



www.sweetschina.com

Building Sweet visions for Business

22. - 24.10.2009 上海
Shanghai Exhibition Center 海

In conjunction with:

China Candy Festival 2009

Feature Zones:



Why Sweets China

Solid reputation and professional organization

Sweets China is the most reputable and professional European-organized trade fair for the sweet, snack and confectionary market in China. Sweets China has been held for the past 5 years to positive response from exhibitors and visitors. It will be held 22-24 October 2009 at Shanghai Exhibition Center.

For the first time in 2009, Koelnmesse partners China National Candy Association to hold Sweets China in conjunction with China Candy Festival, maximizing attendance value for both visitors and exhibitors. China Candy Festival is an annual fair open to the public. It will be held on 24-25 October, overlapping with Sweets China on one day. Exhibitors of Sweets China have the new option of staying one more day for China Candy Festival to meet the end consumers of their products. In reverse, the exhibitors of China Candy Festival will be incorporated into the exhibitor line-up at Sweets China, making Sweets China a bigger trade event this year.

Build your brand with us

China is a challenging market, with a different taste in sweets compared to the west. The public days are a chance for international exhibitors to meet the end consumers and to cultivate their taste for a different type of candy.

Enter the market

China's 2009 growth rate is projected to hover around 8% even amid the current economic downturn. If the Chinese market is your target, this is the best time to invest and make your company stand out in the quieting economy.

Specialized zones for all your needs

Sweet & SnackTec Zone

This technology-focused zone provides a complete overview of the production process for the sweet, snack and confectionary industry, from ingredients to production to packaging.

Tea & Coffee Zone

Coffee and tea are the perfect beverages to complement consumption of sweets, snacks or confectionary. This new combination will provide a wider range of products for visitors from the hospitality industry.

Meet top local retailers

All major retailers such as Auchan, Carrefour, CenturyMart, Hua Lian Group, Parkshop, Wal-Mart etc, visit Sweets China.

Comprehensive supporting program

Koelnmesse produces an in-depth program of business and technology-focused seminars for educational and networking purposes.

Strong visitor promotion

Besides customized buyer invitations to local and regional caterers, supermarkets, wholesalers, distributors and retailers, Koelnmesse also arranges on-site business matching and media interviews.

Industry Figures

With increasing incomes and changing consumer habits leading to greater demand for confectionary, the Chinese market is not to be neglected for all manufacturers.

According to a Global Agricultural Information Network and USDA report in 2007, China's confectionary market has been growing for the past five years and is expected to continue. Specialty candy and functional confectionary are among the strongest sectors for growth especially in East China.

Imported products are very popular, in particular those from Europe, Japan and Korea. Imported products are perceived to represent a higher quality.

China's demand for chocolate grows by 10 to 15% annually and manufacturers are taking the opportunity to enter this lucrative market. China's Food Industry Association says that annual chocolate consumption, currently worth around RMB 3 billion, is expected to reach RMB 20 billion (€1.9bn) in the future, making it the largest chocolate market in the world.

Despite the current economic downturn, it is expected that the industry will not be affected greatly. An industry professional said that chocolate is a defensive industry and according to their past experience, consumption was not affected in previous bad economic periods. Specially for the Chinese market, the economic growth rate is projected at 8%, much higher than other developed markets.

China's confectionary industry is mainly based in Guangzhou, Shanghai and Beijing.



Review 2008

Exhibitor Analysis

No. of Exhibitors: 176 57 local(32%), 119 overseas(68%)

International Pavilions: Germany, Japan, Korea, Malaysia

Exhibitors from:

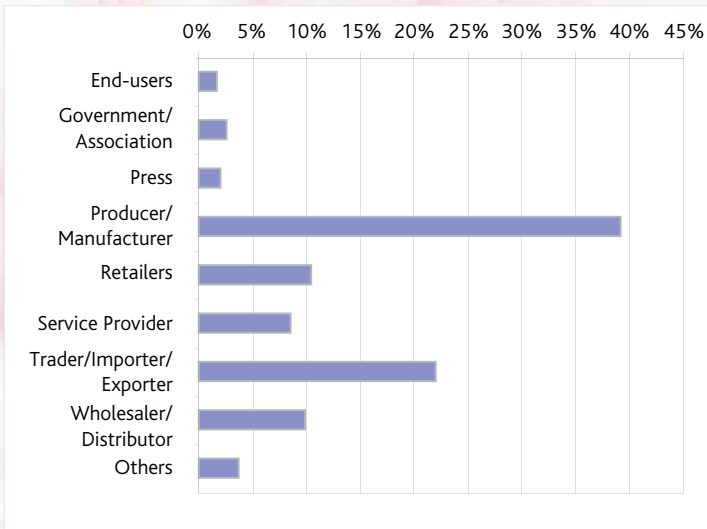
Australia, China, Colombia, Germany, Hong Kong, Italy, Japan, Korea, Malaysia, The Netherlands, Pakistan, Russia, Singapore, Taiwan, Turkey, U.S.A.

Visitor Analysis

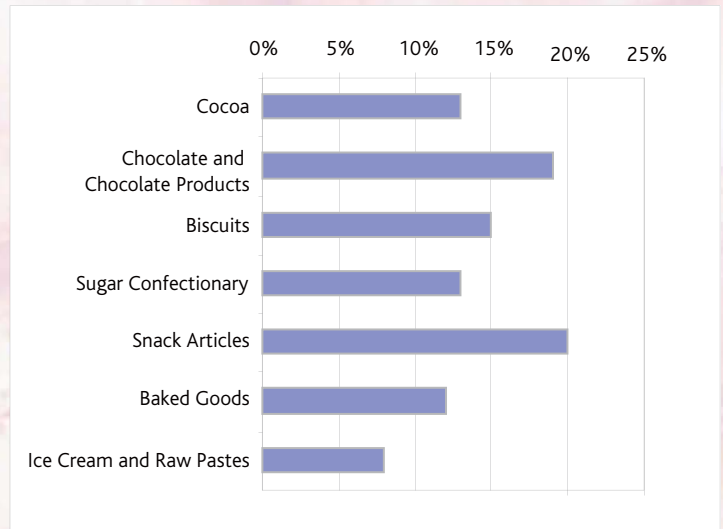
No. of Visitors: 9,121 7,882 local (86.5%) 1,239 overseas (13.5%)

Top 5 Chinese Cities (outside Shanghai) Represented: Jiangsu, Zhejiang, Guangdong, Beijing, Shandong

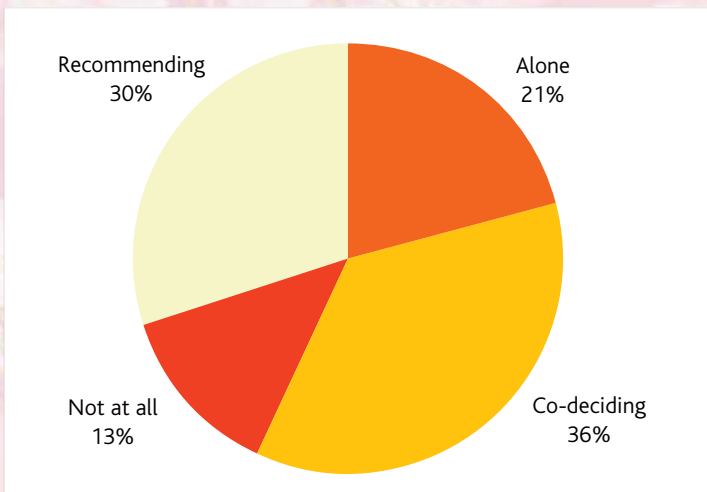
Visitors Classified by Nature of Business



Visitors Classified by Products of Interest



Visitors' Involvement in Purchase Decision



Exhibitor Statements

'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.'

Ea An A/L Lim Teck
Economic Affairs Officer, Malaysia Cocoa Board

'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.'

Chiang-IK, Lee
Korea Cacao & Chocolate Association

Sweet & SnackTec Zone

Your One-Stop Shop for Sweet, Snack, Confectionery

Based on the same unique concept of ISM and ProSweets in Cologne, International Sweet and SnackTec China was conceptualized in 2006. The show is now incorporated into Sweets China as a special feature zone to provide a one-stop shop for the sweet, snack and confectionery industry, showcasing production processes and end products under one roof.

Exhibitor Profile

Manufacturing, processing and packaging technology

for Sweets & Snacks:

- Processing technology and equipment
- Machines and plants
- Packaging technology
- Packaging materials
- Raw materials and ingredients
- Refrigeration and air conditioning technology automation/ data processing/ control technology
- Safety, quality management
- Analysis, laboratory and measuring equipment
- Operating equipment and auxiliary devices for confectionery production
- Service firms, organizations, publishers

Visitor Profile

Decision-makers from following segments:

- Production
- Purchasing and maintenance
- Research and product development
- Marketing
- Capital goods industry
- Suppliers
- Traders, importers & exporters, wholesalers
- Service providers for food processing
- Chambers of commerce and cooperatives
- Associations and government agencies

With following functions:

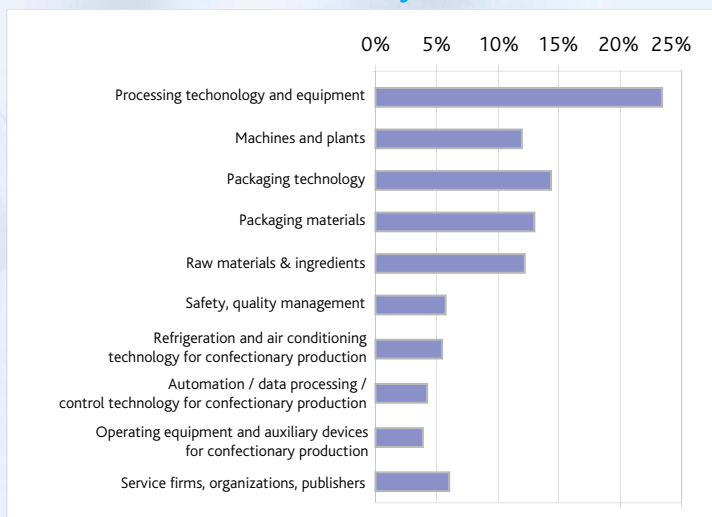
- General Management
- Marketing/Sales management
- Food technologists
- Engineers
- Consultants

78% of visitors to International Sweet & SnackTec China 2008 will recommend the show to their colleagues.

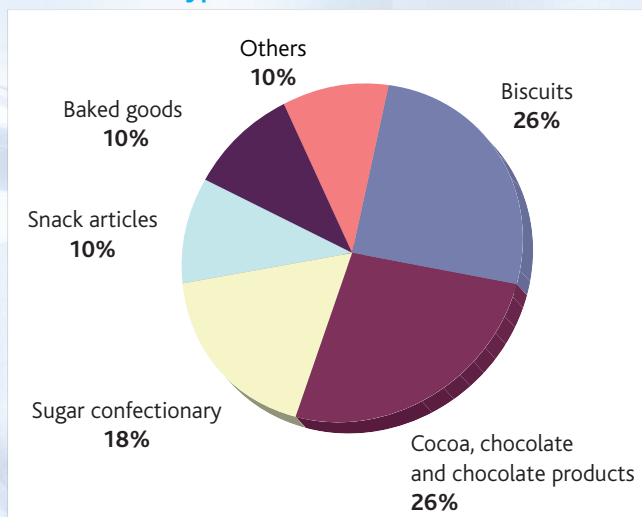
'Besides Chinese buyers, we also met buyers from India and Russia. This is indeed an international show.'

Eddie Ong
Sollich AG

Visitors in 2008 Classified by Products of Interest



Types of Exhibitors in 2008





Tea & Coffee Zone

A new combination for business success

NEW
In 2009

Tea & Coffee appreciation in China has increased with the expansion of western-style cafes. But so are customers' knowledge and expectations. Tea & Coffee Zone at Sweets China has been created to meet the industry's wish to improve its operations in terms of standards and new developments. Apart from a comprehensive selection of the region's best suppliers, there will also be an educational Seminar Theatre.

The tea & coffee zone within Sweets China will serve as a perfect compliment as hot beverages + food pairing is becoming trendy. This specialized zone will highlight the trends in confectionary, biscuits and sweets in cafe business, what types of confectionary products are best paired with tea and coffee and of course professional machines, tea leaves & coffee beans and the proper accessories.

Exhibit Profile

- Tea & Coffee Exporters, Importers, Distributors
- Manufacturers of Professional Machines
- Suppliers of Roasting, Brewing & Grinding Equipment
- Tea & Coffee Specialty Retailers
- Tea Packers
- Tea Filter Supplies
- All Accessories concerning Tea & Coffee

Market Figures

Global coffee giant, Starbucks, has 660 chains in China; China has become the fourth largest market for the coffee chain outside US. Cafes are typically part of the western lifestyle which is increasingly adopted by affluent and well-traveled Chinese. It is estimated that the number of middle-class consumers in China may double to 200 million by 2020. The speed at which Chinese took to coffee is demonstrated by the 90 percent increase in total volume sales in China between 1998 and 2003, when it reached 6,504.5 tons. Demand for coffee more than doubled between 2001 and 2006 and is currently estimated to be growing by 10 percent a year, according to the International Coffee Organization (ICO).

Quality coffee is gaining awareness and hot milk tea is getting more popular which means a dynamic beverage market is brewing in this region. Accompanying these trends is a demand for equipment to support menu expansion and the increasing higher expectations of customers. As a result, this is not a sector to be neglected in the food and beverage industry.

Supporting Program

Koelnmesse produces an in-depth program of business and technology-focused seminars for educational and networking purposes.

Reach the Right Visitors

Maximize your trade fair participation and talk to those who know the real needs of Chinese customers. Establish your long-term business contacts with Koelnmesse, your skilled partner in global competence in food.

• Top retailers who visited in 2008:

Centurymart, Carrefour, Lian Hua, City Supermarket, Quik convenience store, Lawson, RT-Mart, Hua Lian GMS

• Top buyers in 2008:

ShanghaiTed Enterprises, Shanghai Sunny Life Enterprise, Shanghai Yuanyi Import & Export, Shanghai Jieqiang Tobacco Sugar & Wine Group Distribution Center, Hopestar Trading, Shanghai Delice Food, VASTO International, Global Goods and Services, Cortti Food (Shanghai), Sinodis (Shanghai)



Facts and Figures

Date	Sweets China: October 22-24, 2009 China Candy Festival: October 24-25, 2009 Sweets China is open to trade visitors only. Exhibitors of Sweets China have the option of staying one more day for China Candy Festival.
Hall Layout	Sweets China (trade only) – October 22-24 in East Hall Level 2 Sweets China + China Candy Festival (October 22 - 23 (trade only) + October 24 (trade + public) + October 25 (public only) in Dome Hall Sweet & SnackTec Zone (Trade only) in East Hall Level 1
Venue	Shanghai Exhibition Center Shanghai, China
Frequency	Annual
Year of foundation	2004
Cost of participation	EUR 175/sqm (raw space) EUR 215/sqm (standard shell scheme package) EUR 235/sqm (premium shell scheme package)
Exhibit Profile	<ul style="list-style-type: none">• Cocoa, chocolate and chocolate products• Biscuits• Sugar confectionery• Snack articles• Baked goods• Ice cream and raw pastes <p>Sweet & SnackTec Zone:</p> <ul style="list-style-type: none">• Ingredients & raw materials• Packaging materials• Packaging technology• Processing technology <p>Tea & Coffee Zone:</p> <ul style="list-style-type: none">• Coffee & Tea Exporters, Importers, Distributors• Manufacturers of Professional Machines• Suppliers of Roasting, Brewing & Grinding Equipment• Tea & Coffee Specialty Retailers• Tea Packers• Tea Filter Supplies• All Accessories concerning Tea & Coffee
Organizers:	Koelnmesse China National Candy Association

Sweets China is supported by AISM, the German Committee for the International Sweets and Biscuits Fair: Bundesverband der Deutschen Süßwarenindustrie e.V. and Sweets Global Network

Established in 1922, Koelnmesse is one of the largest organizers of trade fairs worldwide. We organize more than 70 international trade fairs and over 2,000 conferences annually.

Anuga, Anuga FoodTec, ISM and ProSweets are the leading trade fairs in the food and food technology industry. Sweets China was started in 2004, then International Sweet & SnackTec China in 2007, which are trade platforms and information hubs for the Chinese manufacturers, wholesalers, distributors, exporters & importers, retailers and even end-users.



Feature Zones :



For further information:

www.sweetschina.com

More food shows:

www.capitaloffood.com

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