

AGRICULTURE, FOOD & DRINK EVENTS CALENDAR

APRIL 2022

AGRICULTURE, FOOD & DRINK

| Event | Date | Location |
|---|---|----------|
| China Food & Drinks Fair (Tangjiuhui) | 24 th -26 th March 2022 (postponed to April 2022) | Chengdu |
| ANUFOOD China | 20 th -22 nd April 2022 | Shenzhen |
| SIAL China | 18 th -20 th May 2022 | Shanghai |
| Healthplex Expo 2022 Natural & Nutraceutical Products China 2022 | 22 nd -24 th June 2022 | Shanghai |
| CBBC Great British Brands Festival (GBBF) | 8 th -17 th July 2022 | Beijing |
| CBBC British Gin Festival | 15 th -17 th July 2022 | Beijing |
| China Fishery and Seafood Expo | 26 th -28 th October 2022 | Qingdao |
| China International Import Expo | 4 th -10 th November 2022 | Shanghai |
| Food & Hotel China (FHC) | 8 th -10 th November 2022 | Shanghai |
| ProWine | 8 th -10 th November 2022 | Shanghai |
| China Yiwu Imported Commodities Fair | TBD | Yiwu |
| Whisky L! | 9 th -12 th December 2022 | Shanghai |

CHINA FOOD & DRINKS FAIR (TANGJIUHUI)

24th-26th MARCH 2022 (postponed to April 2022)

Location Chengdu
Fee N/A
Organiser China National Sugar & Alcohol Group Cooperation
Apply by N/A

AT A GLANCE

- **China Food & Drinks Fair** (“Tangjiuhui”) is the leading fair in the Chinese food and drink industry with a focus on alcoholic drinks.
- The spring 2021 edition of Tangjiuhui will be held in Chengdu in March 2021, with previous years having attracted thousands of exhibiting companies.
- Its main exhibitions include: a food and beverage area; a traditional alcoholic drinks area; a wine and international spirits area; a condiments and ingredients area; a food machinery area; a packaging area.
- Tangjiuhui is the largest and most renowned food and drink show in western China.

CBBC'S PRESENCE

- Member support, market intelligence and business development.



ANUFOOD CHINA

20th-22nd APRIL 2022

Location Shenzhen

Fee N/A

Organiser Koelnmesse; China Chamber of Commerce of Foodstuffs and Native Produce (“CFNA”); Shenzhen Retail Business Association

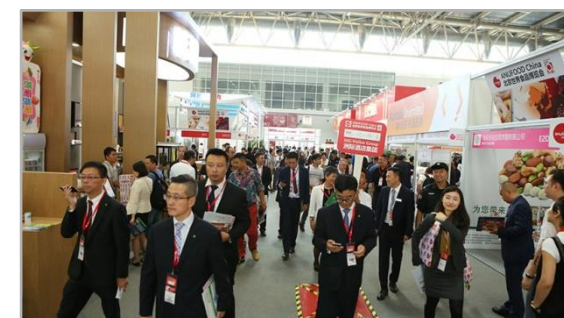
Apply by N/A

AT A GLANCE

- Organised jointly by Anuga and the CFNA, **ANUFOOD China** presents a comprehensive overview of the food and drink market in southern China for professionals working in the importing, distribution, professional services provision, supermarkets, catering, and E-commerce sectors.

CBBC’S PRESENCE

- Member support, market intelligence and business development.



SIAL CHINA

18th-20th MAY 2022

Location Shanghai
Fee N/A
Organiser Comexposium; China Commerce Development Centre
Apply by N/A

AT A GLANCE

- **SIAL China** is one of the largest and most important comprehensive food exhibitions in China. 4,300 exhibitors and 117,595 professional buyers and visitors attended SIAL China 2019, of which 49% of exhibitors came from overseas markets.

CBBC'S PRESENCE

- Member support, market intelligence and business development.
- As SIAL is a key show in the food and drink sector in China, CBBC can offer a retainer and representation service. British brands willing to be present at the show but are restricted by travel can choose to utilise CBBC's sector expertise and staff on the ground in Shanghai. We offer:
 - Staff to exhibit on behalf of brands;
 - Intelligence gathering;
 - Business development pre, during, and post show.



HEALTHPLEX EXPO 2022

NATURAL & NUTRACEUTICAL PRODUCTS CHINA 2022

22nd-24th JUNE 2022

Location Shanghai
Fee N/A
Organiser China Chamber of Commerce for Import & Export of Medicines and Health Products (CCCMHPIE),
Informa Markets
Apply by N/A

AT A GLANCE

- **HNC** is a leading health and nutrition exhibition, covers health and nutrition, natural and organic, food ingredients, food processing and packaging. HNC 2021 occupied 7 halls with a total exhibition area of 170,000 square meters and gathered more than 1,800 exhibitors and attracted 71,107 professional buyers and visitors during the 3-day exhibition.
- HNC 2022 will have an overseas zone and welcome overseas companies with leading brands to enter the exhibition area, and many new forces will also make their debut.

CBBC'S PRESENCE

- Member support, market intelligence and business development.



CBBC GREAT BRITISH BRANDS FESTIVAL

8th-17th July 2022

Location Sino-Ocean We-Life Future Plaza, Beijing
Fee CBBC members- RMB 9,000/booth
Non-members- RMB 11,000/booth
Organiser CBBC
Apply by 31st May 2022

AT A GLANCE

- Great British Brands Festival (GBBF) is one of CBBC's signature consumer events in China. This year CBBC has partnered with the beloved British cartoon IP Hey! Duggee to showcase a range of UK mother-and-baby and consumer brands to Chinese consumers.
- This event will provide an exciting opportunity for UK companies in the retail, food and drink, and IP sectors to engage directly with Chinese consumers during the mid-year shopping festival, a key shopping period for both Sino-Ocean We-Life Future Plaza and the wider China market.
- UK companies will benefit from direct contact with Chinese consumers, providing a unique opportunity to gain consumer insight and feedback.

CBBC'S PRESENCE

- To find out more and to participate, please contact Ran.Guo@cbbc.org.



CBBC BRITISH GIN FESTIVAL

15th-17th July 2022

Location Sino-Ocean We-Life Future Plaza, Beijing
Fee CBBC members- RMB 7,000/booth
Non-members- RMB 9,000/booth
Organiser CBBC
Apply by 31st May 2022

AT A GLANCE

- CBBC's Food & Drink team is planning to run a full-scale consumer-facing Gin Festival in Beijing in the second half of 2022.
- The idea of the festival is to showcase UK gin as a category and collect brands of all sizes to conduct sales directly with Beijing gin lovers over the course of a full weekend in central Beijing.
- Only brands with distributors and available stock in China will be able to participate.
- CBBC cordially invites UK gin & mixer brands to participate in this showcase and sales events. This would be an ideal occasion to promote your brands.

CBBC'S PRESENCE

- To find out more and to participate, please contact Ran.Guo@cbbc.org.



CHINA FISHERY AND SEAFOOD EXPO

26th-28th OCTOBER 2022

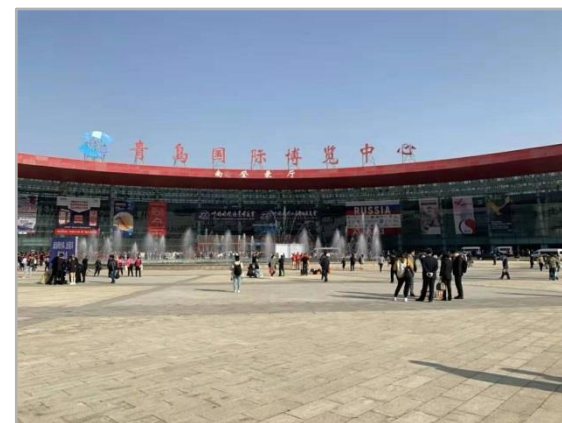
Location Qingdao
Fee N/A
Organiser Sea Fare (China) Ltd
Apply by N/A

AT A GLANCE

- The [China Fishery and Seafood Expo](#) (“CFSE”) is the largest and most renowned seafood expo in China.
- CFSE 2019 attracted more than 35,000 seafood professionals from 99 countries.
- A number of British seafood companies usually exhibit at CFSE every year, under the UK pavilion.

CBBC'S PRESENCE

- Member support, market intelligence and business development.
- As China Fishery and Seafood Expo is a key show in the seafood sector in China, CBBC can offer a retainer and representation service. British brands willing to be present at the show but are restricted by travel can choose to utilise CBBC's sector expertise and staff on the ground in China. We offer:
 - Staff to exhibit on behalf of brands;
 - Intelligence gathering;
 - Business development pre, during, and post show.



CHINA INTERNATIONAL IMPORT EXPO

4th-10th NOVEMBER 2022

Location Shanghai
Fee N/A
Organiser China International Import Expo Bureau; National Exhibition and Convention Centre (Shanghai) Co Ltd
Apply by N/A

AT A GLANCE

- The [China International Import Expo](#) (“CIIE”) is by far the largest exhibition in China and exhibits more imported goods than other events.
- The event is held jointly by the Ministry of Commerce of the People’s Republic of China and the Shanghai Municipal People’s Government.
- The Chinese government holds CIIE annually in order to promote import and show to the world that China is a large export destination, as well as a world manufacturer.
- CIIE has more than 180 participating countries, regions, and international organisations, including 3,800 companies, 250 Global 500s, and trade leaders.

CBBC’S PRESENCE

- Member support, market intelligence and business development.



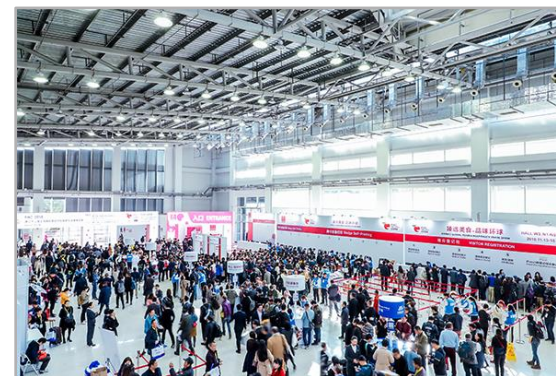
FOOD & HOTEL CHINA (FHC)

8th-10th NOVEMBER 2022

Location Shanghai
Fee N/A
Organiser Shanghai Sinoexpo Informa Markets International Exhibition Co Ltd
Apply by N/A

AT A GLANCE

- Alongside SIAL China, **Food & Hotel China** (“FHC”) is another leading trade show that allows international food and drink brands to introduce themselves to the China market. UK companies have a good track record of using this platform to successfully enter and expand within China.



CBBC'S PRESENCE

- Member support, market intelligence and business development.
- As FHC is a key show in the food and drink sector in China, CBBC can offer a retainer and representation service. British brands willing to be present at the show but are restricted by travel can choose to utilise CBBC's sector expertise and staff on the ground in Shanghai. We offer:
 - Staff to exhibit on behalf of brands;
 - Intelligence gathering;
 - Business development pre, during, and post show.



PROWINE

8th-10th NOVEMBER 2022

Location Shanghai
Fee N/A
Organiser Messe Düsseldorf GmbH; Informa Market
Apply by N/A

AT A GLANCE

- [ProWine Shanghai](#) is one of most renowned wine and spirits trade fairs in China, ProWine Shanghai 2021 attracted a total of more than 450 exhibitors from 19 countries and regions. Boutique wineries and premium wine producers from all over the world were present at the trade fair to contact local importers, distributors and on trade customers.

CBBC'S PRESENCE

- Member support, market intelligence and business development.
- As PROWINE is a key show in the wine and spirits sector in China, CBBC can offer a retainer and representation service. British brands willing to be present at the show but restricted by travel can choose to utilise CBBC's sector expertise and staff on the ground in Shanghai. We offer:
 - Staff to exhibit on behalf of brands;
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CHINA YIWU IMPORTED COMMODITIES FAIR

TBC

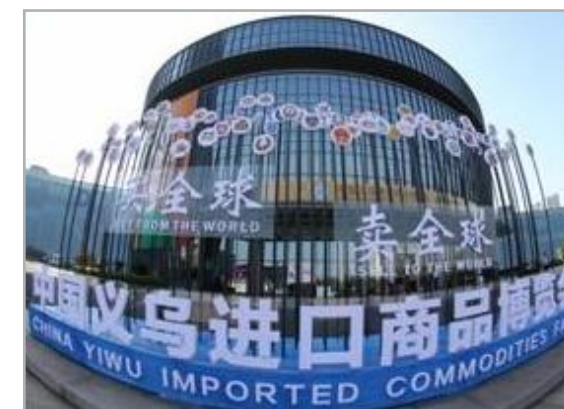
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| Location | Yiwu |
| Fee | Free booths for CBBC members |
| Organiser | Trade Development Bureau of Ministry of Commerce; Department of Commerce of Zhejiang Province; CCPIT Zhejiang; the People's Government of Yiwu |
| Apply by | N/A |

AT A GLANCE

- Yiwu is considered the heart of China's commodities industry.
- The [China Yiwu Imported Commodities Fair](#) is jointly hosted by the China Chamber of International Commerce and the China General Chamber of Commerce, supported by the People's Government of Zhejiang Province.
- It provides a professional exhibiting platform for imported everyday consumer goods and has rapidly developed to become one of the most influential fairs in the industry.

CBBC'S PRESENCE

- Member support, market intelligence and business development.



Whisky L!

9th-12th DECEMBER 2022

Location Shanghai
Fee N/A
Organiser CWS
Apply by N/A

AT A GLANCE

- **Whisky L!** is the leading fair in the spirit industry with a focus on whisky. Starting in 2009, it is held annually.
- During Whisky L! 2020, over 200 brands were on exhibition showcasing thousands of spirits from 15 world regions.
- The event also featured a Whisky L! shop where visitors could purchase rare spirits, and Whisky L! masterclasses where visitors could learn about whisky culture and knowledge.

CBBC'S PRESENCE

- Member support, market intelligence and business development.



OUR CLIENT SERVICES

NAVIGATOR

A retainer service designed to sustain and grow our client's interactions with the market deploying CBBC's sector and regional specialists on a retainer basis. Navigator enables companies to conduct essential in-market business activity – quickly and at an affordable price.

NAVIGATOR OFFERS...

INSIGHTS

Market insights and e-commerce platform audits; sector reports and locations studies; detailed market research and analysis; and identification of market initiatives and opportunities.

EVENTS, MARKETING, AND COMMUNICATIONS

Planning marketing and strategic communications campaigns; online and offline events; and KOL and KOC identification.



SALES AND BUSINESS DEVELOPMENT

Leveraging our networks and local knowledge; on your behalf attending client meetings, developing commercial and strategic partnerships, developing sales and distribution channels; and partner identification and supplier sourcing.



ADMINISTRATIVE AND SECRETARIAL

HR and recruitment support; document drafting and regulation; IP support; concierge services; and ongoing liaison work.

NAVIGATOR IS...



FULLY CUSTOMISED

Engage CBBC's team of specialists according to your specific brief to deliver immediate and improved results for your business.



FLEXIBLE AND COLLABORATIVE

Work with a CBBC team possessing local and specialised expertise dedicated to serving your business as an extension of your core team.



COST EFFECTIVE

Gain affordable access to CBBC's network and resources in line with your budgetary requirements with no additional costs.



EASILY ACCESSIBLE

Interact and maintain business with the China market while travel restrictions remain in force for the immediate term; use as a means to speed-up resumption and recovery prospects in the medium term and maintain sustainable business in the longer-term as the global economy gets back on track.

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