg.com.cn)

Established in 1992, CNCA is the official national organization for the sweets and confectionery industry and represents more than 500 Chinese companies. It is CNCA's goal to accelerate and promote the healthy development of the industry, promote advanced production processes, act as "bridge" between the government and the industry, and to support international communication and industry cooperation.



### China Cuisine Association (CCA)

[www.ccas.com.cn](http://www.ccas.com.cn)

CCA was founded in 1987 and is registered under the Ministry of Civil Affairs in China. It is a nation-wide industry organization voluntarily joined by private and public enterprises and units, different levels of industry organizations, social groups, catering industry executives, experts, scholars, chefs and relevant hospitality experts, who are involved in the work of catering industry operation, management, cooking, restaurant service, catering culture & education, culinary theories, food nutrition and research.

## Cost of Participation

Space only (min. 24 sqm)

EUR 195/sqm

(Domestic price: RMB 1,550/sqm)

Space with Shell Scheme Package

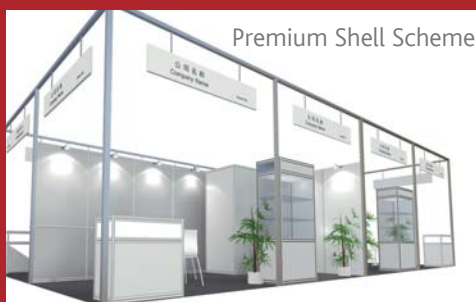
EUR 230/sqm

(Domestic price: RMB 1,800/sqm)

Space with Shell Scheme Premium (min.18sqm)

EUR 265/sqm

(Domestic price: RMB 2,100/sqm)



Premium Shell Scheme



Shell Scheme

## Contacts

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