World of Food Beijing 2015 – powered by Anuga
Nov. 18-20, 2015 | China National Convention Center, Beijing, China

Post Show Report

Co-located with

2015中国（北京）国际乳制品展
China International Dairy Expo 2015

第十二届中国国际甜食及休闲食品展
Sweets & Snacks China 2015

2015中国国际餐饮食品博览会(秋季)
China International Catering & Food Expo 2015

中国食品土畜进出口商会
The China Chamber of Commerce of Foodstuffs and Native Produce
This is not only a milestone year, but also an important moment for continuous development. Koelnmesse, with its immense experience in organizing Anuga, will continue its efforts in the pursuit to enhance the brand value and content of World of Food Beijing. We take the needs and feedback of our exhibitors, visitors and partners on the development of the market and event seriously, as the China market is an important manifestation of the world’s growth in food consumption.

Mr. Michael Dreyer,
Vice President, Asia Pacific, Koelnmesse GmbH
World of Food Beijing 2015 - powered by Anuga

China International Dairy Expo 2015

Sweets & Snacks China 2015

China International Catering & Food Expo 2015

+50 Speakers

+100hrs Industry Forums

+10hrs Matching

+120 Hosted Buyers

+90 Contestant Chefs

+10hrs Skills Pitting
Energizing China’s Food Market

TASTE THE GLOBE

North America
U.S.A.
Mexico
9 Exhibitors

Europe
France
Bulgaria
Poland
Hungary
45 Exhibitors

South America
Uruguay
Argentina
25 Exhibitors

Asia-Pacific
Japan
Vietnam
Australia
12 Exhibitors
World of Food Beijing has really been a great experience for the Belgian dairy sector. The fair was organized in a very professional way and offered a broad program of extra activities. We chose this fair to introduce our new campaign 'White Gold' on the Asian market, to focus on the high quality Belgian dairy products, which Chinese attendees really expect. We got helpful support of the organization by setting up a press meeting at our booth. All the efforts had success: our suppliers were very busy dealing with possible buyers. The contacts were of a high value and we will certainly continue our activities in China.

Frederik Vandermersch
Product Manager
Dairy at Flanders’ Agricultural Marketing Board (Belgium)
A lot more than expected, the turnout was phenomenal, very well organized, potential business I believe to be absolute. In the next two to three months after total approval by CIQ the product will be on the shelves of most major retailers throughout China.... and yes you will see us next year

Mr. Nicholas Busuioc,
Vice President of Sales
Jake Vitamin Candy

World of Food Beijing was a truly excellent Trade show for all 3 days. We received a lot of interest for our presentation and met with many pivotal people in the industry. My compliments for a highly professional organization of the show and Dairy conference that was completing the whole event in the best possible way. Once again many thanks to Madame Lu and her great team from China Chamber of Commerce of Foodstuffs and Native Produce.

Igor Popovic
Director Business Development
Key Account Director
Tetra Pak North West Europe
Our first target is to present the product Pistachio and the brand “Loura”. It is successful! Visitors is not so many but we are satisfied with the quality. We wish to see more Iran companies next year.

Ms. Elahe Esfandiari, Sales Manager, Nahal Pistachio Agricultural Company of Rafsanjan, Iran

We have got many business contacts in 3 days. It will take time to evaluate the final result but our chocolate products seems very potential in North China.

Ms. Nadezhda Pilipenko, China Representative, JSC Chocolate Factory “Novosibirskya”, Russia

This is our 1st time in China and we are glad to choose Beijing. The show is fantastic! We meet lots of person from retailer and distributer sectors.

Ms. Valeria Kudymovsnaya, Ltd. Onega, Belarus

This is our 2nd time to exhibit WoFB in Beijing. The market in North China is special and we have developed the business since we launched into it. We are happy to be here.

Mr. Alexey Vostrikov, Commercial Director, Ozersky Souvenir, Russia
We are satisfied with the Business Matching organized during World of Food Beijing, and we would like to participate for larger scale of match making activities for next year. During three days, the owners of Taobao online shops have reached a preliminary cooperation intention with the overseas suppliers base on the products such as chocolate, dairy product, cereal, and snack food, etc. We have confidence to further strengthen the cooperation with World of Food Beijing organizer and promote e-commerce platform to various foreign brands and products!

Mr. Deng Qiang
Representative of Online Shop Owners of Imported Food Taobao.com
CONFERENCE ROUNDUP

China International Dairy Industry Conference
November 19, 2015

China International Meat Conference
November 17, 2015

China Catering Entrepreneurs Summit
November 17-18, 2015

China Cuisine Association Annual Committee Meeting
November 17-18, 2015

Theme
- Cover imported food aspects
- Hotspot topics with industry channels
- Total length of forum sessions reach
+100 hrs

Topic
- Introduce latest trends
- Information sharing on trade business & techniques
- Focus on hot issues & topics
+150 pax

Audience
- Members & enterprises from industry of F&B and imported Foods
- Overseas agents & embassies
+2000 pax

Expert Speaker
- Cover imported food aspects
- Hotspot topics with industry channels
- Total length of forum sessions reach
+100 hrs
A new pattern of business matching for us which we get the chance to meet overseas suppliers in a one-on-one basis onsite. There are also various of products from different countries which most of them have superior quality and unique characters. We believe it helps to build solid foundation for both parties for further cooperation.

Cindy Guo, Global Purchasing Supervisor
Benlai.com
WorldChefs are honored to be a part of this culinary extravaganza here in Beijing and we see this as a stepping-stone to open many-culinary doors as well as introduction true Chinese Cuisine to the world. Competitions are about learning, training, sharing information and more importantly about building relationships and friendship, these factors are all here in Beijing for us to be a part of this and enjoy.

Rick Stephen
WorldChefs Continental Director - Asia

COMPETITION FEATURES
Chinese Cuisine World Championship
COMPETITION FEATURES

ONLY International Level Competition for CHINESE CUISINE Certified by WORLDCHEFS

Endorsed by WORLD ASSOCIATION OF CHEFS SOCIETIES

Organizer China Cuisine Association

Co-organized by koelnmesse

90 Contestants
12 Countries & Regions
20 WorldChefs Certified Judges
2 Days 2 Rounds
6 Dishes / Round
Jiang Junxian
President, China Cuisine Association

Renowned and internationally certified chefs selected by WorldChefs judge the competition, established a sound judging system and evaluation guidelines based on fairness, openness and strict work ethic. The Chinese Cuisine World Championship marks a milestone to accelerate Chinese food to spread and develop in the globe.
New Angle of Food in China Market

SOCIAL MEDIA
+30 Feature News
+100 Interactive Topics
Pre-Registration
Latest Industry News Coverage

DIRECT MAIL
Target 15,000 Potential Traders from North China
Over 50 New Product Categories Coverage

EDM BLAST
+12 Feature News
Latest Industry News Coverage
Target 20,000 Domestic Traders
Over 30,000 Overseas Traders
60+ media partners
PRINT & ONLINE media
target SUPPLIERS,
IMPORTERS, DISTRIBUTORS,
WHOLESALEs, RETAILERS,
F&B PRACTITIONERS, etc.
from food and hospitality
industry

245 media partners attended
World of Food Beijing 2015
200+ clippings were generated in print, advertorial, online and broadcast media.

Total media value of more than US$850,000.