

Trade Fair	Sweets China 2009
Sub-Heading	International Exhibition for the Sweet & Confectionery, Bakery, Snack Food & Ice Cream Industry
Date of The Event	Trade Days – October 22-24, 2009 Public Days – October 24-25, 2009
Organizers	Koelnmesse Co., Ltd Koelnmesse Pte Ltd, Singapore
Co-Organizer	China National Candy Association
Event Frequency	Annual
Conceptual Sponsor	AIISM, the German Committee for the International Sweets and Biscuits Fair (ISM)
Venue	Shanghai Exhibition Center (SEC), Shanghai
Opening Hours	09:00 a.m. to 05:00 p.m. [22 – 24 Oct 2009] 09.00 a.m to 03.00 p.m [25 Oct 2009]
Stand Rental Fees Sqm	Raw Space (int'l): EUR 175 / sqm Build up Stall (int'l): EUR 215 / sqm Premium Stall (int'l): EUR 235 / sqm
Catalogue	Sweets China 2009 is available before the show.
Product Segments	End products of the following segments: Cocoa, Chocolate and Chocolate Products, Biscuits, Snack Products, Sugar Confectionery, Ice Cream, Raw Pastes and Coffee & Tea.
Fair Profile	The sixth edition of Sweets China 2009, the successful satellite exhibition of the world famous ISM Cologne, will be co-located with China Candy Festive this year onwards. The show will be held at this centrally located venue, Shanghai Exhibition Center, staging from 22- 25 Oct. Sweets China will be incorporating International Sweet & SnackTec and Tea & Coffee zone, creating the professional platform for producers and manufacturers of



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22 - 25. October 2009

www.sweetschina.com

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Facts and Figures



	the sweets, confectionery and snack industry to present their products and innovations to the Who-is-Who of the Asian industry.
Hall Occupancy	Dome Hall, East Hall (2 nd Floor) / Central Hall
Construction and Dismantling Periods	Build up: October 20 – 21, 2009 From 9 a.m. to 6 p.m. Dismantling : Trade : 24 October 2009 From 4pm – 10pm Public: 25 October 2009 From : 4pm – 8pm
Access Rights	Trade visitors [22 – 24 Oct 2009] Public visitor [24 – 25 Oct 2009]
Target Groups Exhibitors:	Producer and Manufacturer of the a.m. segments
Visitors:	Buyers from the Wholesale and Retail Confectionery Trade, Grocery and Co-operative Wholesale Outlets, Retail Chains and their Regional Branches, Cash & Carry Companies, Department Stores and Consumer Markets, Drug Store Chains, Specialist Confectionery Retailers, Confectioners, Cafes, Bakery Operations, Filling Station Chains, Convenience stores
Entrance Fee	Free of cost
Figures for the Previous Event Exhibitors	Results from 2008 Exhibiting companies 176 Chinese companies 57 (32%) Foreign companies 119 (68%)
Gross Exhibition Space	10,000 Square metres
Visitors	9,121 trade visitors from 43 countries
Project Management	Lynn How – Regional Manager Email: .how@koelnmesse.com.sg
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