



SIAL China 2018 Continues to Inspire Food & Beverage Industry as Asia's Largest Food

Innovation Exhibition Concludes 19th Year

- SIAL China, Asia's largest food innovation exhibition expanded 8% in scale comparing with 2017, attracted 3,400 exhibitors from 70 countries & regions and 30 domestic provinces and cities, and welcomed 110,635 professional visitors in 2018
- Phil Hogan, European Agriculture and Rural Development Commissioner, officially opened SIAL China 2018 on behalf of the European Union as Region of Honour.
- SIAL China 2019, the 20th anniversary of SIAL China, will take place May 14-16 in Shanghai at the Shanghai New International Expo Center, which will occupy 17 halls.

SHANGHAI, China, June 5, 2018 - SIAL China, Asia's largest food innovation exhibition, and the world's fourth-largest, successfully concluded its 19th edition on May 18 in Shanghai at the Shanghai New International Expo Center.

An established trade fair, SIAL China took yet another step forward in 2018 by surpassing 2017 record-setting figures. SIAL China 2018 expanded to 162,000 square meters. (+9% vs 2017) and welcomed 110,635 professional visitors in 2018 (+8% vs 2017), 3,400 exhibitors (+6% vs 2017).

In 2018, SIAL China grew beyond an international professional and commercial exhibition to become an inspiring innovative headstream for the food and beverage industry.

The Opening Ceremony

On May 16, 2018, a delegation of ministers, ambassadors, consuls and trade officers attended the Opening Ceremony of SIAL China 2018. European Agriculture and Rural Development Commissioner, Phil Hogan officially opened the exhibition on behalf of the European Union as Region of Honour.

Representatives from the People's Republic of China included the Director of China Commerce Development Center, Director of Foreign Economic Cooperation Center of MOA, Chairman of Gansu Commission of CCPIT, Chairman of Heilongjiang Commission of CCPIT, Deputy Director General of Department of Commerce of Shandong Province, and the Secretary General of Cold Chain Logistics Committee and Vice President of Chinese Academy of Agricultural Mechanization Sciences.

Honoured guests from Argentina, Belarus, Brazil, Bulgaria, Canada, Chile, Colombia, Cuba, Czech, Denmark, Estonia, Greece, Finland, France, Hungary, India, Indonesia, Ireland, Lithuania, Mexico, the Netherlands, Peru, Russia, Spain, South Africa, Sweden, and Uruguay also attended the Opening Ceremony.

The Region of Honour – the European Union

As the Region of Honour for SIAL China 2018, 26 European Union (EU) member country pavilions housing 70 EUdelegates occupied 6,000 square meters of exhibition space. The EU also hosted

exciting activities, including cooking demonstrations, innovative EU-Chinese product pairing demonstrations by famous chefs, and informative sessions about EU food quality and safety policies to complement the wide variety of safe and quality agricultural food and beverage products on display at the EU member pavilions.

SIAL Innovation

SIAL Innovation, well known as the crown jewel of SIAL Network, once again shined at SIAL China. In 2018 the competition which recognizes the most cutting-edge products in the food and beverage industry received a record number of submission. In total, more than 600 products were vying for the prestigious award at SIAL China. In the afternoon of May 16, three of the ten finalists were awarded SIAL Innovation Gold, Silver, and Bronze Awards, respectively.

The Gold Award went to SAFE CATCH from the USA for Elite Wild Seasoned Tuna for their low mercury tuna. Mexico Avocado Honey from CHENGDU MAYALAND TRADING CO., LTD, China, earned the Silver Award for its originality, and NOVELTEA from Great Britain captured the Bronze Award for their innovative cold-brew tea and spirit blends called "The Tale of Tangier and The Tale of Earl Grey".

La Cuisine

SIAL China 2018 marked the fifth year La Cuisine partnered with World Association of Chefs' and the first with China Cuisine Association to host Top Chef. This year, five domestic and three international teams competed to be named Top Chef. With eight expert judges looking for creativity, presentation skills, uniqueness, and taste, in the end, the team from Yunnan took home the championship.

Retail & Hospitality Forum

From May 16-18, experts from the EU, Euromonitor, GIRA Conseil, XTC, JD.com, and Alibaba shared insights, analysis and discussed trends in such areas as indication labels, dairy, food services, boundary-less retail, and new sales formulas at the Retail & Hospitality Forum. The forum gave professional visitors an exciting platform not only to increase their understanding but also learn the latest trends of food and beverage industry.

Wine Innovation Forum & Best Buy

With 16 sessions, the 2018 Wine Innovation Forum explored a variety of wines and regions, including Portuguese Vinho Verde, New Zealand Pinot Noir, and wines from Washington State. Lectures by renowned Master of Sommelier Darius Allyn and Wine Master David Forer brought a high level of professionalism and depth. The much anticipated Best Buy Competition announced the 2018 Award winners on May 17 during the SIAL After Party.

This year's winners include: Cabernet Sauvignon from Ruidengbao Chateau, Best Chinese Wines Award; Asua Crianza Rioja, Best Still Red Wines valued less than 4 Euros; Tawse Winery Chardonnay, Best Still White Wines valued less than 10 Euros; Raggio Syrah Cabernet Sauvignon Gran Reserva, Best Still Red Wine valued between 4-8 Euros; Borsao Berola, Best Still Red Wine valued greater than 8 Euros; and the 2017 Densiho Reserve Rose, Best Sparkling Wines Group.

Chocolate World

Chocolate World 2018 introduced a new mascot named Mr. Chocolate to visitors. The official mascot was revealed during the Opening Ceremony on May 16 and complimented the extraordinary decorations and range of delicious and informative activities.

Seafood Fest'

Co-hosted by China Aquatic Products Processing and Marketing Association, the Marine Stewardship Council, and the Norwegian Seafood Council, Seafood Fest' 2018 offered a host of cooking demonstrations. With sessions dedicated to introducing the 'right seafood' associated with the 'right wines', Seafood Fest' was a seafood lovers dream.

China National Specialty Tea Brewers Cup

Endorsed by Café Culture and the Australasian Specialty Tea Association (AASTA), this event honored traditions with brewing skills and tea innovations during its annual tea brewing competition. In 2018, following dedicated rounds focused on specialty tea infusion, standard infusion, and signature beverages, Mr. Huangtao XU, Ms. Xiaomeng HUANG, and Ms. Jiaxin LIU were named first, second and third place winners, respectively.

Geographical Indication Specialty

To reveal the potential value of geographical agricultural products, exhibitors from the Chinese City of Lishui, and Chinese Provinces of Heilongjiang and Gansu displayed multi-indicative products and geographical culture at the Geographical Indications Specialty Event. The event was the perfect combination of geographical agro-food, culture, and art.

Multi-Professional Forum

SIAL China professional industry forums are a platform to exchange cutting-edge thoughts and industry insights. SIAL China 2018 marked the first time SIAL China offered a dedicated forum to discuss the condiment, functional foods, and meat industry.

Through a continued focus on innovation and global food trade, SIAL China has become Asia's largest food innovation exhibition.