



POTATO  
EXPO

# STARCH EXPO 2021 POTATO EXPO 2021

June 23- 25, 2021

National Exhibition and Convention Center  
( Shanghai · Hongqiao )



## Organizers



China Starch Industry Association



Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.



[www.cisie.cn/en](http://www.cisie.cn/en)



## Large-scale and Professional Starch Industry Event in Asia-Pacific

The starch industry is closely related to industrial production and agricultural development. It is a hallmark of China's modernization of agriculture and rural areas. The Chinese starch industry is moving from the low end to the mid-to-high end, an uptrend driven by the release of various favorable policies, the launch of new products and the application of innovative technologies. Despite some impact of the COVID-19 pandemic in 2020, the Chinese starch industry saw a 64.89% increase in output and a 76.58% jump in exports, compared with a year earlier. In the future, the industry will focus on more key industries such as big health, new manufacturing, new materials and new energy, aiming to accelerate the improvement in efficiency, quality and the growth driver and ultimately ensure better product supply and a greater boost to the development of the starch industry.

The 16th Starch Expo is scheduled to be held by the China Starch Industry Association and Sinoexpo Informa Markets at the National Exhibition and Convention Center (Shanghai) from June 23 to 25, 2021. With the theme of "Integration, Innovation, Sustainability and Environmental Protection", the expo will bring together information of the whole starch industry and provide more trade opportunities for exhibitors and visitors from around the world.



## Follow National Policies and Focus on New Business Opportunities from Environmental Protection

Starch is widely used in the packaging industry, aside from the food industry. Today, China has taken a leading position in the world in terms of technology for starch tableware production. Moreover, China's ban on single-use plastics came into effect on January 1<sup>st</sup>, 2021, bringing biodegradable packaging materials into the spotlight. Starch, as the main ingredient for biodegradable packaging, will open up new business opportunities. In 2021, Starch Expo and ProPak China will combine to connect the upstream and downstream industrial chains for biodegradable packaging materials and create more business opportunities.

## In Combination with Simultaneous Exhibitions to Share Opportunities on The Upstream and Downstream Industrial Chains

Starch Expo, Hi & Fi Asia China, Health Expo, HNC and ProPak China has been held at the same time for three consecutive years. This year, they will continue to take place simultaneously to share a pool of visitors and a full range of resources from raw materials to finished products in the whole food and processing industry.

### We Share with



**170,000**  
SQM



**100,000+**  
Professional Visitors



**2,000+**  
Exhibitors

### Multi Channel Promotion

**80+**

Domestic and Foreign  
Cooperative Media

**8,000+**

WeChat Fan

**30+**

Times of E-letter  
Effective Stimulation

## Scope of Exhibits

### Starch

Potato Starch, Corn Starch, Cassava Starch, Wheat Starch, Rice Starch, Sweet Potato Starch, Pea Starch, Green Bean Starch etc.

### Modified Starch

Modified starch for production and processing of food, paper, textile, medicine, construction and oil, etc.

### Starch Sugar

Sugar alcohol, Functional oligosaccharide, Glucose, High fructose corn syrup, Maltose syrup, Isomaltose, Maltodextrin, New type of edulcorant etc.

### Potato Staple Food

Steamed bun, noodle, bread, rice noodle and creative food made by potato

### Starch Processing Machinery

Equipment for cleaning, drying, pulverization, mixing dehydration, condensing, crystallization, filtering, separation etc.

### Environmental Protection Equipment

Water and wastewater treatment, precipitation separation unit, evaporators and crystallization equipment, membrane and filter equipment, other

## Part of Industry Leading Exhibitors

\* The list is in no particular order



## Onsite Activities

### Global Starch Industry Conference

June 22 | Innovation, guidance, technology and development

- Potato Processing Technology and Environmental Protection Forum
- Functional Sugar and Sugar Alcohol Innovation and Green Manufacturing Technology Forum
- The 16<sup>th</sup> Academic Report and Experience Exchange Meeting
- Food Security, Market and Deep Processing Forum

### Food and Fermentation Industries High-tech & Equipment Forum

### Green Manufacturing Development Forum

### China Potato Staple Food Development International Forum

## Who will visit ?

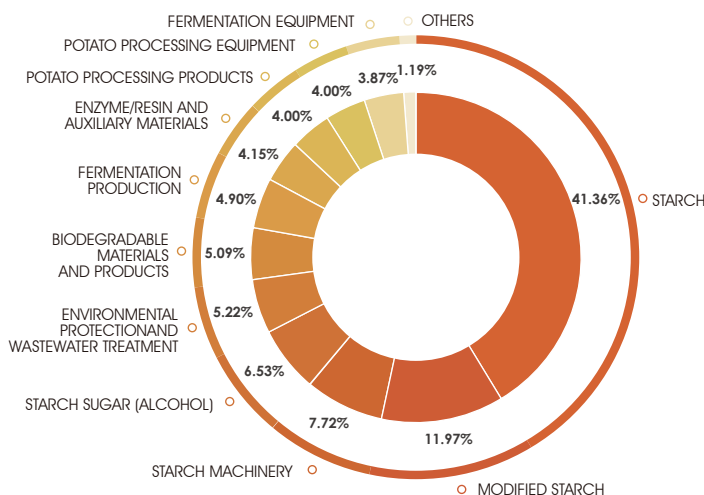
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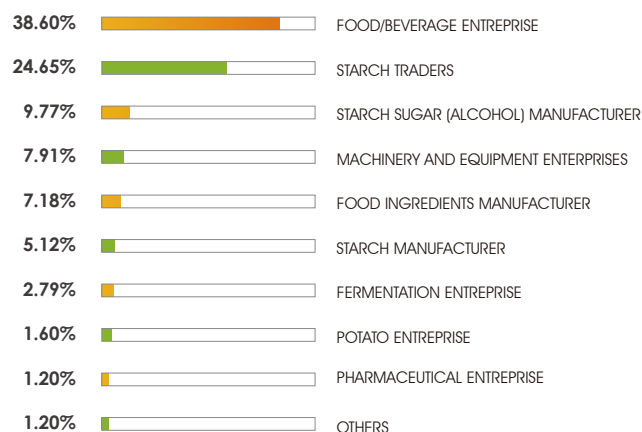


## 2020 Visitor Survey & Analysis

### Professional visitors are looking for



### Source of visitors



\* Analysis provided by 249 onsite visitors.

## 2021 Flour Plan



7.1 Hall

Starch & Potato

5.1 - 8.1 Hall

Processing & Packaging

4.1 Hall

Health Ingredients & Food Ingredients

NH/3 Hall

Health & Nutraceutical  
Health & Natural Products

## Organizers Introduction

### China Starch Industry Association

Founded in 1984, China Starch Industry Association (CSIA) is a cross-regional and cross-departmental national industrial organization composed of starch, starch sugar, starch derivatives and the industrial enterprises and institutions serving it. The non-profit social organizations formed voluntarily by starch industry groups and relevant departments are national-level associations approved by the Ministry of Civil Affairs.

### Shanghai Sinoexpo Informa Markets International Exhibition Co.,Ltd.

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. is the first joint venture exhibition company in China founded by Informa PLC-World's Largest Events & Exhibitions Organisers and Shanghai Sinoexpo International Exhibition Co., Ltd in 1998. Sinoexpo Informa Markets operates two branches in Beijing and Guangzhou and a joint venture exhibition company with the local government, in Guzhen Town Zhongshan City, Guangdong Province.

Shanghai Sinoexpo Informa Markets International Exhibition Co.,Ltd.

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