



2017 China's International Imported Agricultural Products Exhibition

April **22~24, 2017**
China International Exhibition Center

INVITATION

Organizer:

- China Association For The Promotion of International Agricultural Cooperation

Undertaker:

- Shixin Lamp International Exhibition (Beijing) Co., Ltd



2017 CHINA'S
INTERNATIONAL
IMPORTED AGRICULTURAL
PRODUCTS EXHIBITION



1. Overview

After entering into the World Trade Organization (WTO), China, as a leading power in the production, consumption and trade of agricultural products, has become the third largest agricultural product trading country next to the European Union and the United States of America since 2005. With the global agricultural products industry continuing to deepen its develop in multi-areas, covering the whole chain in a sustainable direction, deepening the exchange and cooperation of agricultural products on an international level has become a major trend.

To advance the international cooperation and trade on agricultural products, 2017 China's International Imported Agricultural Products Exhibition will be held at China International Exhibition Center in Beijing from April 22 to April 24 2017. The exhibition is hosted by China Association for the Promotion of International Agricultural Cooperation, and organized by Shixin Lamp International Exhibition (Beijing) Co., Ltd. The 4th Beijing International High Quality Agricultural Products Fair will be held at the same time. As China's second largest agricultural products fair, it has group exhibitors from 29 provinces and cities, over 1,000 enterprise exhibitors, 30,000 square meter exhibition area and over 40,000 professional visitors.

The 4th Beijing International High Quality Agricultural Products Fair is dedicated to establishing platforms for the international trade and cooperation of agricultural products. It will primarily invite national pavilions from major agricultural products export countries, international enterprises dealing with agricultural products and their processing, and international agricultural products traders. Meanwhile, Ministry of Agriculture of the People's Republic of China, provincial and municipal departments in charge of agriculture, dealers and agents, purchasers, and people working at E-commerce, shopping malls, supermarkets and agricultural products wholesale markets are invited to visit the exhibition, participate in talks and make purchase orders.

2. Concurrent Activities

- ◆ The 4th Beijing International High Quality Agricultural Products Fair
- ◆ 2017 Chinese Agricultural Products Circulation Innovation Forum
- ◆ National Agricultural Products Dealer Conference
- ◆ Product/Project Matchmaking Fair
- ◆ Agricultural Products Release (Promotion) Conference

3. Exhibit

- ◆ Countries Pavilions;
- ◆ All Kinds of Distinctive Agricultural Products, Baking Products, Canned Foods, Grains, Seasoning, Jams, Candies and Chocolates;
- ◆ Fruits, Vegetables and Relative Products, Fancy Foods, Fresh and Refrigeration Foods;

- ◆ Live Animals, Livestock Meat, Poultry Meat and Purtenance, Aquatic Products, Diary Products, Eggs, Honey and Other Edible Animal Products;
- ◆ Health Products, Functional Foods, Organic Products and Leisure Products;
- ◆ Plants, Flowers and Olive Products;
- ◆ Nuts, Coffees, Cocos Products, Teas, Juices, Soft Drinks, Beers, Wines and Other Alcoholic Beverages;
- ◆ Grain Powders Products, Starch Products, Pastries, Tobaccos.

4. Date and Time

Registration and Move-in: April 20 – 21, 2017

Opening Ceremony: 9:30 on April 22, 2017

Exhibition Time: April 22 – 24, 2017

Move-out: 14:00 on April 24, 2017

5. Venue

Beijing•China International Exhibition Center (No. 6 North 3rd Ring Road East, Chaoyang District, Beijing)

6. Detailed Rules and Regulations

(1) Charge for the Exhibition Booths

Type of Booth	Standard Booth (9 m ²) (per booth)	Standard Booth Alterations (9 m ²) (per booth)	Raw Space (A minimum of 36 m ²) (per booth)
Standard Fees	USD 2,600	USD 3,000	USD 260

Note: **A.** Standard booth facilities include carpet, company information on the fascia board in both Chinese and English, one consulting desk, two folding chairs, one wastepaper basket, two spotlights or fluorescent lamps, one 220V socket, daily cleaning of the booth, included in the exhibition catalogue, name badges of the exhibitors

B. Exhibitors who book raw spaces shall pay for the booth decoration fees by themselves (see *The Exhibitor's Handbook*).

(2) Registration fees:

RMB 500 per person, including name badges, materials, lunches, dinners and souvenirs

(3) Advertisement Services:

1) Exhibition Catalogue Advertisements: Size (285mm×210mm) , imported coated paper,

4-color fine print

Front Cover	Flyleaf	Inside Front Cover	Inside Back Cover	Back Cover	Color Inside Page
USD 3,000	USD 2,000	USD 1,500	USD 1,500	USD 2,000	USD 1,000 /Page

2) Recommended Advertisements

Admission Ticket (per 10,000 tickets)	Billboard	Large Banner (per banner)	Name Badge	Rainbow Gate (per gate)	Bag (per 1,000 bags)
USD 1,000	USD 3,500	USD 5,000	USD 3,000	USD 1,500	USD 1,500

(4) New product release conferences:

During the exhibition, the organizing committee will assist both domestic and international exhibitors in holding new product release conferences in the conference rooms at the venue. Please feel free to call us or log on to the official website of the exhibition for further details.

7. Professional Visitors to be Invited

- ◆ National and regional departments in charge of agriculture
- ◆ Overseas agricultural products trading companies, international buyers' China purchasing departments, international business and trade institutions, etc.
- ◆ Purchasers, traders, wholesalers, importer & exporters, and E-commerce of agricultural products
- ◆ Buyers of shopping malls, supermarkets and specialty stores
- ◆ Buyers of catering hotels and western restaurants

Buyers of catering hotels and western restaurants

8. Exhibition Matters

(1) Please fill in the Exhibitor's Application Form in details, sign on it and affix the official seal.

Then fax or email it to the Organizing Committee.

(2) Exhibition booth arrangement principle: "First apply, first book, first pay and first served".

The arrangement of the co-organizers will be prioritized. The organizing committee is

entitled to slightly adjust the arrangement of some of the booths according to the overall plan of the exhibition area.

- (3) Any enterprise participating in the exhibition shall ensure that its exhibits, their packages and promotional materials do not involve infringement.
- (4) The organizing committee will distribute *The Exhibitor's Handbook* to all exhibitors 30 days prior to the exhibition, which specifies the transportation of the exhibits, hotel accommodation, booth setup and other issues.

9. Details of the Organizing Committee

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