



Trade fair	World of Food China
Sub-heading	International Exhibition and Conference for the Food & Beverage Industry, highlighting Organic Food, Convenience food, Beer & Spirits and Tea & Coffee.
Date of the event	September 3 - 5, 2008
Organizer	Koelnmesse GmbH, Koelnmesse Pte Ltd
Co-Organizer	China National Food Industry Association, CNFIA
Event frequency	annual
Conceptual sponsor	Anuga
Venue	SNIEC, Shanghai New International Exhibition Center
Opening times	September 3 – 5, 9:00 – 17:00 (trade)
Cost of Participation	Raw Space (int'l): USD 220 / sqm Standard Package (int'l): USD 270 / sqm Premium Package (int'l): USD 290 / sqm
Product segments	Overall Product Groups: Fine and Health Foods, Fresh Food, Fruit and Vegetable, Food Additives, Spices and Ingredients, Fish, Shellfish and Seafood Products, Meat & Poultry, Milk and Dairy Products, Bread and Baked Products, Raw Material, Grocery Products Highlights: Organic Food, Convenience Food, Tea & Coffee, Beer & Spirits
Fair profile	China's food market is increasingly modern in terms of variety, style, taste as well as quality and the retailing system. With a market being as fragmented as China, the upcoming World of food China is paying attention to the mega trends in the Chinese food industry with the special highlights on Organic Food, Convenience food, Beer & Spirits and Tea & Coffee.

World of Food China 2008
3 – 5 September, 2008

www.worldoffoodchina.com

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Mailing of registration forms to exhibitors	Application online / available on request
Construction and dismantling periods	Build up: September 1 – 2, 2008 Dismantling: September 6, 2008
Access rights	
Event open to trade visitors	9:00-17:00 (trade)
Target groups exhibitors:	Producer and Manufacturer to the a.m. segments
visitors:	Airlines - Bakeries - Clubs and Resorts - Departmental Stores - Fast Food - Food Catering - Food Manufacturers - Food Service - Hotels, Restaurants and Bars - Importers, Distributors, Wholesalers and Retailers - Packaging and Distribution Centers - Supermarkets, Grocery and Convenience Stores
Entrance fee	free of cost
Figures for the previous event	Results from 2007
Exhibitors	National: 50 International: 48 Total: 98
Gross exhibition space	4,500 sqm
Visitors	National: 6,647 International: 1,496 Total: 8,143 from 69 countries
Project management	Koelnmesse GmbH, Germany: Markus Reetz – Project Manager Tel.: +49 221 821 3516 Fax: +49 221 821 3723 email: m.reetz@koelnmesse.de
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