



# ANUFOOD China 2023

## POST SHOW REPORT

Co-located with:



Organisers:



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## Facts & Figures 2023

Co-organised by Koelnmesse, China Chamber of Commerce of I/E Foodstuffs, Native Produce and Animal By-products (CFNA) and the Shenzhen Retail Business Association and powered by the world's leading trade fair Anuga in Cologne, Germany, ANUFOOD China 2023 was successfully held from 10-12 May in Shenzhen, China.

**35,000**  
square meters

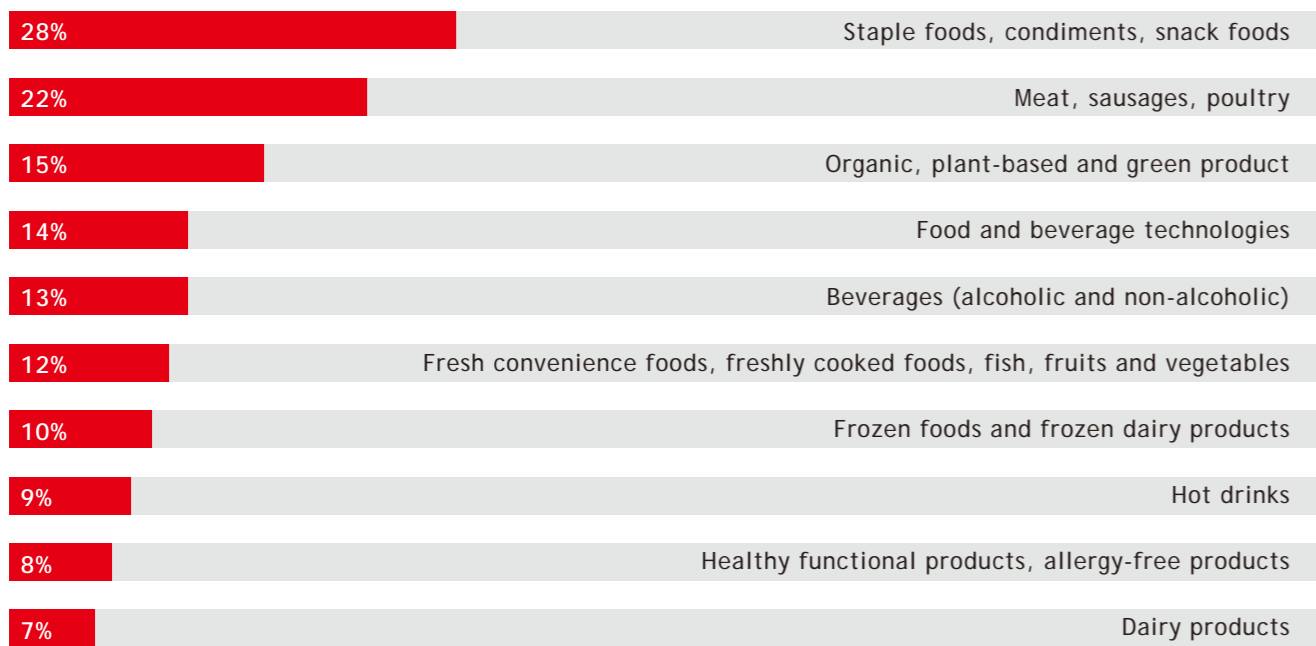
**503**  
exhibitors from 28 countries and regions

**25,703**  
trade visitors





### Top 10 Exhibits



### Exhibitors from 28 countries & regions

#### Country Pavilions



#### Domestic Partners







ANUFOOD China 2023 welcomed a total of **25,703** trade visitors during 3 days!

**25,525**

Domestic Visitors

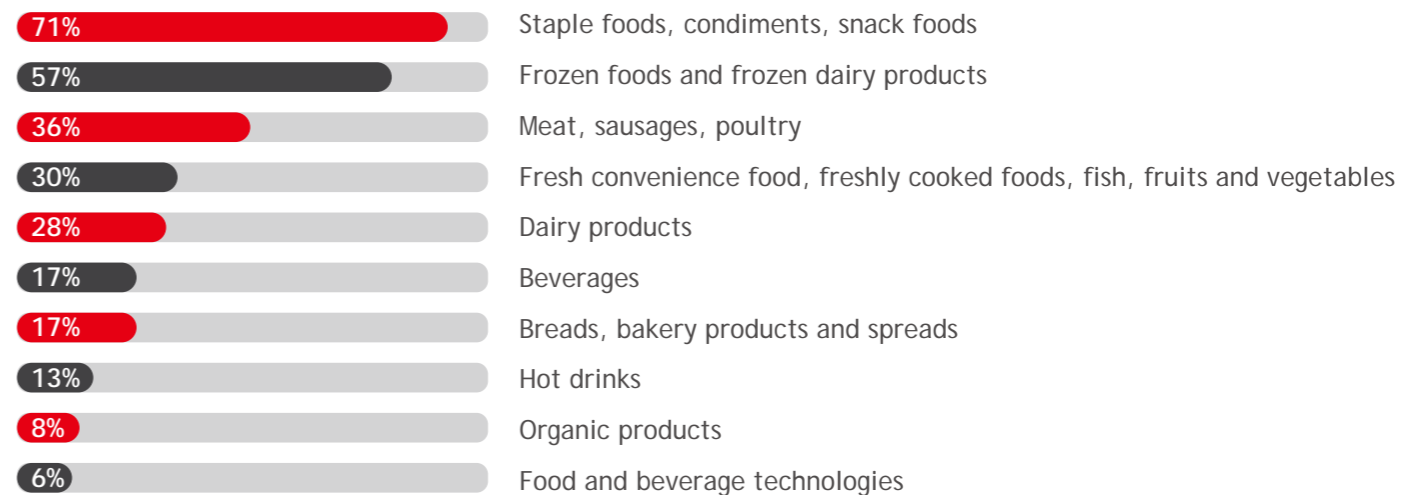
**178**

International Visitors

### Visitors by regions



### Top 10 Interested Exhibits



### Visitor Profile by Business Activities







## Hosted Buyer Programme


### Business Matchmaking

Dedicated business matchmaking sessions are successfully held to connect exhibitors and hosted trade buyers for supply and demand. Partnering with industry associations and media to invite high qualified buyers from regions nationwide. Multi-dimensional pre-show promotion was carried out, integration of one-click connection via online platform and face-to-face onsite interaction, to achieve the optimal communication efficiency and results.

6 themed business  
matchmaking sessions  
nearly **100** one-to-one precision  
match-meetings onsite


  
Bakery & Pastry  
Chain Store  
Exclusive

  
Wangjiahuan  
Exclusive

  
Import/Distribution  
Channel  
Exclusive

  
Shenzhen Kirin  
Mountain Resort  
Exclusive

  
Vanguard  
Exclusive

  
Coffee/Tea  
Chain Store  
Exclusive



### Buyer Delegation Tour

Over 1,000 hosted buyers were formed into various industrial delegations, invited by the Guangdong Dealers Chamber of Commerce, Shenzhen Catering Association, Zhuhai Food Safety Association, Huizhou Food Association, Global Union, and FoodTec related media partner, to conduct in-depth trade and cooperation negotiations with exhibitors onsite.

**20+** in-depth cooperation  
with industry organisations

**1,000+** selected hosted  
buyers for delegation tour





6 market insights  
7 industry forums

## Global Meat Summit 2023

Organisers: China Chamber of Commerce of I/E Foodstuffs, Native Produce and Animal By-products, Koelnmesse

As the most important category of agricultural products, food production and trade, the development momentum of meat is still promising, while the opportunities and challenges coexist. How to deal with the new changes and challenges in the post-epidemic era for the meat industry? The forum focuses on the development of the global meat market, with experts and scholars from the industry, opinion leaders from leading companies to exchange and discuss in depth, and jointly promote the healthy and sustainable development of the meat trade.



### Host

Mr. David HUANG, Deputy Director of Department of Meat and Aquatic Products, China Chamber of Commerce of Import and Export of Foodstuffs, Native Produce and Animal By-products (CFNA)



### Welcome Address

Mr. Cao Derong, Vice President, China Chamber of Commerce of I/E of Foodstuffs, Native Produce and Animal By-Products (CFNA)



Mr. Fernando Mattos Costa, Minister of Livestock, Agriculture and Fisheries of Uruguay



### Hainan Free Trade Port - a new highland for the development of fine meat industry

Mr. Zhang Zhe, Executive Vice President, Yangpu International Investment Consulting Co., Ltd.



### Uruguayan beef and lamb industry situation and trade development

Ms. Victoria, Country manager of Asia Office, INAC (National Meat Institute of Uruguay)



### The Characteristics and concept of the Swiss Meat Industry

Mr. Benjamin Stauffer, Head of international Markets at Centravo Group, International Representative of Swiss Meat Brand.



### How to make meat trading business become the key driver of business growth

Ms. Lu Qing, General Manager, Tyson Foods Inc. China Import & Export



### The deep processing strategy of Danish Crown products

Mr. Geng Song, Sales director of Danish Crown



### Status and trends in demand for meat and poultry in the group dining supply chain

Mr. Gong Huijun, Director of Supply Chain of Wangjiahuan Group







## The 2<sup>nd</sup> Global Imported Food Retail Market Trends Forum

Organisers: Shenzhen Retail Business Association, Global Union, Koelnmesse

Throughout the global food retail development, its slow growth has become the new normal phenomenon. The 2nd Global Imported Food Retail Market Trends Forum is held to help enterprises get an in-depth understanding of the global food retail industry development trends by interpreting the direction of brands, new consumption, markets, and channels under the current situation. At the same time, domestic and foreign industry experts and domestic famous brands are invited to share on the same stage to deeply analyse the development trend of global food retail market and build a platform for global food trade circulation and communication from various sections such as national policy, health concept and brand product creation.



### The selection logic based on category management for retail terminals

Mr. Jiafeng ZHANG, Director of Snack Food Purchasing Department, Rainbow Data Commercial Co., Ltd.



### Creating Core Value: opportunities and challenges of healthy diet in the second half of new consumption

Mr. Haiyan GAO, Venture Partner, Shenzhen Weis Intelligent Health Management Co., Ltd.



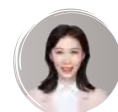
### FDA Regulations for Exporting Food and Beverages to the USA

Ms. Tracy Teng, Great China Chief Representative, Registrar



### Healthy U.S. Ag Food in China - Food safety, Sustainability and Environmental Friendly

Ms. JonAnn Flemings, U.S. Consulate General Guangzhou (Agricultural Trade Office, Guangzhou)



### Meituan helps food companies upgrade their channels

Ms. Bing XIE, Director of Public Affairs in South China, Meituan

### Panel Discussion: Difficulties in the development of the snack food field in 2023

Host by Mr. Xiangming ZENG, The Founder of Global Union

#### Invited guests

Mr. Xianhua CHEN  
General Manager, ShenZhen Omele food Co., Ltd.

Mr. Yong LI  
Chairman, Shenzhen Yataixuan Industrial Co., Ltd.

Mr. Guo LIU  
Chairman, Dongguan Huajing Biotechnology Co., Ltd.

Mr. Yinglin ZHUANG  
General Manager, Guangdong Chuangchengyi Packaging Co., Ltd.

## Forum of Foods for Plant-based Diets: A coexistence of challenge and innovation

Organisers: CFNA, Plant Based Foods Association of CFNA, Koelnmesse

With the general public's increasing focus on food safety, food health and sustainability, as well as national policies adding to the rapidly growing demand for diversified, healthy and sustainable protein sources, the alternative protein market is poised for a golden opportunity for rapid growth. Relevant data shows that the global plant-based protein market will be approximately US\$6.87 billion in 2022, growing at a CAGR of approximately 9% over the past five years. Influenced by concepts such as healthy eating and vegetarianism, the global demand for plant protein is expected to increase in the future, with the market size reaching US\$7.5 billion by 2023.



### Plant-Based Protein Foods: A sustainable future

Ms. Min QU, COO, Meta Meat



### OATLY's development and innovation journey

Ms. Chloe LIN, Sustainability/BD Director, OATLY APAC



### Plant based yogurt market in China

Dr. Stefan Schmale, CEO, NOIX AG



### Development of microalgae fermented protein products

Prof. Dong WEI, Professor, South China University of Technology



### Research and Application of Plant Based Seasoning

Dr. Zhao Xiangdong, R&D Manager, BEIJING HONSCENT ZHIYE TECHNOLOGY CO., LTD



### Breakthrough in new plant protein: bicolor soy, a boost to plant-based baking

Ms. Lisa Bender, Sales Manager, Beijing Sulai Eco-Food Company







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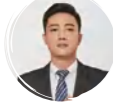

- The Irish War of Independence and prohibition in the United States greatly impacted the industry, cutting off access to two major markets.  
爱尔兰独立战争和美国的禁酒令对该行业产生了巨大影响，切断了进入两大市场的途径。
- 20<sup>th</sup> Century: 1% of global whiskey volume sales.  
20世纪：全球威士忌销量的1%。

**BORD BIA**  
IRISH FOOD BOARD

## 2023 International Drinking Culture & New Dynamics Summit —Whisky & Baijiu China Consumption Trends Forum

Organisers: China National Research Institute of Food and Fermentation Industries,  
China Information Center of Food and Fermentation Industries, Koelnmesse

Whisky is one of the world's most popular spirits categories and with the rapid growth of high-end demand in China, the Chinese whisky market is becoming increasingly valued. And baijiu, which is native to China, is also a type of strong distilled spirit. The forum has explored the potential of spirits consumption in China, promoted the orderly development of spirits in the Chinese market and facilitated the high-quality and sustainable development of the Chinese whisky and Baijiu industries by focusing on various aspects such as the current situation of spirits consumption in China, the development of drinking culture and examples of innovative Baijiu.

- 
**The Development Trend of Chinese Drinking Culture**  
 Mr. Ren Zhihong, CHINA ALCOHOLIC DRINKS ASSOCIATION Cultural Commission, Cultural Heritage and Protection Commission, Secretary-General
- 
**Growth of Irish whiskey in China**  
 Ms. Jade Cullinan, Marketing Director in China, Bord Bia - the Irish Food Board
- 
**Scotch Whisky Export to China: Trends and Insights 2023**  
 Ms. Tiffany Fu, Consumer Head, China, Scottish Development International
- 
**Insight into Scotch Whisky**  
 Mr. Fang Han, Senior Brand Ambassador, Certified Lecturer of Diageo Whisky
- 
**History and Current Situation of Chinese Whisky**  
 Mr. Sun Fangxun, Technical consultant of China Alcoholic Drinks Association, Chairman of Qindao Xunzhibao Wine & Spirit Co.,Ltd
- 
**Only through innovation can we meet the alcohol consumption needs of young people**  
 Mr. Xu Jianrong, Vice President of Beijing Wenzhou Chamber of Commerce, Chairman of Beijing 4.0 Wine Co.,Ltd

## 2023 International Drinking Culture & New Dynamics Summit —China Alcohol Market Channel Ecological Innovation Forum

Organisers: Shanghai Bar Association, Koelnmesse

The forum has focused on the structuring of the alcoholic beverage channel ecosystem, new models and trends in the alcoholic beverage channel, innovation in the digital alcoholic beverage channel, collaboration in channel partnerships, and trends and opportunities for the future development of the alcoholic beverage channel. The forum has discussed the changes and opportunities of the industry in the post-epidemic era with a number of influential guests from different dimensions of industry representatives who addressed the practical issues such as common operational difficulties, consumption downgrading and declining profits currently faced between the alcoholic beverage industry and channels, and conducted in-depth analysis from the supply side, consumption side and industry chain perspectives.

- 
**2023 Trends in Online Wine Consumption**  
 Ms. Fei Dong, Senior Researcher, Jingdong Institute of Consumer and Industrial Development
- 
**To Cope With the New Consumer Demand, To be the King of Instant Liquor Retail**  
 Mr. Kevin Yu, Director of New Retail Operations, Wine Ting 1990
- 
**A glance at thirty years of pubs**  
 Mr. Kin-san, The holder of The Scottish Quaich, the member of the American Writ, and the member of Japan bartender association and international bartender association

### Changes and Opportunities in China's Bar Industry

- Speakers:
- Mr. Kin-san, The holder of The Scottish Quaich, the member of the American Writ, and the member of Japan bartender association and international bartender association
  - Mr. Xiao Zhidan, Founder of ChunLi & KingKong
  - Mr. Wei Sizhe Founder of E11eVEN MUSIC, Founder of EX CLUB, A11 Entertainment Complex, Young Cage Youth Club
  - Mr. Louis, founder of the Sicilian Bar District brand





## 创新发展 健康未来 2023“未来食品”热点研究 与发展趋势论坛



### “Future Food” Focused Research and Development Trends Forum 2023

Organisers: Brand Strategy Committee of China Food Industry Association, Koelnmesse

With the advent of the new era, the numerous problems brought about have posed a serious challenge to most traditional food production enterprises. The future of food may be through low carbon emission reduction, energy saving and efficiency, diversified research and development innovation, digital intelligence technology transformation and other ways, manufacturing to meet consumer demand for food nutrition, safety, delicious, convenient, personalised and other aspects of the future of food is the inevitable path of sustainable development of enterprises. The forum has invited renowned industry experts, scholars and leaders of leading food enterprises to explain the new concepts, resources and technologies of future food; discussed the hot trends of future food; shared the successful experience of digital transformation of enterprises, with a view to providing reference for the healthy and sustainable development of China's food enterprises.



#### How the Future of Food Brands Can Leverage Territory-wide Growth with Experts' Distribution

Mr. Wang, CEO of Redu Cloud



#### Transformation of Food Enterprises with Digital Intelligence Application Sharing

Mr. David Xu, Partner of Harvest Capital



#### The Future Trend of Food : Low Carbon and Healthy

Ms. Melinda Hou, Executive Director of the Good Food Fund, CBCGDF



#### The Application of AI in the Future Food Industry

Ms. Tintin Li, Director of National Government Affairs of Chiccream



#### The Sustainable Future of Food Nutrition and Health Development Mission

Ms. Bingbing Song, Registered dietitian in China, China expert in science popularization of China Association for Science and Technology



#### From Consumption Trends and Technology Development to the Future Food

Mr. Bohan Li, Senior Business Development Manager of Innova Market

## National Famous New Animal Welfare Specialty Development Forum

Organisers: China Association for the Promotion of International Agricultural Cooperation (CAPIC) in, Animal Welfare International Cooperation Branch, Koelnmesse

Consumers' pursuit of food has changed from subsistence to quality, and people are paying more attention to food safety and health, but the general public has a limited understanding of animal welfare products. In order to promote the production and marketing of welfare products, enhance the health concept and brand competitiveness of welfare products, meet the public demand for safe, high-quality, nutritious and healthy welfare products, realise the effective supply of high-quality and healthy welfare products, and promote the sustainable and high-quality development of the animal husbandry industry, the CAPIC has held the National Famous New Animal Welfare Specialty Development Forum during ANUFOOD China 2023.



#### Introduction to the Global Trend and Domestic Development of Animal Welfare

Mr. Jun Bao, President of International Cooperation Committee of Animal Welfare, Former President of Northeast Agricultural University

#### National Famous New Animal Welfare Promotes the High-quality Agricultural Development

Agricultural Product Quality and Safety Center, Ministry of Agriculture and Rural Affairs



#### The Role of Healthy Farming and Animal Welfare New Technologies in Antibiotic Use Reduction

Mr. Yang Shuming, Professor of Institute of Quality Standard and Testing Technology for Agro-Products of CAAS



#### How to Enhance Public Awareness and Promote Choice of Animal Welfare Products (the Case of the UK)

Ms. Lucky Wu, China Representative of Royal Society for the Prevention of Cruelty to Animals



#### Animal Welfare and Food Safety

Mr. Li Songtao, Secretary General of International Cooperation Committee of Animal Welfare



#### Free Range Produces Good Eggs

Mr. Hu Minjie, Founder and General Manager of Sichuan Xinde Agriculture Co., Ltd.



#### Tyson's Animal Welfare Policies and Practices

Mr. Chen Yuehua, Senior Manager of Tyson (China) Food Safety and Quality Management Department



#### Health Effects of Lecithin DHA

Mr. Wang Yunjiu, General Manager of B. papyrifera Small Molecules (Beijing) Biological Technology Co., Ltd.



- 通过努力能够实现  
Achievable but stretching
- 对动物和农场主都有利  
Benefits for both animals and farmers







## Supporting Events



## World Chinese Culinary Chef Challenge

**12** national level chef judges, **48** master chefs

A total of 12 teams from Beijing, Fujian, Hunan, Hong Kong, Guangzhou, Macau, Shanghai, Shaanxi, Shenzhen, Shunde, Sichuan and Yunnan, have been invited to participate. The participants were all experienced and talented chefs who have pit their skills to present the representative cuisines of their respective cities over two days, with "heritage and innovation" as the main theme. The Sichuan, Shanghai and Hong Kong teams won the first, second and third places respectively.



### Sponsors Acknowledgment

Recommended Beef Sponsor



Recommended Pork Sponsor



Recommended Lamb Sponsor



Recommended Foie Gras Sponsor



Recommended Fruits & Vegetables Sponsor



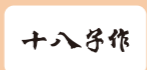
Recommended Condiment Sponsor



Recommended Potable Water Sponsor



Recommended Equipment & Appliances Sponsor



Recommended Chef Uniform Sponsor



Authorised Event Partner







# AFC 微醺酒馆

Whisky & Spirit World

5 special tasting events, attracting 150+ industry professionals

AFC Whisky & Spirit World is a series of events that bring together whisky & spirits mixers, tasting, sharing salons, food and beverage pairing event, professional forums and roundtable conversations to provide a sensual feast for the participants.



Brand Time Exclusive  
**inac**  
National Meat Institute



Sponsors Acknowledgment



**BESTTOP**  
百思拓



## Foodie Space



30 hosted buyers from hotel and restaurant distribution channels

Foodie Space has featured a "Premium Uruguayan Beef Tasting" and presented the live cooking demonstration by Chef Lance Yu, guest chef at Le Cordon Bleu Culinary Academy and the chef of Chinese team of CCTV-2's "King of Chefs". With a selection of the premium beef tenderloin and ribeye from Uruguay, Chef Lance has created three recipes based on different parts of the meat with different cuisine characteristics, namely Stir-fried Angus grain-fed 150-day filet mignon with asparagus (Cantonese cuisine), Filet mignon roll with toothpicks (Sichuan cuisine) and Angus grain-fed 150-day wet-aged 14-day rib eye (French cuisine).





# 66 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 ANUFOOD 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.

"It has given us exposure and ANUFOOD China is a really great international platform that we all know about it. We even get close many deals over here ANUFOOD China as well. It's overall a really successfully exhibition for us."

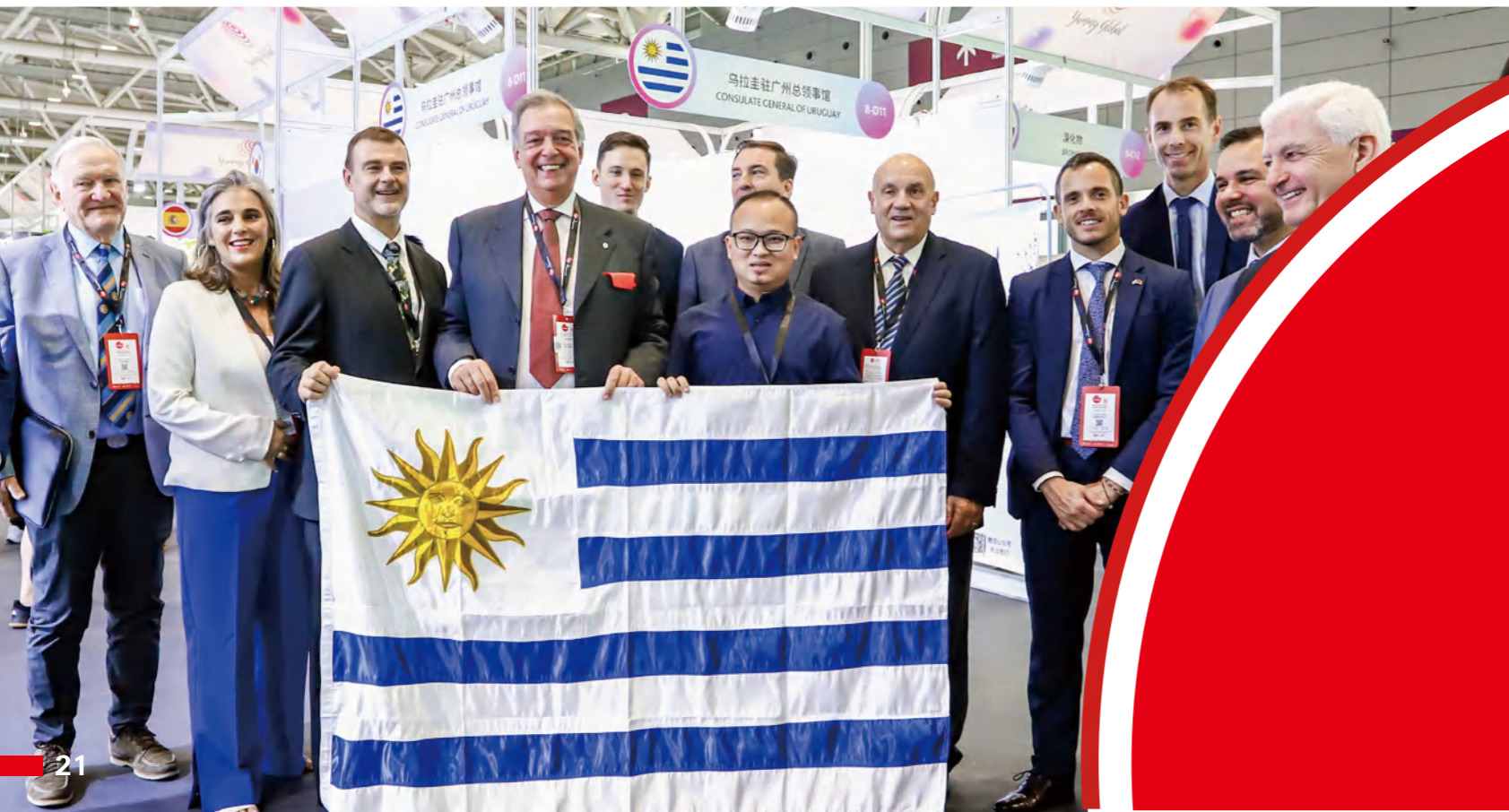
— Mr. Bilal Mawani, Director of Guangzhou Quality Import & Export Co. Ltd

We've never been happier at ANUFOOD China than we were at the exhibition before in China! After four years of pandemic, we are very glad to be here in Shenzhen, Guangdong, where everything has been pleasantly surprising. At ANUFOOD China we have the booth of the Uruguayan National Meat Association, at the same time, we can also see other product categories, meat, wine and cereals. We hope that more brands and products will join the trade show next year.

— Fernando Mattos Costa, Minister of Livestock, Instituto Nacional de Carnes, Agriculture and Fisheries of Uruguay



## Media Exposure



# 66 Visitor 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

Our aim is to find suitable producers in China and try to export to Russia after communicating with them about a good price. I had a positive impression of the fair and coming to this fair helped me a lot. There were many traders that I communicated directly, and I also saw many products in the show that I had not seen in Russia.

— Mr. DENIS & Mr. CHZHEN, SIMA-LAND







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

**Restore, Refresh, Revitalize**  
*Southern China's F&B market awaits you*

## Anuga Select China 2024

Starting from 2024, ANUFOOD China will be officially rebranding under Anuga's global strategy, with the new image - Anuga Select China. The industry shall expect of one unified and recognisable brand worldwide to be more effective in drawing the attention of global food and beverage industry, integrating and representing Anuga's global strengths at future exhibitions in China.

Anuga, a well-known brand that has been in existence since 1919

Favoured by nearly 12,000 global premium suppliers in the food and beverage sector

highly appraised by over 350,000 trade buyers worldwide



**SIGEP**  
China

Co-located with: 深圳国际手工冰淇淋、烘焙及咖啡展览会

Organisers:



深圳市零售商业行业协会  
大消費資源 賦能生態

