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anufood china

Restore, Refresh, Revitalize

South China's F&B market awaits you

NEW **21-23 April 2021**

Shenzhen World Exhibition & Convention Center, Shenzhen, China

Organisers:

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

深圳市零售商业行业协会

koelnmesse

ANUFOOD China 2021

Why South China?

452,900 sq km

Population of **170** million

GDP of over RMB **19** trillion
(Guangdong Province alone generates **14% of China national GDP**)

The South China market

Consists of Guangdong Province, Guangxi Province, Hainan Province, Fujian Province, Yunnan Province, Guizhou Province, Hong Kong, Macao and Taiwan

- ✓ According to the Report on China's Imported Food Industry 2019 released by China Chamber of Commerce of Foodstuffs and Native Produce (CFNA), the total amount of imported food & drinks in 2018 in South China is nearly USD 60 billion, with the Guangdong Province raking the 1st province in importing F & B products amounting to USD 16.1 billion
- ✓ In 2019, China national catering revenue of RMB 46.72 billion, an increase of 9.4% over 2018. Guangdong Province, in particular, ranks second with revenue reached RMB 388.46 billion
- ✓ With a superior geographical location, South China is portrayed as the south gateway to enter the Chinese market, in the meantime, radiates diverse markets in Hong Kong, Macao, Taiwan and Southeast Asia

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The Greater Bay Area – seize the new business opportunities

The Guangdong-Hong Kong-Macao Greater Bay Area (the Greater Bay Area)
Consists of Hong Kong and Macao, and the nine municipalities of Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing in Guangdong Province

- **56,000** sq km
- Population of over **72** million
- GDP of over USD **1,679.5** billion
  (GDP per capita ranks **1st** in China)

- ✓ Creating a city cluster to offer regional competitive advantages, surpassing the international existing bays such as those of San Francisco, Tokyo, or New York
- ✓ The Chinese government's Outline Development Plan in Feb. 2019 turning the Greater Bay Area into a world-class city that houses an international innovation, science and technology hub, infrastructural connectivity, financial integration, etc.
- ✓ Presenting significant business opportunities and includes Hong Kong and Shenzhen, an established and emerging international financial centers
- ✓ To adopt more convenient clearance modes in Guangdong, Hong Kong and Macao in accordance with the law to enhance clearance efficiency
- ✓ These drive to the increasing demand on catering service and high-quality imported F&B products

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Why Shenzhen?

Shenzhen

- Economic core of the Pearl River Delta and Great Bay Area.
- GDP growth rate in 2019: 6.7%, ranking first in the Guangdong-Hong Kong-Macao Greater Bay Area
- The per capita GDP reaches RMB 29,498 in Shenzhen in 2019, ranking first in the nation
- The biggest “Landing window” for imported food in China

According to the Report on China’s Imported Food Industry 2019 released by China Chamber of Commerce of Foodstuffs and Native Produce, in 2018, the total imported food at Shenzhen Port was USD 9.772 billion, accounting for 13.28% of the total imported food in China with an increase of 19.46% from last year, ranking second in the country after Shanghai Port.

Why ANUFOOD China?

✓ Strong Local Partners – Event Co-Organizers

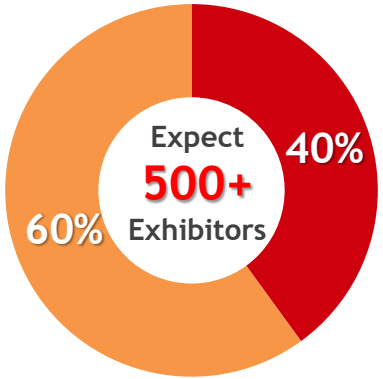
- **China Chamber of Commerce of Import & Export of Foodstuffs, Native Produce & Animal By-Products (CFNA)**

  With members of 6,500 companies, covering all parts of China, which is composed of the largest and most representative companies and a large number of small and medium sized enterprises. Its member companies account for 70% of China's total imports of food and agricultural products. Member enterprises include manufacturers, importers, trading agents and distributors of imported food. It also provides important and latest information of food industry for the majority of member enterprises, and provides industry guidance and management.

- **Shenzhen Retail Association**

  With more than 500 members, membership covers shopping malls, department stores, supermarkets, brand chain stores, convenience stores and automobile maintenance chains and other large and medium-sized enterprises. There are more than 60,000 member stores in China, among which nearly 60,000 are distributed in more than 30 provinces, cities and autonomous regions, creating a strong promotion platform for the development of retail chain industry, closely matching the highest needs of members.

ANUFOOD China 2021 - Exhibitors Profile



- International Exhibitors
- Local Exhibitors

Sweets & Snacks | Meat | Dairy | Fine Food | Seafood

Organic | Baby Food | Fruits & Vegetables | Drinks | Food Service

20,000+
Square metres

500+
Exhibitors

(40% international)

16,000+
Visitors

Trend Topics

- READY TO EAT PRODUCTS
- VEGETARIAN PRODUCTS
- PRIVATE LABELS / TIME HONORED BRANDS
- HEALTH & FUNCTIONAL FOODS
- SUPERFOODS

ANUFOOD China 2021

Show Overview – Positioning

1. Benefit from the expertise and resources from the world-renowned Anuga in Cologne, Germany
2. Harness the power of a one-stop sourcing and trading platform featuring the world's leading food brands and suppliers
3. See what the Guangdong-Hong Kong-Macao Greater Bay Area and Southern China market has to offer at a fairly better timing in 2021
4. Precise and effective matchmaking to explore business opportunities
5. Virtual Expo Plus - Specific for international exhibitors not able to fly in personally to the exhibition
6. Synergy on Parallel Event with Wine & Gourmet Japan (WGJ), arrange onsite video streaming for both shows buyers with matchmaking services

Virtual Expo Plus
- *Virtual Exhibition Platform Services*

In view of the global COVID-19 development and travel restrictions, the brand-new concept of **"Virtual Expo Plus"**, value added services would be introduced to **all international exhibitors** combing with:

- Virtual Expo Platform (To be launched from **1st March 2021 until end of May 2021**) 4 Main services include:
  i. Exhibitors Profile
  ii. Participation to Webinar onsite
  iii. Business Match-making and Schedule Pre-Arrangement
  iv. Service Center
  (Please find the details in below page from 11-13)

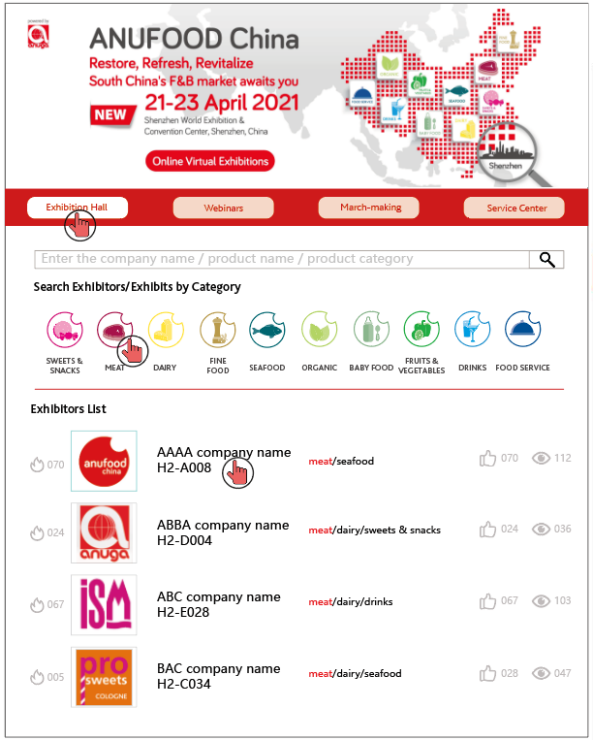
- The Virtual Expo will be connect to the homepage of ANUFOOD China official website www.anufoodchina.com
- Exhibitors' profile will be post to the Virtual Expo Platform from Mid-January, 2021
- **Instant Messaging function & video conversation**(Via Zoma) for international exhibitors and buyers in the virtual expo platform
- **Video Streaming & Internet Connection for online meetings arrangement** for international exhibitors from first day of AFC2021 to one week after the AFC.(Around 10 days)

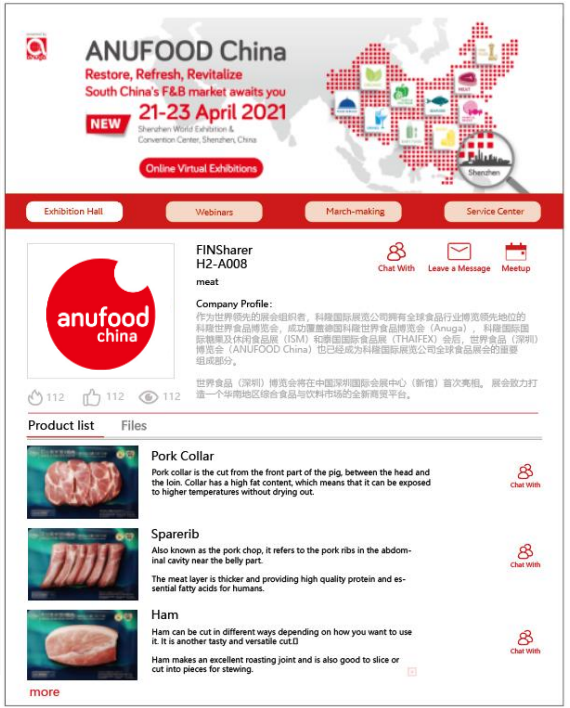
Virtual Expo Plus
- *Virtual Exhibition Platform Services*

➢ **Feature 1: Exhibition Hall**

A. Exhibitor Search
   - By Exhibitor Name
   - By Exhibits Category
   - By Keywords
   - By Country

B. Exhibitor Profile
   - Company description: Logo, introduction, website, booth
   - Main products description(5 different products, each 3 pics)
   - Able to connect with Exhibitors directly- Instant Messaging & video conversation



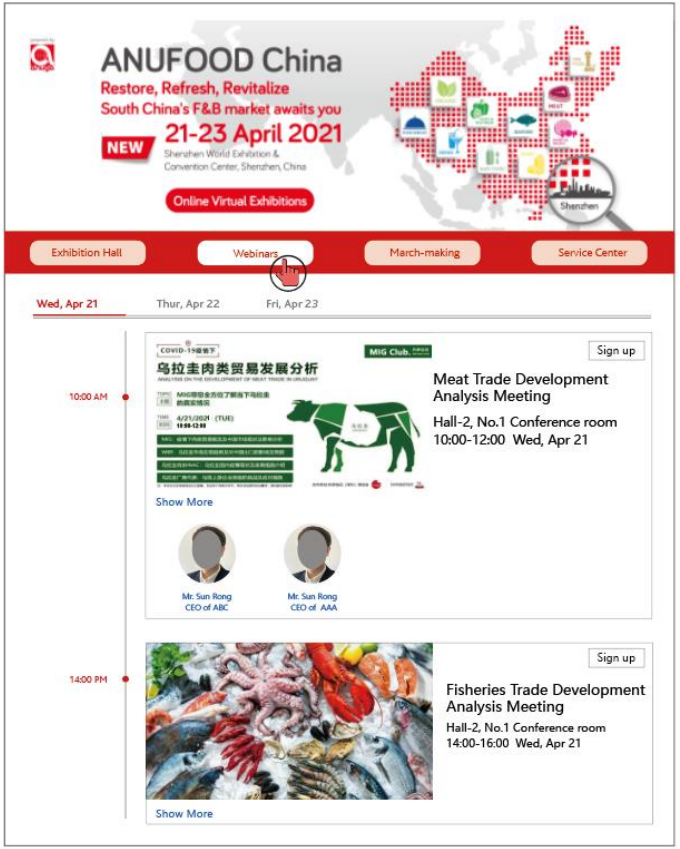


** Exhibitors can upload profile by themselves via log in the Virtual Expo account*

Virtual Expo Plus
- *Virtual Exhibition Platform*

➢ **Feature 2: Webinar**

- If technical condition allowed, webinar function will enable online audiences to pre-register and attend AFC onsite culinary competition and other events virtually via onsite video streaming



Virtual Expo Plus
- *Virtual Exhibition Platform*

➢ **Feature 3: Business Match-making**

- Visitors to pre-arrange matching schedule directly with the exhibitors
- View the matching schedule and select the available timeslots
- Direct & efficient
- Onsite matchmaking area will have certain number of tables to enable the onsite buyers talk to online exhibitors virtually
- Pre-promotion for the country pavilions & specific country pavilion matchmaking services

➢ **Feature 4: Service Center**

- Message center to receive online inquiry
- View scheduled matchmaking plan
- Other functions to be confirmed

ANUFOOD China 2021 - Visitor Profile

12,000+
trade buyers are expected

Hosted Buyer Program

Target Channel Positioning

Importer
Distributor
Wholesalers
Retailer
E-commerce
HORECA

300 pax

Hosted Buyers are invited from

55% from Guangdong province
20% from Guangxi, Fujian, Hainan, Guizhou & Yunnan provinces
15% from Shanghai, Zhejiang, Jiangsu & Anhui provinces
10% from Hong Kong, Macao & Taiwan

Matchmaking

6+ Matchmaking onsite sessions

Product themed: Wine, Meat and Snack & Sweet
Channel themed: import dealer, retail and Catering
Countries sessions

10 Hosted Buyer delegations

From "9+2" cities Food and Catering Associations
Chain Store & Franchise Association
Food Industry media

- ✓ **Extensive Networking** – through diverse promotional channels to showcase exhibitor in the spotlight before the show
- ✓ **Effective Communication** - precise matchmaking with high quality and efficient communication both pre-show and onsite
- ✓ **Value-added Marketing Info** - see what the Guangdong-Hong Kong-Macao Greater Bay Area and Southern China market to offer at a fairly better timing in 2021

ANUFOOD China 2021 - Visitor Profile

Integrated Marketing Promotion

Social Media

- Feature report about company & brand
- Latest industry news coverage
- Quick & easy Pre-registration

E-newsletter

- Updates of fair news
- Feature diverse product categories
- Latest industry news coverage

40,000+
Local trade buyers

30,000+
Overseas trade buyers

One-on-one Promotion

5 issues of **Buyer Guide**

reach **5,000**
Precisely matched trade buyers

10
Product Categories

300+
Selected Brands

Online & Offline

- Official Website & Virtual Expo Plus
- Fair & Supporting Program Invitation
- Visitor brochure/Catalogue
- Onsite board and digital-screen
- Onsite events and online webinars synergy

ANUFOOD China 2021

Key Supporting Programs Prior To The Event At A Glance

Timeline	Event	Face to
23 June 2020 & onwards	"AFC X MIG Global Animal Protein Online Summit" (next schedule to be in Sep.)	Meat industry colleagues
15 July 2020	"Chef Table on Cloud" (online Chef Table event) – exclusively for confirmed exhibitors	Nationwide F&B channels, Retailers & Distributors
26 & 28 Aug. 2020	Series of "Global F&B Themed Roadshows" (Covering market & industry trend & challenges, retail channel strategies, f2f networking opportunities with targeted buyers)	Regional F&B channels, Retailers & Distributors
23 Sep. 2020	Chef Table Guangzhou	**By Invitation Only** Regional F&B Channels / Retailers / Distributors
Jan. 2021	Chef Table Xiamen	**By Invitation Only** Regional F&B Channels / Retailers / Distributors
March 2021	Chef Table Shenzhen	**By Invitation Only** Regional F&B Channels / Retailers / Distributors

ANUFOOD China 2021

Key Supporting Programs Onsite At A Glance

Timeline	Event	Organizer / Co-organizer
21-23 April 2021	Global Animal Protein Market Forum	Meat industry colleagues
	1st Global Imported Food Retail Market Trends Forum	Shenzhen Retail Association, Global Union
	The Congress of China Imported Food Association of CFNA (TBC)	China Chamber of Commerce of Import & Export of Foodstuffs, Native Produce & Animal By-Products (CFNA)
	Guangdong - Hong Kong – Macao Greater Bay Area Culinary Competition	Shenzhen Cuisine Association
	Business Matchmaking programme: - covering channels including retailers, supermarkets, e-commerce, hotel, catering and group purchase; - involving product categories such as meat (beef, pork), seafood, sweets & snacks, wine, baby food and organic foods, etc.	CFNA, MIG, Global Union, Shenzhen Retail Association, media partners, etc.

Hosted Buyer Program - Matchmaking

How it works

01 2020.12.1-12.15

Exhibitors
Provide info of company, brand, products, etc.

02 2020.12.15-2021.2.26

Apply & Respond
Receive buyers' info from organizer and respond with inquiries

03 2021.3.1-4.1

Confirmation
Pre-matching with relevant buyers and matchmaking sessions by signing "Confirmation Letter"

01 2020.12.15-2021.2.26

Pre-register as trade visitor
Complete pre-registration and apply for Hosted Buyer Program

02 2021.3.1-4.15

Organizer Invitation & Online Interaction
· Receive Intro & Buyers Guide from organizer.
· Online view of exhibitors & products to set meeting appointments.

03 2021.4.1-4.15

Make appointment with exhibitors
· Select preferred timeslot of onsite matchmaking or onsite visit by group

04 2021.4.1-4.15

Confirmation
· Sign "Confirmation Letter" to become registered Hosted Buyer

2021.4.1-4.20

Pre-meeting Reminder
✓ E-mail
✓ SMS
✓ Tel.

2021.4.21-4.22

Meet up at Matchmaking sessions or booth

Hosted Buyer Program - Matchmaking

Sponsorship opportunity

Sponsor Opportunities in Matchmaking area:

- ✓ Exhibitor Poster with your own graphic, A0 size
  EUR 180/pcs
- ✓ Product showcase with one product
  EUR 300/pcs
- ✓ Package sponsor (both post and showcase)
  EUR 400/pcs

★ **FREE** sponsorship opportunity for exhibitors of ANUFOOD China 2021.

** Limited space, first come first serve.*

Supporting Programs

Hosted Buyer Program – Buyer Tour

Hosted Buyer Tour will be organized among trade buyers from food associations in Guangdong – Macao – Hong Kong Greater Bay Area.

Designated exhibitors will have a 3-5 minutes presentation when Buyer Tours come to their booth for visiting.

Cooperated Associations:

- Guangzhou Food Industry Association
- Xiamen Food Industry Association
- Shenzhen Food Industry Association
- Shenzhen Import/Export Chamber of Commerce
- Guangdong Cold Chain Association
- Foshan Food Industry Association
- Huizhou Food Industry Association
- Dongguan Food Industry Association
- Zhongshan Food Industry Association
- International Food Safety Association
- The Association for Hong Kong Catering Services Management Ltd
- Chamber of F&B Industry of Hong Kong Ltd

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Supporting Programs

Hosted Buyer Program – Target Buyer list at glance

Importers/ Distributors

- 中粮 COFCO
- WTD 威时沛运 威时沛运·全球供应链管家
- 品洋品 PYP
- 亞泰軒
- ERGUO 饵果
- 凤凰优选 Phoenix Selection
- 炜洹 Wakan
- Jointek 瑞德 SINCE 1988
- 新银河世纪 New Galaxy Century
- 汇众
- 好易商
- 东莞市每食富贸易有限公司
- 益澧行
- 首农 SUNLON
- 马力科技 MALLEE TECH
- JIUYE 九曳供应链 Supply Chain

Supermarkets/E-commerce

- Walmart Save money. Live better.
- Ole' food hall
- AEON 永旺（中国）投资有限公司
- Sam's CLUB
- 7 ELEVEN
- 苏宁易购 suning.com
- Carrefour 家乐福
- 盒马 鲜·美·生活
- JD.京东.COM
- 有赞
- 苏宁小店 suning
- 人人乐 REN REN LE
- 美宜佳 MEIYIJIA
- 若比邻
- OurHours 全時
- 华润万家 vanguard

Hotels & Restaurant

- THE PORTMAN RITZ-CARLTON 丽思卡尔顿
- HYATT
- FOUR SEASONS
- ACCOR HOTELS
- Marriott HOTELS·RESORTS·SUITES
- ST REGIS
- IHG 洲际酒店集团
- Sands RESORTS MACAO
- WYNDHAM HOTELS & RESORTS
- Hilton HOTELS & RESORTS
- Yum!
- 永和大王
- 面熙王
- 陶陶居
- 海底捞火锅
- 熙都德
- 王品台塑牛排
- MORTON'S STEAK & SEAFOOD GRILLE 莫尔顿海鲜牛排坊

ANUFOOD China 2021

Show Overview – Basic Information

Dates

21 - 22 April, 2021 09:00 – 17:00

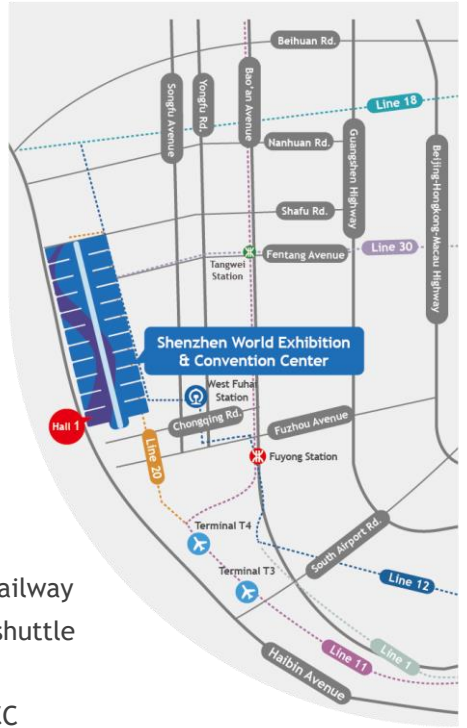
23 April, 2021 09:00 – 15:00

Trade visitors only

Venue

Shenzhen World Exhibition & Convention Center

Shenzhen, China



Transportation

- Airport – 17km from Shenzhen Bao'an International Airport to SWECC
- Railway - Shenzhen North Railway Station | Shenzhen East Railway Station | Futian Railway Station | Shenzhen Railway Stations, Transfer to Metro line 11 to Fuyong Station for shuttle bus
- Shuttle Bus Round Transfer Service - from Shenzhen Metro 11 Fuyong Station to SWECC

ANUFOOD China 2021

Participation Costs

- Original offline participating cost for exhibitors who attend to the fair

1) Space Only at Premium Zone (min. 18 sqm) **EUR 260 / sqm**
2) Standard Shell Scheme at Premium Zone (min. 9 sqm) **EUR 320 / sqm**

- New Virtual Expo Plus package cost for international exhibitors who can't fly to China

Virtual Expo Plus package **EUR 2,880**

(Virtual Exhibition Platform & Offline exhibiting space (4sqm) and onsite services)

- **Additional advertisement**

Catalogue ad(1 page, full color) EUR 760
Logo in catalogue listing EUR 110

Extra **5%** booth size of individual exhibitors above **36 sqm**

Virtual Expo Plus Package - *Special Exhibiting Package*

Specific for international exhibitors not able to fly in personally to the exhibition due to the travel problem, new participation package would be introduced to all international exhibitors combing with:

- Virtual Exhibition Platform (To be launched from **1st March 2021 until end of May 2021)**
  i. Exhibitors Profile
  ii. Participation to Webinar onsite
  iii. Business Match-making and Schedule Pre-Arrangement
  iv. Service Center
- Offline exhibiting space & onsite services in ANUFOOD China 2021
  i. Space in **4sqm (2m x 2m)**
  ii. Booth construction
  iii. Printed backdrop in 2m (W) x 2.5m (H) - artwork to be provided by exhibitors
  iv. Basic furnishings
  v. Onsite services:

  (One English speaking booth Staff stand by(responsible for operating the booth, promoting the products, collecting name cards and onsite enquiries); 1 x iPad / Laptop; Video Streaming & Internet Connection for online meetings arrangement; free storage for keeping samples everyday) *ps. please send the samples to the address we requested.*
- Virtual Expo Plus package **EUR 2,880**

ANUFOOD China 2021

Exhibitor participation package switch

For whom cannot fly to China due to the travel problem:

1) One 9sqm Standard Shell scheme booth could be switched to “Virtual Expo Plus package” directly. (Cost is same EUR 2,880) *(See last page for details)*

2) One 18sqm Standard Shell scheme booth could be switched to “Virtual Expo Plus package” and “online & onsite advertising package”

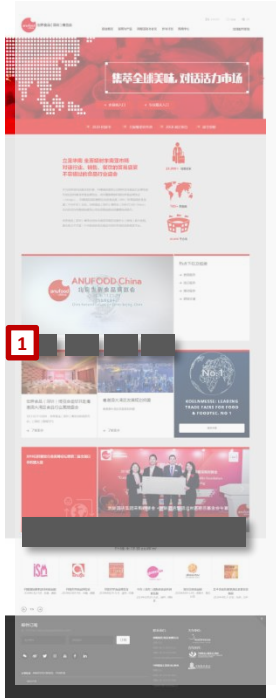
online & onsite advertising package: *(See following pages for details)*

- *Rolling Logo Advertisement EUR 450*
- *Catalogue ad(1 page, full color) EUR 760*
- *Social Media Promotion-WeChat Special Feature EUR 1,000*
- *Onsite VIP room* **PIAZZA** *sponsorship EUR 1,000*

ANUFOOD China 2021 Sponsorship Proposal

Online Advertising

Official Website: Homepage



1 Rolling Logo Advertisement

Width x Height: 330 x 220 pixel

Price: EUR450

ANUFOOD China 2021 Sponsorship Proposal

Social Media Promotion

WeChat Special Feature

1 Special Feature

Text with graphics and pictures

Price: EUR1,000/per issue

ANUFOOD China 2021 Sponsorship Proposal

Print Advertising | Show Catalogue

9

9 4/c Full Page Advertisement (Opposite Content Page)

Width x Height: 148 x 210 mm

Price: EUR760

ANUFOOD China 2021 Sponsorship Proposal

Event Sponsorship **PIAZZA**

LOGO display at:

- ✓ Guest Invitation Card
- ✓ Refreshment Voucher
- ✓ Refreshment Menu
- ✓ Event Poster
- ✓ Backdrop

VIDEO scrolling on-site (designate time slot)

Price: EUR1,000 + products

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

深圳市零售商业行业协会

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