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WOFB 2014 readies to satiate North China's appetite for imported food

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



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www.worldoffoodbeijing.com

Preparation work for the inaugural World of Food Beijing – powered by Anuga has pushed into the final stage with one month to go as the industry awaits its opening on Nov 26 in its namesake city at the China National Convention Center. Occupying a total area of 30,000 square meters, comprising 22,000 square meters of showcase area with more than 500 exhibitors, and 8,000 square meters of conference and activity zone, the event is poised to showcase a wide array of imported foodstuff as 40 percent of the participants, a total of 203 companies, will hail from 26 countries and regions. The Beijing municipal government and related agencies have been providing strong support and liaising actively with large food enterprises in the city and relevant government departments since the introduction of the event, converging industry participation and government assistance, which has contributed to the event's smooth development.

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Pavilions from Australia, Thailand, Singapore, Argentina, Benelux, Spain, Poland, France and in particular, Germany, Italy and Korea have staked out substantial booth spaces, and have also won the support of the trade and food promotion agencies in their respective countries. Exhibit categories include fine foods, dairy products, sweets and snack foods, frozen foods, meat products, seafood, edible oils, fruit and vegetable products, coffee and tea, alcoholic and non-alcoholic beverages, condiments, instant foods and catering services.

Segment-specific sub-events will also be one of the major offerings for the first edition, such as the China International Dairy Expo and the 11th Sweets & Snacks China. On top of that, the strategic collaboration between World of Food Beijing and the China Cuisine Association will see the co-location of The 3rd International Catering Exposition 2014 organized by the Association. The combined synergy on

one shared platform is expected to propel the World of Food Beijing brand to a more professional and international level.

Aiming to enrich and engage, a trade fair "eco-system" comprising parallel seminars, business-matching and competition will be held. Among them, the China International Dairy Conference and the China International Meat Conference and networking sessions will be hosted by CFNA on Nov 26 and 27 respectively, while a meeting for importers will be initiated by the China Imported Food Association, CFNA. Jointly driven by Koelnmesse and the Chinese Institute of Food Science and Technology, the "World of Food Safety Seminar" is backed by the authoritative International Union of Food Science and Technology and the China National Center For Food Safety Risk Assessment.

Over ten professional committees involving various catering segments spearheaded by the China Cuisine Association will be formed and the first edition of China Catering Industry Congress will be held on Nov 27. More than ten business-matching sessions featuring over 20 top imported food buyers, including retailers, e-Commerce platforms and catering channels will take place over the three days.

Another highly anticipated segment awaiting visitors will be the Culinary World of Beijing - International Invitational Tournament culinary competition, offering an opportunity for culinary aspirants to spar on an international platform in fusion cooking and the "Future Restaurant 3.0" display to showcase new innovative concepts for the catering industry.

This year's event will feature heavyweight buyers, including retailers BHG Market Place, Ole' Supermarket, City Shop, Metro, Jenny Lou's, Parkson and convenience store chain 7-eleven. Mature e-Commerce portals such as JD, WoMai, YiHaoDian, BenLai and SF Best will also be looking forward to procure from imported food manufacturers and suppliers. In addition, exhibitors can also expect renowned hotels and food and beverage organizations within the Beijing and Tianjing region to seek raw material suppliers at the trade fair.

With its focus on China's northeastern region, organizers are confident that World of Food Beijing will be well received by the industry.

"Over the past decade, Koelnmesse has progressively developed and brought to success several food trade fair brands in the Asia-Pacific region, and this time, we are in anticipation of the debut of the World of Food Beijing in Northeast China. This is our effort to create a food event with great influence, and also our aim to play a pivotal role to promote the development of the food industry in China and the region," said Michael Dreyer, Vice President Asia-Pacific, Koelnmesse GmbH.

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

About 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

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

CNFA 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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