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Early Bird Discount  
until  
1st May 2014!



China National Convention Center, Beijing  
November 26-28, 2014

# LEADING FOOD-EVENT FOR NORTH CHINA

International trade fair for food retail and hospitality in Northern China

Co-located with:



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



## Why Exhibit - The REGIONAL OPPORTUNITY

As the name indicates, World of Food Beijing concentrates explicitly on the region of North China. For the food industry, the capital city of Beijing and its surroundings present a very attractive and growing consumer market of around 200 million people. World of Food Beijing offers direct access to retailers and wholesalers in this region as well as importers, distributors, hotels and restaurants.

Today, nearly half of all food imports reach China via the Northeast. The region has become increasingly attractive for international food business to enter the China market, and offers additional market potential for international companies, even those who have already established their regional business in Shanghai!

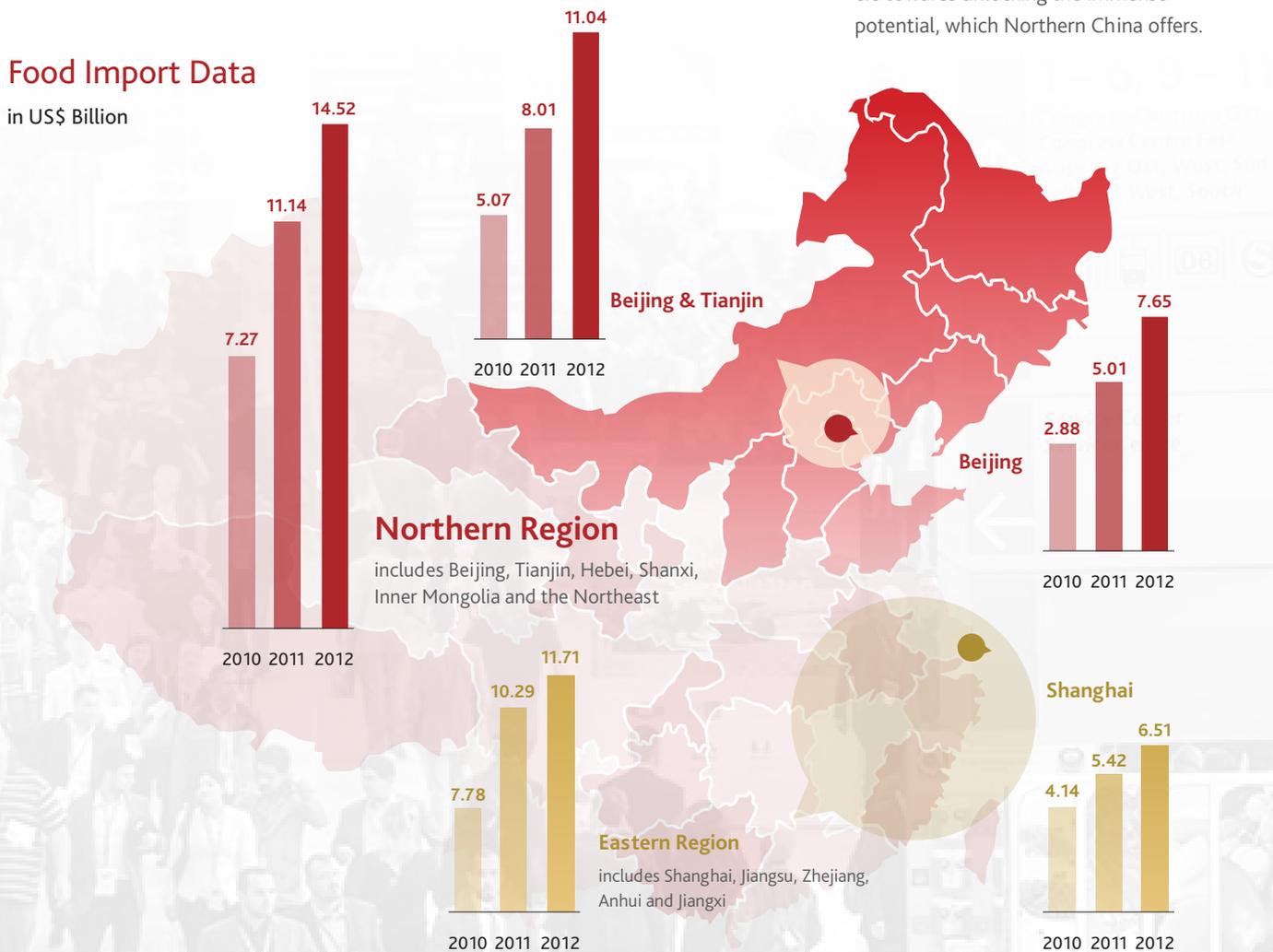
China is not a homogenous market, and regionalization has become an on-going

trend. Access to these regional markets requires contacts to local partners, especially in the food sector with its complex distribution structures. In addition, China's consumers show distinctive regional taste differences.

These factors underline the importance of a regional trade fair with a growing regional visitorship. World of Food Beijing is an important step for food manufacturers towards unlocking the immense potential, which Northern China offers.

### Food Import Data

in US\$ Billion



### World's Leading Market for Imported Food

In line with China's economic development, the country has shown growing acceptance and strong demand for imported food. For the past five years, food imports grew more than 20% annually. In 2012, food imports were valued at US\$40.8 billion, an increase of 25%.

By 2018, China will become the world's largest consumer of imported food, with an estimated market valued at up to US\$80 billion\*.

\*According to estimates by the Association of Food Industries (AFI)

### Radiating Demand

Regions around the epicentre of Beijing also show strong performance and growth in imported food. In 2012, US\$19 billion or around 45% of China's entire food imports came via North and Northeast China. Besides Beijing, this includes Tianjin (US\$3.4 billion), Liaoning (US\$2.6 billion), Shandong (US\$6 billion), and other parts of North China with around US\$900 million.

## BEIJING: Regional Demand – Untapped Market Potential

- One of the largest and wealthiest cities in China
- Population of more than 20 million
- GDP per capita of US\$11,000, double the China average
- Major location for hotels, restaurants, businesses and embassies
- Influences a market of at least 200 million people in surrounding provinces
- Less saturated than Shanghai
- Alternative choice for market entry in China

**Very attractive market for imported food!**

**Access to new clients, who cannot be met at other trade shows in China!**



## CFNA - Abundant Membership Resources in North China

"Our 6,000 members span the entire food supply chain and product categories and include major importers and distributors of international food products in Beijing and the entire North China, which will be giving the show full support."

**Mr. Bian Zhenhu, President, CFNA**

### Some of the CFNA members and major distributors in North China:

- Yihai Kerry Investments
- Inner Mongolia Mengniu Dairy
- China Tea Co.
- Sinograin Oils Corp.
- BCOF International Trading
- COFCO Trading
- Tianjin Native Produce Imp. & Exp. Group
- Tianjin Foodstuffs Imp & Exp.
- SDIC Zhonglu Fruit Juice Co.
- COFCO Peanut Imp. & Exp.
- Beijing Baode Corp.
- Liaoning Wellspring Industrial Development
- Heilongjiang Agricultural Reclamation Wondersun Trade
- ...and many more!

## Your Gateway to Food Retail & Hospitality in Beijing

**40,000** registered food & beverage enterprises

**US\$13.7 billion** catering market

Per capita GDP of **US\$ 20,000** by 2015

40,000

US\$  
13.7  
billion

US\$  
20,000



## EXHIBITOR PROFILE

 Fine Food & Imported Food	 Coffee & Tea
 Dairy Products	 Olive Oil & Edible Oil
 Bread & Bakery	 Alcoholic & Non-Alcoholic Drinks (incl. Wine)
 Meat & Seafood	 Fruits & Vegetables
 Frozen Food	 Organic Food
 Sweets, Confectionery & Snacks	

In 2012, there were 1,076 companies in Beijing importing food, with about 100 new additions every year. The top companies imported food valuing more than US\$25 million annually each.

Some of the major players include **traditional import and export companies** such as COFCO and CHINALIGHT Everbright; **domestic food distribution companies** like China National Sugar & Wines, China National Vegetable Oil, and China Commercial Foreign Trade, as well as various types of **newly developed import enterprises**, such as Beijing Central Key, CNSC Fortune-Way, Beijing Team Will, Beijing Aijiantongyi, Beijing Heng Xin Cheng, Heng Sheng Kun Yu (Beijing), Beijing Jinyujintong, and Beijing HongYujinHui.

20%

### Sweets & Snacks

20% higher growth than other segments. Still underdeveloped market.

55%

### Olive Oil

55% annual growth, high margins, low entry barriers.

65%

### Dairy

65% annual growth for milk powder. World's leading dairy import market.

US\$  
6  
billion

### Seafood

One of the most important markets in the world. One of the few markets worldwide which is still growing. 6 billion USD import in 2011, 103% annual growths

214%

### Meat

214% growth in meat imports in 2012/13. Consumption at 70kg per head, comparable with the EU. China consumes 1/4 of all meat worldwide.

10%  
~  
15%

### Coffee & Tea

10-15% annual growth. Only 1/3 of Chinese drink coffee. Not a traditional coffee nation, but gradually establishing a coffee culture.

US\$  
1.5  
billion

### Wine

US\$1.5 billion import value, expected to become largest market worldwide. Explosive growth rates of up to 100% since 2007. Lower import duties since China became member of the WTO.

## VISITOR PROFILE

- |   |   |
|---|---|
|  Food Importers & Distributors                                   |  Food Outlets at Universities, Schools, Companies & Office Buildings |
|  Food Wholesalers & Traders                                      |  Fast Food Outlets, Snack Bars & Gas Stations                        |
|  Supermarkets, Grocery & Convenient Stores, Imported Food Stores |  Catering Companies  |
|  Wine Distributors, Wine Importers & Wine Shops                  |  Chefs & Sommeliers  |
|  Bakeries, Coffee Shops & Tea Houses                             |  Online Stores   |
|  Hotels, Restaurants, Bars, Clubs & Resorts                      |  Media, Associations & Government                                    |



## More than Just a Trade Show!

Besides the important trade aspect, visitors and exhibitors alike will benefit from a comprehensive supporting programme with a range of concurrent workshops, seminars, food tasting, live cooking demonstrations and competitions.

As part of CFNA's annual programme for the food industry, a variety of important events for food professionals in China will be co-located with World of Food Beijing:

- China Dairy Trade and Industry Development Forum
- China International Meat Conference
- Imported Food Industry Conference
- Poultry Industry Conference
- Food Safety Conference
- Hotel & Catering Seminars

### The Chef Challenge & Wine Tasting

World of Food Beijing aims to set a new benchmark for culinary competitions in Northeast China. Aspiring chefs from hotels and restaurants in Beijing, Tianjin, and from around the region are expected to compete in various segments, and will be assessed by a panel of renowned Chinese and international judges.

To top it off, a series of wine tasting events and educational seminars for hotel and catering professionals will complement these activities.

### Business Matching - Finding the Right Buyer

Comprehensive selection of buyers and distributors from CFNA membership resources and Koelnmesse's large industrial trade database. At least 100 potential target buyers will be identified in advance by us including importers, distributors, hotels, clubs restaurants and resorts. We will classify them according to their nature of business, product or service categories and their position within the industry to do pre-matching with exhibitors.

These conferences will be attended by senior representatives of Chinese food regulatory bodies, industry associations, food safety organizations, renowned hotels and restaurant managers, as well as imported food buyers and dealers from the region.

More details will be provided closer to the date. Please refer to the show website, or contact the Organizer for updates.



powered by **anuga**

## The most important platform for the international food business

On 9 October 2013, the 32nd Anuga came to a close having posted excellent results. For five days, around 155,000 trade visitors from 187 countries ensured there was lots of activity at the stands of the 6,777 exhibitors.

The atmosphere at Anuga was characterized by a business attitude and extensive networking. Decision-makers from the domestic and international trade, as well as leading importers and buyers from key catering firms came to the fair to obtain in-depth information about services and the products on display.

World of Food Beijing will directly benefit from the expertise and extensive resources of its mother event Anuga. With regional satellite events in Thailand, India, Japan, and now China, the Anuga network offers comprehensive access to some of the most important food markets in the world.

[www.anuga.com](http://www.anuga.com)

## Venue



The China National Convention Center (CNCC) opened in 2009 and is Beijing's newest exhibition centre. Located in the heart of Beijing's Olympic green, it offers easy access to the city centre as well as the airport, and is directly connected to the subway line 8, as well as major hotels. The modern venue offers first class exhibition and conference facilities, with 23,000sqm pillar-less halls on the ground floor.

### Address:

No. 7 Tianchen East Road, Chaoyang District,  
Beijing 100105, P.R. China

[www.cncchina.com](http://www.cncchina.com)

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## Cost of Participation

Space only (min. 18 sqm)	RMB 1,400 or EUR 175 / sqm
Space with Shell Scheme Package	RMB 1,600 or EUR 200 / sqm
Space with Shell Scheme Package (Wine)	RMB 1,880 or EUR 235 / sqm

## Organizers

### A STRONG, PROFESSIONAL AND INFLUENTIAL ORGANIZING TEAM

#### About Koelnmesse

As a world-renowned trade fair organizer, Koelnmesse has an excellent track record for organizing some of the world's most successful trade events, such as the renowned Anuga in Cologne, Germany and Thaifex - World of Food Asia in Bangkok, Thailand. With over 80 years' experience in organizing large-scale commercial events connecting buyers and sellers, Koelnmesse brings forth an unrivalled skill-set and expertise needed to develop World of Food Beijing – powered by Anuga into one of the premier food trade shows in China.

[www.koelnmesse.com](http://www.koelnmesse.com)

#### About The China Chamber of Commerce for Food Stuffs and Native Produce (CFNA)

CFNA, under the jurisdiction of the Ministry of Commerce, represents 6,000 members and has strong influence in China's food industry. Besides local manufacturers, CFNA members include food importers, agents and distributors and account for 70% of China's total value of food and agricultural imports. CFNA is the authoritative voice in China in regard to food industry information and regulations.

[www.cccfna.org.cn](http://www.cccfna.org.cn)

## Contact

### China Chamber of Commerce for Food Stuffs and Native Produce (CFNA)

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