



中食展[®] (广州) Food2China Expo

Food to China, Tastes from the World

Co-located with GIFIF, Wine to China Expo, Asia Fresh



2023.9.21-9.23
Guangzhou Poly World Trade Expo
September 21-23, 2023

POST SHOW REPORT





45,000

Exhibition area

1,000

Exhibitors

35

Countries and regions

50,000

Visitors

29

Theme Forums



Food2China 2023 was successfully held on 21st-23th September 2023 at Hall1-4 , Guangzhou Poly World Trade Expo Complex. The three-day exhibition attracted a total of **1,000** exhibitors from **35 countries and regions** worldwide, and the number of professional visitors reached **50,000** person-times.

Exhibitor's profile



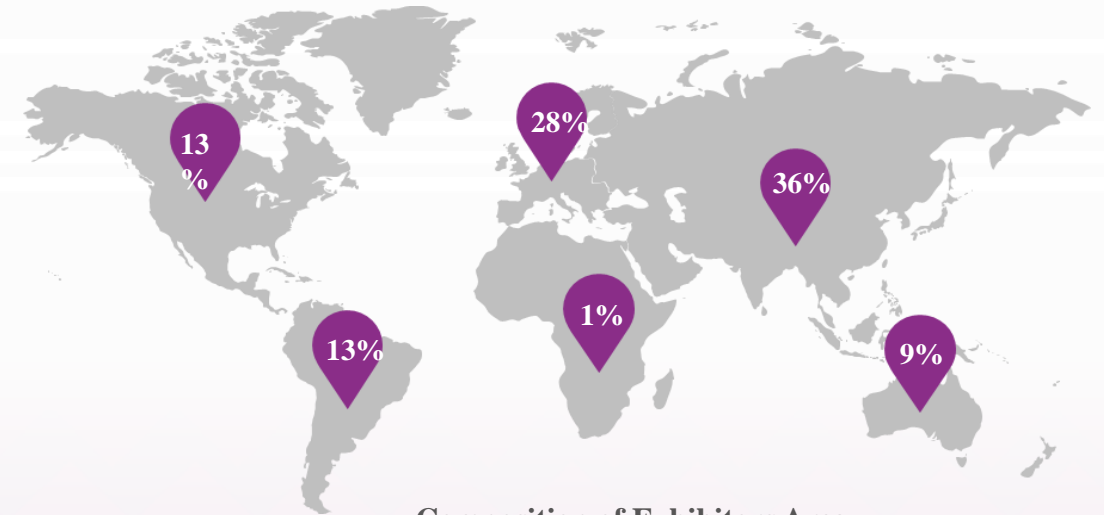
2023.9.21-9.23

Poly World Trade Center Expo (Guangzhou)

International exhibitors and exhibits account for 40% of all exhibitors .

√ Key International Institutions and Exhibitors :

Alberta Ministry of Agriculture and Irrigation, ASOEX(Chile), Australian Trade and Investment Commission, DITP Thailand, Matrade, Flanders Investment & Trade, KSGZ(Malaysia)Sdn Bhd, DNF PACIFIC GROUP, Association of Exporters of Uzaekistan, Chang Dole, Goodfarmer, INNOFOODS INC, Ave I.T.C., Aulife International Pty Ltd, Clare Valley Food Pty Ltd, ITACI SRL, SIAG COFFEE, OJSC "Slutsk cheese making plant“, Huons Foodience Co., Ltd., SCDD Co., Ltd., Canada Grand Enterprises Inc, Cellstar International Group, etc.



Composition of Exhibitors Area



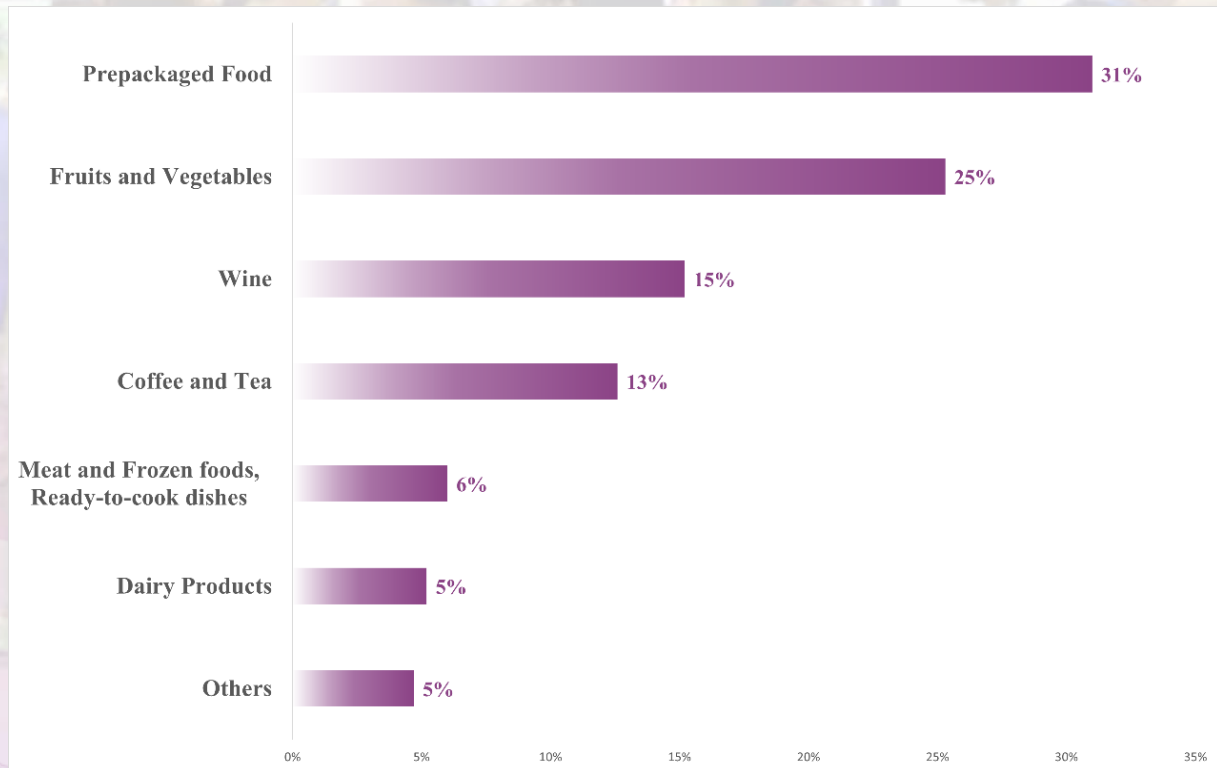
Exhibitor's profile



2023.9.21-9.23

Poly World Trade Center Expo (Guangzhou)

Exhibit Category Proportion



Exhibitor Satisfaction

86% Concluded the exhibition feedback from satisfactory to very fruitful

90% Graded the visitor quality from satisfactory to excellent

85% Intended to exhibit in Food2China Expo 2024

91% Willing to invite industry friends to participate in the future

Exhibitor's profile

2023.9.21-9.23

Poly World Trade Center Expo (Guangzhou)

International Exhibitors



Canada	Australia	Italy	Republic of Belarus
The United States	Belgium	Peru	Germany
Brazil	France	Georgia	South Korea
Panama	Malaysia	Portugal	Japan
Switzerland	Cyprus	UK	Thailand
Tanzania	Turkey	Uganda	Uruguay
Uzbekistan	Spain	Greece	Singapore
Hungary	New Zealand	India	Indonesia
Chile	North Macedonia	Ecuador	The United Arab Emirates

* List of participating countries and regions, in no particular order

Chinese exhibitors

✓ Key regional pavilions:

Guangdong Province, Shandong Province, Sichuan Province, Henan Province, Yunnan Province, Hebei Province, Ningxia, Ningbo, Xi 'an, Shenyang, Chenzhou, Longyan, Wuhan, Meizhou, Zhaoqing, Suihua, Shaoguan, Qingyuan, Guangzhou, etc

✓ Industry leading companies:

Master Kong, King of Kings, Jointek, Wonong, Goodfarmer, Fengxingmilk, Huishan Dairy, WuYang Ice-cream, Yuexiu Group, Lingnan Group, Guangzhou Restaurant, CHALI, Eagle Coin, Hengda Food, Huaxin Group, Dezhou Braised Chicken, Shandong Jinyanggang Liquor, QIAOXIFU, YouYou Foods, Yaoshengji, etc.



Exhibitor's profile



2023.9.21-9.23

Poly World Trade Center Expo (Guangzhou)

Exhibitors Voice



As an importer, it was great to participate in Food2China Expo, and the follow up service from organizer makes me appreciate it very much and many customers were interested in our products on site. This exhibition features a wide range of products and high quality. I wish to attend the next edition , and hope the exhibition will be better and better.

--- Guangzhou Baojie Import and Export Co., Ltd



FOOD2CHINA EXPO has brought us good opportunities to enhance brand awareness and expand the market. This exhibition is very popular, and we have met multiple potential customers from various regions. Some of them even visited our company specifically, creating more possibilities for us to cooperate. We look forward to continuing our cooperation with F2C Expo in the future, allowing more people to taste our high-quality alcohol products.

--- Shenzhen Zuoanhong Industrial Co., Ltd



We would like to extend our heartfelt appreciation for inviting INNOFOODS to FOOD2CHINA EXPO, which marked our inaugural participation in a food show in China. The experience has proven immensely valuable, providing us with invaluable insights into the Chinese market and facilitating connections with numerous potential and valuable partners.

--- Innofoods

Exhibitor's profile



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Poly World Trade Center Expo (Guangzhou)

Exhibitors Voice



NOZIROH

FOOD2CHINA EXPO was well organized. I attach great importance to the potential of the South China market, and I noticed many well-known brands participating in the exhibition. I organized 6 Italian food brands to participate in the exhibition. As I also actively prepared Chinese WeChat and Chinese materials before the exhibition, I got plenty of buyer information and positive market feedback during the three days of the exhibition.

--- Noziroh (Ave I.T.C.)



FOOD2CHINA EXPO has united a similar expo event into one piece. Some of the clients says they have participated the expo a few years ago before the pandemic. We all have experienced the traffic with the craze in the first two days. Of course, we have met plenty of interesting customers as well.

We hope we will get the same result next year at the same time since 中食展® (广州) FOOD2CHINA EXPO is going to be held in Canton Fair Complex property.

--- HB Media reporter

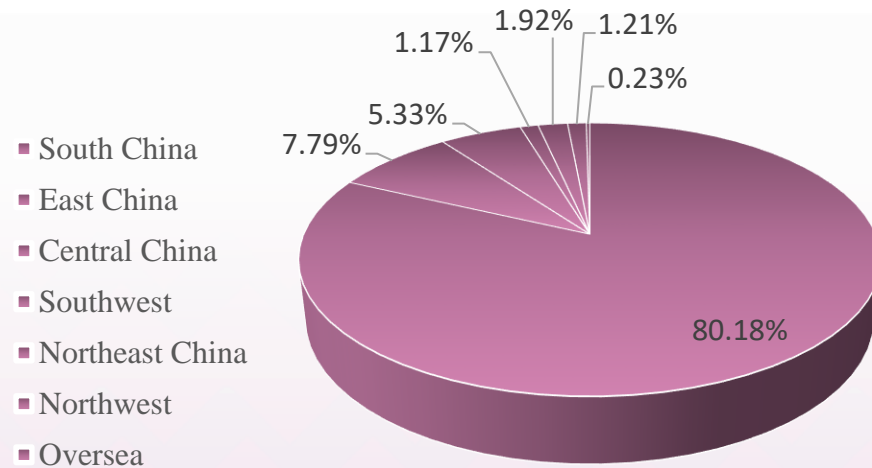
TRADE BUYER'S PROFILE



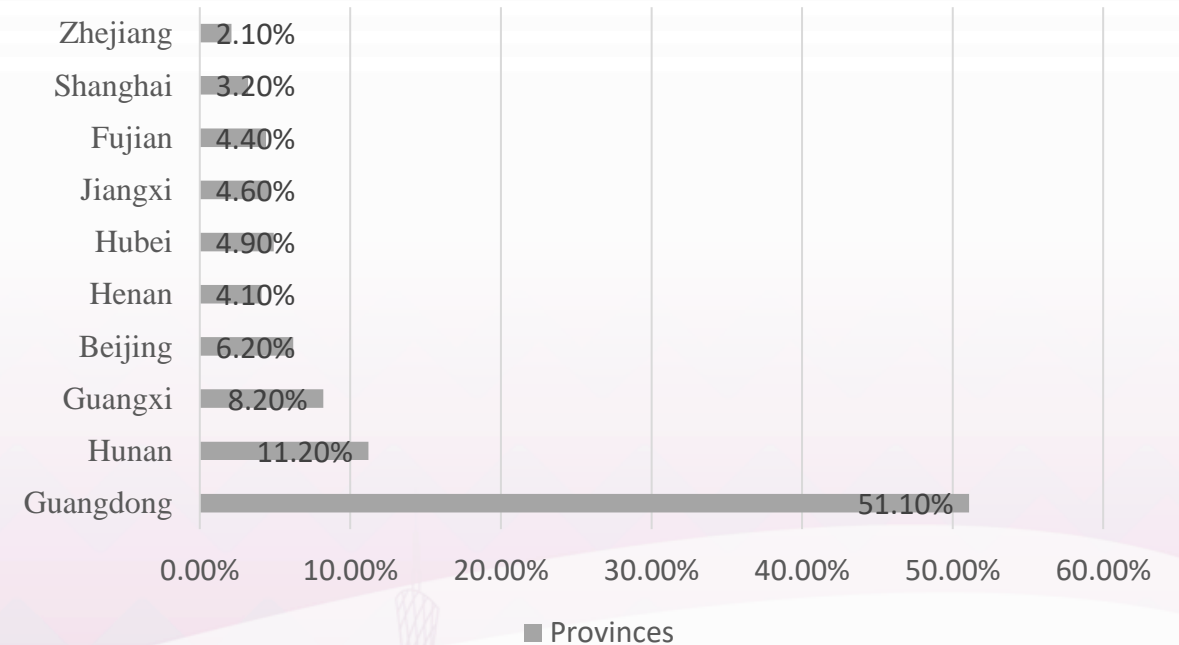
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Poly World Trade Center Expo (Guangzhou)

Regional Distribution of Buyers



The proportion of Provinces



Among overseas visitors, the top five are: Vietnam, Malaysia, Thailand, Japan, and Myanmar

TRADE BUYER'S PROFILE



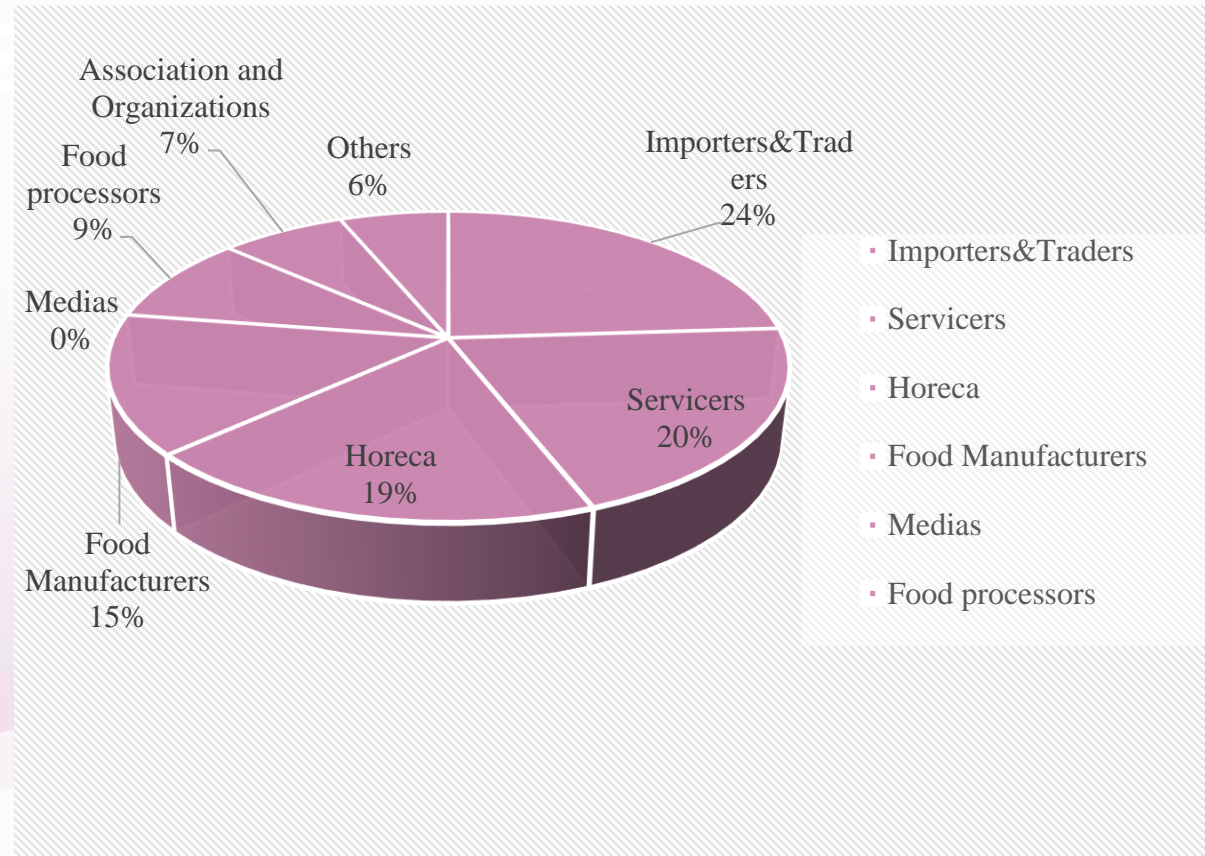
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Poly World Trade Center Expo (Guangzhou)

Buyers' Position Type

Purchasing Manager	23.32%
Sales	23.21%
Chairman and General manager	13.60%
Product - R&D - BD	9.23%
Food Service Manager	3.93%
Chefs	2.85%
Wine Taster	2.25%
Executive Chef	1.60%
Others	20.10%

Buyers' Business Nature



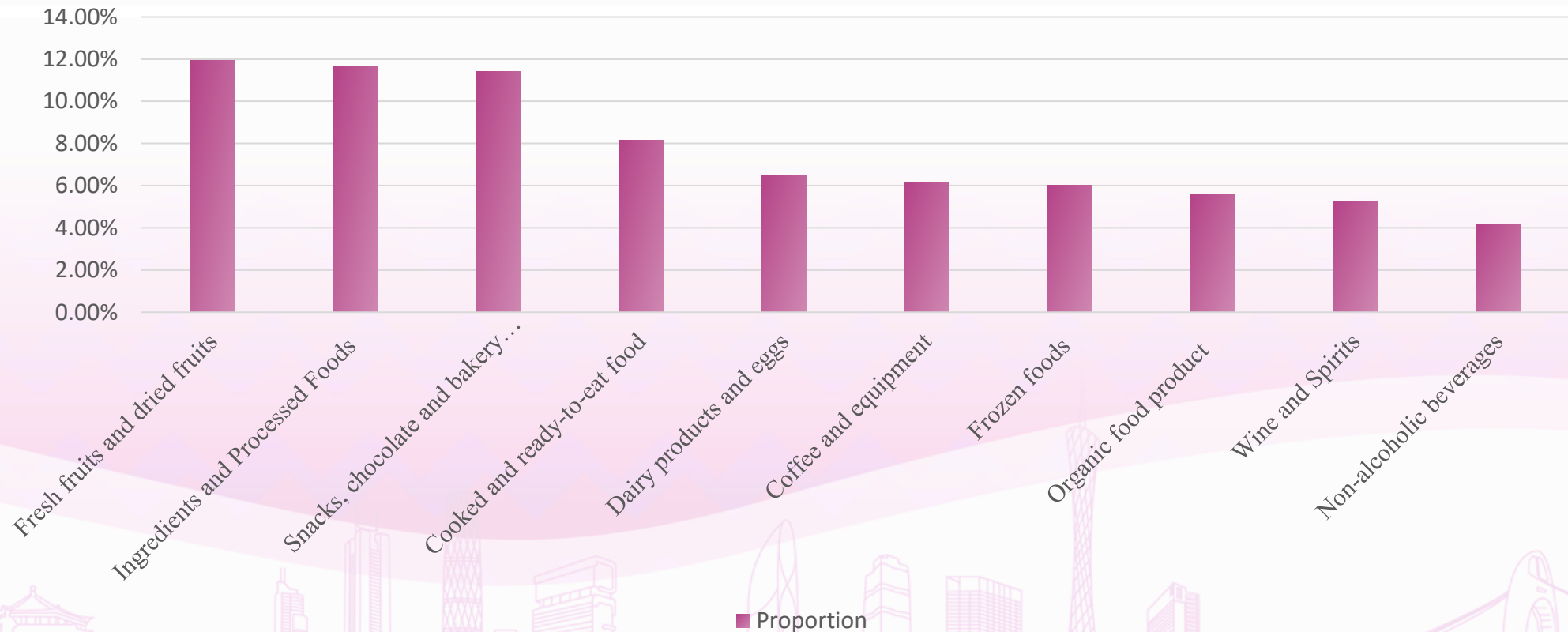
TRADE BUYER'S PROFILE



2023.9.21-9.23

Poly World Trade Center Expo (Guangzhou)

Top 10 Most Popular Exhibit category



TRADE BUYER'S PROFILE



2023.9.21-9.23

Poly World Trade Center Expo (Guangzhou)

Buyers' Comments

GuangDong Tianfu Chain Business Group Co.,LTD.

We received an invitation letter from the organizer before the show. They had a formal visit to us, documenting our purchasing preferences in advance, and the exhibition scale was larger than expected and the transportation was convenient. Upon arrival at the site, the organizer had a one-on-one visit guide to the key booths, meanwhile, the organizer also provided a lounge and buffet for VIP buyers. This service makes us feel it's a professional organization.

Through the fair, we have got in touch with several exhibitors which we are interested in. I wish the fair will be better and better in the future.

Fengming Trading CO.,LTD

We were invited by the Wine association to visit the exhibition, the exhibitors are of high quality, which is very helpful for us to select new products. In addition to alcohol products, we also met various imported food ingredients exhibitors, which has expanded our procurement channels.

It's not doubt that we could obtain more opportunities in the fair, I am looking forward to the next fair in 2024.



TRADE BUYER'S PROFILE



2023.9.21-9.23

Poly World Trade Center Expo (Guangzhou)

Part of VIP Buyer List



Events and Forums



2023.9.21-9.23

Poly World Trade Center Expo (Guangzhou)

2023 Food To China Forum

Guangdong (China) Imported Food Association held the the 2023 Food to China Forum, The development trend and market status of imported food shared and discussed from different import processes and perspectives of the supply chain. Which is Overseas Sources Export, Customs Clearance Policy , Product Preference Sales Channel, Brand Marketing etc.



The 15th Golden Bottle Awards

This year is the 15th year of the Golden Bottle Awards and the 15th year of Wine Magazine.

For the 15th Golden Bottle Awards, Wine Magazine cooperated with Food2China Expo and organized the Golden Bottle Awards series of activities in the exhibition for the first time. David Allen MW, the master of wine, came to China again to hold a class after 5 years, sharing his unique experience and wine knowledge at the site.

After the tasting and marking by the Master of Wine and professional judges, the Golden Bottle Award and the Gold Medal List were selected from the domestic and international wines that entered the final selection.



Events and Forums



2023.9.21-9.23

Poly World Trade Center Expo (Guangzhou)

Forums and Competition

The 3rd National Business Daily Food and Beverage Industry Capital Forum

The forum gathered industry leaders, executives, and experts to explore the new consumption trend of the food and beverage industry under the theme of "Boosting the new energy of food and beverage, Building a new ecology of consumption together". The forum also announced the 2023 Perking Food and Beverage Industry Innovation Power List.



2023 Fruit and Vegetable Industrial Conference (GZ)

2023 Fruit and Vegetable Industrial Conference (GZ) gathered many industry experts, scholars and enterprise representatives to discuss the development trend of the facility fruit and vegetable industry, market opportunities and challenges, as well as how to achieve win-win situation through in-depth cooperation.



Events and Forums



2023.9.21-9.23

Poly World Trade Center Expo (Guangzhou)

Forums and Competition

2023 The 9th China Brewers Championship



The 5th Master Of Blended Tea Skills Competition



2023 First Pastry Decoration Skills Competition



2023 First World Coffee Blending Championship



Event and Forums



2023.9.21-9.23

Poly World Trade Center Expo (Guangzhou)

Exclusive Business Match

Canadian Spirit Promotion Event

The event featured **6 Canadian alcohol brands** and **over 20 Chinese importers**. It displayed the variety and excellence of Canadian spirit and connected the brands and the traders.



Malaysia Business Match Event

The event brought together **over 30 importers and 13 Malaysian brands**. It showcased the Malaysian brands' strengths and opportunities, and helped the importers find new sources and markets.



“Australia Meet You Face To Face”

Organized by Austrade. The event hosted **over 40 Australian brands and import food traders**. It offered a platform for the brands to showcase their products, and for the traders to seek potential partnerships.



Taste the authentic Italian Flavor

12 Italian brands met with **over 30 import food traders** at the booths, displaying Italian food culture's features and advantages, and enhancing business cooperation.



Event and Forums



2023.9.21-9.23

Poly World Trade Center Expo (Guangzhou)



FUJIAN LONGYAN PROMOTION EVENT
FOR FOOD INGREDIENTS



WUHAN FOOD INDUSTRY INVESTMENT
PROMOTION EVENT



SUPPLY AND MARKETING BRAND
SPECIAL PROMOTION EVENT

Media Promotion

2023.9.21-9.23

Poly World Trade Center Expo (Guangzhou)

Media Partner (Partial)



南方农村报



食品伙伴网



食品展会大全



葡萄酒资讯网



WINE TO CHINA



第一食品资讯



吴图食品网



讯媒体



万果会



Foodaily每日食品网



食品商务网



红榜健康食品网



万果联



食品展会网



食品展会与论坛



大事件



每日经济新闻



安全食报



食研汇



《微酿》



《葡萄酒》杂志



进口食品网

食经济

食经济

《葡萄酒精选指南》
《湘菜在深圳》

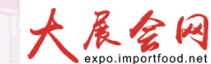


《食品科技》杂志社

大展会网



《糖酒特刊》杂志



Media Promotion



2023.9.21-9.23

Poly World Trade Center Expo (Guangzhou)

LIVE STREAMING

More than **200,000** online viewers

Visits exceeded **1,000,000** times

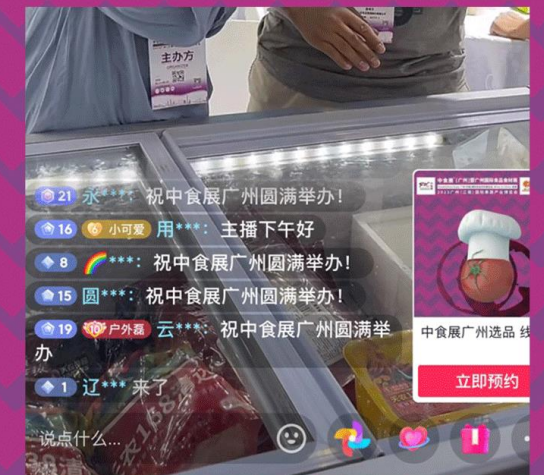
Total number of likes exceeded **600,000**



中食展®(广州)暨广州国际食品食材展

Food2China Expo 广州(中国)国际食品饮料展览会

Wine to China 酒展、广州(江南)国际果蔬产业博览会



VIDEO REVIEW



2023.9.21-9.23

Poly World Trade Center Expo (Guangzhou)

Video Link: <https://vizard.video/s?code=JZET5HJ8>



中食展[®] (广州)暨广州国际食品食材展

Food2China Expo 广州(中国)国际食品饮料展览会

Wine to China 酒展、广州(江南)国际果蔬产业博览会

2023.09.21-09.23

广州保利世贸博览馆



SUPPORTED BY



2023.9.21-9.23

Poly World Trade Center Expo (Guangzhou)



中国食品安全协会



深圳市食品行业协会



调茶糖研究院



岭南食品 LINGNAN



咖啡中国进出口协会



BRITISH COLUMBIA Canada



GLOBAL HALAL CONNECTIVITY



万果联 C-FRUIT'S UNION



广东省食品协会



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广东省果菜产业协会



海南省果菜产业协会



CREMA



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Flanders



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Contact us



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SEE YOU AT THE NEXT EDITION

SEPTEMBER 25-27, 2024

AREA B China Import and Export Fair Complex
Hall 9.2-10.2-11.2-12.2-13.2-9.1-10.1-11.1



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