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ANUFOOD China

All About Food - The leading food & beverage
exhibition serving North Asia

21-23 November 2018

China National Convention Center (CNCC) - Beijing, China

Co-Organiser:

Organiser:

anufoodchina.com



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



Expand your food & beverage export opportunities in North Asia with key buyers!

Enter a market with promising growth prospects, get face to face with the key buyers, establish new contacts, and make more deals! ANUFOOD China 2018 will connect you with the most comprehensive buyer groups from the entire food industry in North Asia.

ANUFOOD China is a part of the global food show portfolio of Koelnmesse which includes, ANUGA, ISM, THAIFEX, and many more food shows around the globe. ANUFOOD China is one of the largest global B2B food & Beverage trade shows in North China, and offers a powerful platform for food and beverage exporters to penetrate the North China market, which is one of the leading and fastest growing markets in China for imported products.



General figures of 2017 edition:

22% growth of visitors compared to 2016

3 conferences
Focus on meat, imported food

47% international exhibitors

5 co-located events

15,101 visitors

1,064 hosted buyers

A market with tremendously growing food import needs

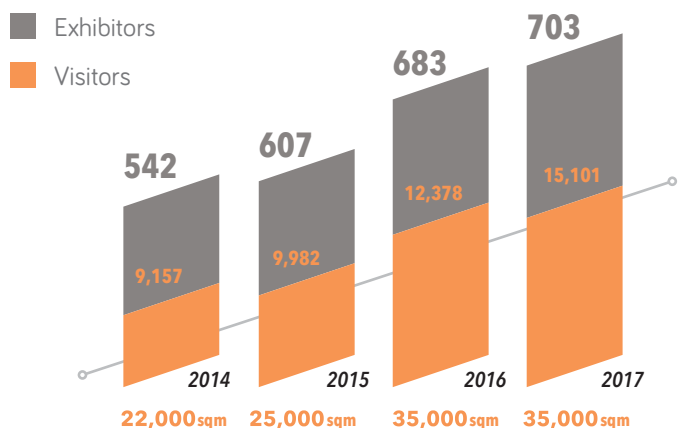
The North Asia food and beverage market offers tremendous opportunities, especially for new and innovative products. Japanese, Korean, and Chinese consumers are renowned for placing enormous importance on consuming food that is both safe and of high-quality.

This year has already seen an 8.3% increase in food imports and amounted to 29.3b USD (2015.5b RMB). The top 10 imported food sources account for 63.6% of China's total food imports.

In 2017, Guangdong, Shanghai, **Beijing, Shandong, Liaoning**, Fujian, Jiangsu, Zhejiang, **Tianjin**, and Anhui were named the top 10 provinces for food imports and account for 91.6% of China's total imports.



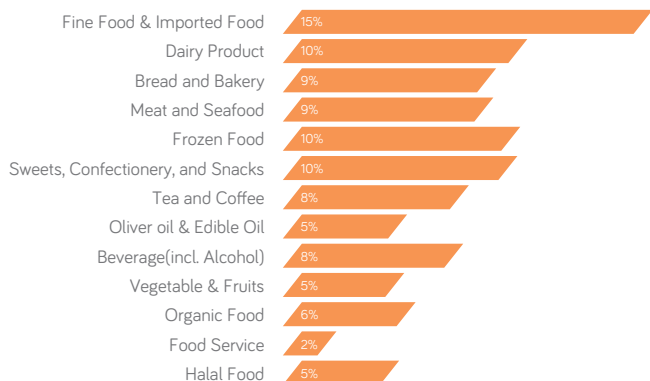
4 years of growth to become the leading international exhibition of food & beverage serving North Asia.



Top 10 countries
 Germany | Poland |
 Spain | Italy | France |
 Russia | Australia |
 S.Korea | Singapore |
 China |



BY PREFERENCE OF PRODUCT CATEGORIES*



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

BY COMPANY'S MAIN ACTIVITY



BY REGION

Visitors geographic breakdown

71% North China 

26% Other Mainland China 

3% Other places of Asia 

“The main purpose for visiting is to collect some relevant information from food importers, instead of searching on the internet, this exhibition will help me to find all I needed directly”.

Jovi, Project Manager, Lattice preferred(Beijing) Co.,Ltd

“As a purchasing director of chain supermarket, I am here mainly to search for imported food, there are various food products from many countries, I can talk with them directly, and I also found a lot of good quality food products which brought more abundant food resources to our supermarket, and more cooperation opportunities”

Ms Feng, Deputy purchasing director, GuanPark

Who Exhibits?



DRINKS &
HOT BEVERAGES



MEAT



SWEETS &
SNACKS



DAIRY



FRUITS &
VEGETABLES



FROZEN FOOD



FINE FOOD



BREAD & BAKERY



HALAL



FOOD SERVICE

Why Exhibit?

10 reasons for ANUFOOD China:

- Powered by ANUGA
- The only global international food & beverage platform in North China
- Face to face with key buyers through strong partnerships with CFNA, CCA, CCFA, and CHA
- Door to the world's largest consumer market for F&B
- The only national level competition for Chinese Cuisine endorsed by World Association of Chefs Society (WACS).
- Powerful matchmaking program to meet with pre-selected buyers on a one-to-one basis.
- Hosted buyer groups covering Hotels, E-commerce, Retail, wholesale and importers
- Beijing is a hub of international food imports, covering 46% of all China food imports
- Beijing being one of the top domestic importing regions, reaching out to 200 million people.
- Beijing offers a market entry in a less saturated market than South China and access to additional potential in North Asia

"We came to Beijing because it's the capital of China. We recognize that we are able to find many trade partners and distributors for our members here,"

Vasilchenko Andrey Pavlovich, Vice-President of the China Business Center from Russia

"We think that now is a good timing for us to meet the customers from North China."

Nicolas Jauzion of D'Aucy Long Life. France

"After starting off in Shanghai, we decided to expand our operations to North China – here at ANUFOOD China,"

Philip Hayessen, Managing Director, TSI GmbH & Co. KG from Germany

More than just a trade show

We build a strong and comprehensive platform to enhance your F&B business opportunities with KEY BUYERS from each product category and sales channels in food procurement in North Asia.

Conference programme:

Dedicated conferences and discussions give insight on how to deep dive into North Asia's emerging market trends and distribution channels.



Culinary competitions and chef challenges:



Chinese Cuisine
World Championship



Japanese Culinary
Invitational Competition



Italian Pasta Summit
China Edition



Metro Catering
Theatre

Meet with buyers from across Asia and beyond

Koelnmesse and CFNA aims to host more than 1000 target buyers including importers, distributors, hotels, club restaurants, resorts, and e-commerce.

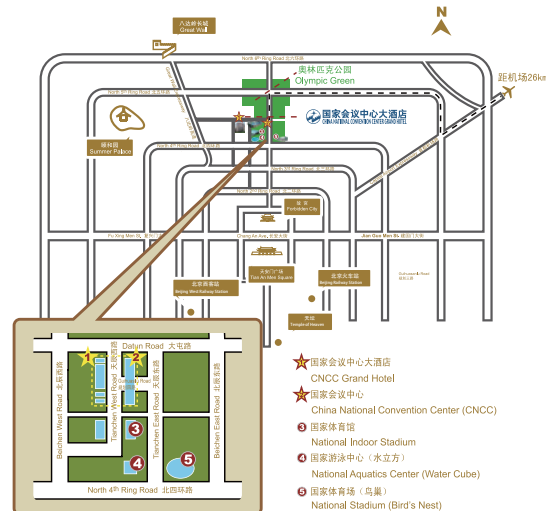
Classified according to their nature of business and product categories.

ANUFOOD China will offer free matchmaking.





China National Convention Center Beijing, China



Organisers

Koelnmesse - Global Competence in Food and FoodTec

Koelnmesse is an international leader in organising food fairs and events regarding food and beverages processing. Trade fairs such as Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States, and the United Arab Emirates. These countries all have different focuses and content. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

CFNA

www.cccfna.org.cn

The China Chamber of Commerce of Foodstuffs and Native Produce (CFNA) represent 6,000 members and has strong influence in China's food industry. Members include local manufacturers, as well as importers, agents, and distributors of imported food. CFNA is the authoritative voice in China in regard to food industry information and regulations.

10%
Early Bird discount
before
February 28, 2018

Contact us

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