

VEGGIEWORLD. THE TRADE FAIR FOR A VEGAN LIFESTYLE.

**FUTURE FOOD FORUM CHINA 2019 &
VEGGIEWORLD BEIJING**

**08-10 Nov. 2019
VEGGIEWORLD BEIJING
BEIJING INTERNATIONAL
CONVENTION CENTER**



**Future
Food
Forum
2019**

**PRO
Veggie
world**
PLANT-BASED BUSINESS

THE GREAT CULTURE AND TRADITION IN CHINA

As a new way of life, plant-based lifestyle shows the cultural idea of modern people return to nature, return to health and protect the earth 's ecological environment. The history of plant-based life culture, especially vegetarian culture, has a long history in China. The history of plant-based diet and culture in China can be traced back to 200BC - The Han Dynasty, when a special dish - tofu appeared. The invention of tofu greatly enriched the connotation of plant-based diet and added many patterns to the cuisine. Around 300 During Northern Song Dynasty, the shops and restaurants specializing in plant-based diet gradually became popular, over hundred types dishes were made from plant-based. In the next thousands years, plant-based diet developed dynamically, especially in the Qing Dynasty, plant-based diet culture finally formed three branches, Royal dishes, temple dishes and the folk dishes, and passed on generation by generation till now.

Nowadays, plant-based diet and lifestyle have become fashionable in China. The combination of plant-based diet and science is more novel and diversified, and therefore more respected.



GREAT MARKET POTENTIAL FOR PLANT-BASED PRODUCTS

The market of plant protein based meat and dairy is booming. The global market of plant protein diet is expected to be worth \$5 billion by 2020, and the global market of dairy substitution is expected to be worth \$19.5 billion by 2020. By 2054, plant-based diet will account for one-third of the whole food industry.

As in many other industries, China is catching up quickly and is seen by all leading experts as the country with the greatest growth in plant proteins and vegan products in general in the future.

China already has the most vegan people in the world with over 20 million in absolute terms. With 17.2% between 2015 and 2020, China is the fastest growing market for vegan foods in the world.

VEGGIEWORLD.

THE TRADE FAIR FOR A PLANT-BASED LIFESTYLE.

-- The World 's Oldest and Largest Professional Plant-Based Products Expo.

The first Veggie World was held in Frankfurt, Germany in 2011, recognized by the industry and grew rapidly. In 2014 Wellfairs started to grow the VeggieWorld series quickly and in 2019 VeggieWorld will be hosted in 19 major cities in 10 countries in Europe and Asia. Among the VeggieWorld cities there are major cities like Berlin, Barcelona, Zurich, Brussels, Copenhagen, Paris, Hong Kong and Hangzhou. It is extremely popular with visitors and exhibitors alike - indeed, this particular fact combined with the growing vegan scene ensure that VeggieWorld is becoming ever bigger and more diverse.

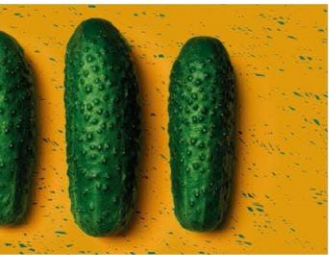


EXHIBIT PROFILE

Exhibitors include manufacturers, wholesalers, importers and retailers of raw materials, suppliers of materials, manufacturers of processing and packaging equipment, product research and development institutions and financial services enterprises. Exhibitors showcase the latest products and services at the exhibition and can also let end consumers to appreciate their products.

PRODUCTS AND SERVICES AT VEGGIEWORLD ARE 100% PLANT-BASED, WHICH INCLUDE:

- Substitute products of meat, cheese & egg
- Food supplements
- Superfoods
- Plant-based sweets, sauces
- Clothing, shoes and accessories derived from plant-based materials
- Cosmetics extracted from plant-based materials and without animal testing
- Raw materials for plant-based products
- Material for processing and packing equipment
- Product researching and developing organizations
- Financial investment institutions





VISITOR PROFILE

Visitors can be divided into two categories: professional buyers and consumers. The proportion of the two types of audience is closely related to the local level of plant-based products and services: the market of plant-based lifestyle is fully developed, the products have been integrated into daily life, the proportion of professional buyers is relatively lower. On the contrary, the market needs to be developed, the proportion of professional buyers is higher.

Professional Buyers

- Wholesalers / Importers
- Retailers / Retail Supermarket Chain Purchasers
- Restaurant / Hotel Owners or Purchasers
- E-commerce
- Product researching and developing organizations
- Financial investment institutions

End-Consumers

- Vegan
- Vegetarian
- Flexitarian
- Seafood Vegetarian
- Meatarian

REVIEW VEGGIEWORLD HANGZHOU 2019

From May 17th to 19th 2019 VeggieWorld made its first appearance in China - in the metropolis of Hangzhou. 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 GoVegan, 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 Oatly, 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.



FUTURE FOOD FORUM CHINA 2018

Future Food Forum 2018, a joint effort of the State Food and Nutrition Consultant Committee (SFNCC), Advisory Committee on Nutrition Guidance (ACNG) of China National Food Industry Association. On December 4th, 2018, we continued to focus on the forces that are transforming the food sector, from innovations in technology, to ever-changing consumer expectations and tastes, to China's new administration approaches to agricultural trade policy. This year's Future Food Forum 2019 is an international networking event, bringing together food brands, scientists, policy makers, entrepreneurs and investors to showcase solutions, share ideas and create new alliances. The theme for this year is Transformative Collaborations to Revolutionize the Food Ecosystem. From personalized nutrition, to plant-based proteins and the role of food in health, defined the most effective routes to market and the collaborative partnerships needed to scale innovation, deliver the next generation of nutritious, affordable foods to all and drive the sector forward.



FUTURE FOOD FORUM 2019 & VEGGIEWORLD BEIJING

After the promising start of VeggieWorld in Hangzhou in 2019, the next edition of VeggieWorld will be held in Beijing from November 8th to 10th 2019 with FUTURE FOOD FORUM CHINA.



With the right choice of time and place we are offering professional experts, national trade buyers in Beijing and north China, also an easy purchasing opportunity. The professional industry forum "Future Food Forum China" will be held at same time same venue.

"Future Food Forum China & VeggieWorld Beijing" offers you three opportunities at the same time: On the one hand you meet buyers from hotels, supermarkets, restaurants or wholesalers. On the other hand, you will meet consumers who are eager to buy and interested in a plant-based lifestyle. In this way you strengthen the awareness of your brand and get unfiltered, direct feedback from your customers. At last, you will get to know the industry rules and policies, also meet with research leaders, financial investment, policy makers together in-depth analysis of the impact of future food development.



APPLY FOR A BOOTH

SPACE ONLY (MIN.36 SQM)

STANDARD SHELL SCHEME

EUR 150 / SQM

EUR 1280 / 9SQM

EUR 960 / 6SQM

BENEFIT @ FUTURE FOOD FORUM & VEGGIEWORLD BEIJING

- A. FULL ACCESS DELEGATE PASSES * 1 @ FORUM**
- B. VIP RECEPTION PASSES *1**
- C. EVENT GUIDE BRANDING FOR 80 WORDS PROFILE**
- D. SAVING ON ADDITIONAL PASSES *10% @ FORUM**

EXHIBITION VENUE

Beijing International Convention Center is a five-star convention center owned by the Beijing North Star Industrial Group LLC. Located in the Beijing Olympic Business District, with a view of the Beijing Olympic venues to the north, the Fourth Ring Road to the north, and situated directly east of the Beijing North Star Continental Grand. Since 2002, have partnered with the Beijing North Star Continental Grand Hotel to deliver a seamless business experience. By integrating business operations, have captured an ever-expanding share of the market, and provide conference, exhibit, office, residence, entertainment, and shopping services under one roof.

Beijing International Convention Center has won several industry titles, “Best International Convention Venue”, “China Ten Best Exhibition Brand”, “China Ten Best Hotel and Convention Center Operator”, “Best Convention Company”, etc.



PARTNERSHIP PACKAGES

	PLATINUM USD 50,000	GOLD USD 40,000	SILVER USD 30,000	BRONZE USD 20,000
Full access delegate passes	15	10	6	4
Speaking opportunity	Keynote & Panel	Keynote	Panel	Chair
Exhibitor space	36 sqm	27 sqm	18 sqm	9 sqm
VIP reception passes	15	10	6	4
Logo displayed on conference signage	All Premium Positions	✓	✓	✓
Event guide branding	2 Page Advert & 200 word profile	1 Page Advert & 150 word profile	1 Page Advert & 100 word profile	1/2 Page Advert & 100 word profile
1 on 1 Interviews	5 times	3 times	2 times	1 time
Meeting room / hospitality	✓	✓	✗	✗
Product placement	✓	✓	✗	✗
Main stage marketing	10 times	5 times	5 times	2 times
Saving on additional passes	50%	40%	30%	20%

CONFERENCE REGISTRATION

An exclusive networking opportunities to meet 200+ representatives from the regulatory and food industry, buyers from key retail chains, specialized importers and distributors



Plan	General Pass	Early Bird (Before Oct 10)
Conference Pass	●	●
Expo Pass	●	●
Lunch	●	●
Evening Reception	●	●
REGISTRATION	EUR 629	EUR 529

FACT & FIGURES

Exhibition Name:

FUTURE FOOD FORUM 2019 & VEGGIEWORLD BEIJING

Exhibition Date: 08-10. November 2019 (Friday - Sunday)

Exhibition Date: Beijing International Convention Center

Organizers:

China Plant Based Foods Alliance // Wellfairs GmbH // Fair Connections

Opening Hours:

09:30 – 17:00

Friday : 08.Nov.2019 (Professional Visitors / Media)

Saturday : 09.Nov.2019 (Professional Visitors / Public Day)

Sunday : 10.Nov.2019 (Public Day)

CONTACT US

Asian Area:

Fair Connections

Ms. Vika Chen

Tel.:+86 10 6417 6686

v.chen@fairconnections.cn

Non-Asian Area:

Wellfairs GmbH

Mr. Hendirk Schellkers

Tel.:+49 2132 51022 – 28

schellkes@wellfairs.de

Ms. Selina Er

Tel.:+86 10 8022 3678

selina@pbfa.org.cn



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