

SIAL China 2020 Postponed New Exhibition Dates and Venue Announced

- *Asia's largest food innovation exhibition postponed to September 28th – 30th, relocates to Shanghai National Exhibition and Convention Center (NECC).*

Beijing, China – Organizers of SIAL China are postponing the three-day event, Asia's largest food innovation exhibition to September 28th-30th, due to the evolving global COVID-19 situation.

The show, which was set to be held May 13th-15th, at the Shanghai New International Expo Centre, is now scheduled to take place in late September at the National Exhibition and Convention Center (NECC) in Shanghai, China.

Before postponing the event, SIAL China held extensive discussions with exhibitors and partners to seek for the best approach in light of the global spread of COVID-19. Following this, the event is rescheduled to help protect the health and safety of the exhibitors, partners and visitors.

Recent travel restrictions put in place around the world, including a mandatory 14-day quarantine for overseas arrivals from 24 countries in Shanghai¹, also made it more likely that international travel could be significantly limited in May.

Based on initial inquiries from both international and domestic exhibitors and visitors, the organizer of SIAL China is encouraged by the high level of interest in attending the exhibition in late September. SIAL China 2020 will include many of the signature events include SIAL Innovation, La Cuisine, and Retail and Hospitality Forum, among others. Preparations are underway for these features. Exhibitors are encouraged to submit now for SIAL Innovation, where Top 10 finalists and Gold, Silver, Bronze winners will be awarded.

For visitors who have already pre-registered their information, your registrations will remain valid and automatically renewed to the new exhibition dates. A new match-making system will also be made available in July to help facilitate business appointments.

For the most up-to-date information about SIAL China, including onsite precautions and free visitor registration, please visit www.sialchina.com.

¹ Source: <http://wsjkw.sh.gov.cn/xwfb/20200319/8729d1572100447cb515bed3d069ba1a.html>

SIAL China 2020 Quick Facts

- September 28th to September 30th, 2020, in Shanghai, China.
- Held at the Shanghai National Exhibition and Convention Center (NECC).
- 3,500 exhibitors and 100,000 professional visitors are expected. Exhibition space will cover 135,000 sqm.
- For more information, and to register, visit www.sialchina.com.

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About SIAL China

SIAL China is an integral part of the SIAL Network, the world's largest network of food and drink fairs. Its 9 regular shows (SIAL Paris, SIAL Canada Montreal, Toronto, SIAL China, SIAL Middle East, SIAL India, SIAL Interfood in Jakarta, Gourmet Selection and DJAZAGRO) bring together 16,000 exhibitors and 700,000 visitors from 200 countries.

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