



# 21<sup>st</sup> Allfood Expo & 15<sup>th</sup> ICFEX (Shanghai)

## Show Report

### Dear exhibitors and visitors:

The 21<sup>st</sup> Allfood Expo & 15<sup>th</sup> ICFEX, held on September 12-14, supported by the China Food Association, hosted by Beijing Landpeace Exhibition, and organized by Ningbo Landpeace, Shenzhen Landpeace, successfully concluded at the National Exhibition and Convention Center. The summary report of the work of this exhibition is as follows:

### 1. Overview

Name: 21<sup>st</sup> Allfood Expo & 15<sup>th</sup> ICFEX ( hereinafter referred to as Shanghai Allfood Expo)

Date: September 12~14, 2023

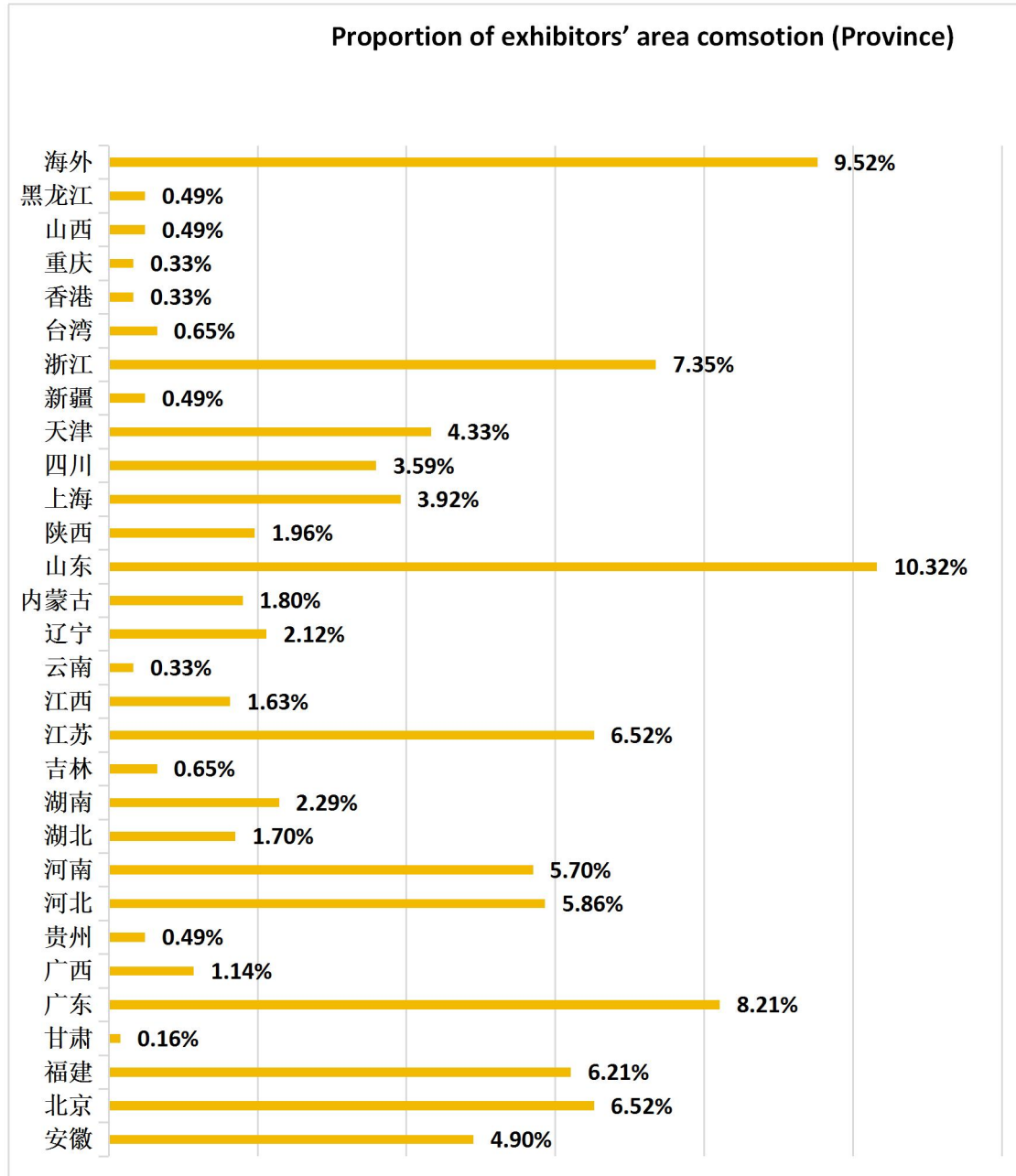
Venue: Hall 1.1, 2.1, National Exhibition & Convention Center, Shanghai

### 2. Thousands of exhibitors, the exquisite booths account for 80%

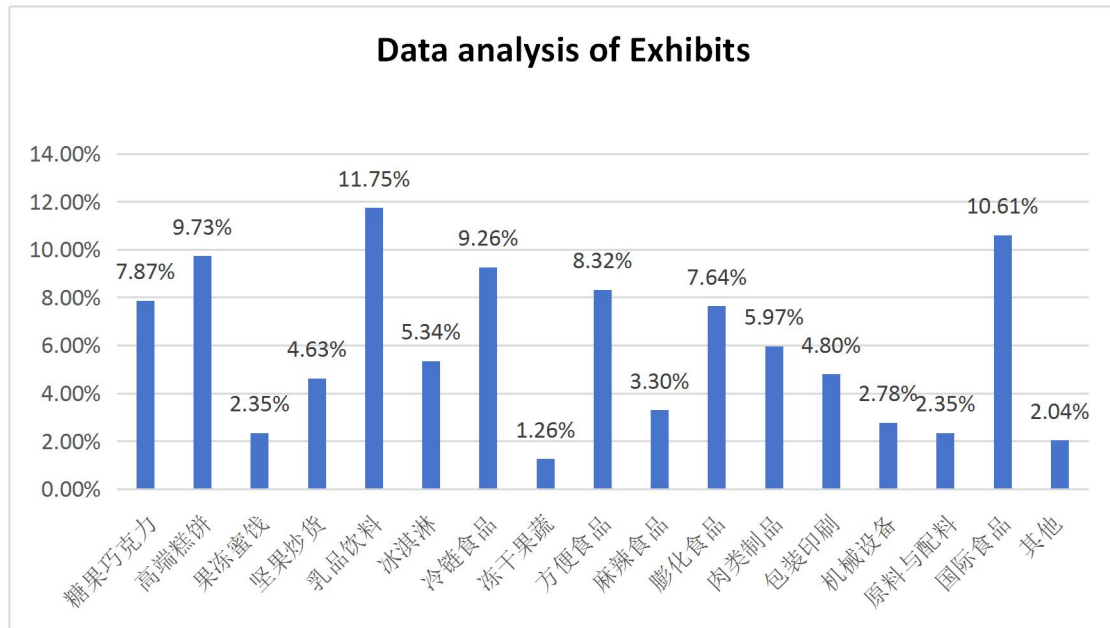
Supported by China Food Association, sponsored by Beijing Landpeace Exhibition Co., Ltd., undertaken by Ningbo Exhibition Co., Ltd and Shenzhen Landpeace Exhibition Co., Ltd., and co-organized by iallfood, China Candy, Food Capital, Beverage Marketing and Snack News, the 21<sup>st</sup> Allfood Expo & 15<sup>th</sup> ICFEX ( Herein after referred to as Allfood Expo), from September 12 to 14, was successfully held in Hall 1.1, 2.1 of the National Exhibition and Convention Center.

Through the Allfood Expo WeChat Mini Program, the exhibition realizes the innovative form of combining online preview and offline exhibition. The offline exhibition area is divided into 4 exhibition halls, including imported food, trendy food, and snack food zone; ice cream, frozen food, and prepared dishes zone; fresh food and ingredients zone; beverages, etc. zone. About 1200 companies from more than 30 countries and regions, such as the United States, Germany, Sweden, Greece, Malaysia, Turkey, Afghanistan, Indonesia, Mexico, Russia, Uzbekistan, Iran, South Korea, mainland China, Hong Kong, Macao and Taiwan jointly released high-end food and beverages, imported foods, trendy foods, online celebrity foods; candy, chocolate, pastry, jelly, roasted seeds and nuts, candied fruit, soy products and meat products and other leisure foods. Tens of thousands of new products, including ice cream, prepared dishes, frozen food; cartoon food, food for pregnant women and children; dairy products, food and beverages, etc. A more professional and high-end food industry event came to a successful conclusion in the golden

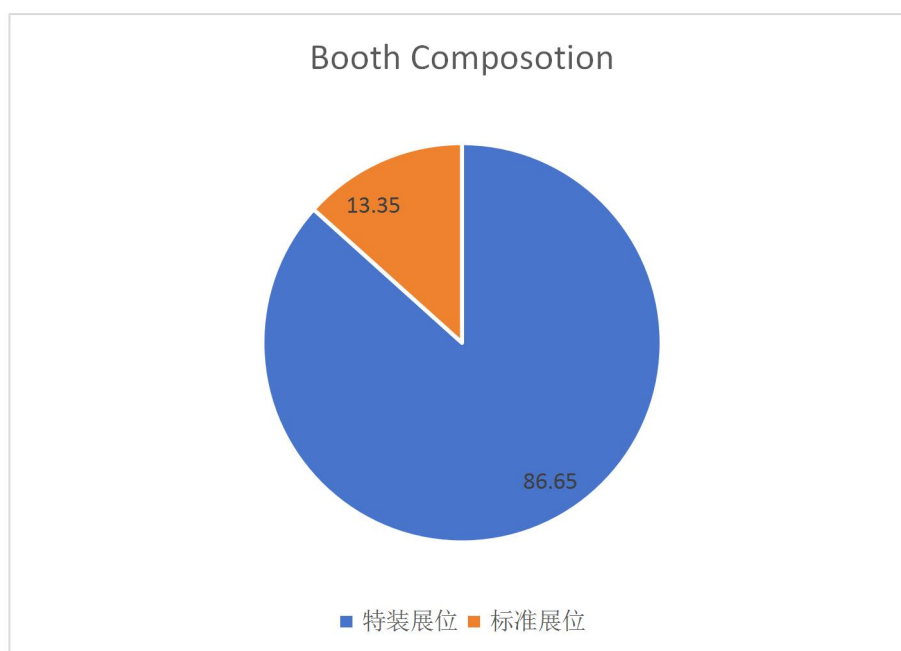
autumn of September.



This year's Allfood Expo has attracted more than a thousand high-end food companies from home and abroad to participate in the exhibition. Among them, food companies in Shandong accounted for 10.32%, food companies in Guangdong accounted for 8.21%, and food companies in Zhejiang accounted for 7.35%. Meanwhile, overseas food companies accounted for as high as 9.52%. It can be seen from the figure that the proportion of food enterprises from provinces with large food industry bases far exceeds that of enterprises from other provinces and cities, and overseas food companies' participation in the exhibition reached a new high.



The products exhibited at this year's Allfood Expo include candy and chocolate, baked cakes, jelly pudding, roasted nuts, candied fruit, meat products, convenient meal replacement foods, dairy beverages, mechanical packaging, brand planning, ice cream, prepared dishes, frozen foods and many other varieties. Among them, dairy beverages accounted for 11.75%, international food accounted for 10.61%, baked cakes accounted for 9.73%, , and cold-chain products accounted for 9.26%.The number of exhibitors in these four categories is far ahead.

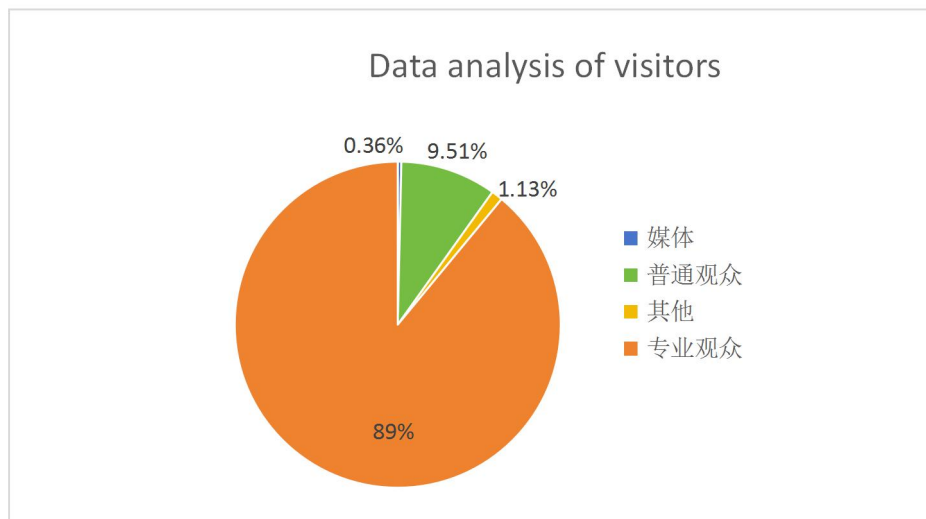




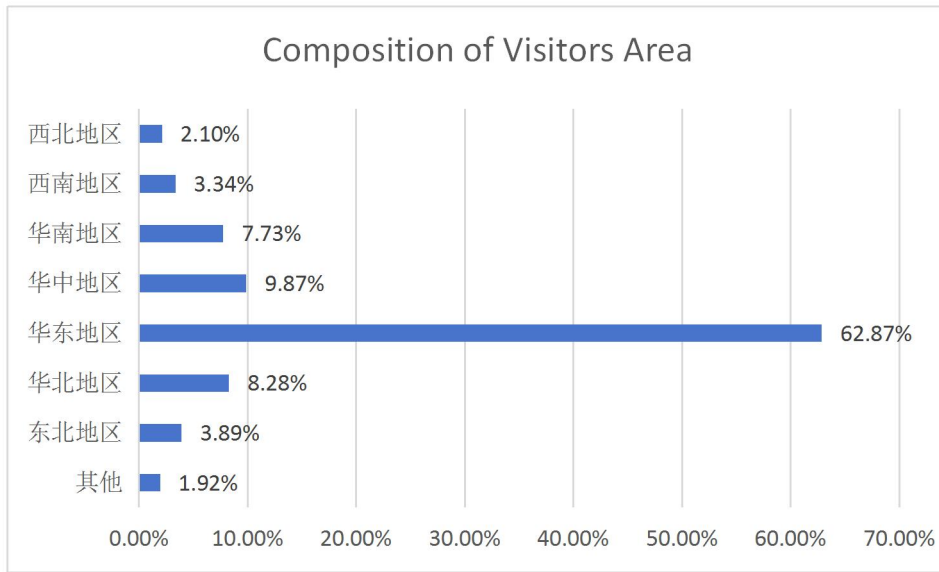
86.65% of the total booths at Shanghai Allfood Expo 2023 are exquisite booths. Hall 1.1 is a comprehensive food zone, while Hall 2.1 is an imported food, snack food, trendy food, and beverages zone. Among them, many brands of food companies have made their debuts, with minimalist style, gorgeous style, retro style, Nordic style, pastoral style, etc., most of which integrate corporate culture, brand highlights and booth creativity.

### 3. The number of visitors reached 119,138, and professional visitors accounted for 89%

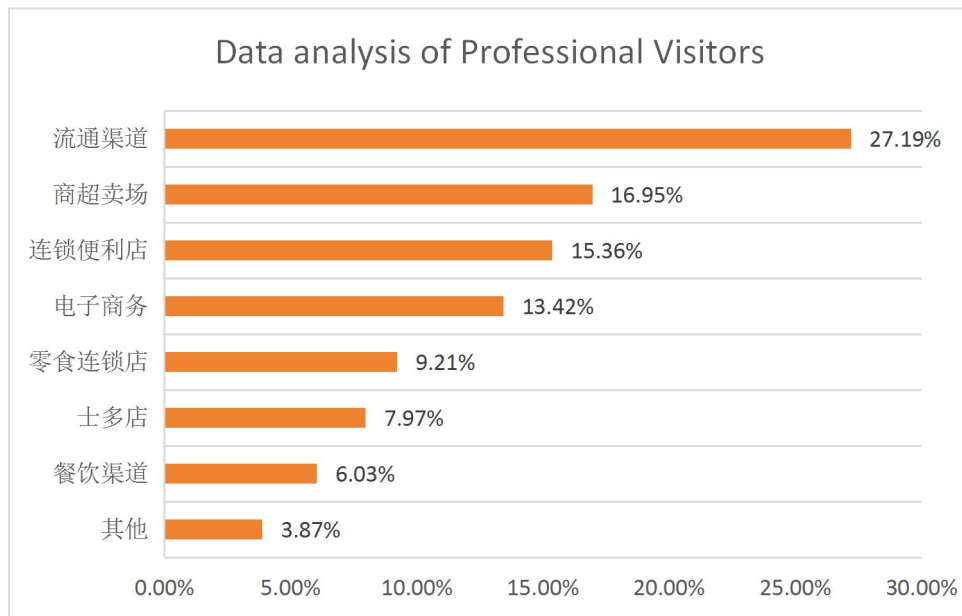
The exhibition attracted 119,138 visitors. Through measures such as on-site ticket sales and pre-registration, the proportion of professional visitors at this year's Allfood Expo Expo has further increased, reaching 89%.



The Shanghai Allfood Expo has a total of 119,138 visitors. Among them, 106,033 professional visitors (distributors, professional buyers, food companies) accounted for 89%.



Among all the professional buyers in this exhibition, visitors from East China accounted for the highest proportion, reaching 62.87%, followed by visitors from food consumption and production areas in Northern China and Southern China.



According to statistics, among all the professional buyers of this exhibition, buyers from circulation channels accounted for the most, reaching 27.19%, buyers from supermarkets accounted for 16.95%, convenience store chains accounted for 13.42%, and snacks chain and stores buyers accounted for 9.21%, 7.97%. Compared with previous editions, the proportion of audiences on snacks stores has increased significantly. The proportion of circulation channels decreased slightly.



#### **4. Abundant supporting activities**

During the exhibition, a number of high-end supporting activities in the industry were held. Among them, a number of leading brand activities in the industry, including "2023 China Ice Cream & Frozen Food Marketing Forum (Autumn)", the 2023 China Snack Chain Innovation Forum with the theme of "Everything Can Be Snacked", the 2023 International High-end Food Annual New Product Launch Conference (Autumn), the 2023 Plant-Based Innovation Forum (Shanghai), and the Power of Packaging - Asian Food Packaging and printing innovation forums, etc., push Shanghai Allfood Expo to a new level.

On the morning of September 12, the 2023 China Barbecue and Catering Conference was successfully held in NECC Hall 1.1. The event was very lively. Wang Haining, a well-known marketing expert, director of the ICFFEX Organizing Committee, and GM of Landpeace Exhibition, Zhang Li, Liske Barbeque Supply Chain, Chairman of Liske & founder of Ice City Bar, Zhu Jiang, Beijing Aichuang Technology Co., Ltd., product director of the store, Song Qing'an, founder and GM of Jinquan BBQ supply chain, and many other industry experts spoke in turn to share their views, and the audience gained a lot.

On the afternoon of the 12th, the 2023 China High-end Food and Beverage Marketing Forum (Autumn), which has attracted much attention in the industry, was successfully held. President He Jihong delivered a speech on behalf of the China Food Association. Wang Haining, a well-known marketing expert, director of the Allfood Expo Organizing Committee and GM of Landpeace Exhibition, said in his speech that based on the 8 consecutive sessions held in Ningbo, it moved to Shanghai, the economic capital of China this autumn. This means that the internationalization process of Allfood Expo has been fully launched. I hope that all domestic and foreign food companies and channel partners will seize this opportunity and achieve greater self-achievement. During the event, the organizers released the Top 100 gold sellers of China candy and snacks, the Top 100 gold sellers of high-end confectionery in China, the Top 50 gold sellers of cartoon toys and food in China, the Top 50 gold sellers of beverages in China, the Top 25 merchants in China, as well as the top 25 E-commerce merchants of candy and snacks in China, are among the top lists in many industries. Hundreds of award-winning gold medal dealers came to the stage with excitement to receive their awards. For a time, the entire venue was filled with a warm and joyful atmosphere, pushing the entire event to a climax.

On the morning of the 13th, the 2023 China Ice Cream and Cold Chain Food Marketing Forum (Autumn) kicked off. During the forum, He Jihong, President of China Food Association, Wang Haining, a famous marketing expert and GM of Allfood Expo, Zhang Hao, Chairman of Suzhou Komiku Ice Cream, Qiu Xuzheng, GM of Qingdao Jinrongtai Food, Hou Junwei, dairy marketing expert and GM of Shanghai Ruinong Consulting, Zhou Tong, head of Tmall's chilled food industry, Zhang Wei, founder and chairman of Shanghai Yishu Information Technology, Su Xiaodong, a practical live-streaming e-commerce expert and senior food industry trader, Xiao Zeyu, founder of Shanghai Zero Penguin Ice Cream and other Chinese ice cream experts, entrepreneurs, executives, distributors and suppliers from the cold chain food industry were invited to attend this industry event and gave wonderful speeches and case sharing at the



scene. The audience at the scene expressed that they hope there can be more such wonderful forum activities and they are still unsatisfied! At the end of the forum, the list of "Top 100 China Ice Cream and Frozen Food Gold Sellers in 2023" was released. The award-winning units all expressed their gratitude to the platform of ICFEX for their recognition. The award of such an honor is very important to dealer companies. It is both encouragement and motivation, motivating everyone to actively contribute to the development of the ice cream industry.

On the morning of the 13th, the 2023 China Snack Chain Store Innovation Forum with the theme of "Everything can be snacked" was held at the same time. Wang Haining, a well-known marketing expert, director of the Allfood Expo Organizing Committee, and GM of Landpeace Exhibition, Ding Jie, GM of Zhejiang Yangchanji Enterprise Management Co., Ltd., Li Lei, president of Liaocheng Haojiayi Biological Dairy Co., Ltd., Tan Zhiwang, the consumer investor, Ren Xiaodong, founder of Rubik's Cloud Marketing Strategy Consulting and snack chain research expert, Yao Ye, head of the course group of Zhejiang Lemeng Software Customer Success Department, and Zhang Guoqing, co-founder and deputy GM of Hunan Snack Preferred Brand Management Co., Ltd., delivered wonderful keynote speeches. At the same time, the "Top 100 China Snack Chain Stores in 2023" list was released.

On the afternoon of the 13th, the 2023 International High-end Food Annual New Product Launch Conference (Autumn) with "Food + Beauty" as the highlight was held as scheduled. The site attracted hundreds of food experts, food distributors and distributors to stop by. This new product launch conference continues the tradition of previous launches, that is, using the form of a beauty catwalk, hundreds of annual new products including high-end food, imported food, trendy food, snack food, dairy beverages, ice cream, and cold chain food industries were released on-site.

The host's narration, lighting, and music sounded simultaneously, pushing the atmosphere to a climax, and cooperation was achieved while talking and laughing. Professional buyers from all over the world commented on the entire event as exciting and meaningful.

In addition, the "Go with Plant - Plant-Based Food Innovation Forum" and the "2023 Asian Food Packaging and Printing Innovation Forum" were held simultaneously in the business activity areas of Hall 2.1 and Hall 1.1 respectively, and received unanimous praise without exception. This is due to the Allfood Expo Organizing Committee's market insights and continued attention to and in-depth exploration of hot topics in the industry. For dealers, exhibitors, and many people in the industry, the multiple forum activities held during the 21st Allfood Expo and the 15th ICFEX are a rare industry feast!

## **5.2023 Allfood Expo has received praise from many parties**

He Jihong, President of the China Food Association, said in her speech that the successful holding of the 21st Allfood Expo in Shanghai for the first time proved that the Allfood Expo is accelerating to integrate with the world and bring more high-quality products and brands to Chinese consumers. At the same time, it also helps Chinese brands go global. As one of the leading exhibition platforms in the food industry today, Allfood Expo carries the expectations of more food manufacturers and consumers!



Wang Haining, a well-known marketing expert, director of the Allfood Expo Organizing Committee, and general manager of Landpeace Exhibition, said at the scene that the 2023 Shanghai Autumn Allfood Expo and ICFEX is an industry event that the entire food track has been waiting for for a long time. It is also a rare and excellent opportunity for manufacturers to communicate and cooperate. It is an important platform for domestic and foreign high-quality brands and products to "bring in and go out", and it is also a key link to accelerate the upgrading of the entire consumer industry.

Ding Qiang, general manager of Hongyihang (Shandong), said: "In addition to efficient product selection during the exhibition, we can also continuously recharge ourselves through rich forum activities to learn more about the segmented business formats and business opportunities in the industry. It's truly an enrichment that is really fulfilling."

Feng Jincai, general manager of Linyi Shanzhayuan Food Co., Ltd., said when talking about the investment results: "During the exhibition, there was an endless stream of professional buyers who came to our booth for consultation. In the past two days, there have been three to four hundred dealers who have left their contact information and are interested in cooperating. "

Wang Ping, general manager of Hangzhou Yuebing Trading, said: "This is a grand event for the ice cream and cold chain food industry. Every exchange and learning we can have together is a rare and unforgettable experience. Everyone's views on different brands, channels, and business formats are of reference significance. "

## **6. Problems and Deficiencies**

This exhibition has achieved relatively satisfactory results. While receiving positive comments from all parties, we have also heard opinions and suggestions from exhibitors, audiences, media, etc., such as:

1. Exhibits at the exhibition can be further subdivided.
2. The breadth of event invitations can be further improved.
3. The admission of non-professional audiences and unqualified marketing personnel should be strictly controlled at the venue.
4. The number of exhibitors can be increased to expand the scale of the exhibition.
5. For exhibitor vehicles, the vehicle routes and procedures for move-in and move-out can be informed in more detail.

*"2023 Shanghai Allfood Expo" has successfully concluded. Thanks to the affirmation and encouragement from all walks of life. For the existing deficiencies, our organizer will fully absorb the opinions of all parties, strictly enforce our own requirements, and strengthen standardized*





*management and on-site management. The purpose of our exhibition is to provide an efficient and professional platform for food manufacturers to communicate and trade, so as to promote the benign and healthy development of the industry. At the same time, it is necessary to make the Chinese food industry develop in a more prosperous direction, so that every manufacturer has no difficult business. We look forward to extensive cooperation from all walks of life to make the "Allfood Expo" a more professional, authoritative and influential brand exhibition. If you have any suggestions or comments on our work, please let us know, so that we can improve in time and serve you better! Thank you for your support and help!*

**Allfood Expo Organizing Committee**

**Landpeace Exhibition Co., Ltd**

**September, 2023**