
SNACKEX ASIA / CHINA SNACK FOOD 2011

Final Report

Tap into Asia's new business potential...

The second edition of **SNACKEX ASIA / China Snack Food** was staged at Beijing National Convention Center on 15th to 17th September 2011. The three day trade exhibition attracted 5,760 buyers from 25 countries and regions with the theme of Snack Food in China with 181 exhibitors from 15 countries and regions displaying snack food products in all categories.

● **Exhibition Highlight**

Beijing special local products feature at SNACKEX ASIA 2011

SNACKEX ASIA / China Snack Food 2011 attracted many local snack food giants and Beijing based traditional leisure food enterprises showcasing their products.

- Beijing Yushiyan Food Co, Ltd.
- Beijing Hongluo Food Co, Ltd.
- Beijing Kangbeier Food Co, Ltd.
- Beijing Xihongxuan Food Co, Ltd.
- Beijing Daoxiangcun Foodstuffs Co, Ltd.
- Beijing Ershang Group

Throughout the exhibition attendees were able to sample their special local food products and to experience China's brilliant traditional culture.

SNACKEX ASIA / China Snack Food 2011 draws the attention of buyer groups

Influenced by the scale of exhibition, a new highlight for the show was the appearance of buying groups. A buying group organized by *New Food* magazine comprising around 200 representatives of the snack food distribution chain from all regions of China visited the exhibition and undertook business with exhibitors.

In addition, a group of 23 distributors from Africa visited the exhibition.

More and more events co-operated with various media during SNACKEX ASIA 2011

In addition to *New Food* magazine, **SNACKEX ASIA / China Snack Food 2011** also collaborated with *China Food Daily*, *FECC* and *Sina Twitter*. A number of industry forums and matchmaking activities took place on-site.

•Data Analysis

By Exhibitors:

SNACKEX ASIA / China Snack Food 2011 successfully attracted 181 exhibitors from 15 countries and regions, including 147 domestic companies from 21 regions and 34 international exhibitors.

Overseas Exhibitors

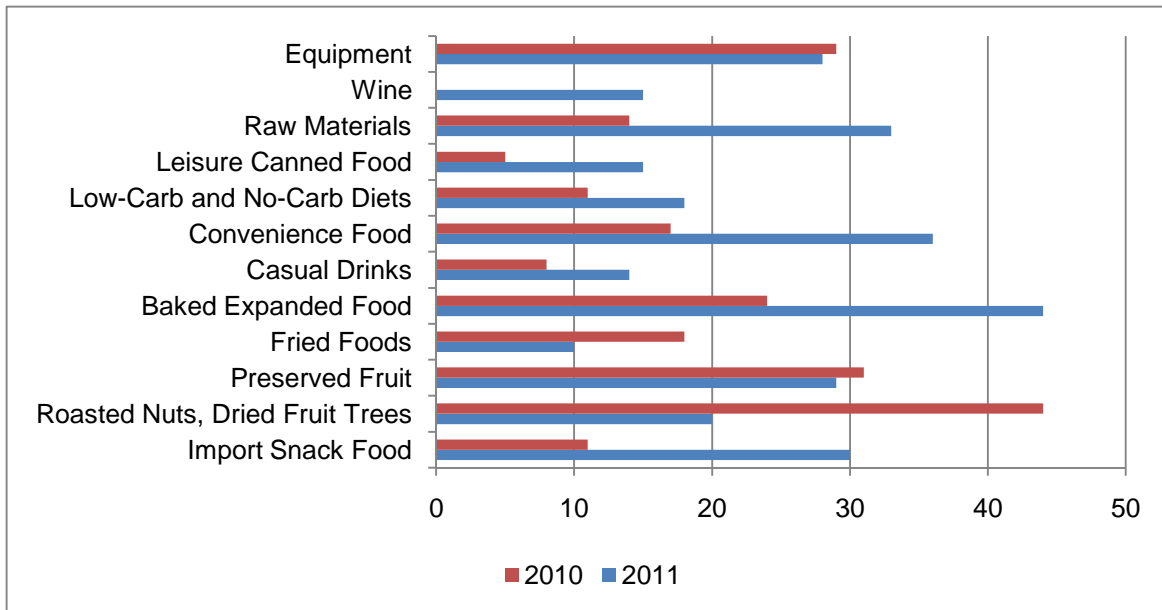
Country / Region	2010	2011
USA	18	6
Columbia	0	1
Argentina	0	1
UK	7	4
France	1	0
Spain	1	5
Italy	6	4
Belgium	2	2
Germany	2	1
Netherlands	2	1
Switzerland	1	0
Jordan	0	1
Japan	5	0
Korea	0	1
Thailand	1	1
HongKong	1	1
Taiwan	4	5
Total	51	34

China Domestic Exhibitors

Province / City	2010	2011
Beijing	13	43
Tianjin	27	7
Hebei	7	5
Henan	1	2
Heilongjiang	0	6
Jilin	3	1
Liaoning	5	5
Shandong	38	20
Shanxi	2	7
Shaanxi	0	1
Gansu	2	2
Xinjiang	2	0
Shanghai	4	8
Jiangsu	0	4
Zhejiang	5	4
Hubei	0	3
Hunan	1	0
Anhui	4	2
Jiangxi	0	1
Sichuan	3	2
Chongqing	0	1
Yunnan	3	0
Guangdong	7	12
Fujian	3	11
Total	130	147

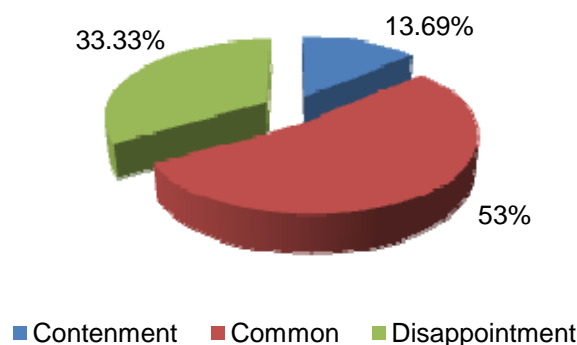
Overseas exhibitors declined somewhat in 2011 when compared with the 2010 event. Since the **SNACKEX Europe** 2011 biennial event took place in Spain only a few months earlier, many exhibitors who were present at this event were unable to participate in Snackex Asia/China Snack Food 2011. In addition, some Asian exhibitors were adversely influenced by the Japanese earthquake and the Taiwan plasticizer incident, and so did not take part in **Snackex Asia / China Snack Food 2011**. As a result only 18.78% exhibitors came from overseas. Conversely China domestic exhibitors increased by 9% compared with last year. As

SNACKEX ASIA / China Snack Food develops more and more China southern enterprises have joined us.



At **SNACKEX ASIA / China Snack Food 2011** over 181 exhibitors displayed snack food products in all categories, including: roasted nuts, dried fruits, fried snacks, chocolate candy, preserved fruit, ready-cooked food products, baked snack food, expanded / pelted snacks, leisure canned food, convenience food, Casual drinks, low-carb and no-carb diets, wine, ingredients and raw materials, equipment, services. The range, quality and quantity of products were improved compared to the **SNACKEX ASIA / China Snack Food 2010** exhibition.

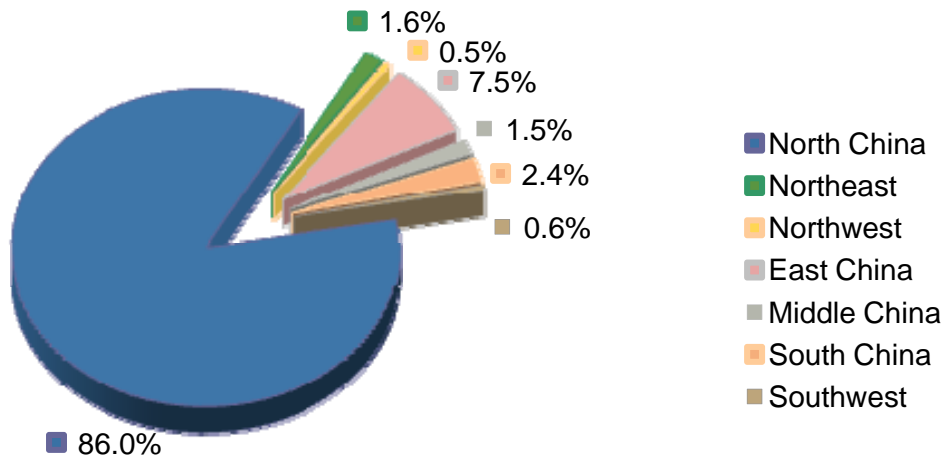
Exhibitor Satisfaction



According to an on-site survey, most exhibitors thought the **SNACKEX ASIA / China Snack Food** show filled a niche in the development for the market for snack food products in the northern part of China. They also expect that **SNACKEX ASIA / China Snack Food** will attract more high quality buyers from domestic and overseas companies to develop more business opportunities for them. However some exhibitors indicated that their expectations were not fully met and that future improvements have to be made.

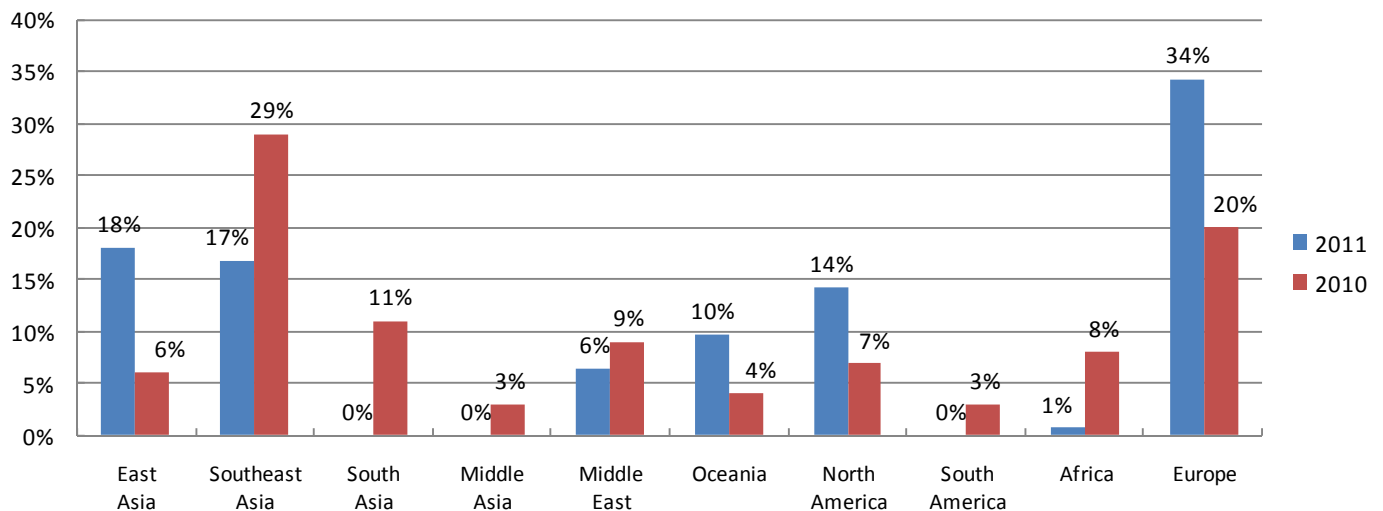
By Visitors:

A total of 5,760 buyers came to Beijing to attend **SNACKEX ASIA / China Snack Food 2011**, including 5,605 domestic buyers from 30 provinces and 155 overseas buyers from 25 countries.



Compared with last year, the number of buyers increased; especially domestic buyers increased by 49%. The strongest attendance was registered from Northern China, with an increase of 11%. This figure proves that **SNACKEX ASIA / China Snack Food** was well recognized by this region's buyers.

Although compared with last year, the overseas visitors were lower; a total of 155 international visitors from 25 countries visited the exhibition. 32% of these were from Europe, 18% from East Asia and 17% from Southeast Asia. The above chart proves that **SNACKEX ASIA / China Snack Food** was recognized by the rapid development of snack food trade regions.

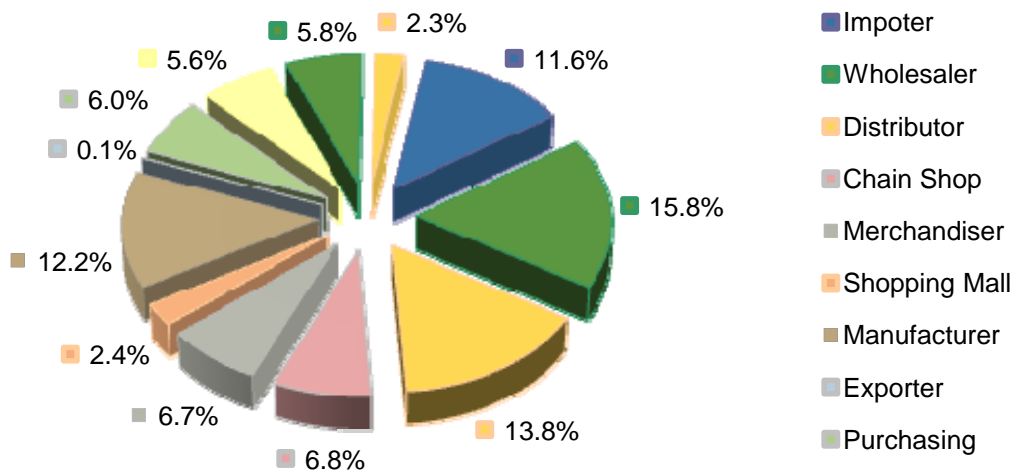


Compared to last year, the data show that European visitors increased by 14.2%, visitors from Oceania increased by 7.2%, but those from Southeast Asia and South Asia have declined.

SNACKEX ASIA / China Snack Food will pay more attention to these areas in future to attract more and more Asian buyers for on-site purchase negotiations.

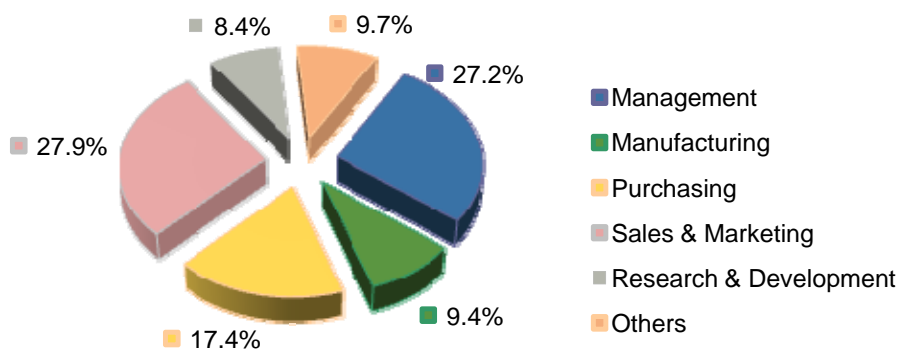
In order to better understand the effectiveness of the pre-show marketing campaign and what food industry visitors expect from the show, an independent research company interviewed 1,641 buyers at the event covering the following 5 questions: business type, job responsibility, source of information about the exhibition, visitor expectations, event satisfaction.

➤ **Business Scope**



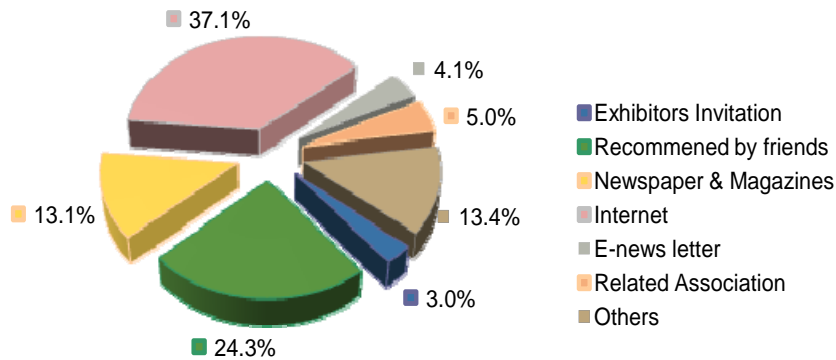
The 3 largest business categories were wholesaler 15.8%, distributor 13.8% and importer 11.6%. This result matched our expected target audience.

➤ **Designation**



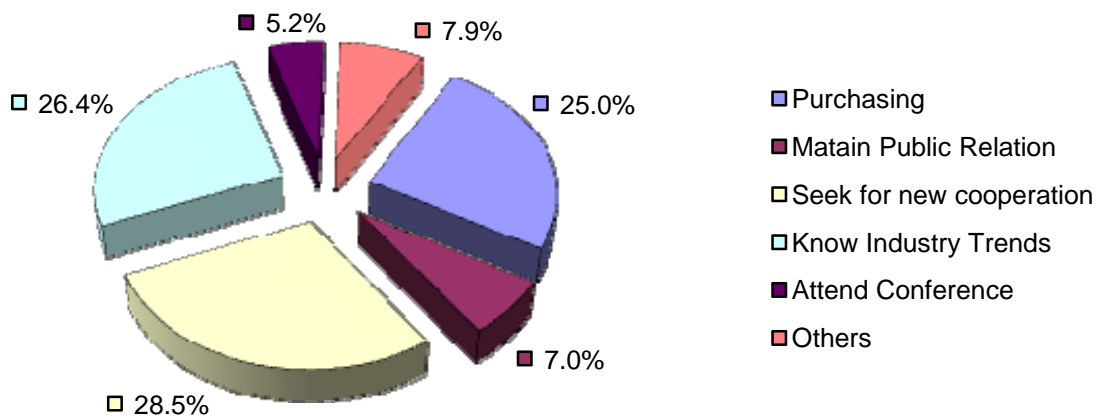
The 3 top areas of job responsibility were management 27.2%, sales and marketing 27.9% and purchasing 17.4%. This demonstrates the high standard of trade buyers attracted to the exhibition.

➤ **How to know exhibition**



Over 37% of buyers learned about the show via the internet, 24% were recommended by friends. In future we will pay more attention to the e-newsletter and magazines.

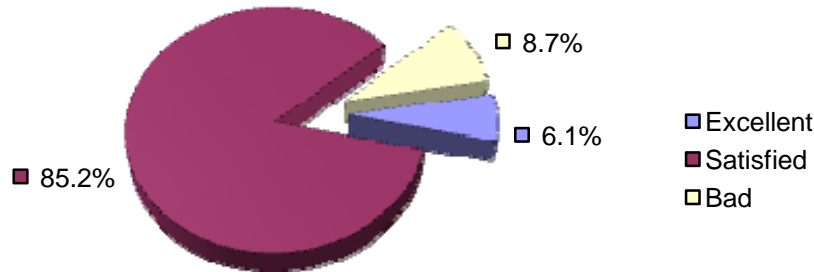
➤ **Objectives for visiting**



When visiting the show over 28% of buyers are seeking new business cooperation, 26% of buyers are looking for marketing trends, 25% of buyers aims to make a purchase at the event.

➤ **Event satisfaction**

Based on the survey, most visitors (85%) were happy with exhibition, over 6% of them thought the exhibition was excellent, 8.7% of them thought we still have to improve.



● **Industry High-end Activities**

- During **SNACKEX ASIA / China Snack Food**, the event organizers in co-operation with *New Food* magazine presented a top dialogue program "East Meets West" to give distributors a better understanding of the latest food distribution channels and global trends in snack food markets.
- In addition, the organizers and *China Food Daily* organized a forum "The development of food additives in China".

The main topics were:

- ◇ The present situation of additives industry;
 - ◇ The marketing strategy of additives industry;
 - ◇ Brand awareness and crisis public relations of companies in additives industry.
- As leaders in the development in the food industry, the Foreign Economic Cooperation Center, Ministry of Agriculture, P. R China (FECC) guides agricultural food enterprises to improve their businesses. To help solve the various problems in the process of agriculture enterprise development, FECC organized special agricultural business presentations and financing sessions.

The themes were:

- ◇ The issues between agriculture products and supermarket.
- ◇ The current situation and development of Beijing supermarkets;
- ◇ The purchasing standards for agriculture products amongst Beijing supermarkets;
- ◇ How to develop a marketing strategy for food enterprises.

The content of agriculture enterprise financing conference:

- ◇ Investment opportunity analysis for modern agriculture industry;
- ◇ How to regulate financial problems in the process of financing for agricultural enterprises;

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- ◇ The issues of agricultural enterprises in domestic market;
 - ◇ As an agricultural enterprise how to find financing investors;
 - ◇ Match making for agriculture enterprises.
- Sina Twitter Event—A communication platform for enterprises and visitors.
A video screen set up on-site for exhibitors and visitors, providing an online platform to promote their products, permitting visitors to have an introduction to exhibitors' products.
- Repeating last year's success, the **SNACKEX ASIA / China Snack Food** show floor featured a savoury snack food sampling area, hosted by Kerry Ingredients & Flavours, China. With more than 200 kinds of typical snack food collected from the global market, it was a grand feast for all the visitors.

As Asia's only trade show dedicated to the savory snacks and snack nut industry, **SNACKEX ASIA / China Snack Food 2011** met the majority of exhibitors and buyers requirements. Nevertheless, there are still some shortcomings and areas which need improvement for the future success of the event.

As **SNACKEX ASIA / China Snack Food** becomes more established we believe that more and more companies and visitors will participate in future events.

We are looking forward to meeting you all in 2012!

Organizers: China Chamber of Commerce for Import & Export of Foodstuffs
European Snacks Association
Foreign Economic Cooperation Center, Ministry of Agriculture, P. R China

Hosted by: China Chamber of Commerce for Import & Export of Foodstuffs
Beijing Talent-Expo Co., Ltd.

Supported by: Beijing Municipal Commission of Commerce
UK Trade & Investment

For more information, please visit: www.SnackfoodEx.com, www.SnackexAsia.com