



**TAPPING INTO THE 2ND LARGEST  
REGIONAL FOOD & BEVERAGE  
MARKET IN CHINA**



**Shenzhen**



**28-30 OCTOBER 2021**  
SHENZHEN WORLD EXHIBITION  
& CONVENTION CENTER

Design: Bug Agency

**COMEXPOSIUM**

[SIALCHINA.COM](http://SIALCHINA.COM)





## 2021





# Right Products For Right Buyers



# New Synergy for New Commitment

## | Exhibiting Products

 Meat and tripe	 Diary products, eggs	 Semi-finished food products and ingredients (packed in bulk)	 Confectionery, biscuits and pastry	 Pet foods	 Non-alcoholic beverages	 Health food and diet products, baby food
 poultry and game	 Fish, molluscs and shellfish	 Fruits and vegetables, dried fruits	 Canned & preserved food	 Frozen products	 Grocery products	 Delicatessen, home meal replacement
 Horticulture	 Cured and salted meat	 Organic products	 Equipment, technologies, and contract processing	 Services		

## | Visitor Profile



## | Promotion Resources

 <b>Global Marketing Network</b> 60+ Promotion Partners Worldwide	 <b>Local Government and Industry Support</b> On Good Terms with Agencies and Associations
 <b>Abundant Visitor &amp; Buyers Database</b> Leveraging the 20+ Years of SIAL China accumulation	 <b>Empowered by big data</b> Benefiting from professional visitor analysis
 <b>Marketing Communication Matrix</b> Domestic + overseas Media Social Networking + Live Streaming	 <b>One-Stop Service including</b> Online: e-blast campaign + social media Offline: survey plus recommendation





## I Feature Services

# SIAL MATCH ME

Integrated platform of Five Essentials - Exhibitor Center, Visitor Center, Exhibitor List, Product List and Event Program, enabling one-stop exhibitor registration, exhibitor information submission and downloading, visitor registration, meeting requests by exhibitors and buyers, event management, schedule setting and other functions, so as to facilitate interaction for exhibitors and visitors even beyond show time.

Dedicated team to Learn more about exhibitors and their products before the show, helping buyers find their favorite suppliers and products, engaging both sides in 1 on 1 meeting, ultimately leading to targeted business matching and year-long interaction!

## Media Partners



## Events



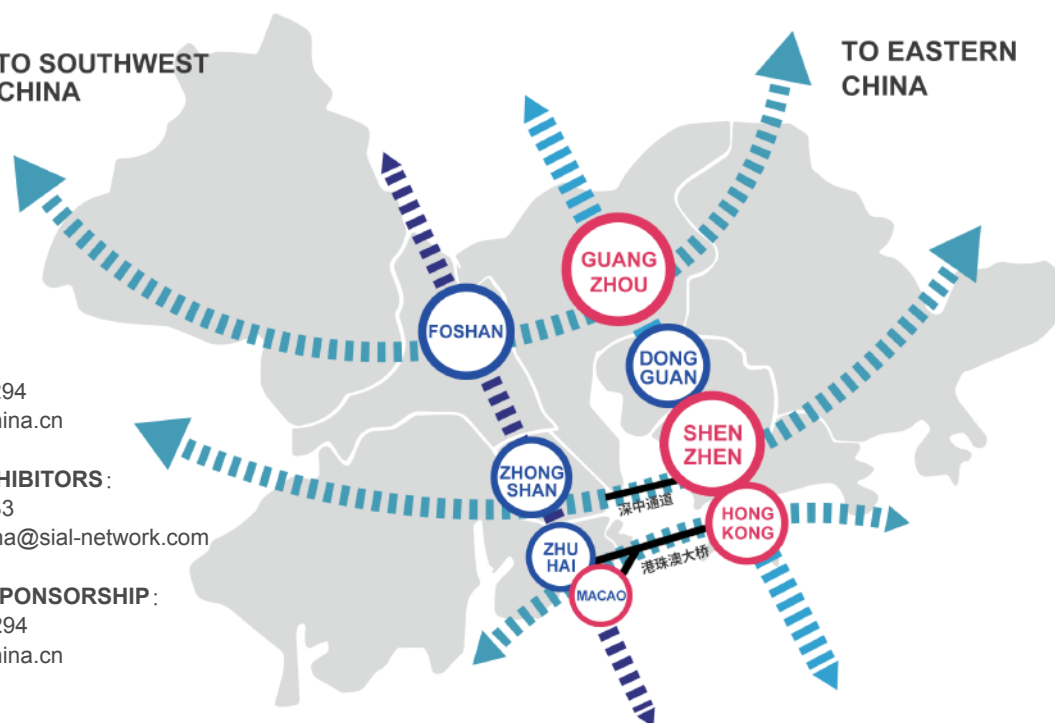


## Where You Can Seize the Opportunity In the southern China, Greater Bay Area and further Southeast Asia

TO CENTRAL CHINA

TO SOUTHWEST  
CHINA

TO EASTERN  
CHINA



TO SOUTHEAST ASIA

### Contact

#### LOCAL EXHIBITORS:

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#### INTERNATIONAL EXHIBITORS:

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#### ADVERTISING AND SPONSORSHIP:

Tel: +86(0)10 8579 4294

E-mail: [exhibit@sialchina.cn](mailto:exhibit@sialchina.cn)

#### VENUE LOCATION:

No.1 Zhancheng Road, Fuhai Street, Bao'an District,  
Shenzhen, Guangdong, China

## INSPIRING FOOD BUSINESS WORLDWIDE

Djazagro **Algiers**  
5-8 April, 2021

SIAL China **Shanghai**  
18-20 May 2021

SIAL Middle East **Abu Dhabi**  
7-9 Sept. 2021

SIAL Canada **Toronto**  
21-23 Sept. 2021

Gourmet Selection **Paris**  
26-27 Sept. 2021

SIAL China SOUTH **Shenzhen**  
28-30 Oct. 2021

SIAL Interfood **Jakarta**  
10-13 Nov. 2021

SIAL India **New Delhi**  
9-11 Dec. 2021

SIAL Paris **Paris**  
15-19 Oct. 2022

COMEXPOSIUM

SIAL, a subsidiary of Comexposium Group

9 LEADING BOTB EVENTS

16,700 EXHIBITORS FROM 119 COUNTRIES

700,000 PROFESSIONALS ATTENDING FROM 200 COUNTRIES

[SIAL-NETWORK.COM](http://SIAL-NETWORK.COM)

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