

## SNACKEX ASIA / CHINA SNACK FOOD 2010

### Final Report

#### **INAUGURAL SNACKEX ASIA SHOW BEATS EXPECTATIONS!**

**SNACKEX ASIA / China Snack Food 2010** took place at the China National Convention Centre in Beijing on May 25-27, 2010. It attracted 181 exhibitors from 14 countries and regions, including 51 overseas companies and 130 domestic enterprises. At the same time the exhibition attracted 4,263 buyers from 51 countries and regions for on-site purchase negotiations. It marks our first professional event with the theme of savoury snack food in China.

#### ●Features

#### **WORLD-RENOWNED FOOD GIANTS AND CHINESE FOOD ELITES COME TOGETHER FOR THE FIRST TIME ON A WORLD STAGE**

**SNACKEX ASIA / China Snack Food 2010** attracted many snack food giants from United Kingdom, United States, France, Spain, Italy, Germany, Netherlands, Belgium, Switzerland, Japan, Thailand and elsewhere. These included internationally well-established leading companies in the savoury snack finished / semi-finished products and ingredient / flavours sectors including:

- Pepsi (PepsiCo)
- Lorenz Snack-World
- Mafin
- Valin
- Almond Board of California
- Rudolph Foods
- Ako Kasei Co., Ltd.
- LENG D'or
- Kerry Ingredients
- Savoury Flavours
- Pasta Foods
- Amica Chips



These and other exhibitors showed their latest developments in the international savoury snacks industry for the first time in China.

China domestic snack food companies which have focused activities in the food and nuts business were exhibiting at the show, including:

- AHCOF Industrial Development Co., Ltd.
- Aksu Desert Ecology Date Co., Ltd.
- Anhui Qiaqia Food Co., Ltd.
- Anhui ZhanShi Food Co., Ltd.
- Anhui Yanzhifang Food Co., Ltd.
- Hebei Dongfang Green Tree Food Co., Ltd.
- Hunan Guoxiu Foods Co., Ltd.
- Liaoning Zhengye Peanut Industry Development Co., Ltd.
- Fujian Haixin Food Co., Ltd.
- Labixiaoxin (Tianjin) Co., Ltd.
- Gansu AVIKO
- Yantai Fuming Bee-Product Co., Ltd.
- Laiyang Luhua Foodstuffs Co., Ltd.
- Beijing Airport Inflight Kitchen
- Xinjiang Tianshan Forest & Fruit Food Co.
- Fuxin Zhenlong Native Produce Co., Ltd.
- Zengcheng Handyware Seasoning Co.,
- Rizhao Sunry Green Food Processing Co.
- Tianjin Foodstuffs Import & Export Co., Ltd.
- Laiwu Manhing Vegetables Fruits Corporation



These and other domestic snack food elite companies competed with overseas enterprises.

Meanwhile, **SNACKEX ASIA / China Snack Food 2010** also attracted Hong Kong and Taiwan companies, including:

- Fu Xiang Yuan Food Co., Ltd.
- Sweet Garden Biotechnology Co., Ltd.
- Hong Kong Hong Chang Long Food Co., Ltd.

These companies showcased their snack products with local and national characteristics to Chinese mainland buyers.

In addition the following internationally renowned producers of savoury snacks, processing, packaging, testing and other related equipment exhibited at the show, ensuring the exhibition was a comprehensive display of the whole industry chain from raw material to finished product.

- Heat & Control Co., Ltd.
- Buhler Aeroglide
- NDC Infrared Engineering Ltd.
- Satake Corporation
- Casa Herrera, Inc.
- Clextral
- Ishida
- Visys
- Key Technology (Shanghai) Trading Co.
- Shanghai Ishida Electronic Scales Co.
- Shanghai MST Optoelectronic Technology Co., Ltd.
- SGS-CSTC Standards Technical Services Co., Ltd.



#### **OVERSEAS IMPORTERS, DOMESTIC DISTRIBUTORS GATHER IN BEIJING**

**SNACKEX ASIA / China Snack Food 2010** attracted the attention of global buyers from 51 countries and regions. At the same time, China domestic food stores, supermarkets, wholesalers, airlines, hotels, restaurants, bars, clubs and their food suppliers; packaging and distribution centers and Group buyers; online shopping and others visited the show, making **SNACKEX ASIA / China Snack Food 2010** a truly robust platform at which to exchange new ideas on savoury snacks products, technology, logistics, information and trade.

#### **THE INDUSTRIAL CHAIN OF SNACK FOOD COMPREHENSIVELY REPRESENTED**

Roasted seeds, nuts, dried fruit, fried food, chocolate candy, candied fruit preserved, honey, baked food, puffed food, leisure canned food, instant food, leisure beverages and other snack food were showcased at **SNACKEX ASIA / China Snack Food 2010**, while raw materials, ingredients, equipment, packaging, testing, and industry accessory products also exhibited on the fair.

#### **•Data Analysis**

##### **EXHIBITORS:**

**SNACKEX ASIA / China Snack Food 2010** attracted 181 exhibitors from 14 countries and regions, including 51 overseas companies and 130 domestic enterprises.

##### **Overseas exhibitors**

Country / Region	number
Hong Kong	1
Taiwan	4
Thailand	1

##### **China domestic exhibitors**

Province / City	number
Beijing	13
Tianjin	27
Hebei	7

Japan	5	Henan	1
Belgium	2	Gansu	2
Germany	2	Jilin	3
France	1	Liaoning	5
Netherlands	2	Hunan	1
Switzerland	1	Shanxi	2
Spain	1	Shandong	38
Italy	6	Anhui	4
UK	7	Shanghai	4
USA	18	Zhejiang	5
		Guangdong	7
		Fujian	3
		Sichuan	3
		Yunnan	3
		Xinjiang	2

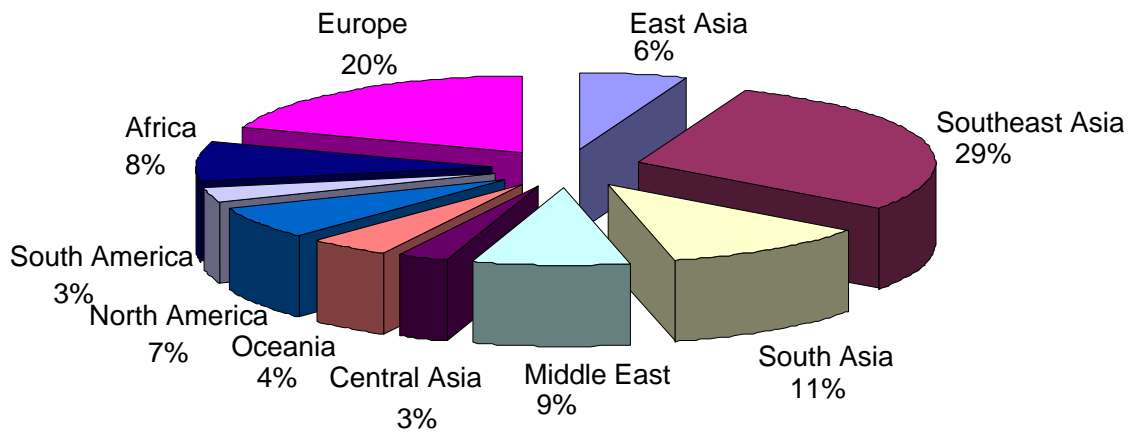
Accordingly, 30 percent of exhibitors were from outside of China, especially from U.S. and European companies accounting for 22 percent. This reflects the attraction of the Chinese snack food market to overseas snack food industrial giants. Sixty six percent of domestic exhibitors came from North China, indicating that **SNACKEX ASIA / China Snack Food 2010** was very successful in satisfying the needs of the snack food market in Northern China, whilst companies in other areas of China preferred at this stage to simply to visit and evaluate the show in its first year.

#### **VISITORS:**

**SNACKEX ASIA / China Snack Food 2010** attracted 4,263 visitors from 51 countries and regions, including 3,759 China domestic visitors from 30 provinces. This is a very creditable result for the inaugural edition of the event.

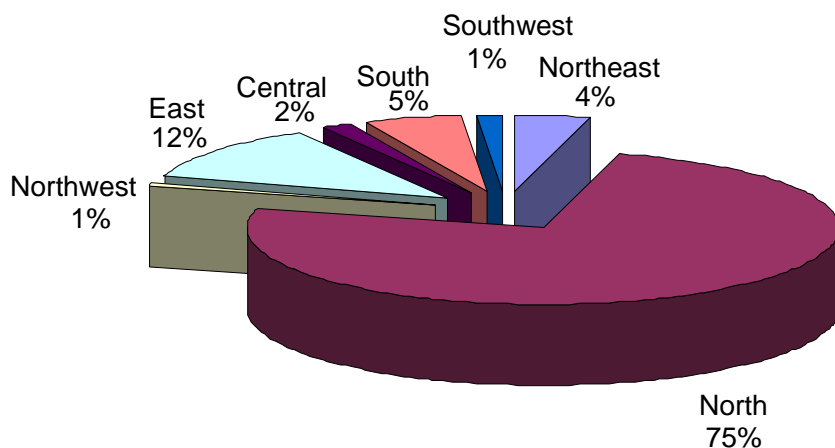


**Source of Overseas Visitors**



Foreign visitors accounted for approximately twelve percent of the total. Among them, buyers from Asia and Oceania accounted for about 62%, which is consistent with the show positioning: a marketing platform for the Chinese domestic and overseas snack food industry. Based on the huge Chinese market, **SNACKEX ASIA / China Snack Food** was successful in attracting overseas buyers to gradually expand its influence in the Asia Pacific region and beyond.

**Source of China Domestic Visitors**



Visitors from North China account for 75% of the total buyers, which reflects the exhibition's promotional emphasis. A survey conducted by an independent research agency shows that 86% of visitors are very, or quite satisfied. In the future, we believe more and more dealers will participate in **SNACKEX ASIA / China Snack Food**.

## INDUSTRY-FOCUSED ATTRACTIONS

- **Top Talk**

During **SNACKEX ASIA / China Snack Food**, China Chamber of Commerce for Import & Export of Foodstuffs, the European Snacks Association and *New Food Magazine* organized a Top Talk dialogue program "East Meets West":

**Presented by:**

- Mr. Nick Stuart, President of European Snacks Association
- Mrs. Julie Adams, Vice President of Almond Board of California
- Mr. Ted Hurley, President of Client Leadership China, the Nielsen Company
- Mr. Tang Hong, General Manager of COFCO Corporation snack foods Division
- Ms. Zhang Fengying, General Manager of Beijing Axiya Trade Co., Ltd.
- Mr. Xiao Ming, Chief Editor of *Chinese Food Review*



and some other industry heavyweights took part in a **panel discussion covering:**

- snack market status & expectations - china and rest of the world
- snack market - China vs. Europe (ROW) - main difference and trends
- Export opportunities for Chinese (Asian) snack & nut producers
- Trading issues for foreign snack & nut exporters into Chinese market - challenges and opportunities
- Who is eating savory snacks?
- Reaching and influencing snack and nut consumers
- Snacks & nut as part of a healthy / nutritious lifestyle
- Can traditional Chinese snacks be adapted for international tastes?



Many interesting and challenging views were expressed which it is hoped will lead to further expansion of the Chinese domestic and export snack food industry and improved co-operation and understanding with international partners.

- **Savoury Snacks Tasting Pavilion**

Sponsored by Kerry Ingredients and Flavours and organized by the European Snacks Association / CFNA, the very popular snacks tasting Pavilion took centre stage at **SNACKEX ASIA / China Snack Food** attracting thousands of visitors to sample more than 200 kinds of typical savoury snack products collected from the global market, many of which had never been seen in China before.

#### **FUTURE EVENTS**

**SNACKEX ASIA / China Snack Food** will be held annually in Beijing. Supported by the suppliers, buyers and relevant industry sectors from home and abroad, **SNACKEX ASIA / China Snack Food** intends to establish itself as the highest standard and the most effective platform in Asia for the professional exchange of international snack food ideas, innovation, products and technology to push forward the development of the snack food industry in China.

**We look forward to meeting you all in 2011!**

**Organisers:** China Chamber of Commerce for Import & Export of Foodstuffs (CFNA)  
European Snacks Association (ESA)

**Hosted by:** China Chamber of Commerce for Import & Export of Foodstuffs  
Beijing Talent-Expo Co., Ltd.

For more information, please visit: [www.snackexasia.com](http://www.snackexasia.com)