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Shenzhen, 24.-26.04.2025



**Taste the Globe, Capture the Future**  
*Southern China's F&B market awaits you*

**2024 POST SHOW REPORT**

Co-located with: **SIGEP**  
CHINA

Organisers:



深圳市零售商业行业协会  
大消费资源赋能生态







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# ANUGA SELECT CHINA 2024

## AT A GLANCE

Carrying on the time-honored excellence of Anuga, Anuga Select China 2024, has been successfully concluded from 24-26 April 2024 at the Shenzhen Convention and Exhibition Center (Futian). The event was jointly organised by Koelnmesse (Beijing) Co., Ltd., China Chamber of Commerce of Import and Export of Foodstuffs, Native Produce and Animal By-Products, and Shenzhen Retail Business Association. In conjunction with SIGEP China 2024, hailing from SIGEP - The Dolce World Expo thereby creating a comprehensive food and beverage event that centered on the industry, channels, and catering.



**40,000** sqm  
Exhibition Area

**460**  
Exhibitors  
from **30** countries  
& regions

**29,390**  
Visits  
From **74** countries  
& regions

— KEY FIGURES —



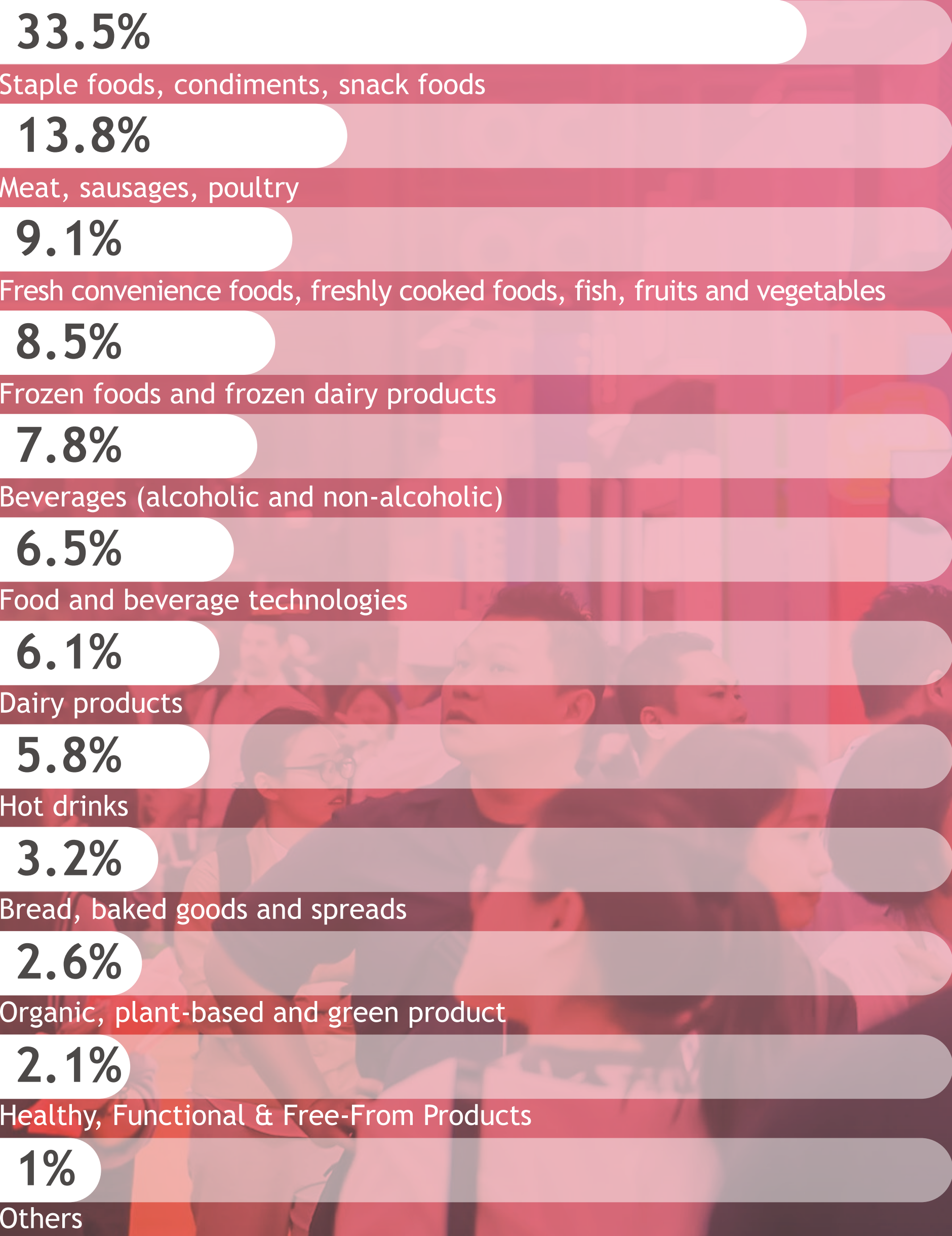
# EXHIBITOR PROFILE

460 Exhibitors  
21% International Exhibitors  
from 30 countries & regions

## PAVILION ORGANISERS



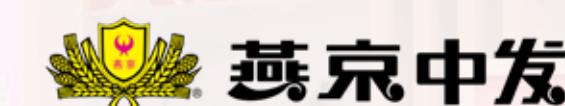
# PRODUCT CATEGORIES





# EXHIBITOR PROFILE

## PART OF EXHIBITORS



*\*Exhibitors are listed in no particular order.*



“

## EXHIBITOR'S TESTIMONIAL

Rational, a German company established in 1973 with over 50 years of history, specialises in the production of the combi-steamer, a cutting-edge kitchen cooking device with a presence in over 100 countries and regions. We place great emphasis on showcasing our products at Anuga Select China, as the South China market holds significant potential for us. Through this platform, we aim to introduce our equipment, offer new choices to our customers, and bring fresh ideas and convenience to their work.

*Mr. Wang Jia*  
*China Application Head Chef*  
*Rational*

We specialise in refining and processing aquatic and agricultural products. Our long-standing partnership with Anuga and participation in Anuga and THAIFEX have been invaluable to us. This year, we were thrilled to attend Anuga Select China, where the exhibition holds great significance for us to showcase products, promote brand, and connect with potential customers.

*Mr. Ma Yichao*  
*Regional Manager, South China*  
*Yangqi Foods*

We are very happy to be in Shenzhen for Anuga Select China, alongside 72 companies from 16 countries of the European Union. China is a very important market for our product exports, and we want to share with the Chinese people the high quality of them all. We brought the best selection of European products from our exporters from the sectors of meat, dairy, olive oil, wine, fruit, etc. I've noticed a huge interest from Chinese consumers to taste fantastic European products.

*Mr. Diego Canga Fano*  
*Director, Outreach, Research & Geographical Indications*  
*European Commission*

Our company is mainly engaged in bakery products, fried and puffed products and biscuits, as well as our water beverage series products and so on. Participating in Anuga Select China can help us get more customer resources, and at the same time, it can also help us open up our brand awareness in overseas markets.

*Mr. Huang Hailun*  
*Head of the International Department*  
*Xiamen PanPan Foodstuff Investment Co., Ltd.*

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## EXHIBITOR PROFILE

### EXHIBITOR'S FEEDBACK

**79%**

Exhibitors recognise Anuga Select China as a high-profiled platform for brand & product

**88%**

Exhibitors established or maintained connections with target customers

**75%**

Exhibitors express intention to participate in Anuga Select China 2025

**77%**

Exhibitors highly recommend industry professionals to join Anuga Select China



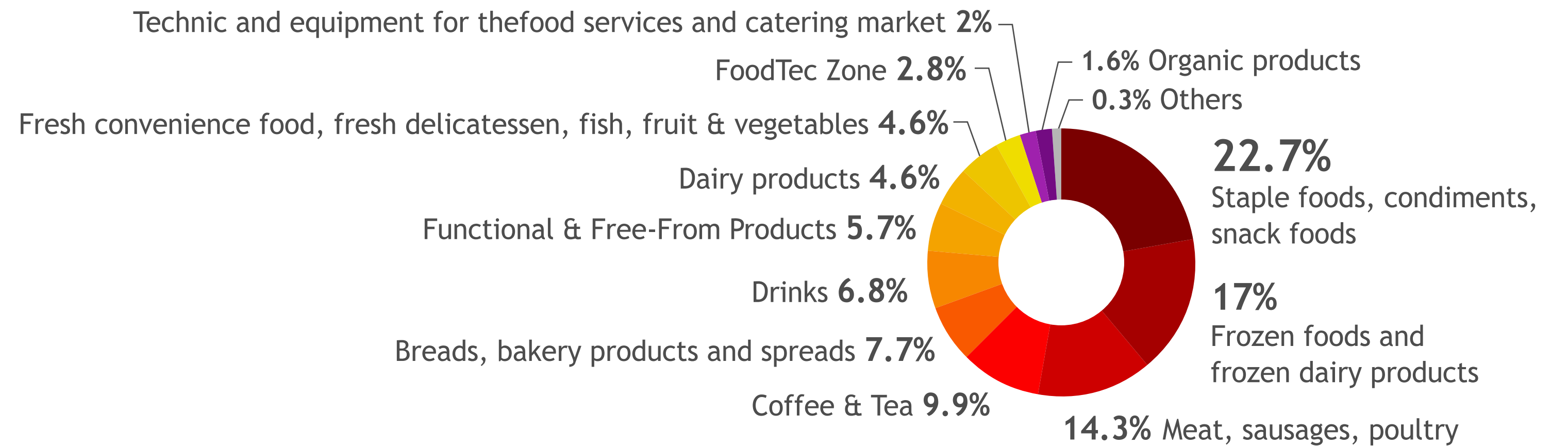
# VISITOR PROFILE

**29,390** Visits  
with a **35%** growth  
in trade visitors

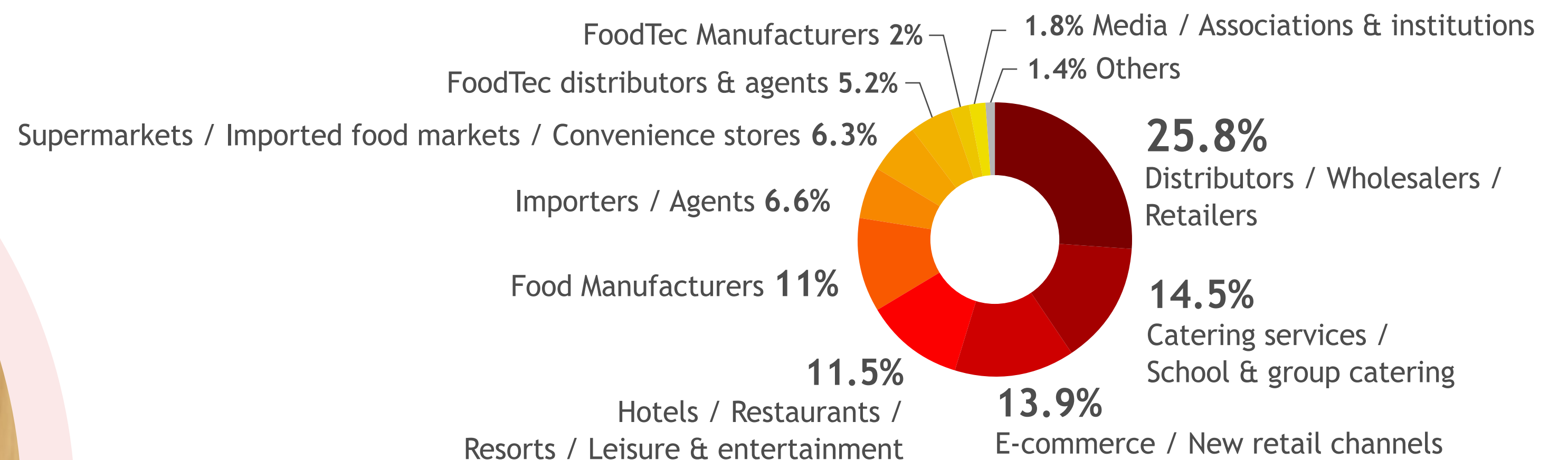
**1,044** Oversea visitors  
From **74** countries & regions



## VISITOR'S PRODUCTS OF INTEREST

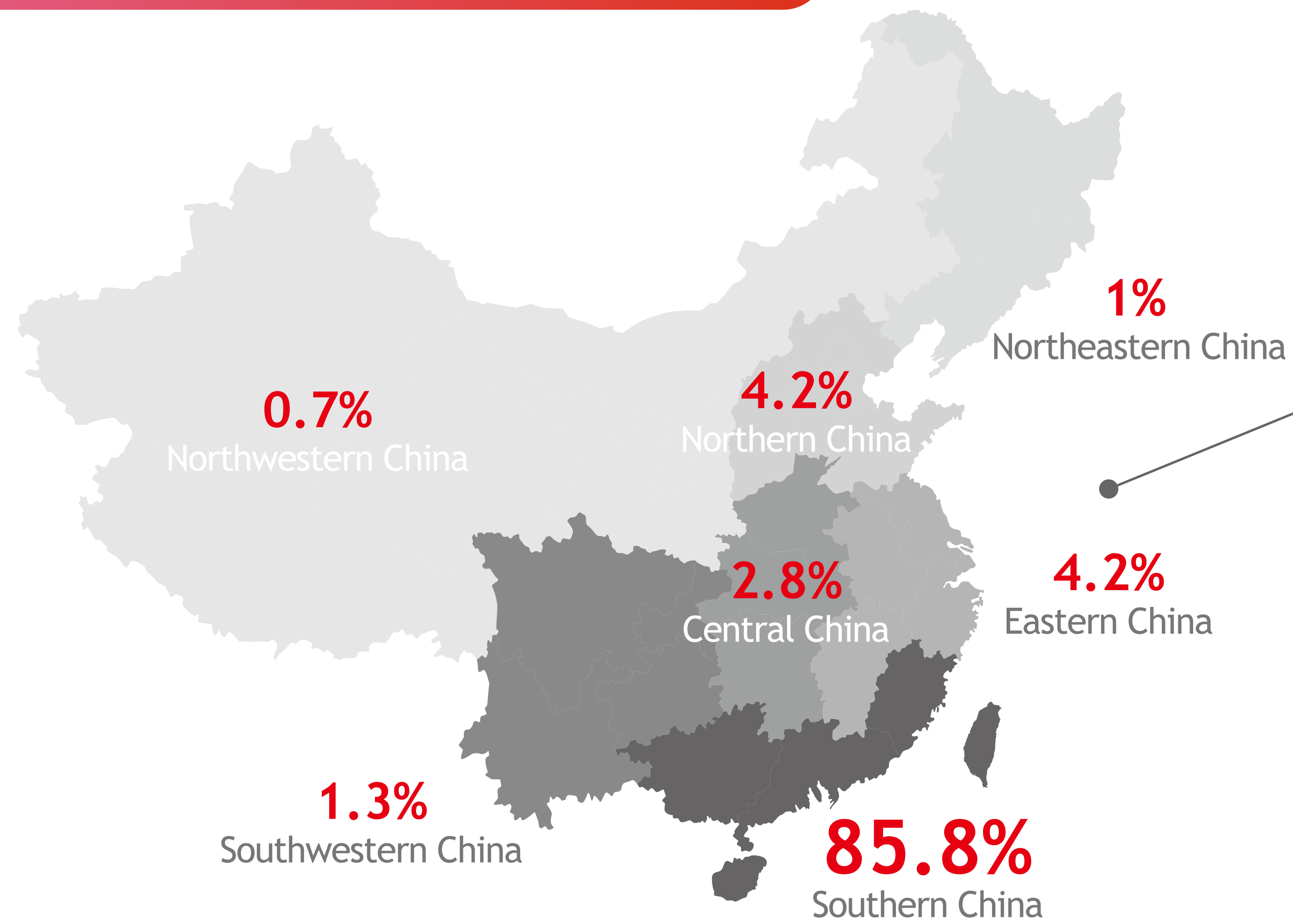


## VISITORS BY BUSINESS NATURE

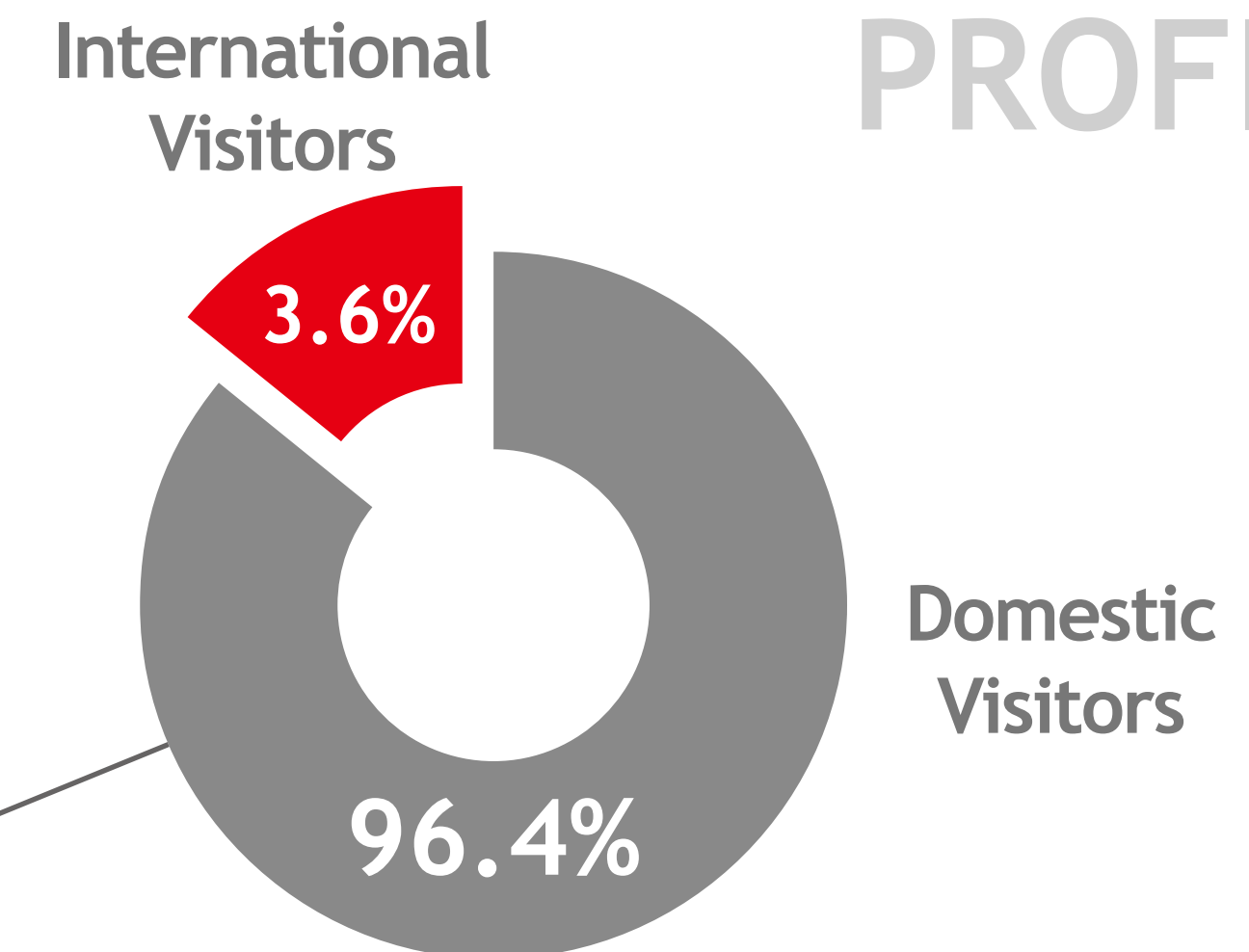




## VISITORS BY GEOGRAPHICAL REGIONS



## VISITOR PROFILE





# VISITOR PROFILE

## VISITOR'S FEEDBACK

72%

Visitors play role in the purchasing process

75%

Visitors are satisfied with exhibitors and exhibits

73%

Visitors obtain industry and market information

82%

Visitors highly recommend industry professionals to visit the show

94%

Visitor plan to visit Anuga Select China 2025

## VISITOR'S TESTIMONIAL

“

Our primary goal for participating this time is to establish business connections and seek potential partners for future collaborations. I was impressed by the high quality of the exhibitors and the diverse range of product categories at the exhibition. The organisers were well-prepared for the show, and the overall participation experience was excellent.

*Ms. Ma Wenwen*

*Bakery Purchasing & Marketing Manager,  
Fresh and Pre-prepared Foods Division  
JD.com*

We came mainly to source high-quality food & ingredients. The show was packed with visitors and a wide range of products. I felt like I was in Europe when I saw a lot of ingredients from European countries.

*Mr. Cheng Zhongyi*

*Chairman  
Spanish Association of Chinese Chefs*

I specialise in imported wine business, and I'm looking for the foods to pair with imported wine at the exhibition. I came across some excellent products from Spain and was impressed by the professionalism of the event, which drew in a large number of international visitors. It was also a pleasure to connect with brands from Turkey and Iran who were able to communicate with us in Chinese.

*Mr. Hou Jian*

*Vice President  
Shenzhen Hengjitazhan Industrial Co., Ltd.*

My aim of visiting the exhibition is to find new products and new market and develop new product with new suppliers. The show is perfect and wonderful and well organised. We have a lot of interviews with the buyers and suppliers and find some good products.

*Mr. Mekael Saleem*

*General Manager  
Blue Link Enterprises*

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## INDUSTRY FORUMS

**72** Experts & speakers

**91** Industrial trends & topics

**742** Delegates from diverse industries

- Global Meat Summit 2024
- Mega Restaurant Chains Development & Catering Global Expansion Forum
- The 1st Fermented Food and Nutrition Health Forum
- The 3rd Global Imported Food Retail Market Trends Forum
- Global Juice Roadshow Shenzhen
- International Agriculture and Brand Food (Shenzhen) Production Supply Conference

### Partners



SUPPORTING  
PROGRAMMES



# SUPPORTING PROGRAMMES



## CONCURRENT EVENTS

# Foodie Space

**4** Themed Tasting Sessions  
**120+** Industry Guests

The "Foodie Space" hosted two themed tasting events in collaboration with the U.S. Meat Export Federation and the European Union. Invited guest chefs integrated ingredient characteristics with creative catering technology, providing an immersive experience for food and beverage brand owners and industry buyers.

Chief Sponsor



Partners



Technical Sponsors



Typhur





# SUPPORTING PROGRAMMES

## CONCURRENT EVENTS

# Global Palate Ignited: Innovative Hot Pot Food Ingredients Competition

**25** Contestant Teams

**70** Innovative hot pot dishes

**5** Judges

This competition centres on the theme of “innovative hot pot products” and prioritises product originality and creativity as the criteria for selecting innovative hot pot dishes. It also conducts a thorough evaluation of the service standards of hot pot companies and their supply chains, with the aim of promoting a more scientific and standardised transformation and development within the industry.



重庆渝中火锅烧烤行业商会  
ChongQing YuZhong Hotpot&Barbecue Association





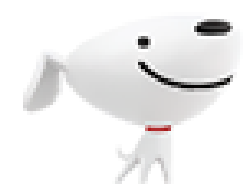
# HOSTED BUYER PROGRAMME

## BUSINESS MATCHMAKING

**7** Themed Procurement Sessions

**316** One-on-one Meetings

The Business Matchmaking Zone facilitated connections with potential buyers in bulk purchasing, domestic distribution, retail, e-commerce platform and chain catering channels, creating trade opportunities.



京东

小红书



中国农垦  
CHINA STATE FARM



首农  
SUNLON



悦意集团  
yes natural

# 商贸对接 Matchmaking







销商商会特邀买家团  
DEALERS CHAMBER OF COMMERCE  
Buyer Delegation

# HOSTED BUYER PROGRAMME

## BUYER DELEGATION TOUR

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

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

Cooperate with industry associations and media partners to invite trade buyers, including distributors and catering channels from markets such as Guangdong, Zhuhai, Huizhou, Dongguan, Foshan, Hong Kong and Macao, to visit exhibitors in groups for in-depth trade cooperation negotiations.



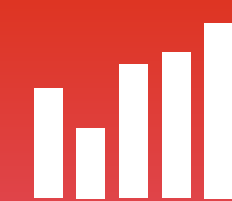


# MEDIA & EXPOSURE CAMPAIGN



100+

Media



2,000+

Press Coverage



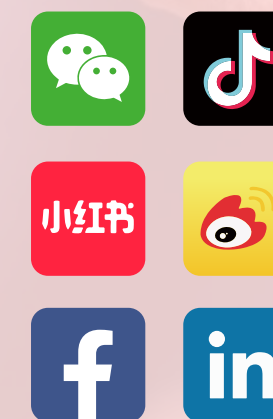
432,072

E-marketing  
Outreach  
EDMs & SMS



2,827,239

Social Media  
Exposure



5,487,507

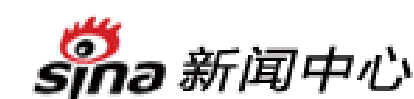
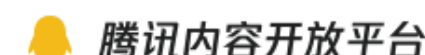
SEO/SEM  
Widespread





# MEDIA & EXPOSURE CAMPAIGN

ON ROUTE 25  
BY MANIFESTO







*See you next year*

24.-26.04.2025

SHENZHEN, CHINA



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