
Shanghai International Food Fair 2011

November 24-26, 2011

Fair Introduction

Date : 24 – 26 November 2011 (3 days)
Venue : 1F, Shanghaimart (2299, Yan'an Road West, Shanghai)
Organizers : ShanghaiMart
Co-organizer : Japan Management Association (JMA) – Foodex Japan
Malaysia Pavillion Co-organizer : Borneo International Expo Sdn. Bhd.
Exhibition Scale : 5,500 sqm total exhibition area (300 booths)

Fair Overview

- The 1st ethnic and specialty food products trade fair for the China retail market
- 2 editions per year starting 2011 (Spring & Autumn)
- The largest food & beverage fair in Japan, Foodex Japan will be showcasing Japan pavilion
- 10,000 professional buyers from: Department Stores, Supermarkets, Distributors, Wholesaler, Importers, Trading Companies, Hotels, Governmental Organizations, and more...

Fair Objectives

- An annual showcase dedicated exclusively to overseas suppliers of food & beverages products for expansion of trade activities into China retail market especially in Shanghai and Eastern China
- The event unites high quality trade buyer and other influential trade professionals with companies exhibiting independently or as part of regional or national group stand

Floor Plan

- 1F – Exhibition, International Country Pavilions, B-Match zone, Food presentation, promotion & activities area

Fair Features - Theme Pavilion

- Japan Pavilion: 100 booths Japan pavilion featuring the best food & beverage of Japan
- Asia Lifestyle Pavilion: Featuring various Oriental food products and cuisine from Asian cities
- Western Pavilion: Presenting the best taste and quality food & beverage products suiting the lifestyle of the new generation

Business Events

- **Business Matching**
An effective and efficient business matching program for suppliers with buyers – Save time, money and energy and creating maximum interaction

- **Brand and Products Releases**

Experience and get to know the latest food wonders of the world from various countries – Japan, Korea, Thailand, Taiwan, Malaysia, Italy, Chile, Mexico and many more...

- **Forum, Seminar & Workshop**

Register for our exclusive forums, seminars and workshops and attend dialog between brand dealers and leading manufacturers and learn about new product developments, the current trend market analysis and business opportunity.

- **Opening Banquet Dinner**

Gathering of all industry players from China and abroad for a 1 year once get together

Exhibition Product Categories

All type of bottled/packed/canned/preserved and non-perishable imported food and beverages products (ready-to-serve food products) for the retail market including:

- Agricultural Products
- Alcohol & Wine
- Bakery Foods
- Canned Foods
- Instant Foods
- Nutriment, Health & Functional Foods
- Snack Foods
- Sweets & Confectionery
- Beverages
- Baby Foods
- Noodle & Pasta
- Spices & Seasoning
- Tea & Coffee
- And others...

Exhibitors & Participants profile

- Food Manufacturers
- Food Wholesalers
- Food Distributors
- Food Traders
- Food Importers and Exporters
- Food Consultants
- Associations and Institutes

Advantages to foreign enterprises for participating in ShanghaiMart Interfood Shanghai Fair

- Able to promote products and building brand image face to face directly to the Chinese buyer and consumer which is the most persuasive form of selling and building customer relationship
- Able to expand, create interest and generating sales leads and launch new products to the increasing demand from the Chinese market in the Eastern China
- Able to reach a large proportion of the Chinese Eastern market in a short space of time

Visitors/Buyers Profile

- Professional buyer in East China: Department Stores, Supermarkets, Distributors, Agents
- Wholesalers, Importers and Trading Companies
- Food service companies: Hotels, Caterers, Restaurants and Bars
- Trade boosting economic region: 16 cities in East China and 8 major cities in Asia.

(General Managers, Product Managers, F&B Managers, Chefs, Purchasing Managers, Marketing Managers)

Advantages to visitors visiting the fair

Trade visitors are expected to visit the fair for information as well as sourcing for business opportunities with foreign organizations and enterprises such as business partnership, franchising and dealerships or agents for products in China.

Media Promotion

- **20 Print Media** - Xinming Evening News, Oriental Morning Post, Metro Express, Shanghai Daily, Yangtze Evening, Zhejiang Evening and etc
- **6 Outdoor Media** - Outdoor media in 6 main CBD of Shanghai: Hongqiao, Lujiazui, People Square, Huaihai Road, Nanjing Road and Xujiahui.
- **15 Network Media** - Baidu, Google, Yahoo, Sina, Alibaba, HC360 and more...
- **3 TV/Broadcast Media** - CCTV, STV, Radio Shanghai
- **Call Center** – Tele-invitation

Show Objectives for International Pavilion

- To create a platform for foreign enterprises to showcase and promote its unique, specialty and quality products to meet the increasing demand from the Chinese consumers and buyers
- Serve as a platform for trade visitors who are looking for imported quality and unique products to establish new business venture and partnerships such as franchise and dealership
- To provide an opportunity for foreign enterprises to test out the market in China especially Eastern China.

Participation Fee

Booth Type	Price	Space	Specification
Intermediate Booth	MYR10,000/booth (for Malaysian Exhibitors only)	9sqm (3mx3m)	Carpet x1, fascia board x1 (2 for corner booth), information counter x1, foldable chair x2, waste paper basket x1, spotlight x2, socket x1
Corner Booth	MYR15,000/booth (for Malaysian Exhibitors only)		

Why Shanghaimart Trade Fair?

Shanghaimart background

Shanghaimart is China's first and Asia's largest permanent international B2B Trade Mart encompassing more than 280,000 square meters and 2,200 permanent showrooms. The showrooms houses thousands of qualified suppliers from China and abroad. It is a highly efficient **platform** that primarily serves international retailers, wholesalers and manufacturers that sources or market their products in China.

Shanghaimart strategic partners

- Shanghai Garment Trade Association
- China National Garment Association
- ITS
- Hohenstein Institute
- SGS
- American Cotton Inc
- Australian Wool Innovation Limited
- China Gift Chamber
- Dallas Market Center (DMC USA)
- JETRO
- JMA (Foodex Japan)
- Business Guide Sha (Tokyo Gift Show)
- Itochu
- KOTRA
- Korea Textile Center (KTC)
- Gyeonggi Business Venture Association (GMC Korea)
- And many more...

Shanghaimart Buyer Resource

Shanghaimart through its years of establishment and connectivity with various organizations, associations and corporate societies, has accumulated tonne of resources from all angles including the database of potential buyers and suppliers in various industries relevant to the Mart businesses. This includes:

- Departmental Stores around the Yangtze river delta area
- Buyers from the specialized and wholesale market surrounding Shanghai
- Thousands of agents, distributors and retailers surrounding Shanghai

Achievement / Success Story

- Gifts & Home Décor Fair and B-Match for Japanese and Korean enterprises
- Textile & Apparel Trade Fair and B-Match for Japanese, Korean and US/European brands
- Japan Apparel fair 2010 (Sept) – participated by more than 180 Japanese fashion brands
- Individual B-Match events organized for various government and private organizations such as Jetro, Itochu, Tokyoeye, Kotra, Kofoti, KTC, GMC Korea, DMC (USA), KAMA Los Angeles, Shanghai World Expo Committee and many more..

Market information (China Food Prospects)

China is a complex country with a booming economy. The ever-changing demographics and a high level of socioeconomic growth have combined to form a challenging market that includes great opportunities for various products including Food products.

The continued growth of China's economy is expected to translate into continued increasing purchasing power of Chinese consumers. Chinese consumers are also becoming more affluent and this is influencing their lifestyle and desire to purchase a wider variety of consumer goods including developing new tastes and demand more for imported or global food products.

In today's environment, besides being seen wearing brand name clothing is important, the importance of brand has extended to shopping for food products. Today's Chinese consumer is more aware of trends and new products and is more willing to experiment with new tastes and foods. Although some international brand names are well-known in the Western world, the journey into the Chinese market has not been easy due to consumer loyalty to domestic brands. However, as a result of serious food safety and quality issues related to some domestic brands in recent years, Chinese consumers indicated that they trusted foreign brands more than domestic ones and are now more inclined to purchase imported goods as they are perceived to be of higher quality and safety. This trading up of food and beverage purchases seems to indicate good growth prospects for such imported food products.

Chinese consumers are also starting to demand for a wider variety of food products, more processed food and more convenient food that indicate the potential for a growing acceptance of convenience and ready-to-eat foods. This growth is anticipated to be in traditional areas such as baked goods, soft drinks, fast food, alcohol and many others, as well as from the introduction of new areas that may be found in larger retail establishments and not in local markets and smaller retail outlets. As a result, food retailing is moving from small traditional farmer's markets and corner kiosks to modern — supermarkets, convenience stores and fast-food restaurants and thus provide opportunities for both food manufacturers and retailers.

While food preferences for many Chinese consumers will remain rooted in traditional tastes, the younger generation will continue to evolve and are expected to provide opportunities for innovative new food products that are not limited to traditional cultural tastes. The latest generation of Chinese consumers is better educated and more affluent than previous generations, and is increasingly willing to try new products and provide good prospects for imported food products in China.

The China & Shanghai Advantage

China, as one of the largest economy in the world with a continued annual double digit growth and a 1.3 billion people strong population has developed a reputation as the “great new market”. A majority of multi-nationals are already in China while small to mid-size firms around the globe are rallying to get onboard. Succeeding in China, however, is not without challenge and many companies fail. To

be successful, a company must act intelligently. Intelligence means seeking expert advice, ensuring the opportunity is real and entering China through a developed regional market or “gateway”. For most products and services, the gateway of choice is Shanghai.

Shanghai is one of the most populous city in People's Republic of China. As a global city, Shanghai exerts influence over economy, politics and culture in the world. Its cosmopolitan character, sophisticated and affluent consumers, and highly educated skilled labor force make it highly attractive to overseas investors.

With China's continued development and full implementation of WTO commitments, it makes sense for more and more companies to enter China directly through business-favorable Shanghai. An entry through Shanghai gets you in China and is better than a full launch given the fragmented Chinese market and fact that a big percentage of Chinese people still live under rural conditions. Using Shanghai as your China springboard offers many advantages as follows:-

- One of most transparent business environments in China and favorable business policies
- Developed infrastructure including highways, subways, rail, waterways, two international airports, seaports and communications systems
- Presence and influence of many multinational companies and executives
- Availability of educated workforce
- Large bases for manufacturing, financial and service sectors
- Residents with progressive more internationalized mentalities
- Ready-made market with China's highest per capita disposable incomes
- GDP of Shanghai plus that of contiguous provinces equals 25% of China total

Shanghai Opportunities

On the opportunity side, greater Shanghai offers a sizable market in and of itself. Shanghai area people are more affluent, educated and forward thinking than many people in other parts of China. Trends are set in Shanghai that the rest of China follows. Even the central government uses Shanghai as an incubator of sorts to test reforms and other policies. If there is to be an opportunity in China, there's a good chance it will manifest itself in Shanghai first.

As China continues to modernize, the demand for a variety of products and services is growing. This is especially true in Shanghai where the expectations of an expanding middleclass are becoming increasingly high. Opportunities for everything from capital equipment to up-scale consumer products and specialized services abound.

Other Considerations

Choosing to enter China through a more developed market such as Shanghai generally increases the likelihood of a successful venture. However, even markets like Shanghai offer no guarantees of success. In addition to geographic selection, it's critical to employ sound business practices as you move into this new arena. A couple of many other important considerations follow.

- **Ensure Your Opportunity is Real:** Don't make assumptions for China based on your western business experience. Instead, carefully assess how your offering fits in the China market.
- **Seek Expert Advice:** Going-it-alone in China is generally cost-ineffective and failure prone. Seek the assistance of experts like ShanghaiMart that know China and have experience at bridging what you are doing to the Chinese market.

Conclusion

China's continued economic growth, increasingly favorable business climate and massive population are making her an attractive option for companies seeking to expand their business. China offers tremendous opportunities but must be pursued correctly or else significant time and money will be lost. Entering China with Shanghai as your gateway combined with adherence to sound business practices is a good way to ensure successful participation in this "great new market".

Contact

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