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Your Industry in Focus

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SNIEC, Shanghai, China 海

World of food China highlighting



Organic Food



Beer & Spirits



Convenience Food



Tea & Coffee

Local organizer:



Shanghai Modern
International Exhibition Co., Ltd

Co-organizer:



China National Food Industry
Association

 koelnmesse

we energize your business

Your Industry in Focus...



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.

Meet the demand of the market and join us from
3rd to 5th September 2008 in Shanghai!

Take advantage of...

... the Highlights

- Flag out your product sector and be located in your special zone to meet your targeted customers.
- Profit from the special focused visitor promotion for the mega trends in the Chinese food industry.
- The organizers are adding further value to World of food China for exhibitors and visitors by organizing a wide-ranging supporting program of educational seminars and culinary classes for visitors and exhibitors.
- The seminars will provide first-hand insights into the latest market information and technology updates for the food and beverage industry in Asia.

... the Procurement Center

- The retail food industry continues to grow and modernize as hypermarkets, supermarkets and convenience stores displace wet markets and other traditional outlets. International retailers have set the pace for retail development, and domestic and international competitors have entered these markets in large numbers, bringing the level of development close to international standards.
- During World of food China, leading supermarkets and retail chains from China and Asia will be onsite at a special "Procurement Center". The participants will hold pre-arranged business meetings during the show days with companies of their product interest.

... the Synergies!

- World of food China will be guided by International FoodTec China, focusing on food processing, manufacturing and packaging technology. Exhibitors and visitors can find out more about how to fit to the requirements of the Chinese food market and import regulations.
- World of food China is co-located with Sweets China in Shanghai as a result of the demand from those Sweets China visitors who are not only sourcing for sweets and confectionery products but also for food and beverages in general.

... the Ideal buying season in September

- September is the peak season for national and international buyers to come to China to source for value-to-money products. This is the optimal timing for your success at a food trade show in China.

... the Expertise of the organizers

- To give you the opportunity to discover new markets with a partner you trust, Koelnmesse is organizing satellite events of its successful food shows Anuga, ISM and Anuga FoodTec in Thailand, China, India and Middle East.



World of Food China Highlighting:



Organic Food

Organic agriculture in China continues to move forward, China's organic farming acreage ranks first in Asia. Market growth continues to be driven by both domestic and global demand although certification and economies of scale remain major issues.

China has the potential to become a world power in the organic foods industry. Home to one-fifth of the world's population, a growing number of its Chinese consumers are making more health-conscious purchases. The country continues to attempt to increase organic export production as well as boost domestic demand. In 2003, the total turnover for the "Green Foods" market reached approximately USD 11.9 billion or USD 8.7 billion wholesale for the domestic market.

Food exporters will find growing demand in the South China market for high-quality organic food products. Food poisoning incidents along with SARS, bird flu and the over-use of fertilizers and chemicals have driven the organic industry to grow and expand rapidly in China.

The demand for safe food in the Chinese market is strong and the organic food concept will become more popular with proper and adequate market education.

Industry Trends

Growing concerns on food safety

Consumers, government, and producers/manufacturers are all paying more attention to serious food safety issues in China. Meanwhile, well-informed consumers with higher income are becoming more sensitive to food safety issues. They are seeking ways to reduce their intake of unsafe food products through buying from more credible international chain stores or consuming more organic products whenever possible.

Increasing emphasis from the government

The government has seen organic farming and production as an effective way to face the challenges of international trade barriers.

Growing initiatives taken by retailers

More retailers promise to provide safer food products to customers, especially the foreign supermarket chains. A large number of supermarkets post explanations of organic food and its benefits next to the products along with respective organic certificates.

Increasing market presence

More and more retailers are selling organic products, and some cities are planning to have specialty stores and designated outlets for organic products. In July 2005, the first organic food supermarket was opened in Shanghai.



Convenience Food

The Asia-Pacific ready meals market has grown slowly since 2001 and is expected to follow this pattern of slow growth in the future. The Asia-Pacific ready meals market generated total revenues of USD 47.4 billion in 2006, representing a compound annual growth rate (CAGR) of 4.4% for the period spanning 2002-2006.

The demand for western-style convenience foods is growing around the world, especially in China, a likely result of the modernization of food consumption patterns. Furthermore, rising average annual incomes, greater ownership of fridges and freezers, increased exposure to western and international cuisines and a greater array of goods in the supermarket are the main reason increasing sales of frozen foods in China.

The arrival of the fast-food chains, western-style supermarkets, greater awareness of frozen foods and the emergence of a generation both willing and able to try new products has meant that the market for ready meals have made great strides in China.

Supermarkets/hypermarkets were the leading distribution channel for packaged food products in 2006, followed by independent food stores. They offer the widest selection of packaged food and provide a one-stop shopping stop for consumers, which made them increasingly popular. In addition, supermarkets/hypermarkets' expansion into smaller cities and rural areas boosted the channel's share.



Consumers in these regions consequently became aware of a wider range of packaged food, boosting sales for niche products such as bio drinking yoghurt and breakfast cereals.

The increasingly busy lifestyles of urban Chinese in particular have led to an increased demand for convenience foods, such as ready meals. Additionally an increasing number of people are finding it difficult to go shopping for food each day, and so more people are now buying foods for use another day, leading to an increased acceptance of ready meal.

In line with increasing consumer sophistication with regards to packaged food, players will actively develop premium packaged food during the forecast period. These will generally offer health and wellness attributes, innovative formats, refined designs and premium packaging. The upper-income group will drive growth in premium products such as olive oil, breakfast cereals, ice cream, filled biscuits and bio drinking yoghurt.





Beer & Spirits

In 2006, China imported 114.6 million litres of beer with a sales value of USD 920 million. Like China's overall economy, its beer market is experiencing steady growth. It is the largest country in terms of beer production and consumption.

China's spirits sales were USD 25.1 billion in 2006, representing 43% of all alcoholic drinks consumed and making it China's number one alcoholic beverage in current value terms. Globally, China represents the largest consuming nation of spirits and beer by volume.

Foreign producers should seek strong relationships with chain supermarkets and specialist retailers. As these two groups dominate the retail channels, they can help provide the legwork in distributing to local restaurants, bars, karaoke clubs and nightclubs.

Chinese Beer Market

With a market as being so fragmented as China, it is difficult for any single brewing company to dominate the entire Chinese market. Foreign beer companies have two options on how to carry out their operations in China: One is to import beers into the country; another option is to brew them domestically.

Since imported beer is automatically labelled as a premium, a suitable distributor should have a large distribution network that caters to high-end food services, such as hotels, restaurants and bars. Consequently, foreign beer companies must identify their target regional markets and typically find separate distributors for each market. Premiums are generally sold through supermarkets and the growing number of hypermarkets such as Carrefour, Wal-Mart and Metro.

When China joined the WTO, the tariff for imported beer was been eliminated. Nevertheless, once the beer has been imported into the country, it is currently subjected to a 17% Value Added Tax (VAT). In addition to VAT, a consumption tax is added according to the manufacturer sales price (MSP) of the beer.

Chinese Spirits Market

Enormous growth opportunities continue to exist for foreign imports at the high-end, particularly for whiskey, cognac and premium baijiu. Flavoured vodka, white rum and ready-to-drink spirits (RTDs) including herbal spirits have shown growth potential but are currently consumed at low volumes.

Retail sales dominate the spirits market, occurring mainly in supermarkets (56%) and, secondarily, in specialist retailers (16%) and independent food stores (15%). The proliferation of low-cost hypermarkets such as Wal-Mart and Carrefour are providing more one-stop distribution channels, even for high-end spirits.

In general, foreign spirits without a brand presence in China must complement traditional brand campaigns with product placements in bars, hotels, karaoke clubs, and nightclubs and sponsorship deals. Producers must promote alternative spirits like flavoured/light rum and vodka as "healthier" options with lower alcohol content. New entrants may need to initially invest their marketing dollars to educate consumers, bartenders, and food & bar managers not only about its brand but also about its general spirit category – specifically, its use and application in mixed drinks.

Foreign spirits also enjoyed significant tariff reductions – from 19.2% to 10% in early 2005. In 2006, China revamped its consumption tax code, reducing the rate for hard liquors (spirits) from 25% to 20%. Over the next five years, industry experts forecast continued, flat spirits growth in volume.



Tea & Coffee

Asia's market for coffee and tea is now the biggest in the world. The Chinese market is expected to dominate the market by more than half in three years time when Asia is expected to contribute almost 90% of the world's volume growth.

China's major cities, particularly Beijing and Shanghai, have undergone massive expansion in recent years. And alongside this expansion the beginnings of a more sophisticated consumer society are starting to show. Many industry observers believe that the consumer patterns evident in the Japanese market are becoming increasingly evident in China, with a growing penchant for any goods deemed to be distinctly luxury and foreign. Alongside rising wealth in China, there is also an increasing tendency towards conspicuous consumption. In China it is fashionable to flaunt wealth in a more blatant manner such as eye-catching and expensive brand name items.

2006 import figures for tea were 3,295 tonnes, worth a total value of more than USD 8.48 million reflecting a growth of about 18% in weight and 14% in value. The top countries that China imports tea from are Sri Lanka, Kenya, Myanmar and Vietnam. These are the traditional tea producers of which English tea is made from.

The same trend is reflected for coffee consumption, which is an adoption of western culture in the traditionally tea-drinking country. Coffee sales in China grew by 90% in the five years up to 2003 to 6,504 tonnes. It is worth more than USD 90 million but accounts for just 1% of world consumption.

International companies are queuing up to carve up their slice of a market as local sales increase between 50% and 100% annually. The Chinese coffee market is expected to grow by 70% in total volume sales between 2003 and 2008 to reach 11,073 tonnes. In terms of market composition, instant coffee dominates the Chinese coffee market.

At this moment, coffee is still a relatively new drink to the locals. Most Chinese have not come to fully appreciate the taste of coffee and they are content with the convenience and taste of instant coffee for now.



4 Highlighted Product Areas

World of food China offers you the international business-to-business market place to present your products to an international audience.



- Organic delicatessen products, gourmet/staple/health food
- Organic drinks
- Organic chilled food and fish
- Organic meat, sausage, game and poultry
- Frozen organic products
- Organic milk and dairy products
- Organic bread, baked goods, spreads and hot beverages



- Sliced fruit and vegetables
- Speciality salads
- Fresh fruit and vegetables
- Fish, shellfish and seafood
- Fresh side dishes/ingredients
- Fresh ready-meals
- Raw ingredients and auxiliary agents for chilled foods
- Other chilled products



- Beer and mixed beer drinks
- Beer
- Non-alcoholic beer
- Diet beer
- Malt beer
- Mixed beer drinks
- Spirits
- Spirits from wine distillates
- Spirits based on grain or starch
- Fruit-based spirits
- Potato-based spirits
- Rum
- Liguers
- Vermouth
- Aperitifs
- Alcoholic drinks with fruit
- Distillates
- Alcopops
- Vodka
- Whisky
- Cachaca
- Tequila
- Other spirits



- Coffee
- Speciality coffees
- Green coffee
- Barley/malt/corn coffee
- Coffee extract
- Coffee additives
- Instant hot beverages
- Black tea
- Green tea
- Herbal tea
- Fruit tea
- Other teas
- Tea extract
- Plant extracts



Overall Product Groups

- Fine and Health Foods
- Fresh Food, Fruit and Vegetable Products
- Food Additives, Spices and Ingredients
- Fish, Shellfish and Seafood Products
- Meat & Poultry
- Milk and Dairy Products
- Bread and Baked Products
- Raw Material
- Grocery Products



World of food China 2008

Please reply to your nearest office:

- We are interested in exhibiting at World of food 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 (Mr/Ms) _____

Title _____

Company _____

Address _____

Website _____

Email _____

Tel _____

Fax _____



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World of food 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 Exhibition Center Shanghai, China
Frequency	Annual
Year of foundation	2006
Cost of participation	USD 220 / sqm (Raw Space) USD 270 / sqm (Standard Shell Scheme Package) USD 290 / sqm (Premium Shell Scheme Package)

Highlighting



Organic Food



Beer & Spirit



Convenience Food



Tea & Coffee

Organizers



Supported by



Local Organizer



Shanghai Modern International Exhibition Co., Ltd

Co-Organizer



China National Food Industry Association, CNFIA



The unique platform in
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REGISTRATION DEADLINE:

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