



北京爱博西雅展览有限公司董事总经理刘进先生 Mr. Jim LIU, the Managing Director of COMEXPOSIUM-SIAL Exhibition Co., Ltd.

场采访了北京爱博西雅展览有限公司董事总经理刘进先生。刘进总经理介绍说：“2000年是第一届 SIAL China 中食展，2003年的非典又给刚刚起步的 SIAL China 中食展带来不小的影响，所以前5年对于中食展而言是艰难的创业期。2005年——2013年，SIAL China 中食展进入爬坡阶段，开始有了很好的起色。2013年之后，对于 SIAL China 中食展是一个高速发展的阶段，展会规模几乎每一年就增加一到两个展馆。到2019年，SIAL China 中食展将增加到17个馆。展会质量的指标之一就是观众，为什么一下增加4个馆，其中有一个重要的因素就是 SIAL China 中食展的专业观众已经连续4年呈两位数即20%的增长，去年甚至达到了31%的增长。”前不久刚刚结束的2018 SIAL China 中食展专业观众已达110,635。

谈到这次展会的亮点，刘进总经理说：“第一、客户体验比以前更好了。我们有很多活动来支撑客户体验，让大家来到展会不仅仅是和展商在粗浅层面进行交流，更多的是让大家能够在特定的场景下体验不同的有意思的东西。比如创新大赛，可以看到很多创新的产品，很多展商和观众都很关注这个创新大赛，展商的参与积极性非常高，每年都有很多的国内外参展商参与到这个活动当中。现在中国展商的参与度高了，表明我们产品档次也提升了，无论从创新意识、产品的制作工艺包括包装都有了很大改进，所以能和国外的产品同台竞争，而且连续几届的创新大赛上都有中国展商获得金、银、铜奖。这也说明中国的产品无论是从品质还是从创新精神上都不次于国外产品。第二、我们推出的智慧贸易平台——BAB平台，它是从智能找货、智能选货，智能拼单、智能送货，甚至智

Pursue Sustainable Innovation and Give Smart Exhibitions

不断追求创新 打造智能展会

—— 访北京爱博西雅展览有限公司董事总经理刘进先生

—— Interview with Mr. Jim LIU, the Managing Director of COMEXPOSIUM-SIAL Exhibition Co., Ltd.

2018年5月16日，备受瞩目的第十九届 SIAL China 中国国际食品和饮料展览会（简称 SIAL China 中食展）在上海新国际博览中心盛大开幕。作为亚洲最大的食品与饮料贸易盛会，吸引了3400余家参展商，欧盟作为荣誉主宾地区与 SIAL China 中食展强强联手，在展会现场占据超过6000平方米的展览面积，集中展示欧盟25个成员国的特色产品，并参与7大B2B活动。

为进一步了解 SIAL China 中食展的发展，记者专程在展会现

场品牌打造一系列的一条龙服务。在展会上集合起来的产品直接扫码就可以找到这个产品的相关介绍，可以在智慧平台上去拼单，单子多小、多散、多碎都可以找到自己合适的产品使交易实现。第三是地标天物，我们把 SIAL China 中食展上一些精华的，带有很浓的地域特色、且具有地域稀缺性的产品，将其与背后很好的故事和历史文化的背景整合起来，打造一个理念推送给更多的消费者和食品行业买家。第四，功能性食品方面，我们和中国健康促进基

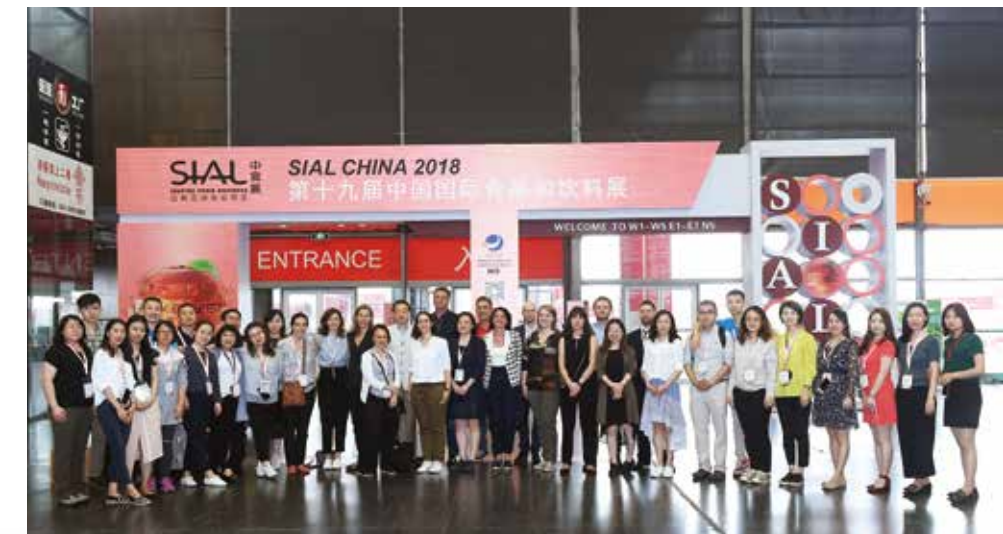
□记者 李莉 陈海燕



金会联合举办了一个功能性营养食品论坛，希望通过这个论坛带动更多功能性食品企业的发展。功能性食品在欧洲、日本、美国都相对比较发达，已经有很多年的历史了。相对来说中国市场很大，但是规范度不够。我们希望通过权威基金会的政策导向，以及一些科研机构的学术支持，打造一个优秀的市场平台，把整个功能性营养食品发展起来。这也是对我们现有的产品构成做了一个颠覆性的改变。以前我们是先有产品，再拿着产品去找市场，未来将是随着人群的细分，我们知道每个人究竟需要什么。以前，我们更多的是寻找大家喜欢的东西，现在我们更要引导大家去发掘他应该吃的或需要吃的东西。因为现在很多人处于亚健康状态，而且这类人群占的比例越来越大，我们也希望通过倡导健康饮食理念，配合一些新的健康食品、功能性食品，针对不同人群的需求，为他们提供特定的食品，这就是定制化服务，也是未来的一种发展方向。从拿着产品找市场，变为我们先开发市场、细分市场，然后根据细分市场的需求来把我们

现在的科研成果转化成产品，也可以根据不同人群的需求去打造、开发一些新产品，这是未来的一个发展趋势。我认为，未来人们对自己真正需要吃什么和应该吃什么，比对自己喜欢吃什么会更为关注。”

关于管理，刘进总经理最欣赏让大家主动去做事。他对员工说的最多的一句话是：如果有天早上你一想到上班就头疼，那就是我作为总经理该辞职了。刘进总经理说：“我们现在逐渐在给员工传达这样一种信念，事情是我们自己的事情。我们每个人都把自己的工作当成事业，在工作当中找到乐趣，让他们自己去设计每个工作的细节，我们只是给一些指导性的意见。员工都会主动去工作，这点也是我感到欣慰的。虽然有些工作做起来有难度，但是我相信，只要让员工感觉到企业的命运是和他密切相关的，而且你每做一件



事都是整个企业所取得成就的一部分，企业的成就也让他能够真正体会到他自己贡献出那份力量并有一种成就感。所以，我决定不用去管员工，而是去启发、引导他去主动、积极的工作。”

谈到未来的发展，刘进总经理表示：“今后会更加倾向于将展会打造成是一个社交平台，因为我们发现很多客户来到中食展不仅仅是找生意和签单，更多的是跟老朋友在这里聚会，同时会认识很多新的朋友，所以今后展会的社交功能会越来越强。另外，为了跟互联网形成差异化竞争，有些可以转移到互联网平台上的功能，将来可能会逐渐弱化，有些互联网不能取代的，则会逐渐强化。比如，人与人面对面的社交体验是互联网无法取代的；食品本身的一个属性，是只有品尝才知道它的味道，这也是互联网很难取代的。这两个功能，我们希望通过 SIAL China 中食展的平台尽量强化，做到极致，提高客户的体验。”



May 16, 2018, the 19th SIAL China was held at Shanghai New International Expo Center. As Asia's largest food and drink trading event, SIAL China 2018 attracted over 3400 exhibitors to attend. European Union as the region of honour cooperated with SIAL China in this event. Twenty five EU member countries displayed feature products on a exhibition area of over 6000 square meters and participated in 7 major B2B activities.

To learn more about the development of SIAL China, the journalist has an interview with Mr. Jim Liu, the Managing Director of COMEXPO-SIAL Exhibition Co., Ltd. "In 2000, the first SIAL China came into China, but SARS had adverse compact on nascent SIAL China in 2003, so we had a hard start-up in the first five years. From 2005 to 2013, SIAL China rose gradually with fine performance. After 2013, SIAL China developed in leaps, and added about two halls every year. In 2019, SIAL China will cover 17 halls which will be the whole Shanghai New International Expo Centre. Besides exhibition square quantity, we also stress exhibition quality. Visitor experience is one of the exhibition quality indicators. Professional visitors have increased by 20% in 4 successive years." says Liu.

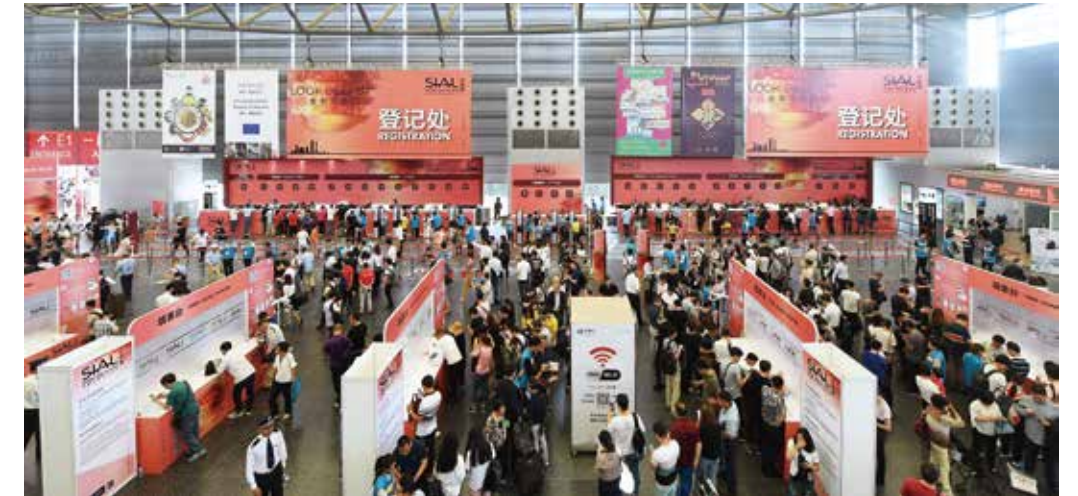
"First, the visitors have better experience than before, we launch more activities to make all participants experience interesting and unique things in such event besides giving a platform for them to communicate in a superficial way. For



instance, the SIAL Innovation attracts many exhibitors and visitors at home and abroad each year, in which, so many exhibitors with their innovative products compete actively. Now Chinese exhibitors take active parts in SIAL Innovation, which means that our products improve and upgrade greatly in innovative ideology, production process and packaging. As a result, we are confident to compete with foreign enterprises. In last SIAL Innovation, some Chinese exhibitors won gold, silver and copper awards. In other words, China-made products have never been inferior to foreign products both in quality and innovation. Second, we set up smart trading platform BAB which gives a start-to-finish series of services covering smart sources explore, smart product selection, smart crowdordering, smart delivery and smart brand creation. For all the exhibits at the exhibition, you can get the information about them by scanning QR codes, and also take crowdordering despite how many or how scattered do the products you need. Third, we combine some essential products with regional features and scarcity with their stories and cultural backgrounds, to create a new product concept, which is promoted to consumers and professional buyers. Fourth, we jointly with China Health Promotion Foundation (CHDP) run a functional nutritious foods forum so as to drive the development of functional nutritious food enterprises. Functional foods have been developed for many years in Europe, Japan and USA, and have vast market there. But the Chinese market remains to be normalized. Under the policy guidance of a



normal foundation and in support of scientific institutions, we want to set up an excellent market platform in which functional nutritious foods can develop better. This may be a subversive change to existing products. In the past, we develop products first and then explore market; from now on, we will first know that people or groups want at all. Previously, we sought what people like to eat; now we work more to help people to develop and produce what they should or need eat. More and more people are in sub-health state. Guided by a series of healthy food and drink concepts, DIY health and functional food are tailor-made to groups with different demands. This is a direction of future food development. We



we encourage them to design the details of a work but we just give some instructional opinions. I'm so gratified for staffs working actively. Some work is difficult. As long as staffs think the future of the enterprise is closely-related to his work and everything he does is part of the enterprise's achievement, he will feel a sense of achievement that his contribution functions. I never restrain staffs, but inspire and guide them to work actively.

"We tend to make the exhibition to a social contact platform on which so many customers find business and make orders, moreover, new and old friends communicate smoothly. From now on, exhibitions will have more powerful social contact functions. To win in diversified competition with the Internet exhibition, we will gradually strengthen the exhibition part that cannot be replaced via the Internet. For example, P2P social contact experience cannot be replaced via the Internet; food, a physical object, can

be tasted only in person. The Internet cannot work in this aspect. Via SIAL China exhibition platform, the functions above will be strengthened to a higher level and give customers better experiences," says Liu, looking forward to future development.



develop and subdivide markets first rather than developing product first; next, we transform scientific pay-off to products according to subdivided market demands or create and develop new products suitable for specific groups. It also is a trend of future industry development. I believe that people will focus more on what we need and should eat rather than what we like," says Liu, talking of the highlights on SIAL China.

In management aspect, Liu appreciates staffs' work positivity. What Liu says to his staffs frequently is that I as CEO should leave if you are depressed by you work. "We convey staffs the philosophy that we work for ourselves. If every body works for himself, he will find pleasure in work;

