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Collecting the Highlights of Global Delicacies, Having Dialogue with the Vibrant Marketplace Celebrating the Grand Opening of the ANUFOOD China 2018

(November 21st, 2018, Beijing) The grand opening ceremony of ANUFOOD China 2018 is held in National Convention Center in Beijing. Setting the North China and North Asia market as the target region, ANUFOOD China is dedicated to building an efficient trading platform for the exhibitors and professional buyers within the food industry.

As the largest country contingent from Europe, the German pavilion showcased renowned local beer and dairy products drawing considerable footfall, while its Korean counterparts - the biggest international pavilion at the event - won over buyers with their local specialties and traditional processing skills. International Pavilions have a strong lineup on the exhibition, 451 enterprises coming from 35 countries and regions present themselves on the 22000 Sqm exhibition space on the show. There are also seven featured national pavilions. Apart from experienced exhibitors from Germany, Italy, Canada, Poland, Korea, Singapore, Thailand etc., enterprises from Iran, Macedonia, Vietnam, Greece and Mexico also made their debut on the show. ANUFOOD China has a tradition of attracting insiders from the food and beverage industry all over the world to attend the yearly exhibition. It's estimated that over 15000 professional audiences attended the exhibition, making it another grand occasion in the history of the ANUFOOD China.

The exhibit of ANUFOOD China 2018 is abundant and diversified, covering all the sectors of food and beverage. Exhibits include fine food, sweets and snacks, beverage, meat, dairy products, frozen food, halal food, catering services, etc. A special area for craft beer is built up and has become another feather of the show. Exhibitors display a variety of craft beer, attracting visitors stay around.

As an integral part of the services provided to exhibitors, a new program- "Hosted Buyer Program" has been launched for the most qualified retailers, importers, wholesalers, foodservice businesses, and hoteliers in the Food & Beverage industry from Asia and North China regions. Based on their purchase demands, those hosted buyers have been arranged by the Organizers into a series of scheduled match making meeting with the exhibitors where they are very likely to find the correct partners.



ANUFOOD China 2018
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www.anufoodchina.com

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Over 8 international and domestic match making sessions have taken place and both parties will have effective business relationship onsite.

With the considerate arrangement and coordination from organizers, several business meetings got very positive feedback and a high level of customer satisfaction, "NetEase Koala Business Matching ", " InterContinental Hotels Group (IHG) Procurement Matchmaking " and "Business Conference for Representatives of Imported Food", to name just a few. This is an initiative of the organizer to build platform for exhibitors and buyers to minimize the cost of communication and significantly improve working efficiency.

One of the features and highlights of AUNFOOD China is to host amazing events and industry summit on the platform of exhibition and to provide value-increment services to exhibitors and professional audiences alike. All the events during the exhibition period can be classified into three sectors, namely, culinary competitions, industry conferences and keynote speeches.

As the representative of culinary competitions, "2018 Japanese Food & Beverage Industry Summit & the 2nd Japanese Culinary Invitational Competition" and "1st International Western Cuisine Competition" are held on the date of opening ceremony. Both the contest competitors and audiences are in very high spirits. The contests not only demonstrated their professional skills but also provided the audiences with a wonderful experience of visual enjoyment. By presenting highly energetic business dialogues among industry icons, the Summit Conference of "From Place of Origin to Dinner Table" and the "Exhibition and Appreciation of Food Material from Places of Origins" hosted by Chinese Cuisine Magazine have created another climax on site. InterContinental Hotel Group has in-depth cooperation with organizers of show at an earlier stage this year. Apart from the customary "IHG Charity Foundation Luncheon and Donation Ceremony", IHG purchasing managers also had in-depth "Procurement Dialogue" with exhibitors from China and abroad, providing exhibitors with opportunities of expanding supply channels for hotels.

Series of industrial conference and key-note speeches, including "The Congress of China Imported Food Association of CFNA", "2018 Chinese Agricultural Products Export Demonstration Base - Workshop", " Evolution & Breakthrough 2018 Catering and Retail Leaders Co-creation Summit ", "Trend and innovation of Digestive Health Products", " 10 Trends and Innovations of Leisure Food" etc., are not only the best opportunity for business stakeholders to discuss development trend and to exchange experiences, but also serve as a stage to present their business demeanor to the audiences. Special guests Victoria and Queensland Government Trade & Investment (Australia) and Malaysia External Trade Development Corporation have given insights on their local produce.

AUNFOOD China is an important exhibition held in China by Koelnmesse

International Exhibitions Co., Ltd. It is also an important family member of the global food and food technology industry exhibitions. After five years of development, AUNFOOD China has been held at a considerable scale and has gained very good recognition within the industry. Koelnmesse Exhibition will continue its close cooperation with CFNA, China Hotel Association and other partners. AUNFOOD China will always be committed to delivering professional exhibition services for the enterprises within food and beverage industry, to providing efficient trading platform for professional buyers and delivering excellent exhibition experience to all the audiences.

To learn more about ANUFOOD China, visit www.anufoodchina.com.

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About the Organisers

Koelnmesse - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organising food fairs and events regarding food and beverages processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

The **China Chamber of Commerce of Foodstuffs and Native Produce (CFNA)** represent 6,000 members and has strong influence in China's food industry. Members include local manufacturers, as well as importers, agents and distributors of imported food. CFNA is the authoritative voice in China in

regard to food industry information and regulations.
www.cccfna.org.cn

The **China Hospitality Association** is a national organisation, serving restaurants, F&B enterprises, and related entrepreneurs, organisations and individuals in China. At present, there are nearly 10,000 individual and group members. It provides the latest domestic and international industry news through its newsletters, magazines and website. It also helps enterprises and individuals seek development and growth opportunities through offering various training courses, seminars, forums and academic seminars, and promotes industry exchange through numerous platforms. The association is commissioned by the Chinese government to organise a variety of thematic research projects, develop relevant standards, and undertake assessments and certification works to lay a strong foundation for enterprises through enhancing their image and brand.

www.chinahotel.org.cn