



**anuga**  
SELECT  
China

[www.anuga-china.com](http://www.anuga-china.com)  
Shenzhen, 17.–19.04.2024



# Taste the Globe, Capture the Future

*Southern China's F&B market awaits you*



Co-located with: **SIGEP**  
CHINA

Organisers:  中国食品土畜进出口商会  
China Federation of Commerce and Exporters Association  
Importation and Export Promotion (CFCEA)

 深圳市零售商业行业协会  
大湾区零售联盟主席

 koelnmesse

# Anuga Select China 2024

## Inspiring with Innovation

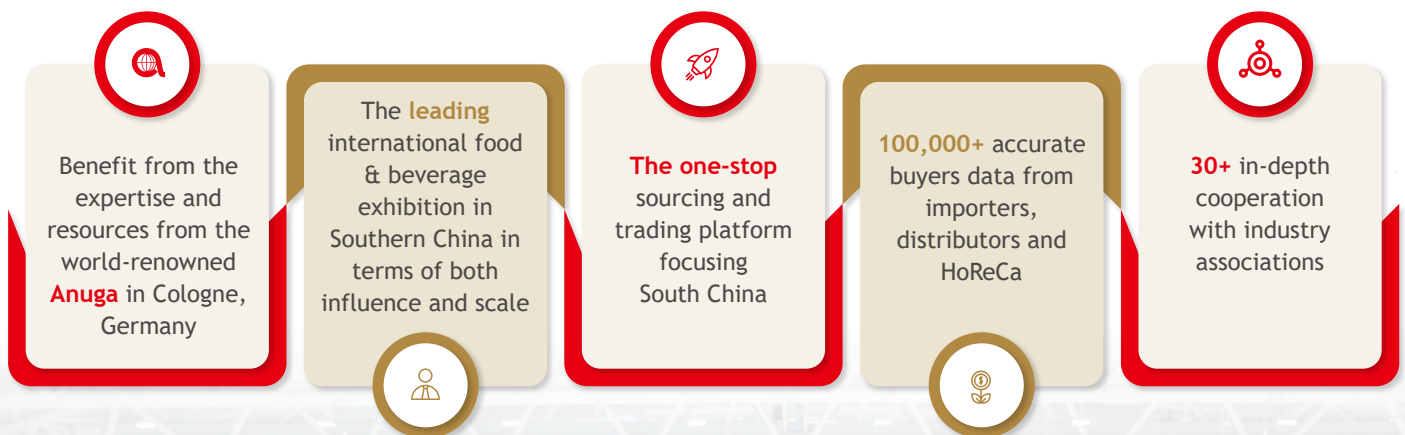
Starting from 2024, ANUFOOD China will be officially rebranding under Anuga's global strategy and become "Anuga Select China", bringing more quality companies and brands to China. Anuga, a well-known brand that has been in existence since 1919 and favoured by nearly 12,000 global premium suppliers in the food and beverage sector, and is recognised in more than 110 countries and regions as well as highly appraised by over 350,000 trade buyers worldwide.

One unified and recognisable brand worldwide will be more effective in drawing the attention of the global food and beverage industry. Banking on Anuga's global strengths, Anuga Select China is poised to attract more premium food and beverage companies and brands to Shenzhen, China.

### Key Figures



## Why Anuga Select China



### About South China Market

In 2022, the total value of Guangdong's foreign trade import and export reached a record high of **8.31 trillion** RMB, accounting for **19.8%** of the total import and export value of the country, and ranking **the first place** in the country's foreign trade province.

Guangdong imported and exported **330.18 billion** RMB of agricultural products, an increase of **28.1%** over 2021, accounting for **14.8%** of the total import and export value of agricultural products nationwide.



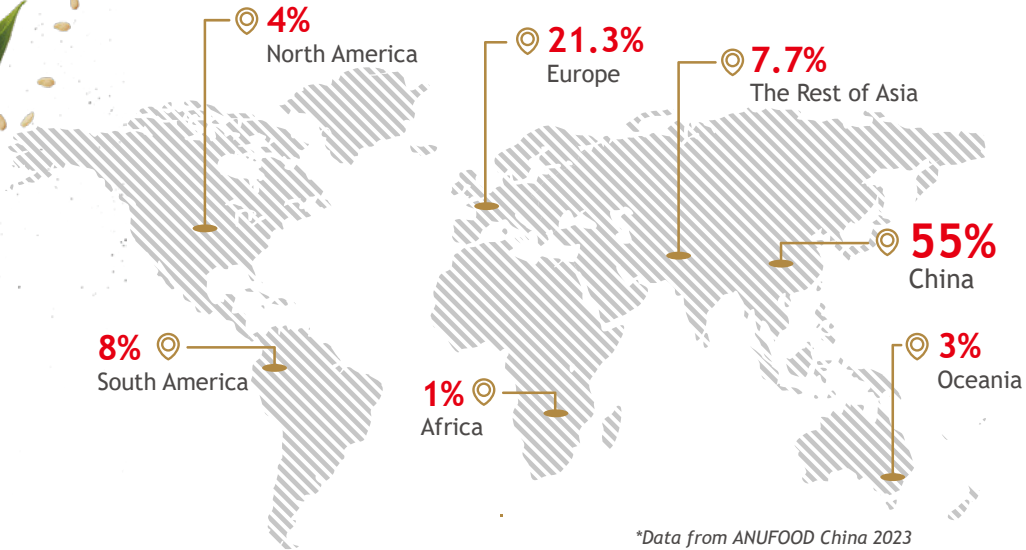




## Exhibits Profile



## Exhibitor Figures



## Exhibitor Testimonial

“ Our aim in participating in ANUFOOD China is that more Chinese consumers will get to know Polish brands and products, more importantly, enjoy the high quality and good taste of Poland. ANUFOOD China will be a great way to help our Polish companies reach more sales channels and partners in China. We hope that more cooperation between ANUFOOD China and the Polish Investment and Trade Agency will bring us Polish companies to enter the Chinese market in the future. We wish Anuga Select China grow from strength to strength!

— Ms. Aleksandra Smolak, Business Development Manager of the Polish Investment and Trade Agency

We chose ANUFOOD China as our first offline show to attend since the pandemic. This show is based in Shenzhen and has its origins in Germany referring as Anuga, which is very famous worldwide. We believed that this platform would bring some new perspectives to Meta Meat. The number of visitors to our booth was impressive and we felt that the show provided a platform for us and creating opportunities for connection and innovation for the food and beverage market.

— Ms. Qu Min, Chief Operating Officer, Meta Meat (Shanghai) Food Technology Co.,Ltd.





2023 “未来食品”  
热点研究与发展趋势论坛  
Innovative Development, Health  
“Future Food” Focused Research  
Development Trends Forum 2023

# Forums and Supporting Events

## 4 Industry Forums & 3 Supporting Events

50+ Experts & Professionals From F&B Industry

60+ Master Chefs

500+ One-on-one Meetings



### Industry Forums

- Global Meat Summit 2024
- The 3<sup>rd</sup> Global Imported Food Retail Market Trends Forum
- Forum of Foods for Plant-based Diets: A Coexistence of Challenge and Innovation
- Fermented Foods and Nutrition Health Forum: Fermented Food-The Great Health Code of Interactions Between Three Organisms



### Supporting Events

#### Foodie Space / Drink Me

A place full of delicacy tasting and business opportunities. Allowing food and beverage brands to meet buyers from distribution, catering and diverse range of channels.

#### Chef Challenge

Invited chef competitors from China's historical and cultural cities to pit their skills, exchange culinary culture, collide with heritage and innovation, and strive to promote the world of Chinese cuisine.

#### Chef Table

The invited guest chefs will use sponsored ingredients provided by exhibitors to perform onsite cooking demonstrations. Exhibitors and invited guests could taste delicious food and enjoy the charm of ingredients "from origin to table".

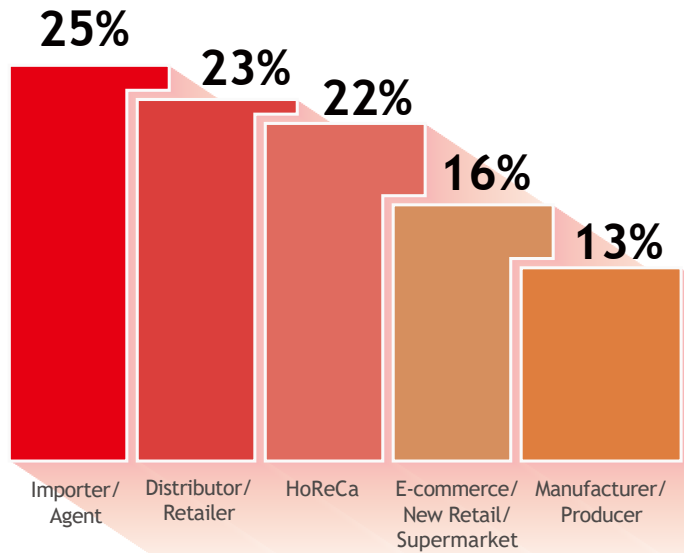






# Buyer Analysis

## Top 5 Buyers Profile



## Buyer Testimonial



It turned out to be my first time at ANUFOOD China and as a buyer for CR Vanguard. I came to source for something special or the distributors or manufacturers with differentiation. My overall impression of ANUFOOD China is fairly good, the show site is very informative, and I have seen the categories I am looking for."

— Ms. Liu Dan, National Sourcing Manager of China Resources Vanguard (Holding) Company Limited



## Buyers by Regions



\*Data from ANUFOOD China 2023

## Hosted Buyers at Glance



## Organisers

Koelnmesse (Beijing) Co., Ltd.  
China Chamber of Commerce of I/E Foodstuffs, Native Produce and Animal By-products  
Shenzhen Retail Business Association

## Date & Venue

17 - 18 April 2024 09:00 - 17:00

19 April 2024 09:00 - 15:00

(Trade only)

### Shenzhen World Exhibition & Convention Center

No.1, Zhancheng Road, Fuhai Street,  
Bao'an District, Shenzhen, China



## Cost of Participation

Premium Shell Scheme >>> **335 EUR**/sqm (min. 9 sqm)

Premium Raw Space >>> **275 EUR**/sqm (min. 18 sqm)

### Europe

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### International

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## LEADING TRADE FAIRS FOR FOOD



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Southern China's International Expo  
dedicated to the production  
of Gelato, Bakery and Coffee

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