

Final Report 2006

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International FoodTec China / Interfood Shanghai makes a successful debut Widespread interest in food technology

The inaugural International FoodTec China/Interfood Shanghai held in Shanghai, 4th to 6th September was a resounding success, with 8,181 trade visitors from 82 countries coming to the Shanghai New International Expo Center for the event. Around 21 per cent of the visitors were from outside China. The figures show that the trade fair for food technology was extremely popular. This was also confirmed by the exhibitors, who were particularly impressed by the high level of the visitors' interest and decision-making authority. International FoodTec China/Interfood Shanghai presents a broad range of technology for the food and beverage sector, tailored to meet the needs of the Chinese market. A total of 160 companies from 17 countries exhibited at the event.

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The meat-processing segment was well represented in Shanghai, and suppliers of packaging, filling technology, food safety systems and logistics services were also on hand to demonstrate their expertise. The supporting programme addressed the issues surrounding meat production and processing, especially manufacturing and sales conditions in China.

International FoodTec China/Interfood Shanghai was organised and staged by Koelnmesse, Shanghai International Exhibition Co., Ltd. (SIEC) and the China National Food Industry Association (CNFIA).

Two other trade fairs for the food industry (Sweets China – powered by ISM – and World of food China) took place parallel to International FoodTec China/Interfood.Shanghai. Held as a trade fair trio for the first time, the events occupied neighbouring halls of the state-of-the-art Shanghai New International Expo Center, thereby creating numerous synergy effects for the exhibitors and visitors. World of food China was attended by 11,906 trade visitors from 91 countries, of

whom around 23 per cent came from outside China. Sweets China attracted 9,849 trade visitors from 88 countries, with around 21 per cent from abroad.

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The next International FoodTec China/Interfood Shanghai will take place in two years' time, in line with the innovation cycle of the sector. Sweets China and World of food China will return next year, and be held in parallel in Shanghai once again.

Next dates:

The next International FoodTec China/Interfood Shanghai will take place in Shanghai from 3rd to 5th September 2008.

The next World of food China will take place in Shanghai from 5th to 7th September 2007.

parallel to Sweets China in Shanghai from 5th to 7th September 2007.

Further information:

www.foodtecchina.com

www.sweetschina.com

www.worldoffoodchina.com