

www.anufoodchina.com

Nov. 16-18, 2016
China International Exhibition Center (NEW)
2016年11月16日-18日
中国国际展览中心(新馆)

International trade fair for food retail and
Hospitality in Northern China
食品行业贸易、渠道、餐饮产业年度盛宴

powered by **anuga**

New Campaign of Anufood China
New product Tasting event for online buyers

Taste ^{the} Globe

Energizing
China's Food Market
集萃全球美味 对话活力中国



Co-located with



2016中国国际餐饮食品博览会(秋季)
China International Catering & Food Expo 2016



中餐烹饪世界锦标赛
Chinese Cuisine World Championship



CCA 中国烹饪协会
China Cuisine Association



Poland
2016 Partner Country



中国食品土畜进出口商会
The China Chamber of Commerce
of Foodstuffs and Native Produce





2016北京世界食品博览会 – 科隆世界食品博览会强力推动
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New Campaign New product tasting preshow event for online buyers

Challenges and Changing of Online Buyers



- Request more update first hand info from overseas market as top list not just by trade show



- Consumers more educated by travelling or studied abroad experience



- Not just imported food is well enough for consumers, consumers require more health and modern style



- Importer and distributors as original buyers in before, but by now, more private open their small company and operate their online shop

- Middle and small type buyers become more strongly part of new buyers group at food show



Launch tasting event for Anufood China overseas exhibitors' new products to online buyers



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Step I Jul. – Sep. New Product apply

Overseas exhibitor applied and confirm as Anufood China Exhibitor

Fill with tasting event form and offer description of new product to organizer and confirmed all participate terms

Organizer will edit and launch this product on Anufood china webpage and invited suitable online shop buyers to select it

Step II Aug. – Oct. Tasting Event

One new product get over 15-20 online shop buyers selected

Organizer will contact with exhibitor and let them to prepare enough samples to send appointed buyer via express

Appointed buyer well received the sample and will distribute to online shop buyers who selected this and taste

Step III Oct. – Nov. Feedback of tasting

Positive result tasted buyers will contact with exhibitor and discuss with product and date a meeting during Anufood China, if time available, buyers can launch another round as consumers tasting through all online shop buyers resource

Negative result tasted buyers will give suggestion and meet with exhibitor during show

Step IV Nov. 16-18 Meeting at Anufood China

Buyers who participate this event will become guarantee buyers to meet exhibitor onsite

Through the tasting event buyer will more clearly discuss with exhibitor about details

And exhibitor can know who is their buyer and discuss with buyer in more details as pre-show

In ideally, buyer can launch exhibitor's new product on their online shop as pre-order during Anufood China