

European SME Food & Beverage Brands Shine at the World of Food Beijing

TAGS

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From November 18th to 20th, 2015, the EU SME Centre helped a number of European SME food & beverage brands exhibit successfully at this year's World of Food Beijing – the largest international food exhibition in Northern China, connecting them with major Chinese importers, distributors, E-commerce platforms, industry experts and intermediary organisations.

The brands that joined the dedicated European SME Pavilion include Chocolate Naïve from Lithuania, Fuchs Wine from Germany, VitalGrana from Spain, Green Cola from Greece, D'Ascensão from Portugal and a collection of brands from Northern Ireland of the UK.

The event also provided a unique opportunity for new brands to test their products in the Chinese market, collect feedback from distributors and consumers and adapt business strategies to minimize risks.

China is now the world's largest food and drink market, having surpassed the US in 2011. It is forecast to be the largest imported food market by 2018, as living standards go up and consumption patterns transform. Confidence in food quality and safety is the chief driver of growing Chinese appetites for imported produce, as highlighted in recent reports published by the EU SME Centre.

The EU SME Centre's booth at World of Food Beijing 2015

Business meetings were carried out in the European SME Pavilion at World of Food Beijing 2015

D'Ascensão wines from Portugal attracted a professional photographer

Chocolate Naïve's booth at the Pavilion

Green Cola's booth at the Pavilion

VitalGrana's booth at the Pavilion Northern Ireland's booth at the Pavilion Fuchs Wine's booth at the Pavilion

About the EU SME Centre

The EU SME Centre helps EU SMEs prepare to do business in China by providing them with a range of information, advice, training and support services. Established in October 2010 and funded by the European Union, the Centre has entered its second phase which will run until July 2018.

The Centre is implemented by a consortium of six partners – the China-Britain Business Council, the Benelux Chamber of Commerce, the China-Italy Chamber of Commerce, the French Chamber of Commerce in China, the EUROCHAMBRES, and the European Union Chamber of Commerce in China.

About the World of Food Beijing

The 2nd edition of World of Food Beijing – powered by Anuga will be held on November 18-20, 2015 in its namesake city at the China National Convention Center. Occupying a total area of 35,000sqm, comprising 25,000sqm of showcase area with more than 600 exhibitors, and 10,000sqm of conference and activity zone, the event is poised to showcase a wide array of foodstuff, including fine foods and imported foods, dairy products, bread and bakery, meat and seafood products, frozen foods, sweets and snack foods, coffee and tea, olive oils and edible oils, alcoholic and non-alcoholic beverages, fruit and vegetable products, organic foods, and catering services. More than 45% of the exhibitors will hail from abroad and over 24,000 trade visitors are to be expected. To find out more, visit: <http://www.worldoffoodbeijing.com/>