

SIAL CHINA



MAY 10-12, 2007

SHANGHAI NEW INTERNATIONAL EXPO CENTER

Each year SIAL China positions itself as “the event” not to be missed for professionals in the food, beverage, wine and spirits industries in China. No other show in China provides so many proven opportunities to promote your products, build brand awareness and close deals with local trade professionals. 25,000 trade visitors (15% from outside mainland China) including importers & wholesalers, agents & distributors, supermarkets & hypermarkets, hotels & restaurants, food service buyers and 1,500 exhibitors are expected at SIAL China 2007.

FOOD SECTORS REPRESENTED AT SIAL

- Pet Foods
- Frozen Products
- Fruits & Vegetables
- Confectionery, Breads, Pastries
- Organic, Health & Children’s Foods
- Alcoholic & Non-Alcoholic Beverages



- Seafood
- Meat Products
- Products Products
- Foodservice Products
- Prepared/Ready-to-eat Foods
- Grocery Products & Canned Foods

As the world’s most populated and fastest-growing market, China is an ideal target for many food and agricultural products. With 1.3 billion inhabitants, China represents 20.7% of the world’s population. Shanghai alone accounts for 14% of the Chinese population and a third of its national GDP.

China’s accession to the WTO lowered tariffs and brought about economic liberalization that has yielded significant gains for US agriculture. Sales of a variety of consumer-related products are gaining steadily. Continued economic growth is adding to the already considerable demand for high-quality foods, especially in urban areas. Improvements are being seen in the retail, distribution and transportation systems. These changes will increase the competitiveness of imported foods and beverages in the Shanghai market and should lead to expanded trade opportunities in the largely untapped urban markets of China’s interior provinces.



The Illinois Department of Agriculture has purchased booth space within the USA Pavilion and is offering it to Illinois Food Companies at a 50% discount.

ILLINOIS PAVILION PACKAGE FEES

Standard 9 sqm Booth: \$2,250

Corner Premium: \$250

Spaces are limited and will be reserved on a first-come, first-served basis according to the order applications and payments are received by the Illinois Department of Agriculture.

The final registration deadline is January 25, 2007.

EXCLUSIVE SERVICES & AMENITIES TO ALL USA PAVILION PARTICIPANTS

- Marketing support services from the U.S. Agricultural Trade Office in Shanghai including promotion of the pavilion to buyers, on-site market briefing and on-going market assistance during the show
- Professional guidance and total logistical coordination from IMEX Management staff in the U.S. and on-site in Shanghai
- Strong USA identification – focal point for international importers and brokers
- One individual entry in Official SIAL China Show Catalog and USA Pavilion Directory
 - Assistance with hotel accommodations and shipping
 - Pre-Show promotion
- Prime location on show floor
- USDA information booth
- Daily Booth Cleaning

EACH FULLY FURNISHED 9 SQM BOOTH IN THE ILLINOIS PAVILION INCLUDES

All services & amenities listed above *plus*:



- Wall-to-wall carpeting
- 2 wall shelves (1 meter long each)
- Fascia with company name
- Lockable demonstration counter
- One copy of the SIAL China 2007 Catalog
- 1 table & 2 chairs
- Lighting
- Wastebasket
- One electrical socket
- Back and side hard wall

The Food Export Association of the Midwest is planning to sponsor a Chinese Retail Trade Mission following this year's SIAL China Show. The trade mission will most likely include: an import analysis and competitive store check, a market briefing, guided retail tours, one-on-one meetings with key retailers, interpreters throughout the mission and translation of company information into the local language. For more information on the trade mission, please contact Will Smith at 312.334.9225 or e-mail wsmith@foodexport.org.



YOUR COMPANY MAY QUALIFY FOR AN ADDITIONAL 50% REIMBURSEMENT OF EXHIBITING EXPENSES BY USING FOOD EXPORT-MIDWEST'S BRANDED PROGRAM FUNDS. VISIT WWW.BRANDEDPROGRAM.ORG FOR MORE INFORMATION.

To request more information or a participation agreement, please contact Sarah Potter at 217.782.2581 or e-mail sarah.potter@illinois.gov.

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SIMPLY THE LARGEST, MOST INTERNATIONAL AND BEST ATTENDED FOOD TRADESHOW IN CHINA DEVOTED ENTIRELY TO FOOD & BEVERAGE PRODUCTS