



www.sweetschina.com

# Grow with the Market

03. - 05.09.2008 上  
SNIEC, Shanghai, China 海

Local organizer:



Shanghai Modern  
International Exhibition Co., Ltd

Co-organizer:



China National Food Industry Association

The logo for koelnmesse features a stylized graphic of several green dots of varying sizes arranged in a curved pattern to the left of the text 'koelnmesse' in a lowercase, sans-serif font.

koelnmesse

we energize your business

# Grow with the Market...

The average growing rate of candy and chocolate industry in China is up to 12.85% for 5 years consecutively, which is 6% higher than that of candy and chocolate industry worldwide. The Chinese confectionery market therefore harbours great potential and dynamic for growth. Be part of it and join the 5th version of Sweets China.

China's candy and chocolate sales are expected to grow much faster than in the world's largest markets including Western Europe and the United States. Although emerging markets like China, India and other developing countries have much lower candy consumption rates, they have a higher proportion of some of the biggest candy consumers - children and teenagers. However, analysts maintain that the challenge for foreign and domestic confectionery marketers will be to find the right flavours that meet local tastes.

2006 was furthermore a challenging year for companies competing in China's ice cream industry. There are plenty of opportunities in the coming years as the size of the market is expected to grow. Most analysts estimate that on average each year Chinese consumers buy 2 litres of ice cream. The consumption, especially at the high-end, is expected to increase as trendy ice cream cafes are becoming more common in China's larger cities.



Sales value of sugar confectionery and gum in China, 2002 – 2006					
USD million	2002	2003	2004	2005	2006
Standard mints	8.9	9.9	11.0	12.1	13.2
Boiled sweets	1,440.8	1,501.1	1,553.4	1,604.4	1,652.7
Pastilles, gums, jellies and chews	406.5	442.1	475.6	509.4	555.7
Toffees, caramels and nougat	1,305.3	1,427.7	1,539.7	1,658.3	1,795.7
Medicated confectionery	51.0	56.2	61.5	66.5	71.1
Lollipops	138.7	147.1	154.1	161.8	169.0
<b>Total</b>	<b>3,351.2</b>	<b>3,584.1</b>	<b>3,795.3</b>	<b>4,012.5</b>	<b>4,257.4</b>

Sales value of chocolate confectionery in China, 2002 – 2006					
USD million	2002	2003	2004	2005	2006
Tablets	187.4	202.5	219.1	235.7	251.9
Countlines	65.5	68.1	72.6	82.0	98.6
Bagged selflines/softlines	82.6	89.0	95.9	104.4	115.4
Boxed assortments	161.9	201.7	227.8	257.5	294.4
<b>Total</b>	<b>497.5</b>	<b>561.3</b>	<b>615.4</b>	<b>679.6</b>	<b>760.2</b>

## Your benefits:

### Take advantage of the Chinese market and its high growth potential

The Chinese sweets and confectionery market has not only grown very well in the last years, over and above you will have plenty of opportunities in the coming years as the size of this market is expected to increase rapidly. Take the opportunity to build your platform in the Asian business.

### Visit four specialised trade fairs in one show

Continuing on the concept of the last years Koelnmesse will present Sweets China 2008 parallel to World of food China and the related technology fairs International Sweet & SnackTec China and International FoodTec China. Seize your chance and use the synergies between the shows on a unique platform in the Chinese market.

### Focus on sweets & confectionery market

Nevertheless Sweets China 2008 will remain the well-established sweets trade fair and will hold its focus only in the sweets & confectionery market. The entire product range will be cocoa, chocolate and chocolate products, biscuits, sugar confectionery, snack articles, baked goods, ice cream and raw pastes. This specialised sweets show will bring together well directed exhibitors and visitors as well.

### Participate in a well established trade fair for a fair price

Koelnmesse is the international specialist for food-related shows and organizer of the world's leading fairs for sweets, food & beverage and food technology around the world, like ISM, Anuga, ProSweets Cologne and Anuga Food Tec and offers you the platform into the Asian business at reasonable prices.

# Review 2007

## Sweets China – supported by ISM

### Fourth successful fair in Shanghai

The fourth Sweets China came to a wide range of products displayed by nearly 200 exhibitors. The exhibiting companies were very pleased with the results of the fair. They particularly noted the visitors' considerable expertise. Sweets China 2007 was attended by 8,143 visitors in total. About 18 percent of the trade visitors came from abroad, with buyers registered from a total of 69 countries, including China. Large numbers of visitors also came from neighbouring Asian countries, as well as from Southeast Asia, Europe and the USA.

This good result underscores Sweets China's unique standing as the central trade and information platform for China's confectionery industry. Sweets China is a spin-off of the renowned International Sweets and Biscuits Fair (ISM) in Cologne. Like the Cologne event, Sweets China focuses solely on confectionery and snack items.

**No. of exhibitors:** 195

**Exhibiting countries:** 22

**International Pavilions:** 8 (China, Germany, Italy, Netherlands, Japan, Korea, Malaysia, Switzerland)

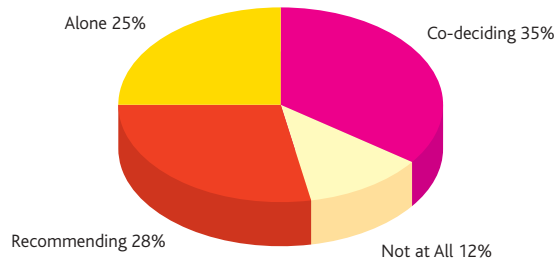
**Exhibition space:** 10,000 sqm



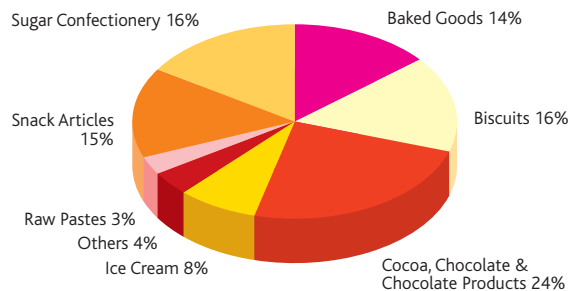
### Top 16 Visiting Countries

1 CHINA	9 SINGAPORE
2 JAPAN	10 AUSTRALIA
3 KOREA	11 MALAYSIA
4 HONG KONG	12 INDIA
5 THAILAND	13 RUSSIA
6 TAIWAN	14 SPAIN
7 USA	15 PHILIPPINES
8 INDONESIA	16 GERMANY

### Are you involved in purchasing/recommending products for your company?



### Which are the product groups you are mainly interested in?



## Exhibitor Statements:

*German Sweets Süßwarenexportförderung e.V.*  
**Dr. Stefan Feit, Managing Director**

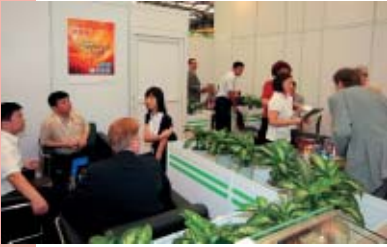
With our fourth German Sweets participation at Sweets China, this event has become a permanent element in our trade fair calendar. Following the good response in 2006, all exhibitors at the German Sweets joint stand were also satisfied with the results of the fair this year. The trade fair has become well-established and offers our companies an outstanding platform for business in China and also in other Asian countries. In 2008 we will once again be taking part in Sweets China with a German Sweets joint stand.

*Barry Callebaut*  
**Heong Yong Kong, Marketing Manager**

We have participated in Sweets China since the beginning and we will be here again in 2008. Our main motive of being here is to build our brand within the local market. Many people have used our products but it is still good to find new customers here. We have a new factory in Suzhou, China so we will be expanding our presence here.

*Korean Pavilion*  
**Samjin Confectionery Co.**  
**Terry Lee, Managing Director**

This is a good show for us to be in as it is the biggest sweets and confectionery show in China. We have new products such as the X5 wafer biscuits and this is the right platform for us to meet our existing clients and generate potential new sales leads from China and abroad. We will be back next year.



## Procurement Center

The Procurement Center enables suppliers and buyers to meet under one roof. Local and international representatives of leading trading companies and major supermarket chains in Asia were on hand here to hold discussions. Individual business matchmaking sessions will be organised between exhibitors and decision-makers of the sweets industry onsite.

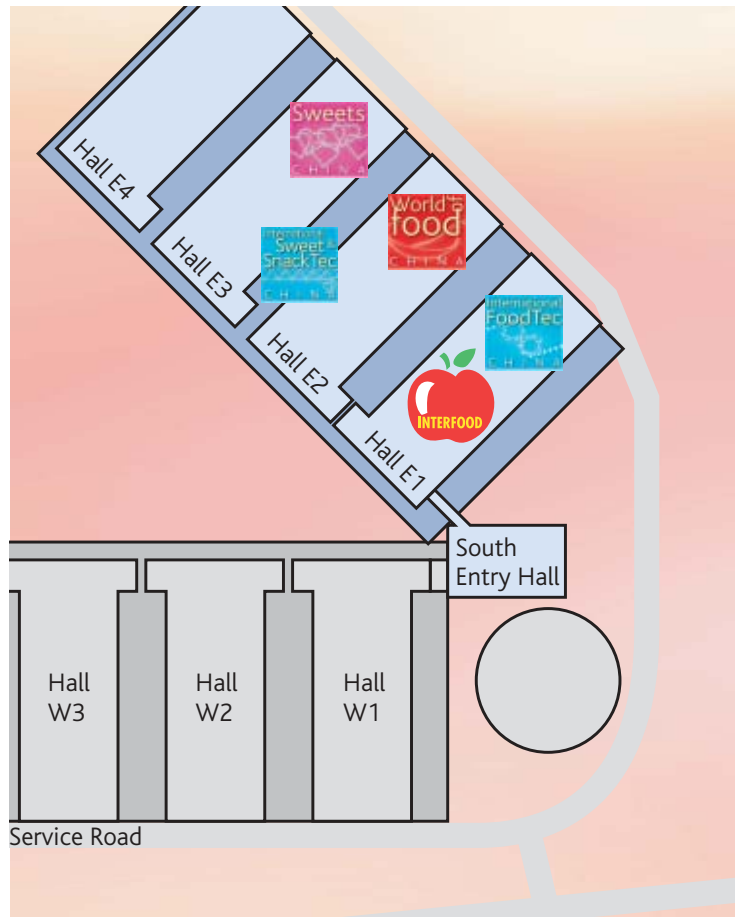
Take your chance to talk face to face to those who know the real needs of Chinese customers. Establish your long-term business contacts with the help of Koelnmesse, your skilled partner of global competence in food.

## Use the valuable synergies...

...which arise from the parallel scheduling with **Sweets & SnackTec China**.

By this event, we are able to cover the entire value chain: from manufacturing and processing to sales. A unique platform that perfectly fits to your needs.

Thanks to our proven and renowned expertise with an integral fair concept of ISM and ProSweets, we have in-depth knowledge of confectionery and food technology. Koelnmesse places this unique concept also in the Chinese Market with the show duo **Sweets China** and **Sweet & SnackTec China**.



## Visitor Spectrum

National and international trade buyers from the following sectors:  
 Buyers from the wholesale and retail confectionery trade • Grocery and co-operative wholesale outlets • Retail chains and their regional branches • Cash & carry companies • Drug store chains • Specialist confectionery retailers • Confectioners • Cafes • Bakery operations • Filling station chains • Convenience stores •

**Come and meet the key buyers and the people who decide which investments to place in China!**

# Sweets China is well defined

## List of Products

- Cocoa, chocolate and chocolate products
- Biscuits
- Sugar confectionery
- Snack articles
- Baked goods
- Ice cream and raw pastes

## Our partners - your guarantors for success

Together with Koelnmesse a network of international industry professionals have joined hands to make this event a successful platform for the Sweet and Confectionery, Bakery, Snack Food and Ice Cream Industries.



German Sweets e.V., Germany

All Japan Trade Association of  
Confectionary Manufacturers



Malaysia Cocoa Board



OSEC, Switzerland



National Confectioners  
Association, USA



## Sweets China 2008

Please reply to your nearest office:

- We are interested in exhibiting at Sweets China 2008.  
 Please send us a space proposal for \_\_\_\_\_ sqm for our consideration
- We are interested to visit. Please send us visitor information closer to the event.

Name (Dr/Mr/Mrs/Ms) \_\_\_\_\_

Designation \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Website \_\_\_\_\_ Email \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

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# Sweets China 2008 in brief

**Date** September 03 - 05, 2008

**Schedule** Building up: September 01 - 02, 2008  
Show: September 03 - 05, 2008  
Dismantling: September 06, 2008

**Venue** SNIEC, Shanghai New International Expo Center  
Shanghai, China

**Frequency** Annual

**Year of foundation** 2004

**Cost of participation** USD 220 / sqm (Raw Space)  
USD 270 / sqm (Standard Shell Scheme Package)  
USD 290 / sqm (Premium Shell Scheme Package)

**List of Products**

- Cocoa, chocolate and chocolate products
- Biscuits
- Sugar confectionery
- Snack articles
- Baked goods
- Ice cream and raw pastes

**Organizers** Koelnmesse GmbH, Germany  
Koelnmesse Pte Ltd, Singapore

**Local Organizer** Shanghai Modern International Exhibition Co. Ltd., China

**Co-Organizer** China National Food Industry Association, CNFIA

**Supporter** AISM, the German Committee for the International Sweets and Biscuits Fair (ISM)

**Supported by**



International Sweets and Biscuits Fair, Cologne

**Parallel Events**



**The unique platform  
in Shanghai  
with the parallel events:**

**International  
Sweet & SnackTec China**

•  
**World of food China**

•  
**International  
FoodTec China**

For further information  
[www.sweetschina.com](http://www.sweetschina.com)

More food shows  
[www.capitaloffood.com](http://www.capitaloffood.com)

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**30 May 2008**

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