

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary Public

Date: 4/21/2015

GAIN Report Number: CH156009

China - Peoples Republic of

Post: Guangzhou

Food Ingredient Conference Report

Report Categories:

Agricultural Situation

Approved By:

Hoa Van Huynh

Prepared By:

Crystal Tang

Report Highlights:

Organized by China Food Additives & Ingredients Association and with endorsement of USDA, the Food Ingredients China 2015 was held in Shanghai on April 1-3. Over 1300 exhibitors from domestic and 400 foreign companies participated with 13 U.S. companies/representative offices exhibiting at the U.S. pavilion.

General Information:

Date: April 1-3

Venue: Shanghai



In 2014, China's food additive industry developed rapidly and reached a total output of over 9 million tons. This year, the theme of the Food Ingredient China (FIC) show is highlighting the organic, natural, healthy and functional aspects of imported food ingredients to help boost the food quality standards such as high protein level and the safety of processed food products. Over 75% of exhibited products were marketing as "natural extracts" or organic products. Given China's Ministry of Health has tightened restrictions in the food manufacturing sector, demand for quality ingredients with naturally longer lasting shelf life and other natural or even medicinal/functional features have become more popular. Imported ingredients exhibitors remained the largest group of exhibitors at the show this year.



ATO Guangzhou met with three large food ingredient and additives importers and exporters at the show. During the show, ATO Guangzhou introduced U.S. suppliers and their exclusive agents to local south China importers, discussed the trade issues happened last year and the latest trends in the food manufacturing sector. Imported dairy ingredients and products have had huge growth in China market. For example, in 2014, China imported \$294 million whey product and south China imported \$73 million, with a 25% increase than 2013. ATO Guangzhou believes that, obtaining the whey permeate approval in human food use will lead to a significant growth of U.S. low protein whey products export to China.

For the purpose of promotion of U.S. food ingredient products in the south China market, ATO Guangzhou is organizing and recruiting a south China ingredients buyers' mission to the Institution of Food Technology Expo in Chicago this summer.