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**Restore, Refresh, Revitalize**  
South China's F&B market awaits you



**20-22 April 2022**

Hall 1 & 3,  
Shenzhen World Exhibition & Convention Center,  
Shenzhen, China

Organisers:

[anufoodchina.com](http://anufoodchina.com)





# Leading food trade fair and one-stop procurement platform in Southern China

## Key Figures

2022

40,000

Square metres

800+

Exhibitors

30,000+

Visitors

2021

20,000

Square metres

460

Exhibitors  
from 34 countries & regions

19,773

Visitors

## Why ANUFOOD China

1

Benefit from the expertise and resources from the world-renowned Anuga in Cologne, Germany

2

The leading international food & beverage exhibition in Southern China in terms of both influence and scale

3

Harness the power of a one-stop sourcing and trading platform featuring global's premium snacks, drinks & ingredients for GBA region

4

Serving upon premium sectors across dual industry chain of both distribution & catering channels

5

Diversified concurrent events including cuisine competition, tasting and matchmaking



## Date & Venue


20 - 21 April 2022 09:00 - 17:00


22 April 2022 09:00 - 15:00

(Trade visitor and media only)

## Hall 1 & 3, Shenzhen World Exhibition & Convention Center

No.1, Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, China

 One of the **top three venue** operating giants around the world

 Just **18 KM** to Bao'an airport and **45 KM** to Shenzhen city center

## Cost of participation

Space only at premium zone (min. 18 sqm)

**EUR 265 / sqm**

Standard shell scheme at premium zone (min. 9 sqm)

**EUR 325 / sqm**

### Europe

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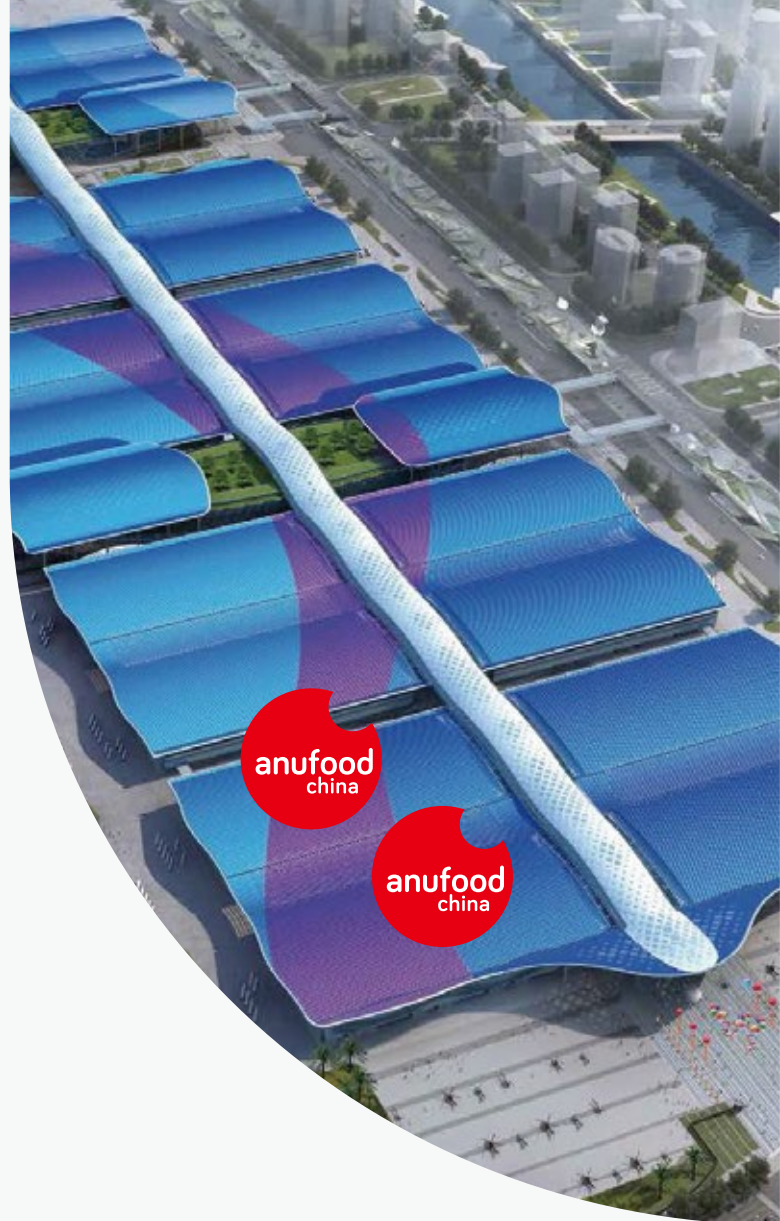
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## KOELNMESSE: LEADING TRADE FAIRS FOR FOOD





# Upgraded Hosted Buyer Program



## Preview of Trade Visitors

Retailers	HoReCa	E-commerce	KA/Supply Chains	Distributors
				<p>Hangzhou Huiyuan Import &amp; Export</p> <p>Shanghai CL Supply Chain</p>
				<p>Aliang Food Trade (Shenzhen) Co. Ltd</p> <p>Shenzhen Hutongli Trade Co., Ltd</p>
				<p>Shenzhen Tianrantang Trade</p> <p>Guangzhou Hexuanshan Trade</p>

# Taste the globe

## Exhibitor profile



Sweets & Snacks



Meat



Dairy



Fine Food



Seafood



Organic



Coffee & Tea



Drinks  
(Alcohol & Non-Alcohol)



Foodtech



Food Service

## Trend topics



## What to expect in Southern China

Import value of food in Guangdong in 2019



**2.85** billion  
USD



**1<sup>st</sup>**  
in nation



**13.91%**  
YoY

The Greater Bay Area (GBA), an unprecedented economic region containing 9 cities in Guangdong province and the neighboring Hong Kong and Macao, is a premium trade environment and robust economy engine house for the China's economy in the foreseeable future.



"ANUFOOD China in this year was unusual. Because of COVID-19 and related travelling restrictions, a portion of companies from abroad could not participate the fair in person. This was also the case of Polish companies and institutions. I have to admit that ANUFOOD China 2021 went successfully. We see huge potential in Chinese market. ANUFOOD China gave our companies a big chance to connect with Chinese business partners."

**Mr. Karol Pęczak**  
Vice-Consul from Consulate General  
of the Republic of Poland in Guangzhou

"As one of the key duties of our association, we've been looking for premium and safe food & beverage brands for our members. We're glad to be invited to visit ANUFOOD China. The exhibition impresses us with its exhibit quality and range. We genuinely hope the exhibition will build on its base to establish a professional platform for F&B industry peers in GBA."

**Mr. Tengmiao Huang**  
President of Zhuhai Food Safety Association



# Conferences and events "catching the wind"



## The Congress of China Imported Food Association of CFNA

- Topics covering latest market trends, policy & regulation of imported food industry.
- Established business network with **100+** major importer & distributors.

## Global Imported Food Retail Market Trends Forum

- Topics covering national policy of retail industry, development of supply chain & product distribution.
- Established business network with **150+** buyers from e-commerce, retail and chain stores.



## International Food Industry Cluster Development Summit

- Topics covering latest trends of the food industry cluster, integration of technology, industry and government resources.
- Established business network with **100+** industry experts, manufacturers and venture capital.



## More than just a show

### "Bougainvillea Cup" Chef Challenge

- Organized by Shenzhen Cuisine Association & Koelnmesse.
- **2** Preliminary Contest  
+ **1** Final Contest / **2** Days.
- **12** Culinary Teams from GBA.
- **20** Certified Judges.



### Chef Table

- Value-added exposure from **3** pre-show events in Shanghai, Southwestern and Southern China.
- Cooking demonstration presented by well-known chefs by solely using food materials from the exhibitors.
- Explore business opportunities with buyers during wine & dine session.

### Foodie Space

- Immersive dining experience dedicated to **6** premium brands.
- Customized delicacy presented by renowned master chefs onsite.
- Networking with selected buyers from HORECA industry.

