

SIAL Shenzhen 2025 unveils SIAL Society for international buyers

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Following the landmark success of SIAL Shanghai 2025, the global SIAL Network now shifts focus to the southern innovation capital with SIAL Shenzhen 2025, set for September 1-3 at the Shenzhen Convention & Exhibition Centre (Futian District). In a major development, the show will mark the official launch of SIAL Society, an international buyer engagement program designed to empower global food trade professionals with enhanced sourcing access, year-round visibility, and high-level business matching opportunities.

Shenzhen dominates Asian food procurement as China's top import hub, processing \$58.6B in annual F&B imports (+15.8 per cent YoY). Global buyers leverage its ecosystem for faster, cheaper access to China's \$1.8T market and ASEAN supply chains.

Shenzhen's Key Advantages for Global Buyers:

Leading imports Gateway: Wine/spirits (\$11.5B), seafood (\$9.7B), dairy (\$7.6B)

Logistics Edge:

72-hour customs clearance for perishables

35 per cent lower regional logistics costs vs. other hubs

Handles 85 per cent of China's ASEAN fruit imports and other food ingredients

Future Growth:

1 in China for alt-protein imports (+25 per cent YoY)

\$38B local retail market + 5,100 new restaurants (2024)

"Shenzhen is an ideal launchpad for market penetration in China and Asia," said a representative from SIAL Shenzhen. "Its trade-friendly environment and strong supply chain connectivity make it a key destination for global buyers."

What to Expect at SIAL Shenzhen 2025

100,000 products from 1,100+ exhibitors around the world

67,000+ professionals from 50 countries and regions

Dedicated international and domestic pavilions and new product showcases

Speciality zones: Frozen & Ready Meals, Beverages, Snacks, Food Ingredients, Sweets & Snacks, healthy food and more sectors

On-site procurement matchmaking, contract signing rooms, and buyer lounges

Key Product Categories for 2025

SIAL Shenzhen 2025 will spotlight high-growth food and beverage sectors, especially relevant for importers, retailers, and foodservice professionals:

Food Ingredients – health supplements, condiments, flavourings

Frozen & Ready-to-Eat Foods – convenient, on-trend for urban dining

Beverages – alcoholic, non-alcoholic, and functional drinks

Snacks & Sweets – premium, sustainable, and international varieties

Agricultural Products – fresh, organic, and traceable origin items

HoReCa Supply Chain – solutions for hotels, restaurants, and catering services