

Press Release

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Sweets China/China Confectionery Culture Festival 2009

Business opportunities abound at China's premier sweet and confectionery fairs

Sweets China, now in its sixth year, was held for the first time in conjunction with the China Confectionery Culture Festival.

The two most important events in the calendar of China's sweet and confectionery drew to a bustling close today. All segments of the industry - from manufacturers to trade buyers to general consumers gathered at the fairs, held 22 to 25 October 2009 at Shanghai Exhibition Center. Sweets China is organized by Koelnmesse while the China Confectionery Culture Festival is organized by China National Candy Association. The two fairs are held together for the first time.

Around 7,500 trade visitors from 40 countries and regions including 500 buyers from outside China visited Sweets China over three days. They saw 147 exhibitors who represented 22 countries and regions around the world, including Australia, China, Germany, Hong Kong, Italy, Iran, Japan, Korea, Kazakhstan, Malaysia, Mexico, The Netherlands, Poland, Russia, Singapore, Spain, Switzerland, Turkey, Taiwan, Ukraine, UK and USA. The event provided an ideal business and networking platform for sweet, snack and confectionery manufacturers, machinery and ingredients providers, wholesalers, dealers and retailers, especially allowing local buyers to meet all their international suppliers on their home ground.

The China Confectionery Culture Festival, held as an extension of Sweets China over the weekend, attracted an estimated 40,000 public visitors over two days. It offered a wide range of entertainment and activities, as well as tasting and sampling opportunities targeted to engage the local crowd. Foreign and local manufacturers took the opportunity to receive valuable direct feedback from the Chinese end consumer for existing products, and used it as a launch pad for new items and flavours.



Feature Zones:



Sweets China
22.– 25.10.2009

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The quality of trade visitors at Sweets China, as well as the overwhelming response towards the China Confectionary Cultural Festival is testimonial to the successful partnership of the two organizers. David Feng, Managing Director of Koelnmesse Co. Ltd in China said in his opening speech, "Since 2004, Sweets China has been successfully held for five years, receiving positive response from the industries as a major professional trade fair. For the first time in 2009, Koelnmesse collaborates with China National Candy Association to combine Sweets China with China Confectionery Culture Festival, maximizing attendance value for both visitors and exhibitors, also the benefits for both organizers. "

"I visited Sweets China 2008 and China Confectionery Culture Festival 2008 respectively, and I feel excellent about the co-holding of the two events this year, especially in meeting clients and gathering information. I will visit the event again next year." Mr. Zhang Jun, General Manager of Merchandise, Shanghai Lotus Supermarket Chain Store.

Despite the global economic situation and health scare, leading manufacturers from locally and overseas were present on the exhibition floor, affirming the importance of Sweets China as an industry trade platform. Top local manufacturers took up more exhibiting space than previous years, for example, Guan Sheng Yuan (Group) Company, who are the makers behind the White Rabbit brand, Fujian Yake Food Company and Labi Xiaoxin took up an average of 100 square meters each.

"We are satisfied with the quality of trade buyers and positively surprised with the huge amount of end- consumers over the weekend." Ms. Han Ying, Purchasing Manager, Beijing Kangbeier

Internationally renowned brands such as Japanese Meiji, Belgian Eden Chocolates, Barry Callebaut from Switzerland, BIP Holland, Golden Boronia from Australia and Grabower from Germany as well as local major importers such as Shanghai TED Enterprises, Delice, Yuanyi, Sunny Life, Chocolini, Jieqiang Tobacco Sugar & Wine, Hopestar and many others contributed to the bustling business atmosphere.

"We are participating at Sweets China since its first edition in 2004 and this year was once again beneficial and worthwhile for our growing business in China. We met all the people we wanted to meet and introduced four new products to the Chinese market." Ms. Heike Stellmann, Member of the Board, Grabower Suesswaren

"Beautiful venue and great location. It's a pity, the number of exhibitors seems less than last year, but the colours and quality of the overall exhibition gives a very good atmosphere". Mr. David Loh, Sales & Marketing Manager, Barry Callebaut.

"Sweets China is a perfect platform for business and we have invited our dealers nationwide to attend this event and every dealer gives quite good comments." Mr. Yin Jun, Assistant to General Manager, Sunny Life.

Exhibitors of the Sweet & SnackTec zone also benefit from the co-exhibiting with manufacturers:

"We consider Sweets China 2009 a very well targeted trade fair. This is indicated by the high share of professional visitors as well as many impressive Chinese and international exhibitors, which display a good combination of products and processing machines. Taking into account the success of our participation this year, we will certainly come back to Sweets China 2010." Mr. Joerg Sommer, F.B.Lehmann.

For the first time, the China Confectionery Culture Festival was held over the weekend, overlapping for one day with the trade event. Exhibitors benefited from the new arrangement by getting close contact with the end consumers:

"Public visitors are too passionate and we have to cancel some road show events, we have successfully reached our participating objective." Mr. Liang Dongpo, Business Development Manager, Yake

"Our famous candy WHITE RABBIT is extremely popular with end-consumers especially those products with Hai Bao logo, the mascot of the World Expo 2010. On Oct 24th alone, our sales volume reached RMB 30,000." Ms. Wang Yiyi, Head of Office, Guanshengyuan Group.

In line with industry demands, a series of seminars with the headlining theme of 'Healthy, convenient and enjoyable' were held together with the trade fairs. The seminars, organized by Koelnmesse and China Food Newspaper, presented new healthy and safe confectionery products, ingredients and processing technology. For example Sanovo Engineering, a global supplier for egg handling and processing, presented information on how their technology improves safety and convenience for confectionery manufacturers. A representative from Roquette, the expert in polyols, dry sugars and raw materials for injectables, spoke on tooth-friendly and low caloric ingredients, as well as showcased their latest compressor technology. An advocate of functional candy, B.L.B shared how prebiotics can contribute to manufacturing healthy sweets while the leading cocoa and chocolate processing technology manufacturer Buhler Group introduced new processing laboratories as well as its services and training programs. Visitors and exhibitors alike enjoyed the presentations which covered various parts of the manufacturing cycle and also took the opportunity to network and share their insights.

The seventh edition of Sweets China, again to be held in conjunction with the China Confectionery Culture Festival, will take place from 28 to 30 October 2010 in Shanghai.

Further information: www.sweetschina.com