

Food Show PLUS!™ at SIAL China

May 28-30, 2024 | Shanghai, China



YOUR CONNECTION TO GROWTH®

www.foodexport.org

Registration deadline: March 06, 2024 - \$375

Registration link:

<https://www.foodexport.org/events/market-entry/food-show-plus/g24sia/>

Description:

SIAL China is the largest and fastest growing food show in China.

Develop business with buyers and decision-makers for both retail and food service in the top U.S. export market.

<https://www.sialchina.com/>

China has proven to be an appealing and profitable market for U.S. companies for many years. By 2026, Euromonitor projects that retail sales in the packaged food market in China will reach US\$409.5 billion, a growth of 23.2%, or US\$77 billion.

Products of interest:

- Snacks
- Dried fruit
- Tree nut
- Confectionery
- Sauces & condiments
- Biscuits & cookies
- Dairy
- Beverages
- Wine
- Frozen food



*Food Show PLUS!™ services provided:

- Buyers get your profile, contact, product details, and booth number before the show
- In-Market Representative directs buyers to your booth when possible
- Virtual Consultation
- Welcome Package
- Local Retail Tour (if applicable).
- In-Market Rep screens up to 3 buyers met at the show, providing a report
- Food Export's In-Market Rep on-site show assistance

Additional services available (\$75 per selection):

- Interpreter/assistant for your booth
- Professional translation of marketing material into local language (up to two pages)
- Store checks: Pre-event report with brand names, packages, sizes, and pricing

*Please note: Food Show PLUS!™ services are available exclusively for suppliers who are exhibiting at the show in the USA pavilion.

If you have any questions or need assistance, please don't hesitate to reach out to your Food Export Liaison at <https://www.foodexport.org/about/liasons/>.