



**anuga**  
SELECT

China

[www.anuga-china.com](http://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:



中国食品土畜进出口商会  
China Food & Beverage Import & Export Association



深圳市零售商业行业协会  
Shenzhen Retail Industry Association



koelnmesse

**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** m<sup>2</sup>  
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

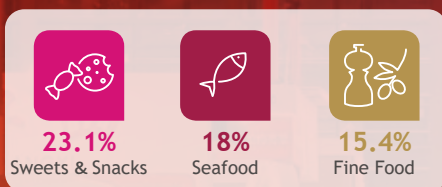
Fresh at Anuga Select China, promoting premium dairy products, expanding offline and online customer base, and enhancing brand promotion. It successfully attracted many customers who showed keen interest in Meadow Fresh products, enhanced brand awareness, and facilitated offline and online cooperation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

”

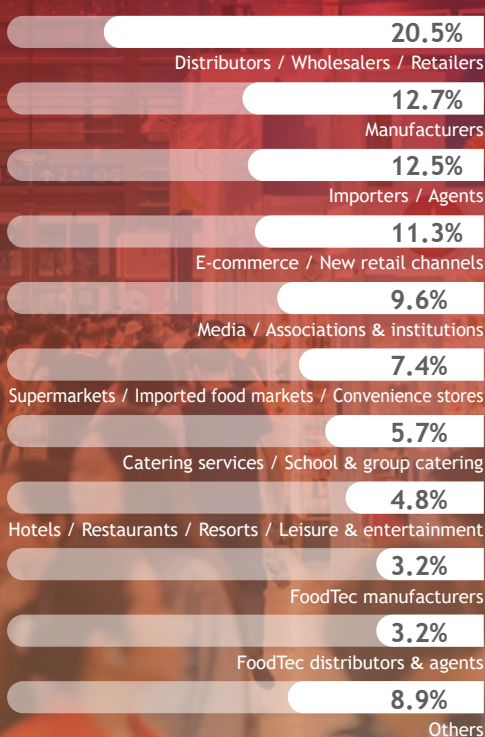
Ms. Angel Sha  
Import Commodity Dept.  
Yihai Kerry Foodstuffs Marketing Co., Ltd.

# 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 3<sup>rd</sup> Fermented Food and Nutrition Health Forum
- The 5<sup>th</sup> 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

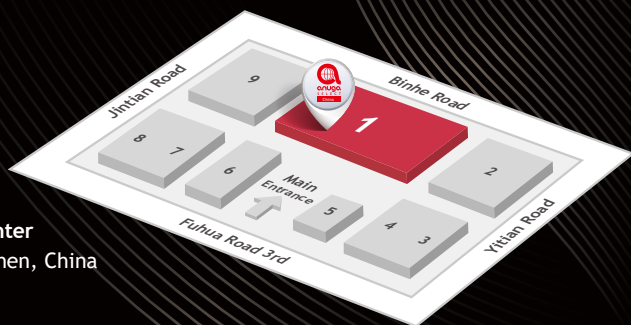




Koelnmesse (Beijing) Co., Ltd.  
China Chamber of Commerce of I/E of Foodstuffs, Native Produce and Animal By-products  
Shenzhen Retail Business Association

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



Premium Shell Scheme >>> **EUR 355**/sqm (min. 9 sqm)  
Premium Raw Space >>> **EUR 295**/sqm (min. 18 sqm)

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