



FIRST PARTICIPATION AT SIAL CHINA

For the past 17 years, **SIAL CHINA** has been the 4th biggest food show in the world and the leading exhibition for the Asian food market. This event will be held at the Shanghai New International Expo Centre from 17 to 19 May 2017. SIAL China 2017 will have four dedicated zones, catering for meat, dairy, beverage and wine--four of the top product sectors in China, in terms of continual fast growing market demands. These four zones will showcase products from international as well as domestic exhibitors.

SIAL CHINA 2017 will act as a dynamic platform to promote international industry collaboration and innovation. Key producers and buyers have been known to leverage on this event to join forces to reveal the major food trends, launch products, increase brand awareness, and face Asian challenges while altogether exchanging best practices.

Referring to studies conducted by Ipsos, the President of SIAL China reveals that 81% of Chinese consumers in first and second-tier cities often or sometimes buy imported food products. This is undoubtedly an opportunity for manufacturers to secure a slice of the 1.3 billion Chinese market. He furthers that *“Consumption among upper-middle-class households in China is growing at 17 % each year and demand for premium food products such as high quality meat, dairy products, wine and beverage will soar even higher”*.

Propelled by this promising market potential, Enterprise Mauritius will be leading a first participation at SIAL China, with a delegation of 8



agro-producers, showcasing vanilla products, fresh tuna, honey, rum, liquor, wine and fruit paste.

The fair is expected to attract 3,200 exhibitors, from 70 countries with the participation of 80,000 professional food visitors from China and other Asian countries.

