VeggieWorld Hangzhou 2019

May 17th to 19th

POST SHOW REPORT

1st VEGGIEWORLD IN CHINA

From May 17th to 19th 2019 VeggieWorld made its first appearance in China - in the metropolis of Hangzhou, about an hour's train ride south of Shanghai.

With around 50 brands from 7 countries, China's first professional veggie trade fair offered a varied selection of different products - all 100% vegan.

In addition to the best national brands, such as GoVegen, Peasup or Soul Magic, world market leaders from the USA, such as Beyond Meat, Vitamix, JUST or Silk were also represented as exhibitors. Also from Europe numerous companies made their way to China and presented brands like VITAM, Bianco di Puro, Veganz, La Lunette or Vegan Travel.

With 19,653 visitors, the exhibition hall was more than crowded on all three days. In addition to numerous very interested consumers, more than 800 trade visitors also made their way to Hangzhou. The feedback from the exhibitors was therefore overwhelming.

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POSITIVE FEEDBACK FROM EXHIBITORS

David Yeung, CEO Green Monday (Distributor for brands like Beyond Meat, Omnipork or Aiyala)

"On the one hand, it was important for us to get direct feedback from end consumers. On the other hand, as a distributor we are naturally looking for new customers from the gastronomy, hotel and retail sectors. All our needs were satisfied at VeggieWorld. The cooperation with the organizers of VeggieWorld was very professional and friendly. We are very happy to have been present at the premiere and have already confirmed our participation for next year."

Will Schafer, Vice President Marketing at Beyond Meat

„It was very exciting to see how much interest there was for Beyond Meat and that our Beyond Burger was so well received. I was there supporting our distributor Green Monday. The fair was very well organized. I made some interesting trade connections, but the best part was seeing consumers."

Joshua Tetrick, founder of JUST

"I was honored to speak at VeggieWorld about our company's mission to help everyone eat well and share our excitement about launching our innovative plant-based JUST Egg in China – one of the world's most important economies and home to 20% of the global population. I was inspired by attendees' enthusiasm for delicious, healthier and more sustainable food production. We look forward to building upon some the new relationships we made in VeggieWorld."

POSITIVE FEEDBACK FROM EXHIBITORS

Eric Brent, founder of Happy Cow

"It was exciting to join the first VeggieWorld in China as I have already been to numerous VeggieWorlds in Europe. I had a great time and made many new contacts. It will be interesting to see the progression of events in China going forward."

Hui Li , founder of Slow Lane

„VeggieWorld China has brought me a lot of harvest and too many things worth thinking about. How to practice and promote the dreams is a reality that I and many other independent small operators must face. Through VeggieWorld China, I can have a close contact with pioneers from Europe and America, and have the opportunity to get acquainted with people from Hongkong,Taiwan, and other Asian countries who are striving for their dreams."

Paul Wollersheim, CEO of Bianco di Puro

„It has been a great experience at VeggieWorld Hangzhou! Through this platform in China, we have the possibility to connect with the very health oriented public. It's great to see that they are satisfied with our Bianco Di Puro blenders, to help live a nutritional life!"

VEGGIEWORLD FORUM

In addition to the 50 brands at the fair, the organisers presented a high-quality expert forum on vegan lifestyle on Friday afternoon.

Speakers were among others JUST founder Joshua Tetrick, Shirley Lu from ProVeg China, Hazel from Veg Planet or Scarlett from City Shop.

More than 250 guests followed the program with great interest and went home with new ideas and lots of inspiration.

GOOD MEDIA COVERAG

Numerous magazines, online forums and publishers followed VeggieWorld and reported extensively. Here are some selected examples:

YISUJIE -- https://mp.weixin.qq.com/s/TylElqvztmLnNzPtL4sd_g

taihewanwu -- https://mp.weixin.qq.com/s/OgX5kbEGkksPhqzkTM8fUg

Hangzhou City Vegan Diet Association -- https://mp.weixin.qq.com/s/yK0vDHBJjw10ptUbCcHUAg

Hangzhou Expat -- https://mp.weixin.qq.com/s/CrlBwgtlqKKdJsIEWqjWEQ

Peta Asia -- https://mp.weixin.qq.com/s/M_QQFBip_8y0xVly1uGBew

ProVeg International -- https://mp.weixin.qq.com/s/UWOsnbveBQxE7nY65YKNtw

Veg Planet -- https://mp.weixin.qq.com/s/fioesPQpdhkbaT8PcmkUig

Vegans of Shanghai -- https://mp.weixin.qq.com/s/NYrQfylmYNHsg0ZVLBezHw

Vitamix -- https://mp.weixin.qq.com/s/TS25DOQIxX-ZSDXXGTE2IA

HOPE -- https://mp.weixin.qq.com/s/xFg7s9QkVzemv2wvPlus4w

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PHOTOS AND VIDEOS

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FUTURE OF VEGGIEWORLD IN CHINA

After this promising start of VeggieWorld in China the organizers Fair Connections (China) and Wellfairs GmbH (Germany) are already planning the second edition. Numerous exhibitors and visitors expressed their wish to move to the business metropolis of Shanghai.

"We will be happy to comply with this request", says Wellfairs CEO Hendrik Schellkes. „The second edition of VeggieWorld in China will be held from May 15th to 17th 2020 at Shanghai Exhibition Center. We are thus offering national and international specialist buyers in Shanghai an easy purchasing opportunity, as the largest professional food show in China (SIAL China), as well as Biofach China will be held from 13th to 15th May 2020 in Shanghai.

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VeggieWorld Shanghai 2020

May 15th to 17th

Shanghai Exhibition Centre

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