COME EXPORT WITH US!
SIAL CHINA 2018
MAY 16-18
SHANGHAI NEW INTERNATIONAL EXPO CENTER (SNIEC)
SHANGHAI, CHINA

SIAL CHINA 2018
Asia’s largest food innovation exhibition.

SIAL China 2018, Asia’s largest and the 4th biggest food innovation exhibition in the world, promises to offer huge opportunities for your business. In 2016, this expo had a record number of visitors, exhibitors and exhibition squares. Altogether, 2,942 exhibitors from 67 countries showcased their latest products and food trends, attracting over 100,000 professionals inside 13 halls with 149,500 square meters.

FOOD SECTORS
Health & Organic Food
Frozen Food / Halal Food
Meat & Offal / Fruit & Vegetable
Delicatessen / Wine
Gourmet / Condiments
Canned Food / Cured Meat
Gourmet Chocolate
Fish / Dairy Products
Grocery / Olive Oil
Sweets & Snacks
Tea & Coffee

VISITOR PROFILE
67 represented countries*
30 regions*
61% from Asia*
88% will come back
2,942 Exhibitors
95% Exhibitor satisfaction rate
92% Exhibitor recommendation rate

* Based on 2016 figures

TOP COUNTRIES & REGIONS THAT VISIT OR EXHIBIT
China
South Korea
Taiwan region
USA
France
Brazil
Australia
Spain
Poland
Argentina

FACTS & FIGURES
• 867 exhibitors from 47 countries
• 19,930 sqm of occupied space
• Exhibitor satisfaction rate of 8/10
• 38,422 visitors from 124 countries

FUNDED IN PART THROUGH A GRANT FROM THE U.S. SMALL BUSINESS ADMINISTRATION
USA PAVILION ORGANIZED BY Imex Management

TRADE SHOW ENDORSED BY THE U.S. DEPARTMENT OF AGRICULTURE
Boost your export sales at SIAL China 2018

Why Exhibit in the USA Pavilion?

**High Visibility**
Small and medium-sized exhibitors can easily get lost in the crowd at a huge global show. The Pavilion is an opportunity for you to stand out. The prestige of the USA group stand is a focal point for visitors and trade press.

**Logistical Assistance**
A fully-assisted, exhibitor-friendly process from registration through show dates is assured by Imex Management in the U.S. and on-site in Shanghai.

**Exclusive Services**
Your business will be featured in the official show catalogue, online catalogue, USA Pavilion directory, free exhibitor badges, assistance with shipping, hotel arrangements, etc.

**Official USA Pavilion Booth Features**
Your complete turnkey booth will include all of the features you need for an effective participation:

- All-inclusive exhibit stand services
- Attractive booth design
- High quality wall-to-wall carpeting and lighting
- Signage with company name and booth number
- 1 table, 2 chairs, 1 lockable demonstration counter, and plants
- 1 electrical outlet
- Daily cleaning service and wastebasket
(Additional furnishings sold separately)

Prime Location
The USA Pavilion occupies a highly desirable central location on the floorplan.

Customized Look
The Pavilion booths have a modern design that may be customized to meet your specific needs at an additional cost. Add company graphics, a multitude of furniture upgrades, audio/visual equipment, high-speed internet, etc.

Support from the FAS
The Foreign Agricultural Service will provide pre-show and post-show market assistance, a pre-show market briefing, and will be present on-site to assist exhibitors.

Looking back at the USA Pavilion at SIAL China 2017*

- 107 USA Pavilion exhibitors
- 1,012 products showcased
- 2,225 contacts made and $160.8 million in projected sales over the next 12 months

*Source: USDA

Exhibitor Package Includes

- Market briefing and orientation by the Foreign Agricultural Service (FAS)
- A Turnkey in-line booth at the USA Pavilion at SIAL China 2018
- Paid exhibitor registration Fee includes entry in online catalogue and access client portal
- Shipping of product samples up to 100 lbs. (dry weight)
- To apply online, visit: texasagriculture.gov/GrantsServices/GrantsandServices/StateTradeExpansionProgram.aspx

For more information, contact:
grants@texasagriculture.gov or visit TexasAgriculture.gov

Booth design subject to change