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Sweets & Snacks China 2014 to co-locate with inaugural food event in Beijing, target market in North China



China National Convention Center, Beijing, China
November 26-28, 2014

Sweets & Snacks China 2014
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www.sweets-snackschina.com

New business opportunities will be abundant, as Sweets & Snacks China (SSC) will look up north to develop new markets after ten successful years of serving the industry in eastern China. Slated to take place from November 26-28 in Beijing, Sweets & Snacks China 2014 will co-locate with the debuting World of Food Beijing – powered by Anuga and form an integral segment of the comprehensive event.

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The combined event will span 30,000 square meters, including product showcase and conference activities. Over 100 sweets and snack food exhibitors from 11 countries and regions are to be expected, featuring more than 300 brands.

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Top Chinese candy, chocolate and snack makers including Golden Monkey, Sister Ma, GuanShengYuan, HeiJinGang and FuLieNong will be turning up in full force with their latest news and products. In addition, joining the domestic exhibitors are international food manufacturers and agents from Singapore, Germany, Turkey, Italy, France, Belarus and Uzbekistan. Worth noting is the increased prominence of companies from eastern Europe compared with the event's previous editions in Shanghai, with the participation of Ukraine's AVK PJSC as well as Ozersky and Pobeda from Russia. Show organizers are delighted as this signals the region's hunger to expand into the North China market and the need for a platform for such a purpose in Beijing.

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Visitors to Sweets & Snacks China this year can also expect nothing less than dedicated showcases with high-end raw materials, machinery and equipment at the Sweets & SnackTec product segment, featuring German Sollich and China's Golden Eagle and Sourcetechn among others.

Another major draw card in store will be an array of locally developed chocolate products. As China's first hi-tech chocolate research and development center, and conferred by the China National Confectionery Association, the China (Suzhou) Chocolate R&D Center came up with chocolate that fuses health, taste and innovation elements into its creations, with East meets West ingredients to stimulate taste buds.

Exhibitor recruitment efforts for Sweets & Snacks China 2014 are in its final stages, and organizers are seeing active visitor registration from the target region. To learn more about Sweets & Snacks China, please visit www.sweets-snackschina.com.

About the Organizers

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, Anuga FoodTec, ISM and ProSweets 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 Sweets & Snacks China into the premier trade show of its kind in China.

www.koelnmesse.com

China National Confectionery Association

Established in October 1992, the China National Confectionery Association represents more than 500 Chinese companies in the candy, chocolate, jelly and preserves confectionery industry. The China Confectionery Culture Festival was organized by the association from 2006 to 2008. Since 2009, the Festival is held in conjunction with Sweets & Snacks China so that all the exhibitors could meet not only end-consumers but also trade buyers.

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