

Trade fair	Sweets China 2008
Sub-heading	International Exhibition for the Sweet & Confectionery, Bakery, Snack Food & Ice Cream Industry
Date of the event	September 3 – 5, 2008
Organizer	Koelnmesse GmbH Koelnmesse Pte Ltd, Singapore
Local Organizers	Shanghai Modern International Exhibition Co. Ltd, China
Co-organizers	China National Food Industry Association (CNFIA)
Event frequency	annual
Conceptual sponsor	AIMS, the German Committee for the International Sweets and Biscuits Fair (ISM)
Venue	Shanghai New International Exhibition Center (SNIEC), Shanghai
Opening times	09:00 a.m. to 05:00 p.m.
Admission fees	entrance free of charge
stand rental fees sqm	Raw Space (int'l): USD 220 / sqm Build up Stall (int'l): USD 270 / sqm Premium Stall (int'l): USD 290 / sqm
Catalogue	Sweets China 2008 is available before the show.
Product segments	End products of the following segments: Cocoa, Chocolate and Chocolate Products, Biscuits, Snack Products, Sugar Confectionery, Ice Cream and Raw Pastes
Fair profile	The fifth edition of Sweets China 2008, the successful satellite exhibition of the world famous ISM Cologne, will again be held parallely to World of Food China. Sweets China is the No-1 platform for producers and manufacturers of the sweets, confectionery and snack industry to present their products and innovations to the Who-is-Who of the Asian industry.



Sweets China 2008
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03. - 05. September 2008

www.sweetschina.com

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Hall occupancy	1 hall
Construction and dismantling periods	Build up: September 1 - 2, 2008 from 8 a.m. to 5 p.m. Dismantling: September 6, 2008 from 8 a.m. to 5 p.m.
Access rights	trade visitors only
Target groups exhibitors:	Producer and Manufacturer of the a.m. segments
visitors:	Buyers from the Wholesale and Retail Confectionery Trade, Grocery and Co-operative Wholesale Outlets, Retail Chains and their Regional Branches, Cash & Carry Companies, Department Stores and Consumer Markets, Drug Store Chains, Specialist Confectionery Retailers, Confectioners, Cafes, Bakery Operations, Filling Station Chains, Convenience stores
Entrance fee	free of cost
Figures for the previous event	Results from 2007
Exhibitors	Exhibiting companies 195 Chinese companies 74 (42%) Foreign companies 121 (58%)
Gross exhibition space	10,000 Square metres
Visitors	8,143 trade visitors from 69 countries
Project management	Markus Reetz – Project Manager email: m.reetz@koelnmesse.de
Website	www.sweetschina.com