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Shenzhen, 24.–26.04.2025



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

2025 POST-SHOW REPORT

Co-located with:

SIGEP
CHINA
Excellence
in Foodservice

LogiMAT
China

Organisers:

 **中国食品土畜进出口商会**
China Chamber of Commerce for I/E of Foodstuffs,
Native Produce and Animal By-products (CFNA)

 **深圳市零售商业行业协会**
大消费资源赋能生态

 **koelnmesse**

CONTENT

- 01 | ANUGA SELECT CHINA 2025 OVERVIEW
- 02 | EXHIBITOR PROFILES
- 03 | VISITOR PROFILES
- 04 | SUPPORTING PROGRAMMES
- 05 | HOSTED BUYER PROGRAMME
- 06 | MEDIA COVERAGE & BRAND EXPOSURE



EXHIBITION OVERVIEW

Continuing the legacy of Anuga's global excellence, Anuga Select China 2025 successfully concluded from 24-26 April in Shenzhen. The event reaffirmed its position as a premier trade platform for the food and beverage industry in Southern China. Held alongside SIGEP China and LogiMAT China, it showcased a dynamic convergence of industry leaders, innovative products, and market trends, driving business connections and fostering sector-wide growth.

- **International buyers up 37%:** Strong demand in Europe & Southeast Asia highlights professional sourcing growth.
- **Enhanced two-way business matching:** Streamlined product display meets precise buyer needs, enabling efficient business pairing.
- **Tech and Innovation power:** FoodTec and new products fuel supply chain and retail evolution.
- **Tailored HoReCa events:** Empower brands to gain insights, capture demand, demonstrate applications and access channel resources.

35,000 m²
Exhibition Area

603
Exhibitors
from 20 countries
& regions

31,428
Trade Visitors
from 52 countries
& regions



EXHIBITOR PROFILES

EXHIBITOR BY GEOGRAPHICAL REGIONS

TOP 10



Germany



Uruguay



Turkey



Italy



Australia



Spain



Iran



Thailand



Vietnam



Malaysia

PRODUCT CATEGORIES

42.6%

Staple foods, condiments, snack foods

15.8%

Frozen foods and frozen dairy products

10.5%

Anuga FoodTec Showcase

7.8%

Meat, sausage, poultry

4.1%

Fresh convenience food, freshly cooked foods, fish, fruits & vegetables

4.1%

Bread, baked goods and spreads

3.7%

Drinks (alcoholic and non-alcoholic)

3.4%

Dairy Products

2.4%

Healthy, functional food, free-from products

2%

Hot beverages

2%

Organic, green products

1.7%

Others

As a Thai seaweed snacks enterprise, we first joined Anuga Select China, gaining Chinese market insights, and connecting with target clients. During the exhibition, we engaged in significant exchanges with buyers across China, spanning a diverse range of distribution channels including supermarkets, hypermarkets, and retailers. These interactions have further deepened our insights into the consumer landscape in China.

*Mr. SAKSEREE TEERAVORAVONG
International Trade China Team Manager
Tao Kae Noi*

Yihai Kerry Foodstuffs Marketing Co., Ltd debuted Meadow Fresh at Anuga Select China, promoting premium dairy products, expanding offline and online customer base, and enhancing brand promotion. It successfully attracted many customers who showed keen interest in Meadow Fresh products, enhanced brand awareness, and facilitated offline and online cooperation exploration, boosting market expansion.

*Ms. Angel Sha
Import Commodity Dept.
Yihai Kerry Foodstuffs Marketing Co., Ltd.*

EXHIBITOR'S TESTIMONIAL

This year, we first joined Anuga Select China via a German Pavilion, spotlighting German product concepts. This exhibition's professionalism and high footfall created an ideal platform for showcasing products. Notably, on-site forums facilitated meetings with key clients like China Resources Vanguard and Tianhong, plus many potential distributors. Additionally, the holding time, April, is great for our annual business planning.

*Ms. Carol Wu
Managing Director APAC Confectionary
sanotact GmbH*

INAC has participated in Anuga Select China since 2021 in a row. We have a good experience with this show. For us, China is a key market where we export one third of our beef. Particularly in Shenzhen, it is one of our key ports of entry with a lot of consumers aiming to have good beef. We look forward to introducing more Chinese consumers to the distinctive flavor of the Uruguay beef through Anuga Select China.

*Mr. Lucas Dávila
Market Intelligence Expert
Instituto Nacional de Carnes*

EXHIBITOR'S FEEDBACK

82%

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

75%

Established or maintained connections with target customers

78%

Express intention to participate in Anuga Select China 2026

82%

Highly recommend industry professionals to join Anuga Select China



EXHIBITORS OF THE CHOICE

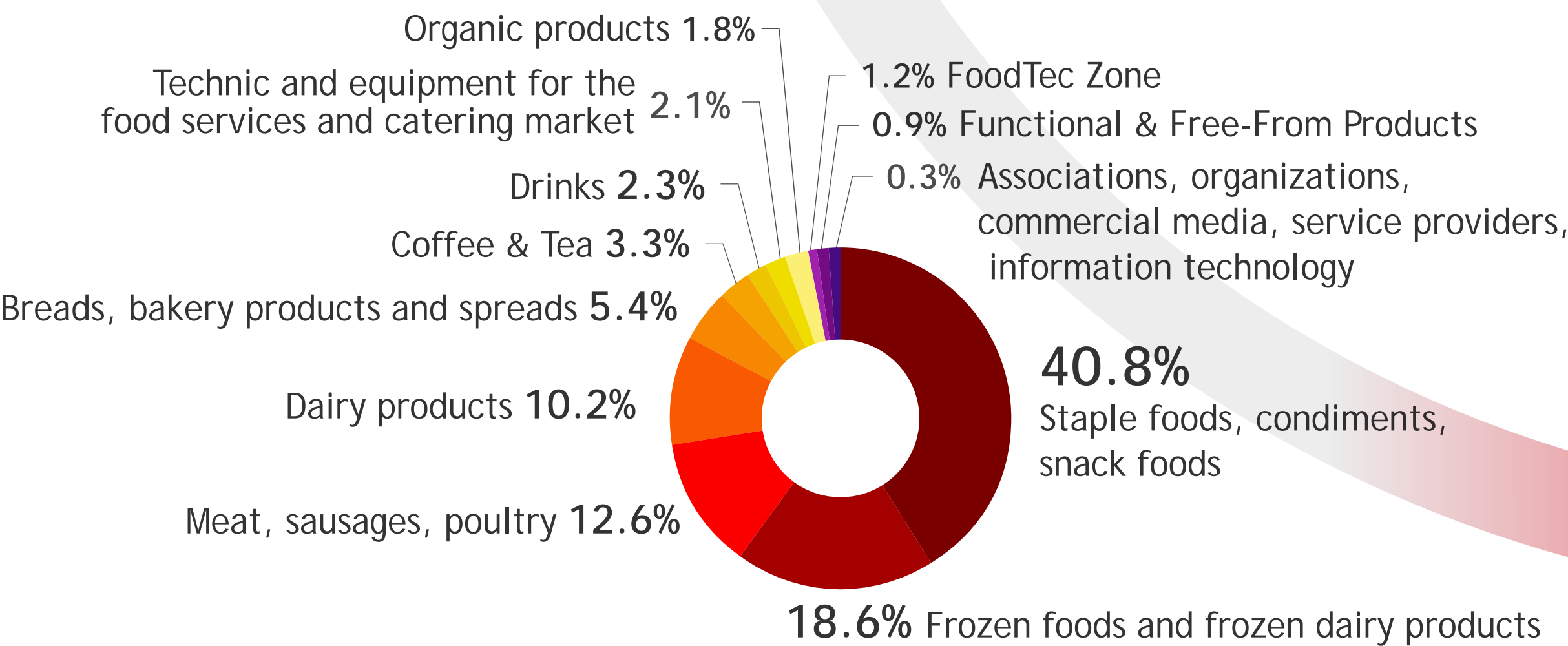


**Exhibitors are listed in no particular order.*

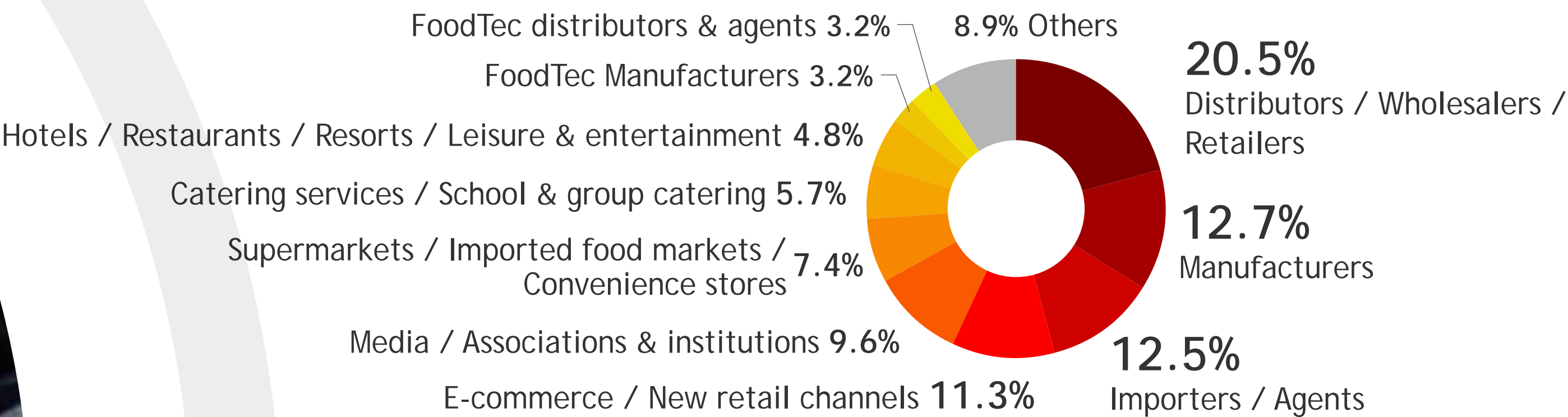
VISITOR PROFILES



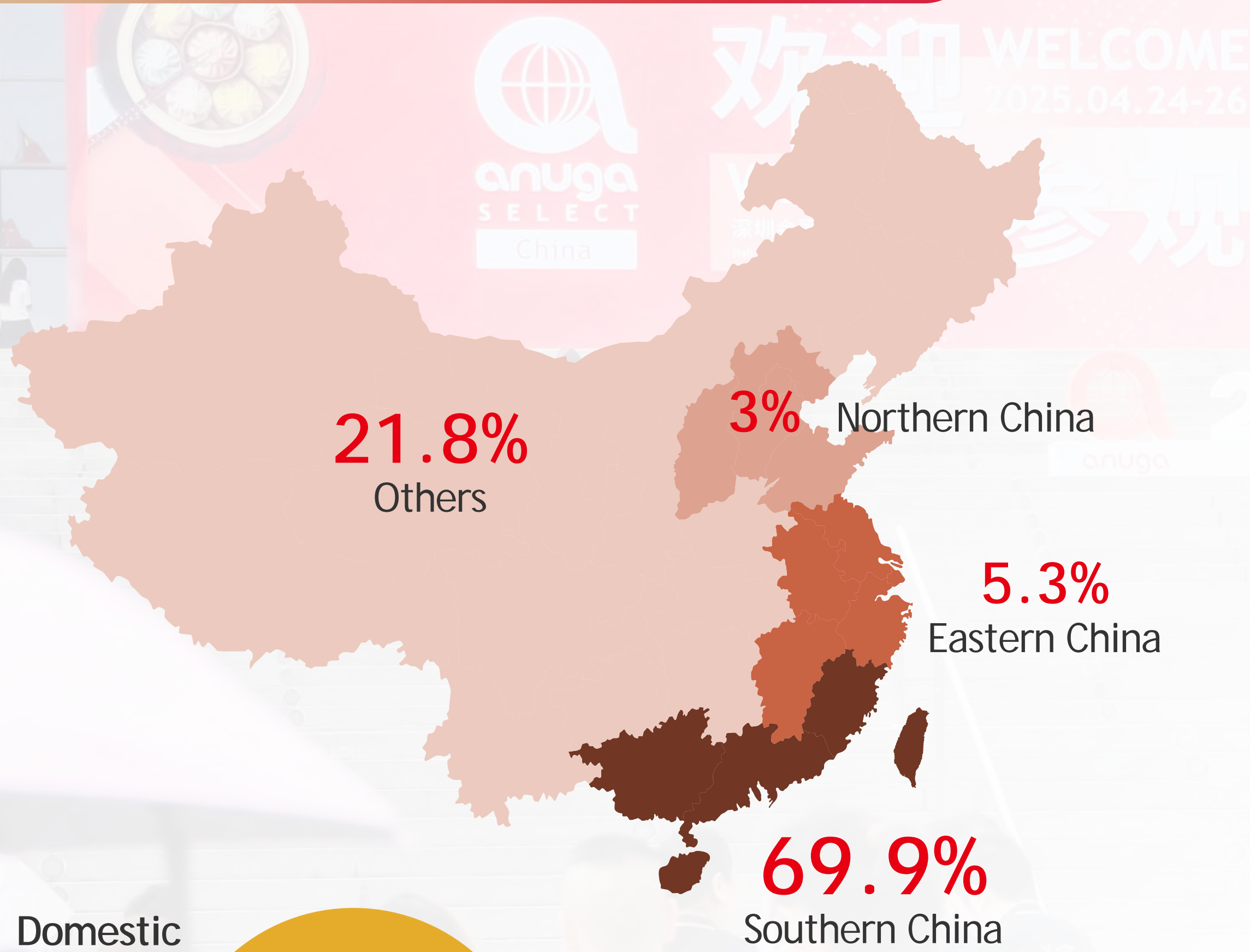
VISITOR'S PRODUCTS OF INTEREST



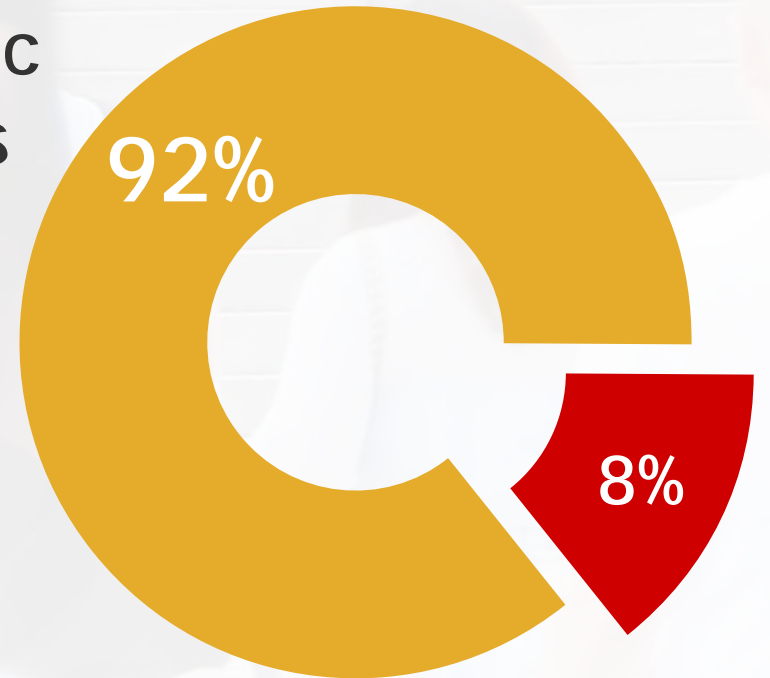
VISITORS BY BUSINESS NATURE



VISITORS BY GEOGRAPHICAL REGIONS



Domestic Visitors



International Visitors
853 Overseas visitors
From 52 countries & regions

KEY BUYERS

*In no particular order.



VISITOR'S FEEDBACK

72%

Play role in the purchasing process

80%

Are satisfied with exhibitors and exhibits

85%

Have positive feedback on obtained industry and market information

80%

Highly recommend industry professionals to visit the show

98%

Plan to visit Anuga Select China 2026

VISITOR'S TESTIMONIAL

“

Our company is engaged in the logistics sector. The purpose for attending Anuga Select China is to gain insights into logistics - related knowledge and the latest trends in the food industry, and to seek potential opportunities. We can feel the strong dedication to the food and beverage industry in Anuga Select China this year.

*Mr. Yunkai Zhang
Sales Engineer
China Super Box*

Our company is the airline catering company from Thailand. This is my first time in Anuga in China. We would like to look for the supplier for the frozen food and vegetable supplier and we also look for some of the food packaging as well. We could see a lot of variety and a lot of the good quality here in Anuga Select China.

*Ms. Weena Ruknarong
Procurement Manager
LSG Sky Chef (Thailand) Ltd.*

We're a Spanish company based in Qingdao. My purpose is finding new Chinese clients which are interested in buying paprika and chili powder. It was wonderful to see so many foreign companies. Because it helped me to give a really good landscape of what the industry looks like in Shenzhen.

*Mr. Rubén Sesma
Sales Representative
Sabater (Qingdao)*

I represent HotMaxx, a supermarket chain. This is our second time attending Anuga Select China to look for branded products such as snack foods, beverages and wines, and to explore potential partnerships with brands. We were particularly interested in products from the EU, Japan, South Korea, and Southeast Asia.

*Mr. Zhang Guole
Director of Overseas Procurement
Shanghai Xinguo Technology Co., Ltd.*

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SUPPORTING PROGRAMMES

INDUSTRY FORUMS

70 Experts & speakers

43 Industrial trends & topics

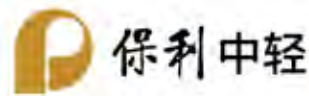
400+ Delegates from diverse industries



- The 4th Global Food Retail Market Trends Forum & Channel Matchmaking (2025)
- The 2nd Fermented Food and Nutrition Health Forum
- Food and Cold Chain Logistics Solutions Forum
- 2025 Greater Bay Area Selenium-rich Agricultural Product Brand Promotion Event



Partners





Innova X ACH 2025

GLOBAL INNOVATION TRENDS ZONE

Innova Market Insights experts shared 2025's top 10 global food & beverage trends on site, including personalized nutrition, gut health, plant-based naturality, flavor innovation and climate impact.

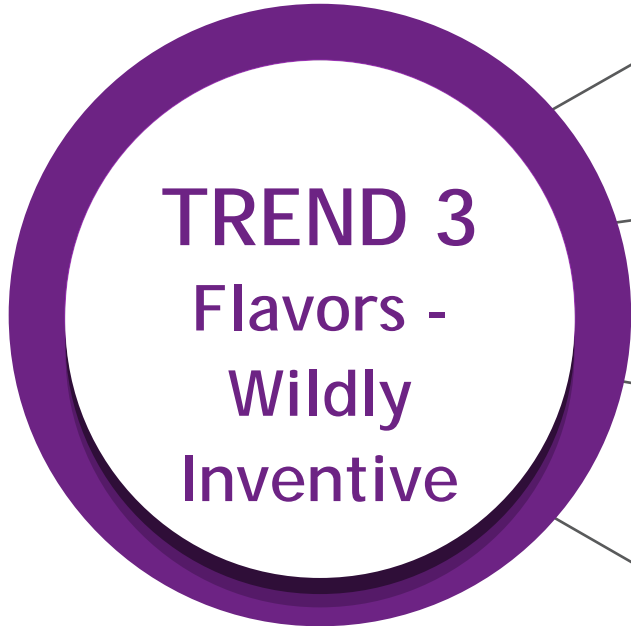
FOOD & BEVERAGE TREND INNOVATION PIONEER AWARD



- Dobby One Fruit gummy**
Guangdong Dobby Biotechnology Co., Ltd.
- Kaman Petite Flower Cookies**
Dongguan Kaman Food Co., Ltd.
- Pork Tenderloin Shop**
Jinjiang Jinsibo Food Trading Co., Ltd.
- Dr.Seven Quail Eggs**
Jinzai Food Group Co., Ltd.



- Low - sugar and High - fiber Instant Rice**
Huizhou Zhongkaixin Food Co., Ltd.
- Organic Mushroom Extract Powder**
Zhejiang Baixing Food Co., Ltd.



- French Fries Cake**
Longhai Oubeiluo Food Co., Ltd.
- Arizona Iced Tea**
Wuzhou Yuncang (Tianjin) Supply Chain Management Co., Ltd.
- J79 Coconut Water**
Nam Viet Foods & Beverage Joint Stock Company
- Orange blossom condiment**
Le Pithos Shenzhen Company Limited

Innova X ACH 2025

FOOD & BEVERAGE TREND

INNOVATION PIONEER AWARD

TREND 4
Gut Health:
Flourish From
Within

TARO ENERGY ROLL TOAST
Carlos (Fujian) Food Co., Ltd.

TREND 5
Plant-based -
Rethinking
Plants

Dobby Bouncy Mango Juice Gummy Candy
Guangdong Dobby Biotechnology Co., Ltd.

TREND 6
Sustainability
- Climate
Adaption

Grilled Eel in Unagi Sauce
Taishan Gongrong Food Co., Ltd.

TREND 8
Food Culture
- Tradition
Reinvented

Omeli Coffee Cracker
Bao Hung International Joint Stock Company

Xiaoyangren Stewed Pear
Xiaoyangren Group Miaolian Dairy Co., Ltd.

Multi-Grains Rice Cracker
Sichuan Uncle Pop Foodstuff Industrial Group Co., Ltd.

TREND 9
Mood Food
- Mindful
Choices

Xinqiji Puree of Black Wolfberry
Ningxia Wolfberry Goji Industry Co., Ltd.



FLAVORS OF THE SEASONS, QUEST FOR THE CHEFS

- SOLAR TERM CUISINE AWARD SELECTION AND COMPETITION

- 24** Executive chefs from star-rated hotels
- 48** Innovative dishes related to solar terms
- 4** Professional judges

Inspired by traditional Chinese solar terms culture, this competition has brought together elites from the catering industry in Shenzhen and researchers of food culture. It has also attracted the enthusiastic participation of numerous food lovers and has become a spotlight event at the exhibition site.



Judge Panel



Chairman of the Celebrity Chefs Committee,
Shenzhen Culinary Association



Managing Director, Carrianna Group



Chairman, Quanyue Food
and Beverage Group



Four Seasons Hotel, Shenzhen
World Master of Cantonese Culinary Arts



FLAVORS OF THE SEASONS, QUEST FOR THE CHEFS

- SOLAR TERM CUISINE AWARD SELECTION AND COMPETITION



- Executive Chinese Chef, Pullman Hotel Shenzhen, Tony Su
- Sous Chef, Xingli Chinese Restaurant, The Ritz-Carlton Shenzhen, Haibo Wu
- Chinese Executive Chef, Park Hyatt Shenzhen, Leon Lian
- Chinese Head Chef, Shenzhen Airlines International Hotel, Zhen Wang
- Director of Culinary, InterContinental Shenzhen WECC, Michael Liang
- Head Chef, Carrianna Chiu Chow Restaurant (Qianhai Branch), Shukai Chen



- Executive Chinese Chef, Shangri-La Hotel Shenzhen, Yongxiang Zhou
- Executive Chinese Chef, Shenzhen Marriott Hotel Nanshan (Zhongzhou), Wayne Wang
- Executive Chinese Chef & Director of Zhuxilou Operations, Grand Hyatt Shenzhen, Qiucai Liu
- Executive Chinese Chef, Wyndham Hotel Shenzhen, Mike Liao
- Executive Chinese Chef, The St. Regis Shenzhen Qianhai OCT, Watson Chen
- Director of Culinary for North America & Shenzhen Region, H.L. Peninsula Catering Group, Wufen Huang



- Executive Chef, the G Shenzhen, A Tribute Portfolio Hotel, Yali. Su
- Head Chef, Vanke Business Reception Center, Haidong Zhu
- Chinese Head Chef, DoubleTree by Hilton Shenzhen Airport, Edwin Feng
- Executive Chinese Chef, JEN Shenzhen Qianhai by Shangri-La, Eric Sun
- Culinary Instructor, Shajing Vocational Senior High School, Shenzhen, Wang Shuai
- Executive Chef, Sheraton Grand Shenzhen Futian Hotel, Jack Gong



- Head Chef, Yincheng Chinese Restaurant, Conrad Shenzhen, Owen Ou
- Director of Culinary, ROYAL ORCHIDS GARDEN, CHUNG KUY FAI
- Executive Chef, HNA Westin Hotel, Franklin
- Deputy Executive Chinese Chef, Four Seasons Hotel Shenzhen, Rihuang Quan
- Executive Chef, VIP Lounge, China General Nuclear Power Group (CGN), Steven He
- Head Chef of Chinese Banquets, The St. Regis Shenzhen, Zhengkun Lu



FOODIE SPACE - GOURMET TASTING EVENT "AUSSIE BEEF MATES CHINA SHOWCASE EVENTS - SHENZHEN"

- 40+** Executive chefs from star-rated hotels
- 15+** Heads of high-end catering brands
- 10+** Beef traders
- 5+** Authoritative food & catering media reps

Presented by Meat & Livestock Australia and Queensland Government Trade & Investment, the "Australian Beef Ambassador China Tour - Shenzhen" tasting event showcased Australian beef via immersive kitchen scenes, inviting 70+ industry professionals to discuss quality, cooking and market potential.



HOSTED BUYER PROGRAMME

2 Workshops on Import & Export

New-Quality Productivity x PEOP:

A new driving force for brand building
and marketing of domestic and foreign enterprises

Interpretation of China's Import Food and
Agricultural Products Access Policies and Regulations

4 Themed Procurement Sessions

Southeast Asia Market Procurement

The State Farm Commerce Matching

Community Group Selection

E-commerce Platform Sourcing

611 One-on-one Meetings



HOSTED BUYER PROGRAMME

BUYER DELEGATION TOUR

17 in-depth cooperation
with industry organisations

1,000+ trade buyers across
8 delegations

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



**In no particular order.*



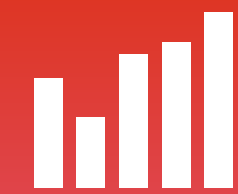
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MEDIA & EXPOSURE CAMPAIGN



100+

Media



2,000+

Press Coverage



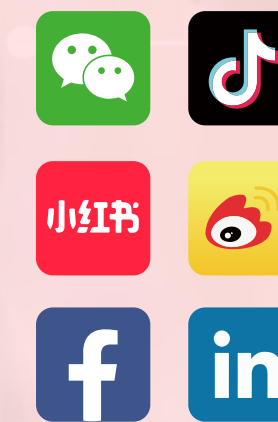
898,757

E-marketing
Outreach
EDMs & SMS



4,851,444

Social Media
Exposure

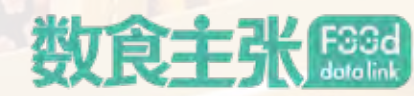
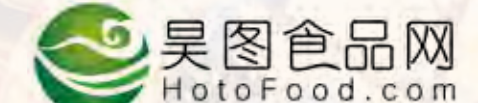
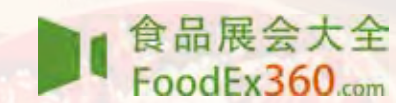
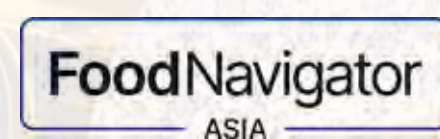


2,738,803

SEO/SEM
Widespread



MEDIA & EXPOSURE CAMPAIGN





See you next year

27.-29.04.2026

SHENZHEN, CHINA

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