

Press release

Shanghai, 5 September 2008

Quadruple event in Shanghai is a success with over 9,000 visitors in three days

Sweets China – International Sweet & SnackTec China – World of Food China – International FoodTec China/ Interfood Shanghai post good results.

China's one stop shop for the food and beverage industry - Sweets China, International Sweet & SnackTec China, World of Food China and International FoodTec China/ Interfood Shanghai were held 3-5 September 2008 at Shanghai New International Expo Center. The general atmosphere at the trade fairs was a lively and bustling one with many business discussions; the organizers have again received positive feedback from visitors and exhibitors on the combined show concept.

9,121 trade visitors from 43 countries and regions including 1,239 buyers (13.5%) from outside China who visited the quadruple event over three days. Over 300 exhibitors, of which 25% come from overseas such as Germany, Japan, Korea, Malaysia, Poland, Sri Lanka, Thailand, etc, exhibited on a total space area of 25,000 square metres.

The organizer of the quadruple event, Executive Vice President of Koelnmesse GmbH, Wolfgang Kranz, said, 'The synergies between all of these trade fairs are very attractive for exhibitors and visitors alike, because the information they provide includes the entire value chain from the raw materials to production, packaging and storage, all the way to the finished product.'



Sweets China
International Sweet &
SnackTec China
World of Food China
International FoodTec
China/ Interfood Shanghai
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The quadruple event was supported by many organizations including China National Food Industry Association (CNFIA), China Association of Bakery and Confectionery Industry (CABCI), China Food and Packaging Machinery Industry Association (CFPMA), and Shanghai Chainstores Enterprise Association among many others.

Sweets China was held for the fifth time this year and its reputation is once again cemented as the definitive trade fair for the sweet, snack and confectionery industry. Group pavilions included Korea which participated under Korea Cacao & Chocolate Association for the first time; Germany, Japan and Malaysia. Ea An A/L Lim Teck, Economic Affairs Officer from the Malaysia Cocoa Board commented, 'We are very pleased with the results of the trade fair as we met many potential clients. Sweets China is indeed an ideal trade platform; we made the right decision to exhibit.' His comments were echoed by Chiang-IK, Lee from Korea Cacao & Chocolate Association who said, 'This was our first time participating in Sweets China, and it is a very good gateway for our entry into the China market. We will highly recommend this trade fair to our association members and increase our exhibiting space next year.'

As an accompanying trade fair to Sweets China, International Sweet & SnackTec showcased ingredients, raw materials, packaging materials, packaging and processing technology. Key industry players such as Sollich, Franz Haas, Chocotech, Danisco, Roquette, F.B. Lehmann, Bühler, Netzsch and Soontrue were part of the exhibitor list. The exhibitors' presentations were supplemented by a supporting programme focusing on special topics including chocolate production, treatment of raw ingredients, dragee confectionery processing and other industry trends. Eddie Ong of Sollich AG was pleased with the different nationalities of visitors met, 'Besides Chinese buyers, we also met buyers from India and Russia. This is indeed an international show.'

World of Food China showcased group pavilions from Poland, Korea and Thailand; the Polish exhibitors exhibited for the first time and received many enquiries on their products. The popular Coffee & Tea zone provided a dedicated area for the growing brew industry in China.

The new World of Food China franchise zone which incorporated a conference was well-received by the visitors. Franchising is a popular method for international brands to enter the Chinese market, and the organizers planned the zone in line with market trends. Leading supermarkets and retail chains were all present at the fair.

Held every two years, International FoodTec China/ Interfood Shanghai fully covers the production process of food and beverage. The show offered a wide range of technologies and expertise to meet procurement and information needs of the food and beverage industry. Eiji Kawauchi from the business development department of Japan Food Machinery Manufacturers Association was thrilled with the success of their participation, 'We have selected International FoodTec China/ Interfood Shanghai as the first international trade show to exhibit in as we can meet the majority of the Chinese buyers and buyers from the regional Asian countries. We will definitely exhibit again.' Li Yue Yun, managing director of Guangdong Yuedong Mechanical Industry Co., Ltd. commented, 'We exhibit in ten over trade shows in and out of China annually and Shanghai is one of our most important cities, participating in the trade fair will raise awareness of our company.'

The supporting program was an effective additional networking platform which complements the show profiles of all four events. Topics covered include, meat processing, franchising and technology specially for confectionery. In addition,

buyers of leading supermarkets gathered at the procurement centre to meet exhibitors of Sweets China and World of Food China.

The combined shows of Sweets China and International Sweet & SnackTec China will be held next September, 2nd to 4th at Shanghai New International Expo Center. Co-organized by Koelnmesse and Shanghai International Exhibition Co., the biennial International FoodTec China/ Interfood Shanghai will return in 2010.

Further information:

www.sweetschina.com

www.sweetsnacktecchina.com

www.worldoffoodchina.com

www.foodtecchina.com