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Inaugural food event in North China closes with gusto

World of Food Beijing – powered by Anuga
China National Convention Center, Beijing, China
November 26-28, 2014



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www.worldoffoodbeijing.com

Despite the winter chill outside, atmosphere in the exhibition halls of the China National Convention Center in Beijing ran high as the first-ever World of Food Beijing – powered by Anuga came to a hugely successful close on November 28.

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The three-day event comprised a 22,000-square meter trade floor and a conference area of over 8,000 square meters. Exhibitor numbers reached 542, of which, 232 companies came from 26 countries and regions, accounting for over 40 percent of the total. Countries and regions represented included Germany, Italy, the Netherlands, Belgium, Spain, Australia, New Zealand, Korea, Singapore and Thailand. Exhibit categories included fine foods, dairy products, sweets and snack foods, frozen foods, meat products, seafood, edible oils, fruit and vegetable products, alcoholic and non-alcoholic beverages, condiments, instant foods and catering services.

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Over 21,000 trade visitors from importers and agents to other channel distributors including those in the e-commerce, catering, hospitality and food and beverage businesses were drawn to the event, particularly buyers from northern China.

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As a comprehensive food event, World of Food Beijing was co-located with the China International Dairy Expo 2014 organized by the China Chamber of Commerce of Foodstuffs and Native Produce (CFNA), the 11th Sweets & Snacks China & the China Confectionery Culture Festival 2014 by Koelnmesse and China

National Confectionery Association (CNCA) as well as The 3rd International Catering Exposition led by the China Cuisine Association, which offered exhibitors a seamless connection to meet with one another's members.

The dairy segment featured a myriad of top brands, including Fonterra, the New Zealand Trade and Enterprise, Abbott, Nouriz, Nestle and Danone. Not to be outdone, the confectionery and snacks event saw a strong showing of domestic giants, such as the Shanghai Golden Monkey Group, GuanShengYuan and Beijing KangBeiEr Food, and showcased live chocolate making demonstrations by a collaboration between China's first hi-tech chocolate research and development center and Golden Eagle. The talking point at the catering show was the innovative "Future Restaurant 3.0" display, which brought development trends of the industry to realization.

Taking up prominent booth spaces at World of Food Beijing 2014, country pavilions from Germany, Italy, Australia, Korea, Singapore and Thailand were strongly backed by the trade and food promotion agencies in their respective countries, and brought with them a wide range of products and flavors.

As Qin Min, Fonterra's China government relations and vice president of external affairs, noted, "This is the third consecutive year for Fonterra to participate in the China International Dairy Expo. This platform, established by CFNA, has far-reaching significance allowing us to showcase products and technologies, and at the same time strengthen exchange industry, dialogue between the government and enterprises, and interaction with consumers."

The engaging supporting program of over 20 concurrent conferences and seminars, 14 business matching sessions and more than 10 combined hours of culinary activities kept exhibitors and visitors alike busy and captivated. Among them, the China International Meat Conference, China International Dairy Industry Conference, 2014 China Catering Industry Congress, World of Food Safety Seminar,

and the election and inception of the sub-committees under the Chinese Cuisine Association were some of the key highlights.

From in-depth product-centric discussions, to topics focusing on food and industry announcements, the activities saw the active participation of all delegates.

The business matching sessions boasting heavyweight buyers, such as Beijing Er Shang Group, Beijing CP Commercial & Trading Co., Ltd, Yihaodian, Metro, Carrefour, JD.com, Benlai, City Shop Supermarket and Beijing Hualian Group left participants raving about its effectiveness in discovering more potential customers.

Four rounds of culinary showdowns over two days involving four teams from countries including Australia, Singapore, Spain and China pitted their skills against one another at the “Culinary World of Beijing” – International Invitational Tournament. Fusion delicacies based on beef, poultry, lamb and seafood respectively were whipped up with unique characteristics and creativity. The trophy went to the Samadhi Team comprising three young chefs from China, who have won themselves an opportunity to visit the 33rd Anuga in Cologne, Germany in October 2015.

Besides culinary contests, the event also set an ideal stage for spotlighting food ingredients with the Norwegian Seafood Council hosting a promotion and tasting session for their Norwegian Cod on November 27.

Making use of Sinodis-branded baking ingredients, pastry chef Simon Mak of Sweet & Sweetie Pastry from Hong Kong and Amandine's dessert chef Eric Leblanc from France put up a stunning display of culinary art to integrate classic and fusion desserts on the last day of the event. The sweet aromas wafted through the hall and stimulated everyone's senses and taste buds, elevating the event's atmosphere to a new high.

Expressing his surprise at the unexpected visitor turnout, trade department head of snack foods company Fayz from Ukraine, Khakumjanov, said: "Not only do we see a lot of customers from northern China here, we've also met some buyers from Southeast Asia, which has greatly exceeded our expectations."

During show days, a field trip to JD.com's headquarters in Beijing, which won high praises from attendees, was organized to enhance interaction with visitors and saw several food importers and supermarkets extending similar invitations for post-show visits.

World of Food Beijing 2014 was widely covered by the domestic media, including Beijing TV, Beijing Daily and Sina food channel as well as over 20 trade media both locally and internationally.

"This is a great start, with not only the impetus from Anuga, but at the same time the full support of the various partners in China. We believe this is the best opportunity for us to establish a professional food trade fair in northern China," said Michael Dreyer, Vice President Asia-Pacific of Koelnmesse GmbH, during a joint interview session at the event on his confidence on the future development of World of Food Beijing.

To learn more about World of Food Beijing – powered by Anuga, visit www.worldoffoodbeijing.com.

Koelnmesse - Global Competence in Food:

Koelnmesse is the leading trade fair organizer in the food industry and related sectors. Trade fairs such as the Anuga, the International Sweets & Biscuits Fair (ISM) and Anuga Food Tec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in further growth markets around the globe, in Thailand, in China, in Brazil, in In the United Arab Emirates, in Turkey and in India. 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.

World of Food Beijing is a strong member of this successful trade fair family.

www.capitaloffood.com

Koelnmesse

As a world-renowned trade fair organizer, Koelnmesse has an excellent track record for organizing some of the world's most successful trade events, such as the renowned Anuga in Cologne, Germany and Thaifex - World of Food in Bangkok, Thailand. With 90 years' experience in organizing large-scale commercial events connecting buyers and sellers, Koelnmesse brings forth an unrivaled skill-set and expertise needed to develop World of Food Beijing – powered by Anuga into one of the premier food trade shows in China.

www.koelnmesse.com

The China Chamber of Commerce of Foodstuffs and Native Produce (CFNA)

CFNA represents 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 regards to food industry information and regulations.

www.cccfna.org.cn

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