

Press Release

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North China's only international food event wraps up another successful year

World of Food Beijing – powered by Anuga

China National Convention Center, Beijing, China

November 18-20, 2015

It was yet another resounding success for the only food event in North China as it drew to a close on November 20 in the country's capital city, Beijing.

World of Food Beijing 2015 – powered by Anuga took up a total area of over 35,000 square meters of the China National Convention Center, including 25,000 square meters of exhibition area, and more than 10,000 square meters for forums and supporting activities. Some 607 exhibitors from 34 countries and regions showcased unique food products and new technologies to buyers from the China market.

Augmenting the three-day trade fair were three parallel events: the China International Dairy Expo 2015 by one of World of Food Beijing's organizers, the China Chamber of Commerce of Foodstuffs and Native Produce (CFNA); the 12th Sweets & Snacks China by the other organizer Koelnmesse; and the China International Catering & Food Expo 2015 (Autumn Edition) by the China Cuisine Association (CCA).

Exhibitors from around the world brought with them a comprehensive range of products, including fine and imported food, dairy products, baked goods, meat, seafood, frozen food, confectionery and snacks, coffee and tea, olive oil and edible oil, alcoholic and non-alcoholic beverages, fruits and vegetables, organic food as well as catering services. Among the exhibitors, nearly 45 percent hailed from abroad, and the event drew 23,269 visitors.

International trade bodies leading exhibitor groups from their respective countries to participate in World of Food Beijing made a bigger presence this year with a 34 percent jump in exhibiting space taken up. This included pavilions by the Argentine Beef Promotion Institute (IPCVA), the French Chamber of Commerce, the EUSME Center, the Benelux Chamber of Commerce, U.S. Dairy Export Council, U.S. Meat Export Federation, Flanders' Agricultural Marketing



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Board (VLAM), Spanish Institute for Foreign Trade (ICEX), the Foreign Trade Institute of Castilla-La Mancha (IPEX), Korea Agro-Fisheries & Food Trade Corporation (AT Center) and the Singapore Manufacturing Federation.

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Parliamentary state secretary of the Federal Ministry of Food and Agriculture of Germany (BMEL), Peter Bleser, graced the event and visited the German pavilion. He went on to express the Ministry's commitment to strengthen the presence of the German pavilion in the next edition as a reflection of his support and optimism in promoting German food export to China.

On the event's opening day, chief executive officer of Sing Kee Kaya from Singapore, Andy Tan, successfully inked a deal with its first agents in China and South Korea. The company plans to introduce its well-known coconut jam, known locally as *kaya*, to the China market, and open a *kaya* cafe to appeal to young consumers.

Besides an extensive exhibit profile, World of Food Beijing 2015 also boasted a comprehensive conference program, such as the China International Dairy Industry Conference and the China International Meat Conference hosted by CFNA. The annual executive council meeting of the Chamber's members was also scheduled to coincide with the event.

"World of Food Beijing was a truly excellent Trade show for all 3 days. We received a lot of interest for our presentation and met with many pivotal people in the industry. My compliments for a highly professional organization of the show and Dairy conference that was completing the whole event in the best possible way," said Mr. Igor Popovic, Key Account Director of Director Business Development for Tetra Pak North West Europe.

The partnership with the China Cuisine Association saw 1,000 representatives of its member organizations gathering at 11 annual committee meetings for each of its business categories within the industry, including associations, fast food, international cuisine, group meals, Chinese snacks and food suppliers, which lasted in excess of 40 hours in total.

Frederik Vandermersch, Product Manager Dairy at Flanders' Agricultural Marketing Board (Belgium) was satisfied and expressed himself "World of Food Beijing has really been a great experience for the Belgian dairy sector. The fair was organized in a very professional way and offered a broad program of extra

activities. We chose this fair to introduce our new campaign 'White Gold' on the Asian market, to focus on the high quality Belgian dairy products, which Chinese attendees really expect. We got helpful support of the organization by setting up a press meeting at our booth. All the efforts had success: our suppliers were very busy dealing with possible buyers. The contacts were of a high value and we will certainly continue our activities in China.”

Business-matching sessions conducted during the event brought together overseas food manufacturers with sourcing teams from leading e-commerce platforms, such as YHD, benlai.com and COFCO womai.com, as well as buyers from local retailers, supermarkets and the hospitality industry with the likes of BHG, Ito Yokado, Wu Mart and CSF Market.

“This is our 2nd time to exhibit WoFB in Beijing. The market in North China is special and we have developed the business since we launched in to it. We are happy to be here,” expressed by Mr. Alexey Vostrikov, Commercial Director, Ozersky Souvenir, Russia.

In addition, food and beverage establishments Haidilao Hotpot, Edomae Sushi, Cheng Fu Yan, Blue Frog and New World Hotel provided exhibitors with a supplier ecosystem, integrating chefs, industry professionals, food culture and the market, and serving high-quality ingredients directly to end-consumers. More than 120 buyer representatives met with over 200 international exhibitors for active negotiations over two days.

The main highlight this year was the debut of the Chinese Cuisine World Championship at World of Food Beijing 2015. This authoritative competition is the only international level competition in the world for Chinese cuisine certified by the World Association of Chefs Societies (WACS).

16 teams from Italy, Malaysia, Nepal, the United States, Singapore, the Philippines, Thailand, Korea, Mainland China, Taiwan, Hong Kong and Macau pitted their skills against one another in Chinese cuisine preparation.

After sparring for two days, teams from Hong Kong, Yunnan province and Taiwan triumphed over all the others to bag the Champion, the first and second runner-up awards respectively. All the rules and standards of the tournament have created a number of “firsts” in the history of WACS’ competitions, signifying the increasing global recognition of and attention on Chinese food culture, and also

establishing Chinese cooking techniques as an important standard for self-improvement among chefs worldwide.

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During the daily deliberation of results after each round of competition on both days, WACS-certified judges offered detailed explanations and critique based on different aspects and tournament rules, which aimed to affirm contestants' performance, as well as better their understanding of the judging criteria of a Chinese cuisine-themed international competition and provide an opportunity for gaining practical experience.

To learn more about World of Food Beijing – powered by Anuga, visit www.worldoffoodbeijing.com.

About the Organizers

Koelnmesse - Global Competence in Food: Koelnmesse is the leading trade fair organizer in the food industry and related sectors. Trade fairs such as the Anuga, the ISM and Anuga Food Tec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in further growth markets around the globe, in Brazil, in China, in India, in Japan, in Thailand, in Turkey and in the United Arab Emirates. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business. World of Food Beijing is a strong member of this successful trade fair family. www.koelnmesse.com

The China Chamber of Commerce of Foodstuffs and Native Produce (CFNA)

CFNA represents 6,000 members and has strong influence in China's food industry. Members include local manufacturers, as well as importers, agents and distributors of imported food. CFNA is the authoritative voice in China in regards to food industry information and regulations. www.cccfna.org.cn

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