



VeggieWorld has launched successfully in Beijing

From November 08th to 10th VeggieWorld Beijing was successfully held in Beijing for the first time. With 56 exhibitors, 82 brands and around 4,000 visitors, the organizers FairConnections and Wellfairs were highly satisfied.

Especially the trade visitor share of 25 % led to very positive feedback from the exhibitors. But also, the interested end consumers are an important part of the fair. The direct and open feedback from the actual user of the products is highly appreciated by the exhibitors.

„There was a very positive and professional vibe in the exhibition hall and the forum. Our exhibitors as well as many visitors gave us a very good feedback. The start in Beijing was a great success.“, said Ken Zheng, General Manager of organizer Fair Connections.

In addition to the most important Chinese brands such as Whole Perfection, Zhen Meat or Nongfu Spring, numerous brands from European and American countries were also represented.

Whole Perfection is the top plant-based meat brand in China, and they were excited by the quality of the exhibition and the forum. "It is the first time we participated in this event specially focusing on this new topic. And the result is quite positive. It sets up a platform for the whole plant-based supply chain to exchange ideas and share experiences. It is really good" said Marketing and Product Manager of Whole Perfection.

With JUST and Beyond Meat two of the most important American brands from the veggie market were represented. Green Common also presented Alpha Foods from Canada, an up-and-coming new player on the meat substitutes market. Of course, Omnipork was also present at Green Common's stand and enjoyed great popularity.

David Yeung, founder and CEO of Green Monday was very impressed: „I would like to congratulate the VeggieWorld team for once again putting together a successful event. The awareness and exchange the event brings to the general public and business partners will lay the much needed foundation in advancing the plant-based industry. We view this as a long-term partnership, and look forward to exhibiting again next year, both in Shanghai and Beijing.“

Also Carrie Chan from Avant Meats gave a very positive feedback: „We were exhibitors at VeggieWorld for the first time - and it certainly won't be the last time. The combination of VeggieWorld and Future Food Forum was very good for us. Through our presentation in the forum we were able to draw attention to our product at expert level. As exhibitors we met many trade visitors at our stand. But also the direct feedback from consumers is very important for our product development. Many thanks to the organizers.“

In addition, four brands from Europe were pleased to present themselves. Share Marketing from Austria presented its fermented fruits. The FEAST booth featured chocolate from NuChoc, alcoholic tea from Noveltea and non-alcoholic wine from Kolonne Null.

Janis Vougioukas from FEAST Creative Foods was impressed by the positive vibe and energy at VeggieWorld. "We represent numerous European brands on the Chinese market. Trade fair participation is an important part of our marketing mix. Our team at VeggieWorld was able to make great contacts to interested buyers representing new retail and online channels. And for



every sales team it's always an inspiration to also meet the end consumers in person. We're already looking forward to joining the next VeggieWorld in our Chinese home base Shanghai".

Except for food, there were also other exhibitors with plant-based cosmetics, fashion, and accessories. Mrs. Hui Li, founder of Slow Line, said: "VeggieWorld Beijing was another surprise for me after Hangzhou. And this is the only trade show I attend in China. It puts all the old friends and new friends together. VeggieWorld can serve well for both this industry and our planet in the future."

On Friday and Saturday, the 2nd Future Food Forum took place parallel to VeggieWorld, organized by Ryan Xue, Secretary General of the China Plant Based Foods Alliance. The extremely high-quality program was well attended with around 300 experts from the industry.

Wellfairs CEO Hendrik Schellkes was onsite personally and was very impressed: „The Chinese market for plant-based products is developing quickly and VeggieWorld is the leading platform. We are very grateful for having such professional and reliable partners as FairConnections and the China Plant Based Foods Alliance. With VeggieWorld Shanghai in May 2020 we will take it to the next level. “

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