

## Press Release #7

Shanghai, China / 5 March, 2020



# Koelnmesse announces postponement of ANUFOOD China to July 2020

- ANUFOOD China will meet the revitalized market in July
- Short-term reshuffle of market demand, emergence of "new favorites"
- From risk to opportunity, a pathway for imported food after the corona virus

After consultation with the relevant authorities in host city Shenzhen and closely following the development of Covid-19 which has affected almost the entire world, Koelnmesse has announced today that ANUFOOD China, originally scheduled to be held from April 15-17, 2020, will be postponed to 8-10 July this year. The venue will still remain as Shenzhen International Convention and Exhibition Center.

The postponement underscores Koelnmesse's commitment to safeguard the health and safety of all show participants. While promising to deliver a spectacular event in July, the trade fair organizer also urges the entire industry to come together, seek common development, and discuss new trends moving forward.

### Short-term reshuffle of market demand, emergence of "new favorites"

The sudden outbreak has greatly impacted all walks of life. For the food and beverage industry, the shelf life of fresh products has been a concern. Restaurants and eateries which rely on visiting customers are especially hit hard.

The Spring Festival should have been a peak season for food industry sales in China, but it ended dismally due to the virus. Compared with large food companies with broad sales channels, and strong anti-risk capabilities, the impact on small and micro food companies is more severe. The sudden contraction of demand has thrown everything off-balance. In particular, catering and offline stores have suffered the most serious losses.

On the flip side, the disease has also brought about a boom in other food segments. Due to government-imposed travel restrictions, convenience, frozen, instant, and puffed foods, processed meats and packaged drinking water have been experiencing strong demand. As a result, the stock prices of a number of food companies including Master Kong, Uni-President and Sanquan Food surged against the trend in February.

Immunity-improving foods are also poised to see an upswing in sales to fight against flu. Among them, common high protein food sources are dairy products, eggs, fish, meat, and soy milk and other plant protein beverages that have



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- powered by Anuga  
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gradually been accepted in China in recent years. Secondly, in addition to the daily intake of fruits and vegetables, supplements such as vitamin C tablets and vitamins, fruits and vegetables drinks will likely benefit from the situation. During the Spring Festival, enzyme products have been ranked third on e-commerce platform Taobao's top sales food list.

**From risk to opportunity, a pathway for imported food after the corona virus**

According to statistics reported by online news portal ThePaper.cn, China's fruit, aquatic products and pork imports increased by about 40 percent in the first three quarters of 2019. Although the market has experienced short-term consequential declines, demand for imported food is expected to rise rapidly in the long run.

To learn more about ANUFOOD China, visit [www.anufoodchina.com](http://www.anufoodchina.com).

About the Organizers

**Koelnmesse - Global Competence in Food and FoodTec:**

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

<http://www.global-competence.net/Global-Competence-in-Food-and-FoodTec>

**China Chamber of Commerce of Import & Export of Foodstuffs, Native Produce & Animal By-Products (CFNA)**

The membership of CFNA has exceeded 6,500 companies, covering all parts of China, which is composed of the largest and most representative companies and a large number of small and medium sized enterprises. Its member companies account for 70 percent of China's total imports of food and agricultural products. Member enterprises include manufacturers, importers, trading agents and

distributors of imported food. It also provides important and latest information of food industry for the majority of member enterprises, and provides industry guidance and management.

<http://en.cccfna.org.cn>

### **Shenzhen Retail Association**

The association has more than 500 members, membership covers shopping malls, department stores, supermarkets, brand chain stores, convenience stores and automobile maintenance chains and other large and medium-sized enterprises. There are more than 60,000 member stores in China, among which nearly 60,000 are distributed in more than 30 provinces, cities and autonomous regions. The association is committed to creating a strong promotion platform for the development of retail chain industry, closely matching the highest needs of members.

<http://www.szrba.org>

### **Note for editorial offices:**

ANUFOOD China photos & press information are available now.

Please contact [kelly.chen@koelnmesse.cn](mailto:kelly.chen@koelnmesse.cn) for further information.

If you reprint this document, please send us a sample copy.

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