



中食展[®] (广州) FOOD2CHINA EXPO

Food to China, Tastes from the World

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



Post-Show Report



2024

09.25-09.27

Area B, Canton Fair Complex
(Guangzhou, China)

主办单位



www.food2chinaexpo.com



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Area B, Canton Fair Complex

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Exhibition Overview

FOOD2CHINA EXPO
2024中食展®(广州)





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2024.09.25-09.27

Area B, Canton Fair Complex

Festa of Food Industry

From 25th to 27th September, 2024 Food2China Expo (Guangzhou), also called Guangzhou International Food and Ingredients Fair, was successfully held at the Area B, Canton Fair Complex, co-hosted by the Business Development Centre, China International Chamber of Commerce Guangzhou Chamber, Guangdong Import Food Association, Constellar-Woldex Exhibitions (Guangzhou) Co., Ltd., and jointly hosted by China Food Safety News and Guangzhou Jiangnan Agricultural (Group) Development Co., Ltd. Concurrently, Wine to China Wine Exhibition, and the 2024 Guangzhou (Jiangnan) International Fruit and Vegetable Industry Expo, and the 10th Guangzhou International Fish Expo were held.

The show featured **1,731 exhibitors** from **35 countries and regions** across **nearly 60,000 square meters** of exhibition space. The three-day event featured **30 high-level forums**, promotional sessions, events and professional buyer matching sessions. The show attracted **56,127 professional buyers**.

60,000

sqm Exhibition Area



35

Countries & Regions



56,127

Professional Buyers



1,731

Exhibitors



30

Forums/Events/Activities





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The 2024 China Food Exhibition (Guangzhou), Food2China Expo Guangzhou (China) International Food and Beverage Exhibition, Wine to China Wine Exhibition, and Guangzhou (Jiangnan) International Fruit and Vegetable Industry Expo, co-hosted alongside the 10th Guangzhou International Fish Expo, have combined forces to fully leverage the cohesion of government, industry associations, and enterprises to create an international food exhibition centered in Guangzhou, connecting the whole world and radiating across the country.

As one of the most established professional exhibitions for food and beverage ingredients in China and an important frontier window for the Guangdong-Hong Kong-Macao Greater Bay Area, Food2China Expo (Guangzhou) demonstrates formidable appeal. Not only has it set new records in exhibition scale and number of participants, but also its high level of professionalism and internationalisation, making it a crucial platform for gathering industry resources and helping food and beverage ingredient enterprises expand their markets.

中食展®



China
Food
Exhibition

Guangzhou
International
Food and
Ingredients Fair

Food2China Expo
Guangzhou (China)
International Food
and Beverage
Exhibition

Wine to China
Wine
Exhibition

Guangzhou
(Jiangnan)
International Fruit
and Vegetable
Industry Expo

Guangzhou
International
Fish Expo



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Organisers



Established in 1993, the Business Development Centre is a bureau-level central public institution approved by the Office of the Central Committee for Institutional Reform, supervised by the State-owned Assets Supervision and Administration Commission of the State Council and managed by the Ministry of Commerce. The centre's core branded events include the China International Food and Beverage Exhibition, the China Business Development Forum and the Global Innovation and Entrepreneurship Conference.

The Business Development Centre is the sole owner of the China Food Exhibition brand.



The China Chamber of International Commerce Guangzhou Chamber of Commerce has extensive resources of nationwide trade promotion institutions and a strong social influence. Since 2012, the Guangzhou International Food and Ingredients Exhibition, hosted by the Chamber, has attracted exhibitors and national pavilions from dozens of countries. Recognised as the most international food and ingredients exhibition in the South China region, it serves as a premier platform for the convergence and exchange of domestic and international food ingredients and trade matchmaking.



The Guangdong Imported Food Association (IFA) was established in 2016. The IFA is managed by the Administration of Social Organisations of the Guangdong Provincial Civil Affairs Department and guided by the Guangdong Provincial Department of Commerce. The IFA is the first provincial-level imported food association in China. The IFA is composed of enterprises engaged in the import, agency and sale of food and liquor, and peripheral industries engaged in the import and import of food-related products, as well as individual reputable experts in the industry who voluntarily participate in the association.



Constellar-Worldex Exhibitions (Guangzhou) Co., Ltd. is a Chinese joint venture of Constellar Exhibitions Pte Ltd, Singapore. Constellar-Worldex is one of the leading exhibition companies in the Asia-Pacific region, jointly owned by Temasek Holdings and CuscadenPeak Investments (formerly known as Singapore Press Holdings). With nearly two decades of experience in organising exhibitions both domestically and internationally, the company leverages the resources and network of its Singapore headquarters, is deeply rooted in Asia, connected globally and has a presence in the Maritime Silk Road regions extending to Europe.



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Organisations

Organisers

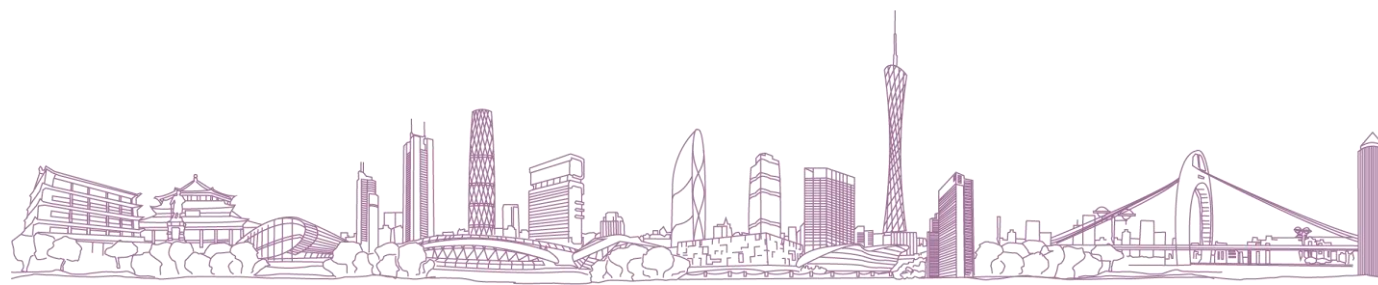
Business Development Centre
China Chamber of International Commerce
Guangzhou Chamber of Commerce
Guangdong Imported Food Association
Constellar-Worldex Exhibitions (Guangzhou) Co., Ltd.

Contractors

Constellar-Worldex Exhibitions (Guangzhou) Co., Ltd.
China Chamber of International Commerce
Guangzhou Chamber of Commerce
Shanghai Hehe Exhibition Group Co., Ltd.
Guangzhou Jiangnan Fruit and Vegetable Wholesale
Market Management Co., Ltd.

Co-Organisers

China Food Safety Newspaper
Guangzhou Jiangnan Agricultural (Group)
Development Co., Ltd.





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Exhibit Categories



SWEET & SNACKS

Chocolate, confectionery, cookies, biscuits and snacks



FINE FOOD

Gourmet, delicatessen and general provisions



Coffee & Tea

Coffee Bean, Instant Coffee, Black Tea, Green Tea, Other Tea Products



AGRIFOODS

Fruit and vegetables, raw materials



Condiments & Oil

Olive Oil, Canola Oil, Sunflower Oil, Almond Oil, Coconut Oil, Seasoning



Dairy Products

Derived products from milk/dairy products



FOOD SERVICE

Culinary, technology equipment, food supply chain service



Organic

Organic food in general: in-natura or minimally processed



Wine & Spirits

Luxurious Drinking Water, Solid Drinks, Alcoholic and Non-Alcoholic Beverages



SEAFOOD & MEAT

Seafood, meat, frozen foods



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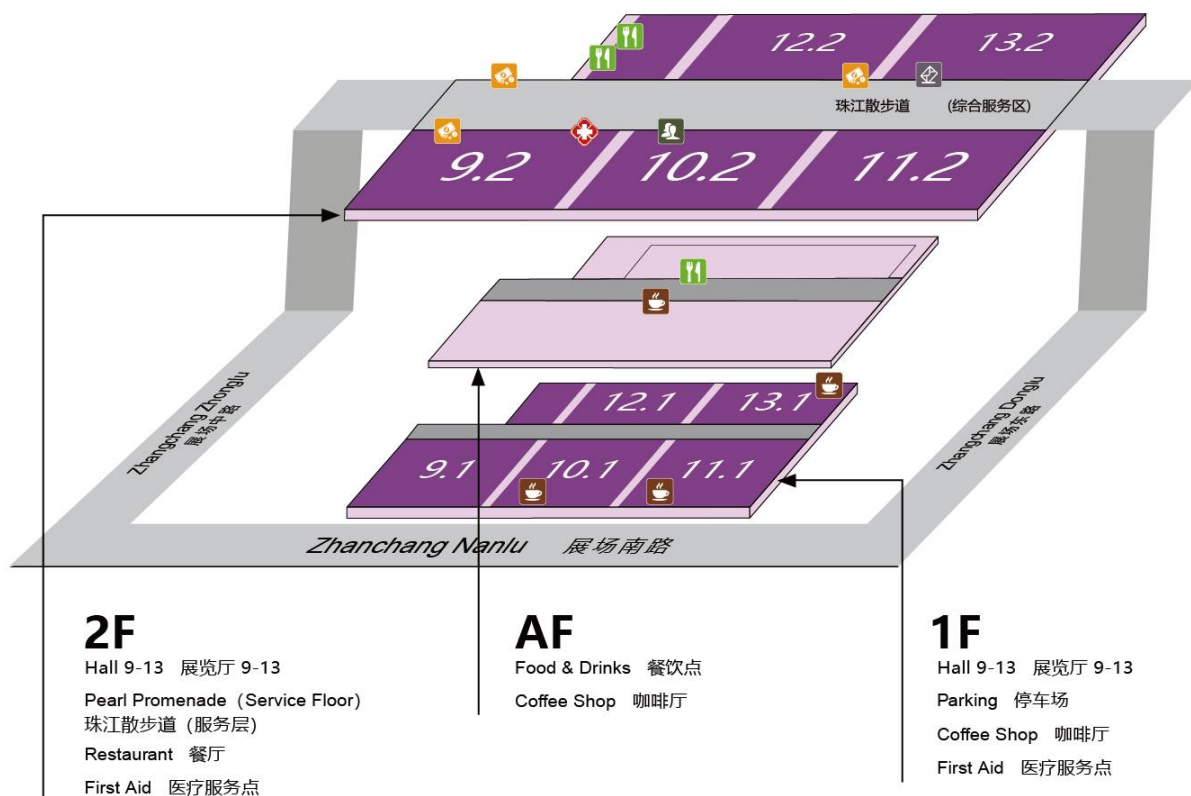
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Area B, Canton Fair Complex

Exhibition Halls



Hall 9.2 General Food

Branded Pavilions, General Food, Spirits & Beverages, Food Gift Boxes, Casual Food

Hall 10.1 / 11.1 Fisheries

Aquatic products, Seafood, Sea Farms, Aquaculture, Cold Chain & Cold Storage

Hall 10.2 Fruit & Vegetables

Fruit & Vegetables, Local Specialities, Leisure Food, Catering Ingredients

Hall 11.2 Imported Food

International Pavilion, Casual Food, Premium Beverages, Dairy Products, Alcohol

Exhibition Highlights

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Latest Goods of Enterprises

Covering nearly 60,000 square metres, the exhibition showcases a wide range of the latest products from various sectors of the food and ingredients industry, including leisure snacks, imported foods, fine fruit and vegetables, regional specialities, alcoholic beverages, premium drinks, aquatic products and catering ingredients. As a high-profile industry event, this edition of the exhibition has attracted the active participation of 1,731 exhibitors who spare no effort in branding.

Exhibitors have meticulously planned and constructed their stands, ingeniously integrating the core highlights of their brands and the characteristics of their corporate cultures to create unique, creative and personalised special exhibition stands that leave a lasting impression.





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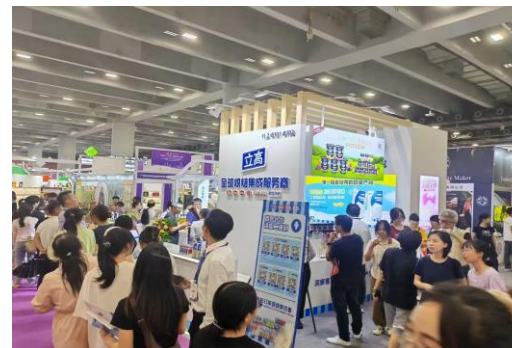
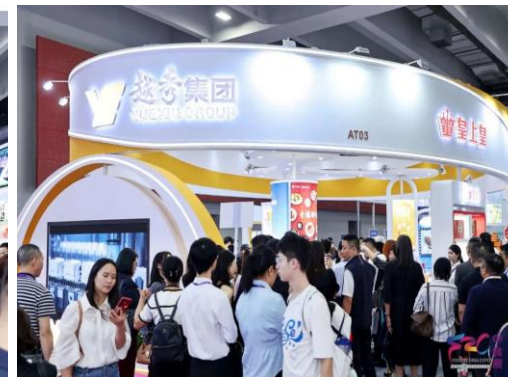
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Impacts of Major Brands

The Brand Pavilion featured a number of well-known heritage brands from Yue Xiu Group, including Emperor's Choice, Fengxing Dairy, and Wuyang Ice Cream. These were joined by a number of prominent industry players, such as Wen's Group, Lingnan Business Travel Group, Pearl River Beer, Yingma, LiGao Group, and New Food Records, who showcased their leading products.

The Fine Fruits and Vegetables section showcased globally recognised, visually appealing, and delicious fruit and vegetable products, as well as cutting-edge technology companies. A number of well-known domestic brands, including Zhongnan Agriculture, Shanghai Huizhan, Zhongxin, Yipin, Lvdi Intelligent, Guizhou Jiangnan, Jinsheng Trade, and Guilin Wanhe, showcased a diverse range of products, from traditional delicacies to innovative offerings.

In addition to displaying their principal products, exhibitors engaged in dialogue with professional buyers through a series of live demonstrations, tasting sessions and other activities.





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Taste of the Exotic

The 2024 Food2China Expo, a global gathering for the food industry, has attracted numerous international pavilions from countries including Italy, Chile, Australia, Northern Ireland, Argentina, Turkey, Poland, Spain, Belgium, Belarus, India, Singapore, South Korea, Malaysia, Vietnam, and Thailand. These pavilions have brought high-quality food and beverages from around the world, offering visitors a chance to experience a range of distinctively exotic cuisines.

The Italian pavilion highlighted its core products, including high-quality pasta, olive oil and wine. The New South Wales delegation from Australia focused on casual foods, organic products, and high-end dairy and alcoholic beverages, which attracted significant attention and praise for their green and sustainable production philosophy. Turkey meticulously selected a range of local brands, including those specialising in nuts, dried fruits, confectionery, and other snack foods, as well as health foods, baby foods, condiments, and fresh fruits.

Argentina's national beverage, Mate tea, Poland's meat processing facilities, Chile's nationally-produced distilled spirit, Pisco, and Singapore's casual food items, among other diverse products, proved extremely popular with visitors, becoming the most heavily visited and Instagrammed locations on the show floor.





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Driving Forces of Trends

The Food2China Expo (Guangzhou) is a unique strategic event that gathers leading enterprises from the food industry across the country. It is an ideal platform for businesses to demonstrate their products and services amidst the rapid transformation of the food consumer market. The Northern Ireland Food and Beverage Matching Event in South China, Sino-Turkish Food Trade Development Exchange Forum, Turkish Integrated Food Specialised Business Match Meeting, Chilean Pisco Master Class, Singapore Food Festival, and the Innovation and Creativity Exhibition Area of Sun Yat-Sen University are among the matching events and forums that facilitate a business exchange platform that is international, professional, interesting, and innovative for exhibitors and visitors.

Food2China Expo has formed a strategic partnership with Tmall Global to provide a comprehensive understanding of Tmall Global's food industry merchant recruitment trends and policies for exhibiting companies. This enables businesses to swiftly establish links with international markets, readily obtain international orders and expand into a wider market area.





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Intensity of Competitions

In light of the current phase of quality enhancement in the food and catering industry, coupled with the continuous upgrading of consumer market demands, the cultivation of outstanding "new waves" has become a pressing necessity. The Food2China Expo (Guangzhou) provides a valuable platform for business and information exchange within the food and catering industry. It is also committed to identifying and nurturing professional talent. It proactively addresses the pressing needs of industry development, offering a comprehensive platform for outstanding "new waves" to demonstrate their capabilities and flourish.

The second Asian Youth Ligao Cup Baking Championship, the 2024 WCBC Trials F2C Station-The Best Coffee Mate Competition, the 6th China Tea Blender Skills Competition Guangzhou Region, and the 2nd National Pastry Decorating Skills Sanhe Cup Competition are among the various competitions that are held in a highly professional manner, providing visitors with a rich exhibition experience.





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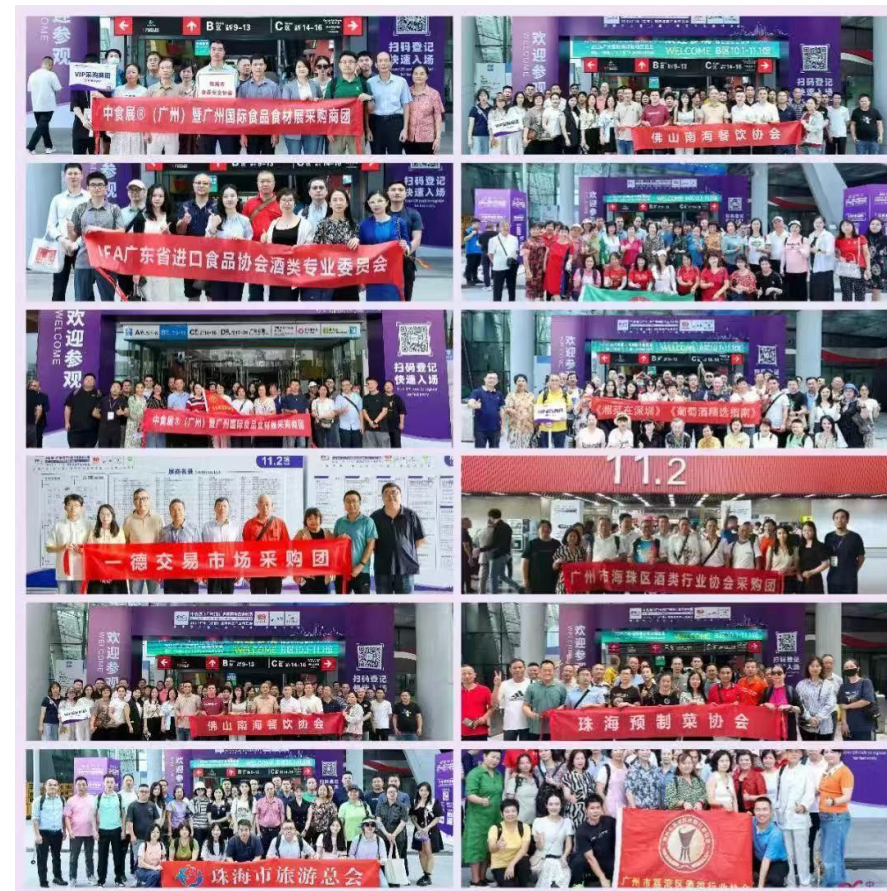
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Circulations via Channels

As a key hub connecting China with the global food and beverage trade, Food2China Expo has not only facilitated the international trade of Chinese characteristic food brands but also promoted the smooth circulation of the production and sales chain, providing continuous dynamic support for the development of a food powerhouse. By organising professional buyer groups and targeting the specific needs of exhibitors and visitors, Food2China Expo (Guangzhou) has achieved precise matching, thus effectively facilitating the swift signing of trade contracts and pioneering a new model for specialised exhibition services in niche areas.

In addition to the exhibition, the Food2China Expo (Guangzhou) and the National TOP Channels' Product Selection Meeting are also held. These bring together over 30 leading private domain channel merchants covering food, fruits and vegetables, alcoholic beverages, fresh products, etc. This includes community group buying, community stores, physical chain stores, social e-commerce, and Quick Worker and TikTok video influencers. The event provides a valuable opportunity for new channel buyers and exhibitors to make connections.



Concurrent Events

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Opening Ceremony

The 2024 Food2China Expo officially commenced on 25 September at Area B, Canton Fair Complex, with a grand opening ceremony.

At the opening ceremony, representatives from various cooperating parties delivered enthusiastic speeches, outlining a shared vision of creating an international food exhibition centred in Guangzhou, radiating across the nation, and linking the globe. Representatives from nearly 20 countries, including Australia, Canada, Denmark, Belarus, Chile, Turkey, the Philippines, and Singapore, from their respective consulates and business institutions in Guangzhou, as well as representatives from business departments, trade promotion authorities, industry associations, and enterprises from all over the country, approximately 200 distinguished guests, joined friends from the global food and beverage industry to witness the grand event.



Yang Yong, Director of Guangzhou Council for the Promotion of International Trade (GCPIT) and President of Guangzhou International Chamber of Commerce (GICC)



Wei Chen, Deputy Secretary of Business Development Centre



Yilong Qi, General Manager of Constellar-Worldex Exhibitions (Guangzhou) Co., Ltd. and President of Guangdong Imported Food Association



Ahmet Özer, Vice President of Istanbul Chamber of Commerce, Turkey



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Precise Buyer Matching Programme

Tmall International Food Industry Merchants Recruitment Session

In a strategic partnership with Tmall Global, the Food2China Expo hosted a recruitment event for food industry merchants. By leveraging the resources of multiple parties, the event introduced high-quality global brands to the Chinese market. This not only offers consumers a wider range of shopping options but also creates additional promotional channels for brand merchants, enabling them to achieve accelerated growth.





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Precise Buyer Matching Programme

Food2China Expo 2024® Guangzhou & National Top Channel Product Selection Meeting

Food2China Expo (Guangzhou) has formed a partnership with Zhongxin Retail to host the Food2China Expo 2024® Guangzhou & National TOP Channel Product Selection Meeting. This event is by invitation only and will bring together leading platforms in food, fruits and vegetables, alcoholic beverages, and fresh products, including community group buying, community stores, physical chain stores, social e-commerce, and influencers from platforms like Tik Tok and Quick Work. The objective is to facilitate efficient connections between new channel buyers and exhibitors.





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Precise Buyer Matching Programme

Sino-Turkish Food Trade Development Exchange Forum

The Sino-Turkish Food Trade Development Exchange, co-hosted by the Istanbul Chamber of Commerce and the Guangdong Province Import Food Association, was held as scheduled at Area B, Guangzhou Canton Fair Complex. Ahmet Özer, Vice President of the Istanbul Chamber of Commerce; Senem Erdoğan, Director of International Relations; Kaan Başkurt, Consul General of the Turkish Consulate in Guangzhou; Şerife Yıldırım, Commercial Consul of the Turkish Consulate in Guangzhou; Liu Zewu, Vice Director of China Chamber of International Commerce Guangzhou Chamber of Commerce; Qi Yilong, President of the Guangdong Import Food Association and the General Manager of Constellar-WorldEx Exhibitions (Guangzhou) Co., Ltd.; and Jiang Wenwen, President of the Guangdong Import Food Association, attended the Forum together to discuss the future development trends and potential for cooperation in food trade between China and Turkey.





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Precise Buyer Matching Programme

Turkish Integrated Food Specialised Business Match Meeting

At this matching event, the Istanbul Chamber of Commerce introduced a comprehensive range of Turkish specialty foods, including dried fruits, nuts, biscuits, supermarket products, baby food, healthy snacks, olive oil, coffee, tomato sauce, and a variety of other items. This has created a valuable opportunity for business collaboration and exchange between importers, distributors, and agents in the domestic food industry, opening the gateway to a wealth of potential business opportunities.





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Precise Buyer Matching Programme

Northern Ireland Food & Drink Specialised Business Matching Event in South China

The event, co-organised by Invest Northern Ireland and the Guangdong Imported Food Association, brought together a select group of companies with extensive export experience, a passion for the Chinese market and a consistent attitude of efficient communication and responsiveness. The companies present have demonstrated not only the highest quality products and robust production capacity but have also received two-star awards in the Great Taste Awards. 40 branded products were brought with them for presentations, including dairy products, healthy food, snacks and spirits.





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Interactive Creative Activities

Sun Yat-sen University Innovation & Creativity Event Pavilion

The School of Tourism at Sun Yat-sen University has a long-standing and dedicated focus on research in the field of convention and exhibition economy and management. The School has formed a partnership with the Organising Committee of Food2China Expo 2024® Guangzhou to create a new and innovative exhibition experience for visitors this autumn. The School of Tourism at Sun Yat-sen University showcased three major types of products and thirteen activities at this year's exhibition. The event featured a diverse range of topics, including alcoholic beverages, coffee, and daily cuisine. It successfully integrates online and offline methods, organically combining the RED (Xiaohongshu) shop exploration activities with on-site events, creating a platform rich in content and diverse in form. By offering engaging lectures and promotional sessions, it facilitates collaboration between industry and academia in the food sector, providing experts, scholars, and businesses with opportunities for in-depth exchange and interaction, thereby significantly expanding the industry influence of Food2China Expo (Guangzhou).





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Contests

- The 2nd Asian Youth Ligao Cup Baking Championship
- Asian Youth Pastry Art Challenge (Individual Competition)
- The 6th China Tea Blender Skills Competition Guangzhou Region
- The 2nd National Pastry Decorating Skills Sanhe Cup Competition
- The 2024 WCBC Trials F2C Station-The Best Coffee Mate Competition





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Commercial & Trade Promotion Event

Food2China Expo (Guangzhou) is a business-to-business event that connects food and beverage professionals from around the world with the goal of facilitating business growth and expansion. The event provides a platform for professionals to connect with potential partners and customers, allowing them to identify and capitalise on new business opportunities. During the exhibition, a variety of business meeting and promotional activities have been held. These include the Majiang Blueberry Greater Bay Area Golden Autumn Promotion Event, the Wuhan Modern Agriculture and Food Industry Chain Investment Promotion Event, the Xi'an Special Agricultural Products Promotion and Marketing Event, the Taiyuan Agricultural Products Regional Public Brand Guangzhou Promotion Event, the Guangzhou-Shantou Industry Cooperation Exchange, and the Shenzhen Wandechu Technology Co., Ltd. Investment Promotion Event, among others.



Visitor Analysis

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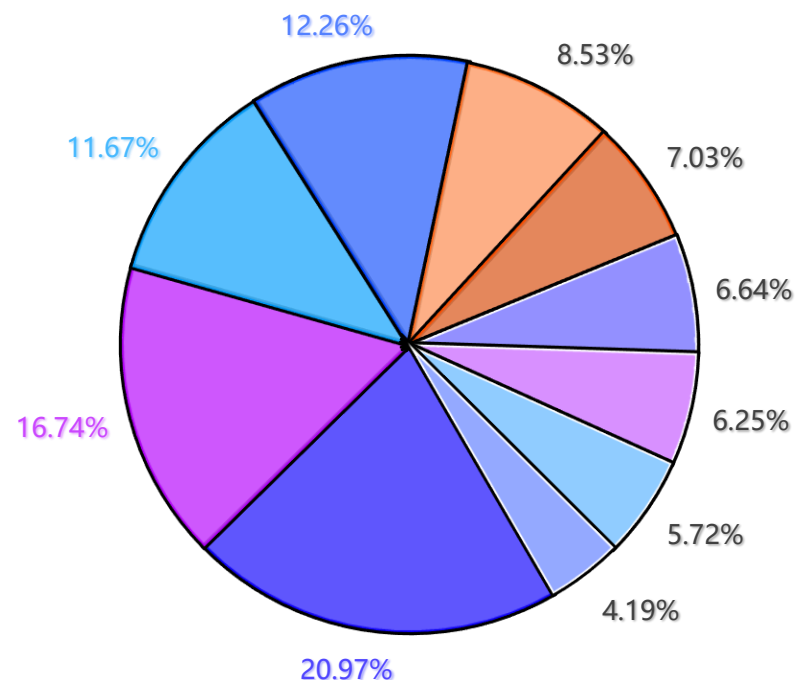


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Area B, Canton Fair Complex

Business Nature

Importers/Exporters/Agents/Cross-border E-commerce	20.97%
Distributors / Wholesalers / Franchisees	16.74%
Coffee Shops / Bakeries	11.67%
Chain Supermarkets / Department Stores / Convenience Stores	12.26%
Food Ingredients Processors	8.53%
E-commerce / Online Channels	7.03%
Hotels / Education / Healthcare / Aviation	6.64%
Group Meal Catering / Central Kitchens / Takeaway Industry	6.25%
Chain Star-Rated Hotels / Restaurants	5.72%
Catering / Food Service Providers	4.19%



- Importers / Exporters / Agents / Cross-border E-commerce
- Distributors / Wholesalers / Franchisees
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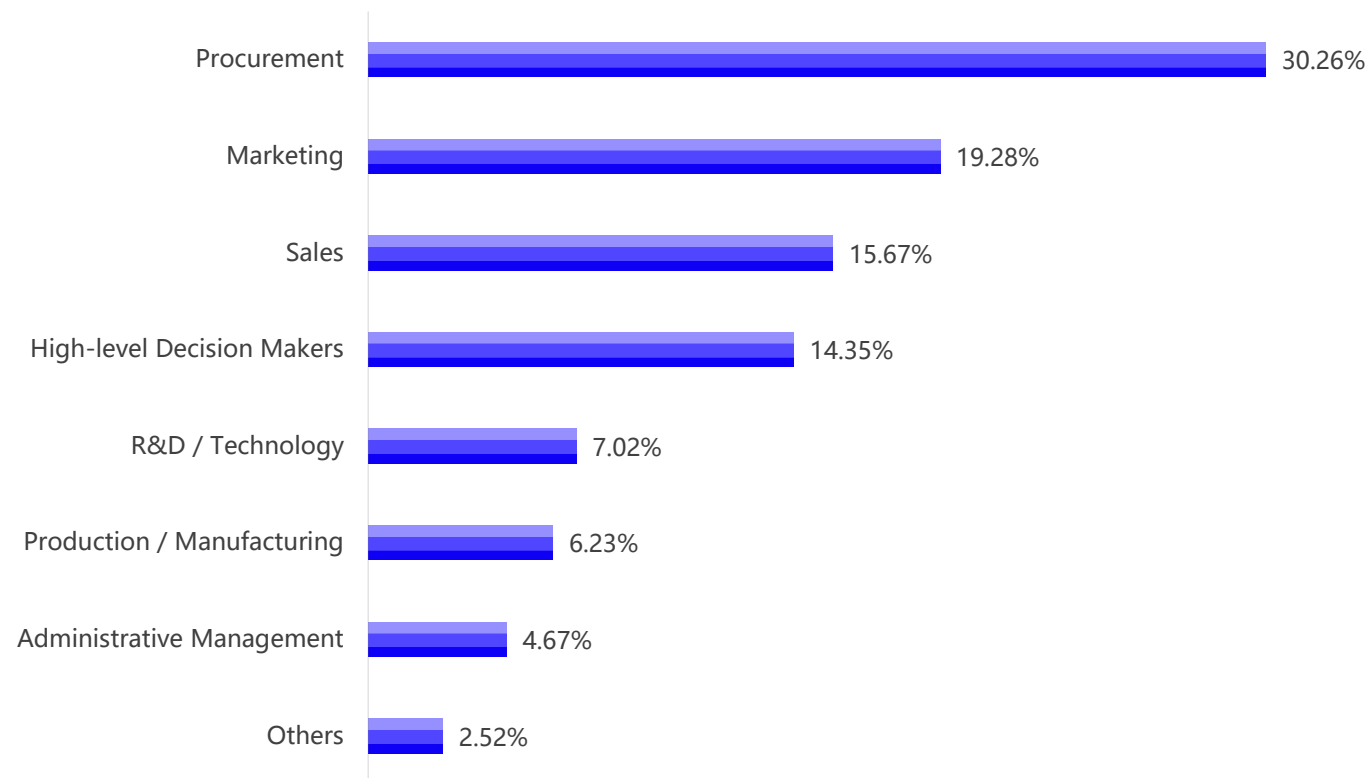


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Area B, Canton Fair Complex

Occupational Classification

Procurement	30.26%
Marketing	19.28%
Sales	15.67%
High-level Decision Makers	14.35%
R&D / Technology	7.02%
Production / Manufacturing	6.23%
Administrative Management	4.67%
Others	2.52%





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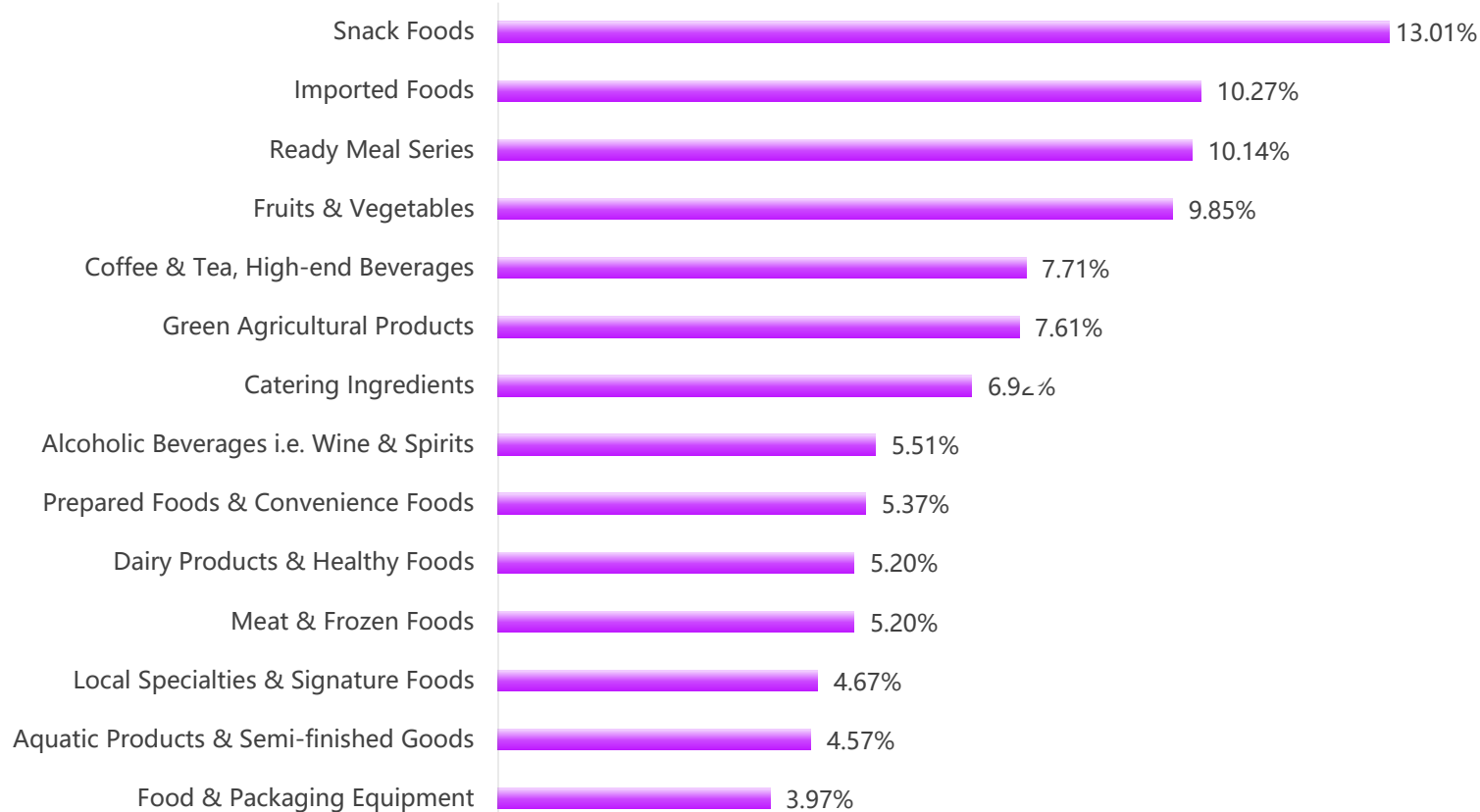


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Categories of Interest

Snack Foods	13.01%
Imported Foods	10.27%
Ready Meal Series	10.14%
Fruits & Vegetables	9.85%
Coffee & Tea, High-end Beverages	7.71%
Green Agricultural Products	7.61%
Catering Ingredients	6.92%
Alcoholic Beverages i.e. Wine & Spirits	5.51%
Prepared Foods & Convenience Foods	5.37%
Dairy Products & Healthy Foods	5.20%
Meat & Frozen Foods	5.20%
Local Specialties & Signature Foods	4.67%
Aquatic Products & Semi-finished Goods	4.57%
Food & Packaging Equipment	3.97%





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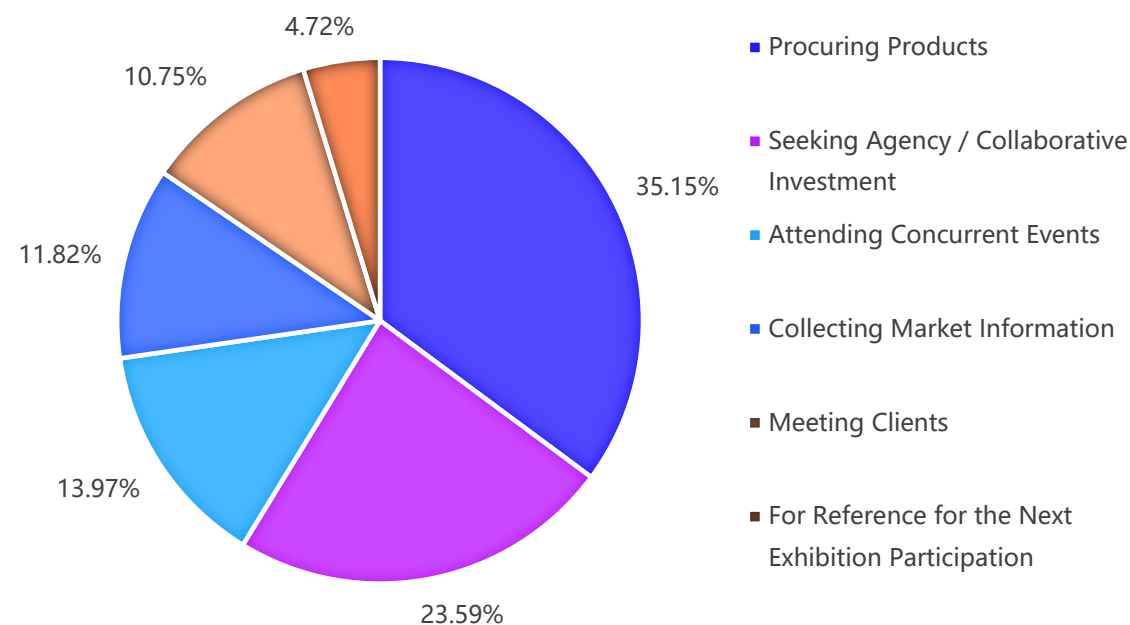


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Area B, Canton Fair Complex

Purpose of Visiting

Procuring Products	35.15%
Seeking Agency / Collaborative Investment	23.59%
Attending Concurrent Events	13.97%
Collecting Market Information	11.82%
Meeting Clients	10.75%
For Reference for the Next Exhibition Participation	4.72%





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Key Buyers

In order to support exhibitors from both domestic and international food and beverage ingredient industries to find high quality procurement resources, the Organising Committee of China Food Exhibition (Guangzhou) has invited a number of influential buyers from various sectors, including Walmart, Qian Da Ma, Guangzhou Grandbuy Co, Ltd., Yonghui Superstores Co., Ltd., China Resources Vanguard Co., Ltd., Shengjia Supermarket, Lotus Supercenter, Tmall Global, JD.com, McDonald's, Haidilao, Guangzhou Chimelong and Baiyun International to join forces to create a procurement frenzy and participate in this great industry event.

Importer / Agent

COFCO	GDFOK
Guangzhou Green Tomato	Qandama Supply Chain
White Horse Group	Fresh Jiangnan
Angliss Guangzhou	Jointek Food Supply Chain

Hotel / Catering

Yum China Holdings	Hilton Hotels
Bananaleaf	Shangri-La Hotels
Kapok	China Hotel
Jiumaojiu Group	Marriott
Real Kungfu Restaurant	Jinjiang Hotels
GuangZhou Restaurant	ATour Group

E-commerce / Cold Chain

VIP.com	Southern Airlines	Pupu Mall
Tmall	Hongkong Airlines	Eastern Airlines
JD.com	Xiamen Airlines	Dingdong Grocery Shopping
Air China Cargo	Hema Fresh	SF-Express

Supermarket / Retail Store

Walmart	Grandbuy
MINISO	Tianfu
CR Vanguard	Parknshop
Maxvalu Guangzhou	Meiyijia (M.Y.J)
Corner's Deli	C-store
Lotus Supercenter	SUNSHINE
TEEMALL	MOPARK



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Coalition of Supporting Organisations

The 2024 Food2China Expo® Guangzhou has garnered the active support of dozens of consulates and trade organisations from various countries based in Guangzhou, as well as industry associations. These include the Australian Trade and Investment Commission, the Consulate General of Malaysia in Guangzhou, the Consulate General of Turkey in Guangzhou, the Guangdong Organic Agriculture Association, the Guangdong Food Circulation Association, the Guangdong Online Merchants Association, the Professional Hotel Procurement Committee of the China Hotel Supplies Association, the Guangzhou Hotel Industry Association, the Guangzhou Coffee Industry Association, the Guangzhou Haizhu District Liquor Industry Association, the Foshan Food Industry Association and the Zhongshan Food Circulation Association. Together they contribute to the successful organisation of Food2China Expo® Guangzhou.



Media Coverage

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Media Coverage

As a leading food and beverage industry exhibition, 2024 Food2China Expo® Guangzhou has attracted a diversified range of media from various channels and formats. These include mainstream media such as CCTV.com, People's Daily, China News Service, Daily Economic News, China Daily, Xinhua Online, Jiemian News, NetEase, Sina, Sohu, Phoenix, Tencent, Toutiao and 21st Century Business Herald, with more than 30 major media outlets covering the Expo. In addition, local media such as Guangdong Television, Guangdong Economic Vision, Guangdong Traffic Radio, Guangzhou Broadcasting Network, Guangzhou G4, Guangzhou Daily, Southern Daily, Yangcheng Evening News and New Express covered the Expo, with more than 20 regional outlets participating. Social media platforms such as RED (Xiaohongshu), Tik Tok, WeChat and Video Channels have also shown interest. Furthermore, more than 100 industry-specific media outlets, including China Food Safety News, Sugar&Alcohol Special Edition, Hongbang Health Food Network, Food Partners Network, Wine Magazine and Douguo Food, provided targeted coverage.





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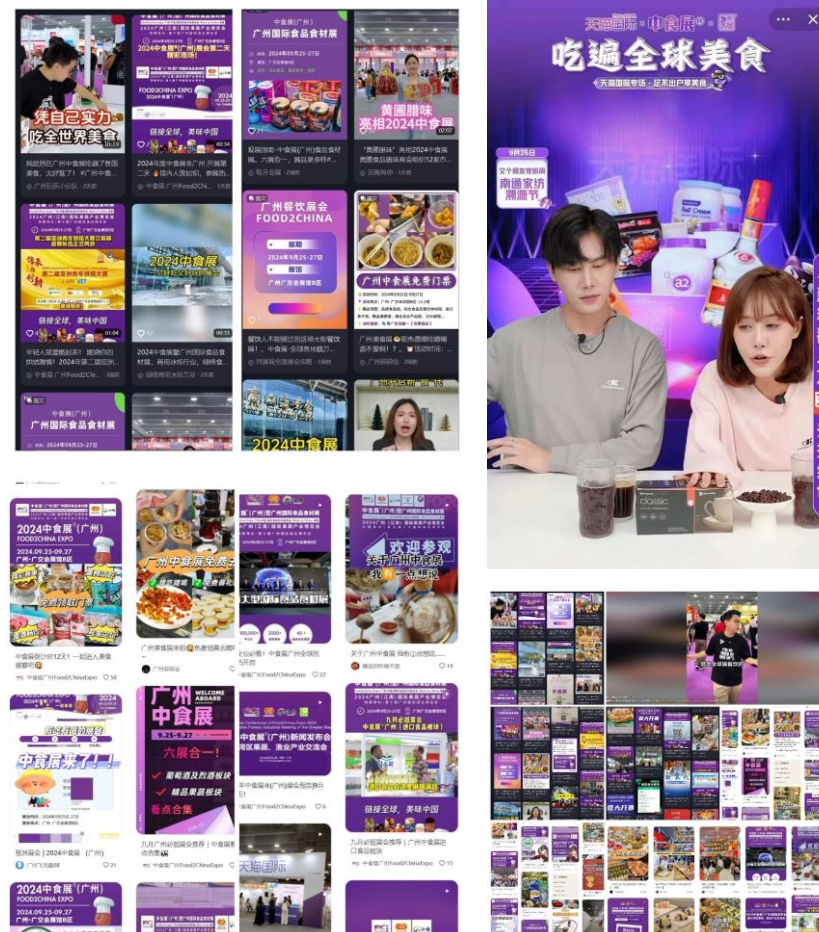
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Social Media Platforms

During 2024 Food2China Expo® Guangzhou, over 100 influencers actively created **over 20,000 high-quality content notes** on platforms like TikTok, RED, and videocasts, generating **millions of impressions** on trending topics.

Furthermore, on the afternoon of September 26th, **Taobao Live's influencer with tens of millions of followers, Make Friends**, launched a special live broadcast in cooperation with Tmall International and Food2China Expo Guangzhou. The broadcast attracted the attention of countless viewers and brought the entire expo to a climax.





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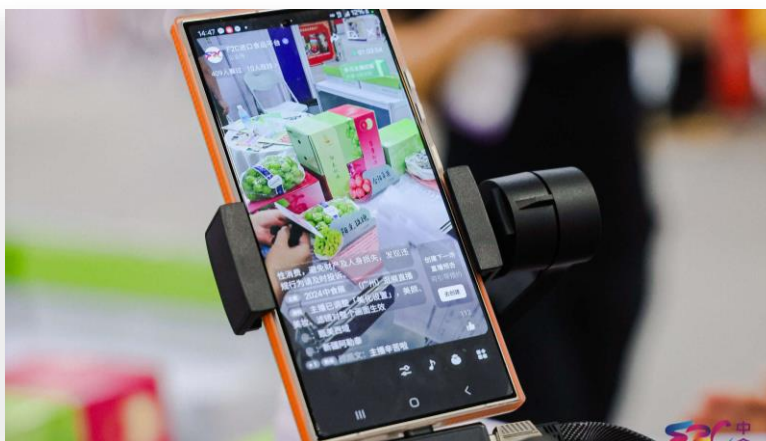
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Exhibition Live Stream



The 2024 Food2China Expo® Guangzhou is not only committed to presenting an unparalleled food feast, but also strives to create a comprehensive promotional matrix to support exhibitors in exploring new marketing horizons. The concept of the 'Live Broadcast Studio' will be introduced in an innovative way, with an 'on + off' model for maximum advertising effect. Special guest presenters at the venue conducted live broadcasts in real time via the official platforms of Food2China Expo ® Guangzhou Tik Tok and Video Channels, simultaneously bringing the splendour of the exhibition to a wide-range of audiences.



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Corporate Interview

Food2China Expo has teamed up with Douguo Food to create a special section - Interviews with Food Industry Leaders - which conducted in-depth interviews with exhibitors to uncover the latest trends in the industry.

In addition, China Food Safety News has set up a special interview room to capture every exciting moment of the exhibition, providing exhibitors and visitors with a richer and more comprehensive information experience.

Furthermore, media outlets such as CCTV.com, Guangdong Television, Guangzhou G4, Food Exhibition Network, Safety Food Report, Food Science and Technology and Hongbang Health Food Network have conducted interviews and reported on participating companies in text, image and video formats.



Exhibitor Messages

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Voices from Exhibitors



Wen's Food Group Co., Ltd.

The organisers of Food2China Expo® Guangzhou have shown great enthusiasm and ingenuity in attracting many industry leaders and leading enterprises from China and abroad to this platform for exchange. The majority of the visitors come with strong purchasing intentions, and the exhibition has created an excellent communication platform between manufacturers and buyers, promoting long-term cooperation between both parties. At this exhibition, Wen's Food not only made a stunning appearance as the designated cooperation brand for A Bite of China (Season 4), but also presented an extraordinary gourmet feast to the audience and industry colleagues through a comprehensive display of its entire product category, a tasting frenzy of poultry individual products, leading innovative thinking and joint creation with partners.



Ligao Foods Co., Ltd.

At this edition of Food2China Expo® Guangzhou, as the exclusive title sponsor of the 2nd Asian Young Bakers Competition, a concurrent event, Ligao Food has brought a variety of star products and innovative solutions. The goal is to showcase our latest achievements in food safety, quality improvement and product innovation. Our exhibits cover several categories, including bakery ingredients, cream products, fruit products and sauces. The cream series is particularly noteworthy. By introducing advanced international technology, we have successfully launched several high quality whipping cream products that not only meet the market's demand for health and taste, but also further enhance the competitiveness of our products in the market.



Sichuan Dandan Pixian Douban Group Co., Ltd.

We hope that through exhibitions like Food2China Expo® Guangzhou, more people will get to know DanDan Douban and the charm of Chinese Sichuan cuisine. Our products have been sold to dozens of countries and regions, including the United States, Canada, the United Kingdom, France, and Japan. In the future, we will continue to step up our efforts to explore international markets and build DanDan Douban into a culinary bridge connecting China with the world.



Guangzhou Shunchangyuan Wine Co., Ltd.

We brought a range of special lychee wines and green plum wines to this exhibition. With the opening up of our country, many of our products should seize the opportunity to go global. Food2China Expo® Guangzhou serves as an excellent window and platform for this. We hope to seize this opportunity to make Lychee Wine a culinary 'business card' not only for Guangzhou but also for China.



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Voices from Exhibitors



ISTANBUL
CHAMBER OF
COMMERCE 1882

Istanbul Chamber of Commerce

Participation in this exhibition is a unique opportunity for Turkish companies that want to enter the Chinese market and offer products that meet the expectations and preferences of the market and consumers, which is a very important milestone for us in Turkey and for our Chamber.



Guangzhou Baoshengyuan Co., Ltd.

Food2China brings together high-quality and influential food companies from all over the world. We hope to use this platform to establish in-depth exchanges with these overseas companies, allowing us to understand the current development trends and directions of the international food market. By seizing development opportunities, we aim to produce products that meet market demands and further expand our market reach.



**Ningxia All Access Wolfberry
Supply Chain Management Co., Ltd.**

It is an honour for us to participate in the 2024 Food2China Expo® Guangzhou, where we have brought non-heritage wolfberry wine with great Ningxia characteristics. We hope to communicate with more enterprises and traders to improve the understanding of wolfberry products, launch Ningxia's shining red business card, promote the development of the local wolfberry industry, encourage local people to increase their income and get rich, and make Ningxia wolfberry an important force for rural revitalisation.



Nansha Agriculture Corporation

The eels we brought this time are from the core production area of Nansha eel, with tender flesh and rich nutrition. The Yvlu honeydew melon adopts the aerosol cultivation mode, which is relatively rare at present, and is rich in many kinds of fibre and vitamins. We hope that through this exhibition we can promote more special products in Nansha and let everyone know more about Nansha.



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Contact Us

Guangzhou

Constellar-Worldex Exhibitions
(Guangzhou) Co., Ltd.
Tel: 0086 020 83276765
Email: F2C_Expo@worldex.singex.com

Beijing

Business Development Centre
Tel: 0086 010 66063083
Email: jl@chinaccdc.org.cn

Shanghai

Shanghai Hehe Exhibition Group
Co., Ltd.
Tel: 0086 021 57661208
Email: 13301727998@189.cn

Overseas

Guangdong Imported Food Association
Tel: 0086 020 83810602
Email: expo@food2china.com

Guangzhou

China Chamber of International
Commerce Guangzhou Chamber
Tel: 0086 020 37858123
Email: gzccoic@ccpit.org

Shenzhen

Guangdong Imported Food Association
Alcoholic Beverages Committee
Tel: 0086 13670133836
Email: oliverzou@foxmail.com

Guangzhou

Guangzhou Jiangnan Wholesale Fruit and
Vegetable Market Management Co., Ltd.
Tel: 0086 020 81796233
Email: jnpsc@vip.163.com



WeChat Official
Account



WeChat Video
Channel



Tik Tok



RED

UPCOMING EXHIBITION

**Thank you for your attention, and we look forward
to meeting you again next year.**

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THANK YOU

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