



www.anuga-china.com
Shenzhen, 27.–29.04.2026



Taste the Globe, Capture the Future

Southern China's F&B market awaits you



Register as an Exhibitor

Organisers:



Building on Anuga's century-long excellence, Anuga Select China 2026 continues to solidify its position as Southern China's premier F&B trade platform. This annual gathering consistently delivers growing value by connecting global buyers with innovative products and emerging market trends, sustaining business growth momentum year after year.



Powered by Anuga

Empower your brands with Anuga's global influence and tap into China's thriving market potential.



Smart Business Matching

Enhanced two-way business matching: Streamlined product presentation meets precise buyer needs, enabling efficient business pairing.



Tech & Innovation Dual Engine

FoodTec and cutting-edge products accelerate supply chain across the entire F&B industry.



HORECA Solutions Lab

Immersive HORECA programmes provide direct access to food service channels with trend insights and scenario-based showcases.

Why Exhibit at **Anuga Select China 2026**

2026 Preview



35,000 m²
Exhibition Area



700+
Exhibitors



35,000+
Trade Visitors





Anuga Select China Trends



Compound Flavouring



Future-Ready Convenience Foods



Healthy Diet



Sustainably Produced or Packaged

Brands Exhibited with Us



*In no particular order.

Exhibitor's Testimonials

“ 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

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.

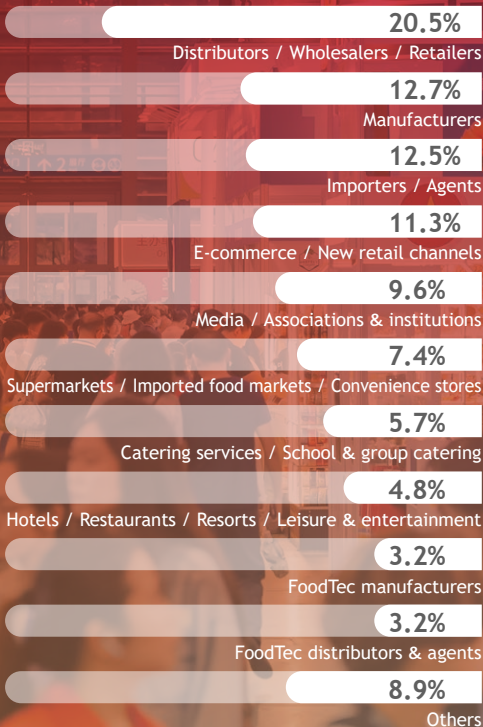
Ms. Angel Sha
Import Commodity Dept.
Yihai Kerry Foodstuffs Marketing Co., Ltd.

Visitor Profiles

Visitor's Products of Interest



Visitors by Business Nature



Part of Our Buyers



*In no particular order.

Upgrade Hosted Buyer Programme



Online Showroom Boost Brand Exposure

Year-round visibility - Continuously attracting potentials

Immersive display - Multidimensional product highlights

Data-driven - Smart audience targeting

Business Matching Smart Trade Connections

Trend insights - Stay ahead of market shifts

Industry networking - Connect with key partners

Efficient meetings - Precision buyer matchmaking

Visitor's Testimonials

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.

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 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.



Supporting Programmes



Forums & Events

- The 3rd Fermented Food and Nutrition Health Forum
- The 5th Global Food Retail Market Trends Forum & Channel Matchmaking
- Innova X ACH Global Food and Beverage Trends Gathering & Innovation Pioneer Award
- Pre-show: Chef Table
- Foodie Space - F&B Tasting & Networking
- Solar Term Cuisine Award Selection and Competition



Supportive Partners



Media Acknowledgements



Media & Exposure

Expand Your Brand's Global Reach



100+

Media



2,000+

Press Coverage



898,757

E-marketing Outreach
EDMs & SMS

Integrated
Marketing
Strategy



4,851,444

Social Media Exposure



2,738,803

SEO/SEM Widespread



LEADING TRADE FAIRS FOR FOOD



Organisers

Koelnmesse (Beijing) Co., Ltd.

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

Shenzhen Retail Business Association

Date & Venue

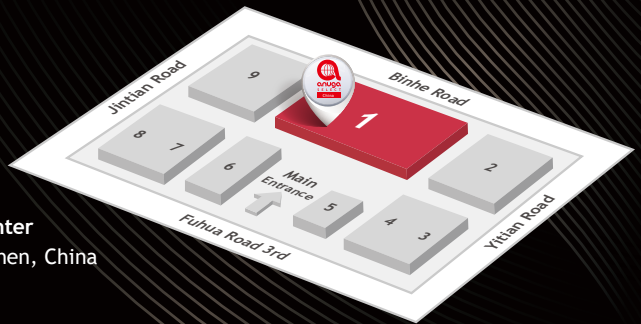
27 - 28 April 2026 09:30 - 17:30

29 April 2026 09:30 - 15:30

(Trade only)

Shenzhen Convention & Exhibition Center

Fuhua Road 3rd, Futian District, Shenzhen, China



Cost of Participation

Premium Shell Scheme >>> **EUR 355**/sqm (min. 9 sqm)

Premium Raw Space >>> **EUR 295**/sqm (min. 18 sqm)

Europe

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