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Shenzhen, 24.–26.04.2025



**Taste the Globe, Capture the Future**  
*Southern China's F&B market awaits you*

**2025 POST-SHOW REPORT**

Co-located with:



Organisers: 中国食品土畜进出口商会  
China Chamber of Commerce for I/E of Foodstuffs,  
Native Produce and Animal By-products (CFNA)

深圳市零售商业行业协会  
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# EXHIBITION OVERVIEW



Continuing the legacy of Anuga's global excellence, Anuga Select China 2025 successfully concluded from 24-26 April in Shenzhen. The event reaffirmed its position as a premier trade platform for the food and beverage industry in Southern China. Held alongside SIGEP China and LogiMAT China, it showcased a dynamic convergence of industry leaders, innovative products, and market trends, driving business connections and fostering sector-wide growth.

- **International buyers up 37%:** Strong demand in Europe & Southeast Asia highlights professional sourcing growth.
- **Enhanced two-way business matching:** Streamlined product display meets precise buyer needs, enabling efficient business pairing.
- **Tech and Innovation power:** FoodTec and new products fuel supply chain and retail evolution.
- **Tailored HoReCa events:** Empower brands to gain insights, capture demand, demonstrate applications and access channel resources.

35,000 m<sup>2</sup>  
Exhibition Area

603  
Exhibitors  
from 20 countries  
& regions

31,428  
Trade Visitors  
from 52 countries  
& regions

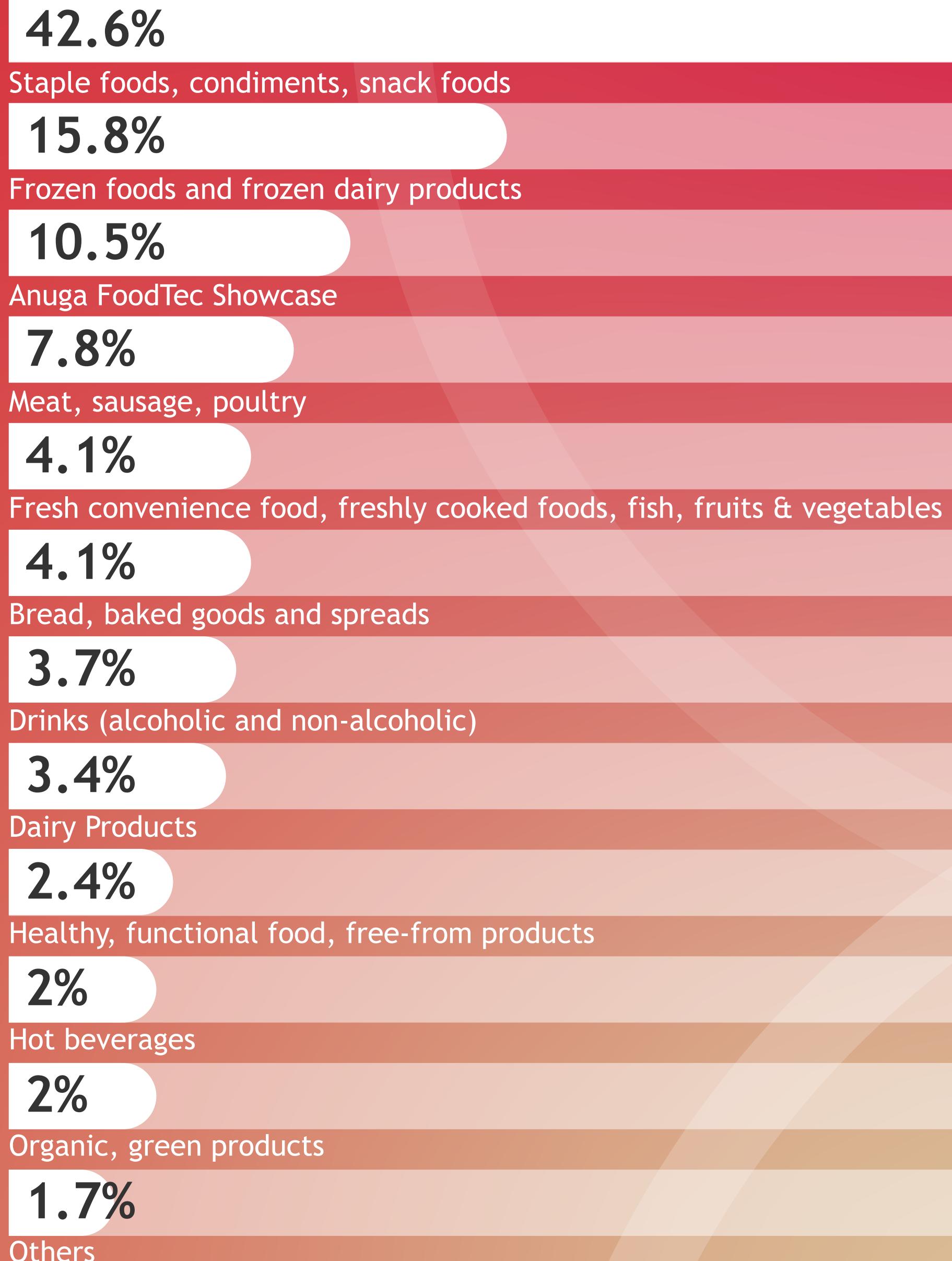


## EXHIBITOR PROFILES

### TOP 10



## PRODUCT CATEGORIES



# EXHIBITOR'S FEEDBACK

Yihai Kerry Foodstuffs Marketing Co., Ltd debuted Meadow Fresh at Anuga Select China, promoting premium dairy products, expanding offline and online customer base, and enhancing brand promotion. It successfully attracted many customers who showed keen interest in Meadow Fresh products, enhanced brand awareness, and facilitated offline and online cooperation exploration, boosting market expansion.

*Ms. Angel Sha  
Import Commodity Dept.  
Yihai Kerry Foodstuffs Marketing Co., Ltd.*

As a Thai seaweed snacks enterprise, we first joined Anuga Select China, gaining Chinese market insights, and connecting with target clients. During the exhibition, we engaged in significant exchanges with buyers across China, spanning a diverse range of distribution channels including supermarkets, hypermarkets, and retailers. These interactions have further deepened our insights into the consumer landscape in China.

*Mr. SAKSEREE TEERAVORAVONG  
International Trade China Team Manager  
Tao Kae Noi*

**82%**

Recognise Anuga Select China as a high-profiled platform for brand & product

**75%**

Established or maintained connections with target customers

**78%**

Express intention to participate in Anuga Select China 2026

**82%**

Highly recommend industry professionals to join Anuga Select China

INAC has participated in Anuga Select China since 2021 in a row. We have a good experience with this show. For us, China is a key market where we export one third of our beef. Particularly in Shenzhen, it is one of our key ports of entry with a lot of consumers aiming to have good beef. We look forward to introducing more Chinese consumers to the distinctive flavor of the Uruguay beef through Anuga Select China.

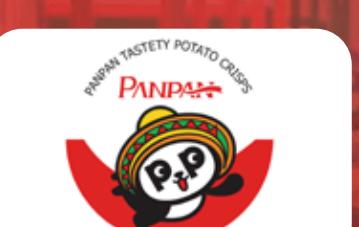
*Mr. Lucas Dávila  
Market Intelligence Expert  
Instituto Nacional de Carnes*

This year, we first joined Anuga Select China via a German Pavilion, spotlighting German product concepts. This exhibition's professionalism and high footfall created an ideal platform for showcasing products. Notably, on-site forums facilitated meetings with key clients like China Resources Vanguard and Tianhong, plus many potential distributors. Additionally, the holding time, April, is great for our annual business planning.

*Ms. Carol Wu  
Managing Director APAC Confectionary  
sanotact GmbH*



## EXHIBITORS OF THE CHOICE

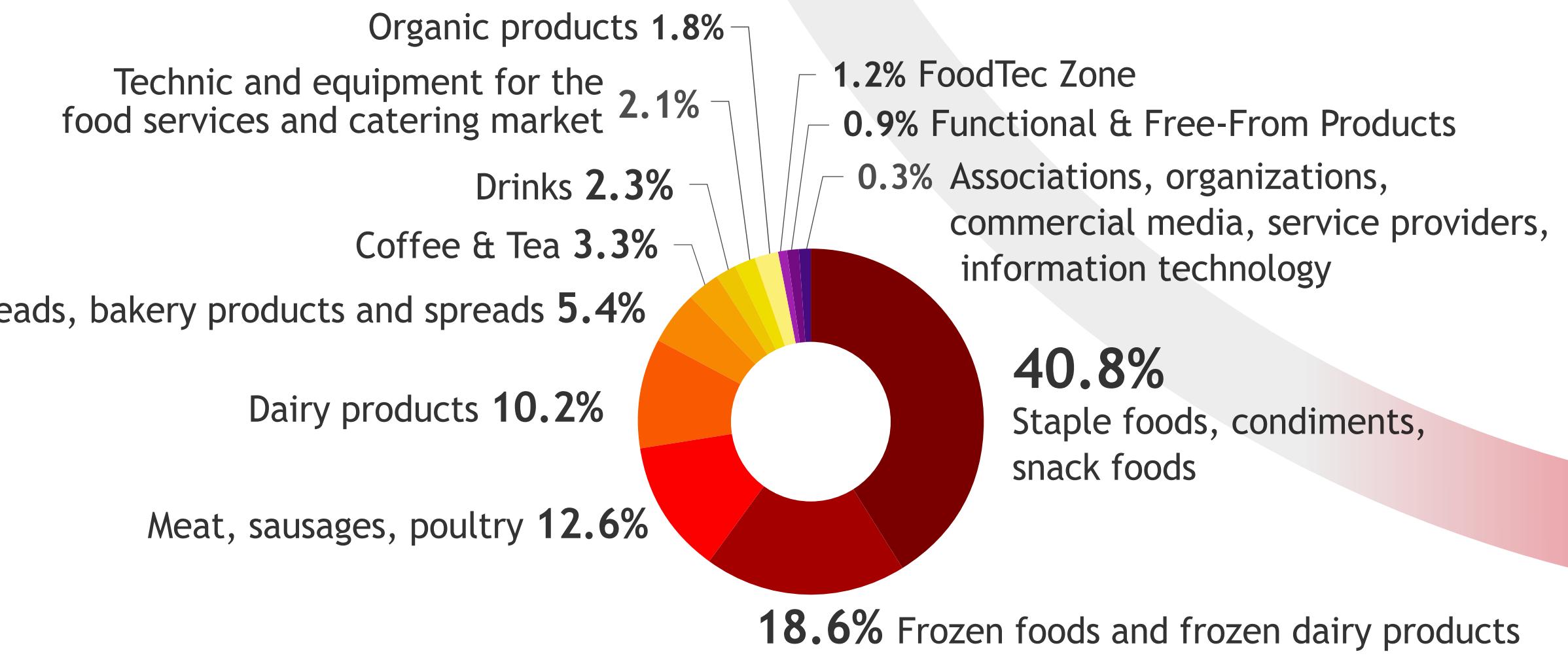


*\*Exhibitors are listed in no particular order.*

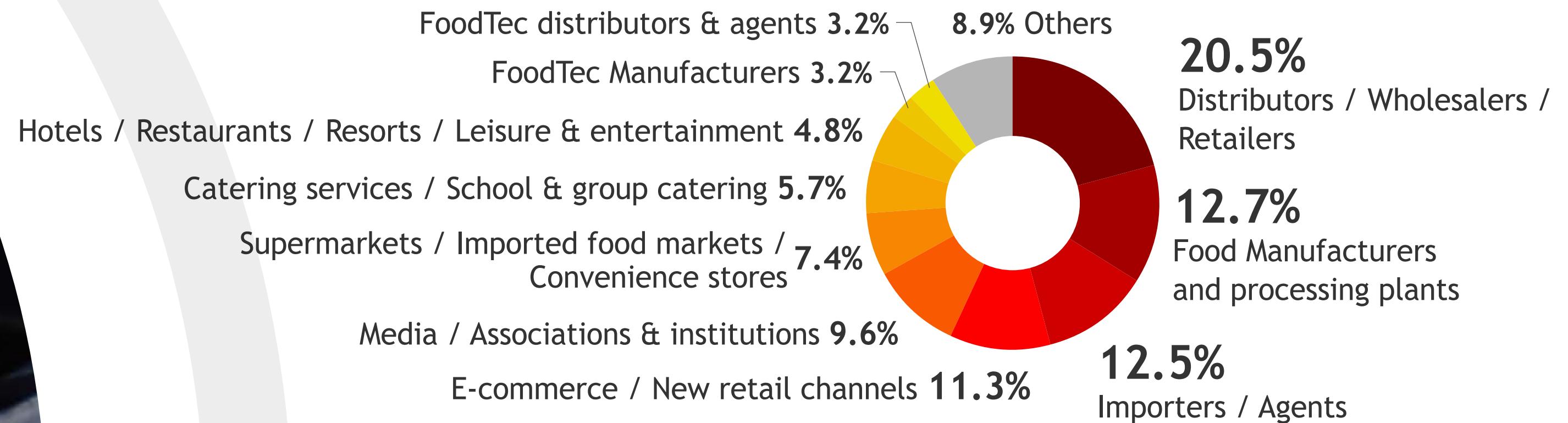
# VISITOR PROFILES



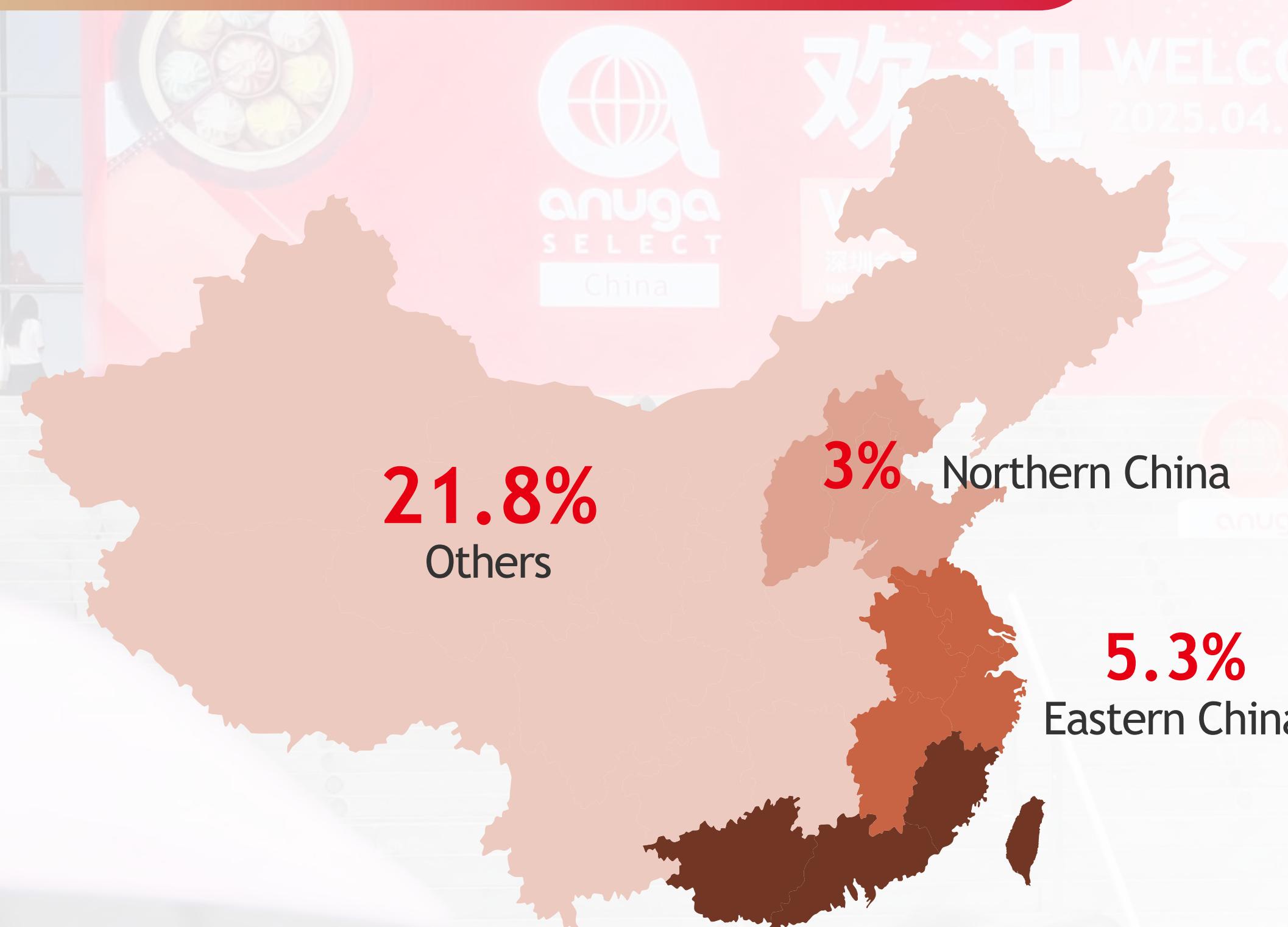
## VISITOR'S PRODUCTS OF INTEREST



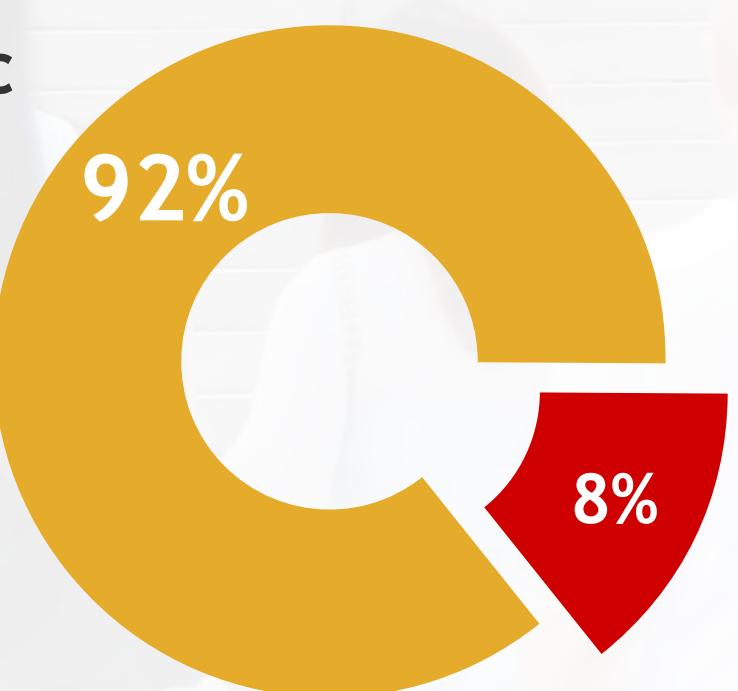
## VISITORS BY BUSINESS NATURE



## VISITORS BY GEOGRAPHICAL REGIONS



Domestic  
Visitors



## International Visitors

853 Overseas visitors  
From 52 countries & regions

## KEY BUYERS



\*In no particular order.



## VISITOR'S FEEDBACK

**72%**

Play role in the purchasing process

**80%**

Are satisfied with exhibitors and exhibits

**85%**

Have positive feedback on obtained industry and market information

**80%**

Highly recommend industry professionals to visit the show

**98%**

Plan to visit Anuga Select China 2026

## VISITOR'S TESTIMONIAL

“

Our company is engaged in the logistics sector. The purpose for attending Anuga Select China is to gain insights into logistics - related knowledge and the latest trends in the food industry, and to seek potential opportunities. We can feel the strong dedication to the food and beverage industry in Anuga Select China this year.

*Mr. Yunkai Zhang  
Sales Engineer  
China Super Box*

Our company is the airline catering company from Thailand. This is my first time in Anuga in China. We would like to look for the supplier for the frozen food and vegetable supplier and we also look for some of the food packaging as well. We could see a lot of variety and a lot of the good quality here in Anuga Select China.

*Ms. Weena Ruknarong  
Procurement Manager  
LSG Sky Chef (Thailand) Ltd.*

We're a Spanish company based in Qingdao. My purpose is finding new Chinese clients which are interested in buying paprika and chili powder. It was wonderful to see so many foreign companies. Because it helped me to give a really good landscape of what the industry looks like in Shenzhen.

*Mr. Rubén Sesma  
Sales Representative  
Sabater (Qingdao)*

I represent HotMaxx, a supermarket chain. This is our second time attending Anuga Select China to look for branded products such as snack foods, beverages and wines, and to explore potential partnerships with brands. We were particularly interested in products from the EU, Japan, South Korea, and Southeast Asia.

*Mr. Zhang Guole  
Director of Overseas Procurement  
Shanghai Xinguo Technology Co., Ltd.*

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# SUPPORTING PROGRAMMES

## INDUSTRY FORUMS

**70** Experts & speakers

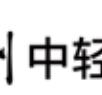
**43** Industrial trends & topics

**400+** Delegates from diverse industries

- The 4<sup>th</sup> Global Food Retail Market Trends Forum & Channel Matchmaking (2025)
- The 2<sup>nd</sup> Fermented Food and Nutrition Health Forum
- Food and Cold Chain Logistics Solutions Forum
- 2025 Greater Bay Area Selenium-rich Agricultural Product Brand Promotion Event



Partners



0 - 17:00



## GLOBAL INNOVATION TRENDS ZONE

Innova Market Insights experts shared 2025's top 10 global food & beverage trends on site, including personalized nutrition, gut health, plant-based naturality, flavor innovation and climate impact.

# FOOD & BEVERAGE TREND INNOVATION PIONEER AWARD



# Innova X ACH 2025

## FOOD & BEVERAGE TREND INNOVATION PIONEER AWARD



**TARO ENERGY ROLL TOAST**  
Carlos (Fujian) Food Co., Ltd.



**Dobby Bouncy Mango Juice Gummy Candy**  
Guangdong Dobby Biotechnology Co., Ltd.



**Grilled Eel in Unagi Sauce**  
Taishan Gongrong Food Co., Ltd.



**Omeli Coffee Cracker**  
Bao Hung International Joint Stock Company

**Xiaoyangren Stewed Pear**  
Xiaoyangren Group Miaolian Dairy Co., Ltd.

**Multi-Grains Rice Cracker**  
Sichuan Uncle Pop Foodstuff Industrial Group Co., Ltd.



**Xinqiji Puree of Black Wolfberry**  
Ningxia Wolfberry Goji Industry Co., Ltd.



# FLAVORS OF THE SEASONS, QUEST FOR THE CHEFS - SOLAR TERM CUISINE AWARD SELECTION AND COMPETITION

- 24** Executive chefs from star-rated hotels
- 48** Innovative dishes related to solar terms
- 4** Professional judges

Inspired by traditional Chinese solar terms culture, this competition has brought together elites from the catering industry in Shenzhen and researchers of food culture. It has also attracted the enthusiastic participation of numerous food lovers and has become a spotlight event at the exhibition site.



## Judge Panel



*Kong Pun Wah*

Managing Director, Carrianna Group



*Scott. Xu*

Chairman, Quanyue Food and Beverage Group



*Alan Sun*

Four Seasons Hotel, Shenzhen  
World Master of Cantonese Culinary Arts



# FLAVORS OF THE SEASONS, QUEST FOR THE CHEFS - SOLAR TERM CUISINE AWARD SELECTION AND COMPETITION



- Executive Chinese Chef, Pullman Hotel Shenzhen, Tony Su
- Sous Chef, Xingli Chinese Restaurant, The Ritz-Carlton Shenzhen, Haibo Wu
- Chinese Executive Chef, Park Hyatt Shenzhen, Leon Lian
- Chinese Head Chef, Shenzhen Airlines International Hotel, Zhen Wang
- Director of Culinary, InterContinental Shenzhen WECC, Michael Liang
- Head Chef, Carrianna Chiu Chow Restaurant ( Qianhai Branch ), Shukai Chen



- Executive Chinese Chef, Shangri-La Hotel Shenzhen, Yongxiang Zhou
- Executive Chinese Chef, Shenzhen Marriott Hotel Nanshan (Zhongzhou), Wayne Wang
- Executive Chinese Chef & Director of Zhuxilou Operations, Grand Hyatt Shenzhen, Qiucai Liu
- Executive Chinese Chef, Wyndham Hotel Shenzhen, Mike Liao
- Executive Chinese Chef, The St. Regis Shenzhen Qianhai OCT, Watson Chen
- Director of Culinary for North America & Shenzhen Region, H.L. Peninsula Catering Group, Wufen Huang



- Executive Chef, the G Shenzhen, A Tribute Portfolio Hotel, Yali. Su
- Head Chef, Vanke Business Reception Center, Haidong Zhu
- Chinese Head Chef, DoubleTree by Hilton Shenzhen Airport, Edwin Feng
- Executive Chinese Chef, JEN Shenzhen Qianhai by Shangri-La, Eric Sun
- Culinary Instructor, Shajing Vocational Senior High School, Shenzhen, Wang Shuai
- Executive Chef, Sheraton Grand Shenzhen Futian Hotel, Jack Gong



- Head Chef, Yincheng Chinese Restaurant, Conrad Shenzhen, Owen Ou
- Director of Culinary, ROYAL ORCHIDS GARDEN, CHUNG KUY FAI
- Executive Chef, HNA Westin Hotel, Franklin
- Deputy Executive Chinese Chef, Four Seasons Hotel Shenzhen, Rihuang Quan
- Executive Chef, VIP Lounge, China General Nuclear Power Group (CGN), Steven He
- Head Chef of Chinese Banquets, The St. Regis Shenzhen, Zhengkun Lu



# FOODIE SPACE - GOURMET TASTING EVENT “AUSSIE BEEF MATES CHINA SHOWCASE EVENTS - SHENZHEN”

**40+** Executive chefs from star-rated hotels

**15+** Heads of high-end catering brands

**10+** Beef traders

**5+** Authoritative food & catering media reps

Presented by Meat & Livestock Australia and Queensland Government Trade & Investment, the "Australian Beef Ambassador China Tour - Shenzhen" tasting event showcased Australian beef via immersive kitchen scenes, inviting 70+ industry professionals to discuss quality, cooking and market potential.



# HOSTED BUYER PROGRAMME

## 2 Workshops on Import & Export

New-Quality Productivity x PEOP:

A new driving force for brand building  
and marketing of domestic and foreign enterprises

Interpretation of China's Import Food and  
Agricultural Products Access Policies and Regulations

## 4 Themed Procurement Sessions

Southeast Asia Market Procurement

The State Farm Commerce Matching

Community Group Selection

E-commerce Platform Sourcing

**611** One-on-one Meetings





# HOSTED BUYER PROGRAMME

## BUYER DELEGATION TOUR

**17** in-depth cooperation  
with industry organisations

**1,000+** trade buyers across  
8 delegations

Cooperate with industry associations and media partners to invite trade buyers, including distributors and catering channels from markets such as Guangzhou, Zhuhai, Huizhou, Dongguan and Shenzhen, to visit exhibitors in groups for in-depth trade cooperation negotiations.



\*In no particular order.

# MEDIA & EXPOSURE CAMPAIGN



100+

Media



2,000+

Press Coverage



898,757

E-marketing  
Outreach  
EDMs & SMS



4,851,444

Social Media  
Exposure



2,738,803

SEO/SEM  
Widespread

 Baidu 百度

 Google

# MEDIA & EXPOSURE CAMPAIGN





*See you next year*

27.-29.04.2026

SHENZHEN, CHINA

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