

Voluntary Report – Voluntary - Public Distribution

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Report Name: USA Pavilion at SIAL China 2025 Generates 31 Million USD

Country: China - People's Republic of

Post: Shanghai ATO

Report Category: Agricultural Trade Office Activities, Export Accomplishments - Marketing, Trade Events and Shows, Trade Show Evaluation, Agricultural Trade Office Activities, Export Accomplishments - Marketing, Trade Events and Shows, Trade Show Evaluation

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Report Highlights:

USDA-endorsed SIAL China is the largest consumer food and beverage show in China. This year, USA Pavilion exhibitors at the show recorded on-site sales of \$2 million and projected 12-month sales of \$31.5 million. The pavilion hosted 46 exhibitors, including eight USDA Cooperators: American Pistachio Growers, Food Export-Midwest, Southern United States Trade Association, USA Dry Pea and Lentil Council, U.S. Dry Bean Council, U.S. Meat Export Federation, USA Poultry and Egg Export Council, and Western United States Agricultural Trade Association.

USDA-endorsed SIAL China is the largest consumer food and beverage show in China and a useful entry point for new-to-China exporters looking to showcase retail and consumer-oriented products. The show primarily attracts industry professionals from China and the region in the foodservice and retail sectors. This year, SIAL China's exhibition area reached 200,000 square meters with over 5,000 exhibitors from 75 countries and 175,739 professional attendees.

The USA Pavilion at SIAL China was in two halls: the 510 sqm food hall and the 540 sqm meat hall. Together, this made the USA Pavilion one of the largest country pavilions at the trade show. Several prominent U.S. companies further enhanced the visibility of U.S. brands and products by hosting their own booths alongside the Pavilion space. Additionally, USA Pavilion exhibitors actively participated in key SIAL events including the La Cuisine Chef competition.

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ATO Shanghai provided an online market briefing and orientation for SIAL exhibitors, as well as on-site support in networking and matchmaking. In addition, FAS provided a business lounge/meeting space for all U.S exhibitors and visitors.

USA Pavilion exhibitors expressed positive feedback regarding visitor foot traffic and the various opportunities to showcase their products, including displays, demonstrations, and tasting events. Total sales figures for the USA Pavilion at SIAL 2025 reached \$2 million in on-site sales and \$31.5 million in projected 12-month sales.

SIAL USA Pavilion Opening Ceremony and VIP tour

On the first day of the show, ATO Shanghai hosted an opening ceremony at the USA Pavilion. Consul General Scott Walker provided remarks and toured the Pavilion. ATO Shanghai also invited media and SIAL officials to participate in the opening ceremony. After a ribbon cutting ceremony, VIP guests visited the U.S. exhibitors, including the USAPEEC and USMEF pavilions.



USA Pavilion Networking Reception

On the first evening of the show, ATO Shanghai organized a welcome reception for U.S. exhibitors to network with Chinese buyers. In addition, ATO Shanghai organized a product tabletop showcase for U.S. exhibitors and industry partners to showcase U.S. wine, cheese, coffee, and spirits.

Retail Market Tour

Following the conclusion of the show, ATO Shanghai organized a market tour for USA Pavilion exhibitors to Costco China and Aldi China, two Shanghai-area leading grocery stores. During the tours, participants raised questions directly with the purchasing team to learn about their strategy and practices. Costco has six stores in China including two in Shanghai. Aldi China is a fast-growing community store with 75 locations in Shanghai.



Contact Information

Please contact ATO Shanghai at atoshanghai@usda.gov if you are interested in participating in next year's SIAL China scheduled for May 18-20, 2026.

Attachments:

No Attachments.