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Sweets & Snacks China 2011 wraps up in Shanghai to savory results



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www.sweets-snackschina.com

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Covering about 9,000 square meters of exhibition space housing 150 exhibitors from 18 countries and regions including China, Germany, Switzerland, Belgium, UK, Italy, Russia, the Netherlands, Ukraine, Turkey, Indonesia, US, Korea, Singapore, Malaysia, Japan, Taiwan and Hong Kong, the 8th Sweets & Snacks China which presented over 300 brands to more than 8,000 professional buyers and trade visitors closed recently at the Shanghai International Exhibition Center (INTEX) in China.

Decision makers from leading sourcing houses local and abroad with the likes of Jinshida Food, Weiye Food, and Ted Foods procured from some of the world's top sweet and snack makers including Hachez, Dean's, Kalfany/Pulmoll and German HARIBO. In addition, familiar brands favored by the Chinese market like GuanShengYuan, Yake, Want Want and Sister Ma participated actively as in previous years.

Sweets & Snacks China 2011 also proved to possess a strong appeal to domestic dealers like Gourman Foods, Wisdom Plus Resources, and Sunny Life. Major local importers unveiled a slew of newly introduced brands and mouth-watering treats at the show.

"We are a trading company representing over a dozen leading European brands. Every year, Sweets & Snacks China provides us with a platform to showcase the latest products where we've not only met fellow industry

players but also buyers from around the country which has benefited us immensely. We've selected Sweets & Snacks China as our most important annual exhibition," said Eric Zou, assistant general manager of Shanghai Gourmand Foods.

"This is our first time participating at Sweets & Snacks China. The atmosphere at the international exhibit zone on the second floor is great, and feels like ISM. We've not only met dealers from China but also buyers from other regions outside the mainland here. We will increase our investment next year," said sales manager Zhao Guoquan of Foshan VIA Confectionery – another trading company.

An event spokesperson said: "The increasing number of companies year after year and the enthusiasm of all exhibitors reflects the influence of Sweets & Snacks China and once again affirms the industry's recognition of the event's role as an effective trading platform."

It was evident that show organizers have taken great efforts to offer more diversity and selection for buyers by including manufacturers from lesser known Russia, Ukraine and other eastern European countries besides from the usual Germany and Belgium.

Sweets & Snacks China 2011 also showed off a wide array of coffee equipment under the roof of the Coffee Zone. Among them was the "mother of the world's kitchen ware" WMF from Germany.

Another example of what was in store is the 8th Almond Innovation Student Competition brought by the Almond Board of California. The competition offered an opportunity for leading young talents of Chinese food

technology to receive guidance and feedback from experienced professionals through the whole process of product development from conception to marketing.

Becky Sereno, Manager, Asia-Pacific Region, for the Almond Board of California underlined the importance her organization attaches to the competition: "We believe very strongly in nurturing talent in the food industry in China...we are building a strong platform not only for the future of California almonds in China, but also for the healthy lifestyles of Chinese consumers."

Initiated by trade magazine China Confectionery and the China National Confectionery Association (CNCA), the "sweet star" ceremony and marketing seminar for excellent dealers honored the top ten performing dealers including Hangzhou Jinshida Food Co. Ltd., Guangzhou Jindongyang Food Co. Ltd., etc..

The event's collaboration with renowned local industry publication *China Food* to host the 3rd Sweets and Snacks Dealers Forum aiming to provide professional guidance to the industry saw the attendance of various industry experts, and key representatives from leading enterprises and exhibiting companies to discuss sales and marketing as well as health and safety issues of the sweet and snack industry.

The show opened to the general public on September 24 to throngs of excited consumers who sampled new products, participated in fun-filled activities and made purchases.

The next Sweets & Snacks China will return from September 20-22, 2012 once again at the Shanghai International Exhibition Center (INTEX).

www.sweets-snackschina.com

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About the Organizers

Koelnmesse

Founded in 1922, Koelnmesse is one of the largest exhibition companies in organizing trade fairs worldwide. It has an excellent track record for organizing dozens of the world's most successful trade events. In the food and food technology industry, Koelnmesse organizes **Anuga**, **Anuga FoodTec**, **ISM** and **ProSweets**, which are all highly acclaimed.

In 2004, Koelnmesse initiated Sweets China (currently renamed Sweets & Snacks China) which has since provided the confectionery and snack industry an important trade platform as well as an informative networking opportunity. With over 80 years' experience, Koelnmesse brings forth an unrivaled skill-set and expertise needed to develop **Sweets & Snacks China** into one of the premier international trade shows in Asia.

www.koelnmesse.com

China National Confectionery Association

Established in October 1992, China National Candy Association represents more than 500 Chinese companies in the candy, chocolate, jelly and preserves confectionery industry. China Confectionery Culture Festival was organized by the association from 2006 to 2008. From 2009, the Festival is

held in conjunction with Sweets & Snacks China so that all the exhibitors could meet not only trade buyers but also end-consumers.