

The Shanghai New International Expo Center will host SIAL Shanghai from 19 – 21 May 2025. The exhibition area will span a vast expanse of 200,000 square meters and it is anticipated that 6,500 exhibitors and more than 250,000 professionals from around the world will attend. Orange Exhibition Management is the official agent for the NL Pavilions at SIAL Shanghai.

SIAL China has served as a launchpad for food and beverage companies looking to expand abroad and inspire food business through sharing valuable insights and trends, connecting exhibitors and buyers, hosting industry-recognized events, and celebrating innovation.

It established two projects in China, mainly SIAL Shanghai and SIAL Shenzhen. SIAL Shanghai has become Asia's largest food and beverage innovation exhibition, while the latter will set to become the 1st choice for food and beverage enterprises who wish to access the Greater Bay Area and link with the global market.

Highlight Sectors at SIAL Shanghai: Baby food Village, Organic & Wellness Village, Dairy Sector, Non-alcoholic Beverage Sector, Food Sector, Meat Poultry & Cured Meat Sector, Seafood Sector, Alcoholic Beverage Sector.

SIAL SHANGHAI

In 25 years, **SIAL Shanghai** has successfully attracted and hosted more than 40,000 exhibitors and over 1 million professional visitors in the **Chinese market**. Annually, this trade show provides an excellent opportunity to exhibit cutting-edge products and exchange ideas, and viewpoints within the industry.

- Visitors from 107 countries and regions worldwide and 34 provinces in China.
- 53,28% of our visitors have a **decision-making role in purchase**.
- 96% of **international visitors** and 97,4% of domestic visitors are satisfied by SIAL Shanghai
- Nearly 5,000 exhibitors, 180,000 visitors from 107 countries.

Please find more detailed information [here](#) (post show report 2024).

Sounds interesting and promising? So join the **NL Pavilions** in your sector organized by **Orange Exhibition Management**.

Participation in the NL Pavilion at SIAL Shanghai 2025

The costs for participation in one of the NL Pavilions are € 950,00 (excl. NL VAT) per sqm of exhibition space. Minimum stand is 9 sqm. Per participating company (also co-exhibitors) an amount of € 305,00 (excl. VAT) for registration fees is applicable.

The conditions of participation can be found, together with the registration form, in the link down below. In order to participate in the exhibition, you must have the registration form fully completed by a person within your organization who acts with power of attorney and is registered with the Chamber of Commerce as authorized to sign. If this is not met, the registration is not valid.

Deadline for application is **Friday 22 November**. Given the limited space, applications will be honored in order of entry and availability of space. The stand space allocated to you by OEM may also differ from the m2 you have requested.

Please do not hesitate to contact me in case you have any questions. You can contact me on my mobile phone: +31 6 15371456 or cc@orange-management.com

Looking forward to receiving your **APPLICATION** (link naar Pdf).



Best regards,

Caroline Cramer
Managing Director