

## Press release

No. 2/ Cologne, September 2007

### Final Report

Sweets China – International Sweet & SnackTec China – World of Food China:  
Trade fairs confirm their role as central trading platforms for the food business  
in China

## Triple event in Shanghai posts good results

**Sweets China, International Sweet & SnackTec China and World of Food China posted good results during their joint staging at the Shanghai New International Expo Center (SNIEC) from 5th to 7th September 2007. "The excellent response of the exhibitors and visitors confirms the correctness of our decision to once again hold the trade fairs in parallel and exploit the resulting synergies. Together, these events serve as a central trading platform for the food business in China and the neighbouring countries," said Wolfgang Kranz, Executive Vice President of Koelnmesse GmbH, as he assessed the results of the triple event. Koelnmesse organised the trade fairs in cooperation with local partners and German associations.**

The events were attended by 8,143 trade visitors from 69 countries (including 1,496 buyers from outside China), who came to find out about the offerings presented on over 20,000 m<sup>2</sup> of gross exhibition space by 334 suppliers from 29 countries. The offerings covered the entire value chain, from production, packaging and logistics to the finished products. Each of the fairs had its own distinctive profile, with a range of products and services that was tailored to the needs of its target groups and a valuable supporting programme.

**Sweets China**, which was held for the fourth time, has become well-established as the market's central trading platform for confectionery products and snack items on the Chinese market. The fair featured 195 suppliers from 22 countries (including 121 from outside China), who displayed their products and innovations. This year, Japan and Korea had country pavilions at **Sweets China** for the first time. Additional national presentations were organised by

Sweets China  
International Sweet &  
SnackTec China  
World of Food China  
5. – 7.09.2007

[www.sweetschina.com](http://www.sweetschina.com)  
[www.sweetsnacktecchina.com](http://www.sweetsnacktecchina.com)  
[www.worldoffoodchina.com](http://www.worldoffoodchina.com)

Contact:  
Volker De Cloedt  
Telefon  
+ 49 221 821-2960  
Telefax  
+ 49 221 821-3285  
E-Mail  
v.decloedt@  
koelnmesse.de

Koelnmesse GmbH  
Messeplatz 1  
50679 Köln  
P.O. Box 21 07 60  
50532 Köln  
Deutschland  
Telefon +49 221 821-0  
Telefax +49 221 821-2574  
info@koelnmesse.de  
[www.koelnmesse.de](http://www.koelnmesse.de)

Management:  
Herbert Marner  
Wolfgang Kranz  
Oliver P. Kuhr  
Dr. Gerd Weber

Chairman of the Supervisory Board:  
Mayor of the City of Cologne  
Fritz Schramma

Place of business and (legal) domicile:  
Cologne - Amtsgericht Köln, HRB 952

Germany, Switzerland and Malaysia. Besides the wide range of product offerings, the supporting programme of **Sweets China** also attracted lively interest. A seminar programme provided visitors with information on the key issues of trends, innovations and technology. The Procurement Centre was also very popular with visitors. As was the case in previous years, the China National Food Industry Association (CNFIA) was the partner of **Sweets China**. The event was also supported by the International Sweets and Biscuits Fair Working Group (AISM).

Featuring 41 exhibiting companies from 9 countries, the first-ever **International Sweet & SnackTec China**, which combines the Confectionery Manufacturing Show (CME) and the Snack Manufacturing Show (SME), also got off to a resounding start. The fair displayed the entire spectrum of supplies needed for the production, processing and packaging of confectionery products. Visitors and exhibitors stated that the trade fair went very well, resulting in very promising business contacts. The exhibitors' presentations were supplemented by a supporting programme focusing on special topics including confectionery processing technology, treatment of raw ingredients, and packaging design. **International Sweet & SnackTec China** was supported by the China Association of Bakery and Confectionery Industry (CABCI) and the China Food and Packaging Machinery Industry Association (CFPMA).

At its second event following the debut in 2006, **World of Food China** underscored its outstanding role as a trading platform for food and drinks. The fair was attended by a total of 98 companies from 17 countries, which presented a broad range of products and services. Almost half (49 per cent) of the suppliers came from outside China. The chief crowd pullers were the joint stands from China, Germany, Sri Lanka, Thailand and the USA. Highlights of the supporting programme included the Coffee & Tea Zone (an attractive information platform dealing with trends related to coffee and tea) and the Culinary Masterclasses & Wine Tasting Masterclasses, which provided practical insights into the world of premium catering. **World of Food China** is specially designed to serve the needs of visitors from the trade, the hotel and catering sector, the travel and tourism sector, and the food and beverage industry. **World of Food China** is organised by Koelnmesse in cooperation with the China National Food Industry Association (CNFIA).

In 2008, four trade fairs will be held for the first time together – World of Food China, International FoodTec China/Interfood Shanghai, Sweets China and International Sweet & SnackTec China. International FoodTec China/Interfood Shanghai will join the trio of trade fairs which will be held 3-5 September 2008 at Shanghai New International Expo Centre.

Page  
3/3

Further information:

**[www.sweetschina.com](http://www.sweetschina.com)**

**[www.sweetsnacktecchina.com](http://www.sweetsnacktecchina.com)**

**[www.worldoffoodchina.com](http://www.worldoffoodchina.com)**