

# The 7<sup>th</sup> Guangzhou International Import Food Expo

## CIPFE 2017

Time: Sept. 15<sup>th</sup>-17<sup>th</sup>, 2017

Location: China Import and Export Fair Complex (Guangzhou)



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### *Share the Global Taste*

National-level Import Food Expo in China

#### **Supported by**

China Council for Promotion of International Trade Representative Office in Australia

Consulate-General of the Federative Republic of Brazil in Guangzhou

The Russian Asina Union of Industrialists and Entrepreneurs

Guangzhou Turkish Businessmen Association

Royal Thai Consulate General in Guangzhou

International Enterprise Singapore

#### **Organizer**

Guangzhou Zhenwei International Exhibition Co., Ltd.

<http://gz.cipfe.com>



Official Wechat

## ● *Expectancy (for CIPFE 2017 only)*

- ★ **300 Exhibitors**
- ★ **500 Exhibition Brands**
- ★ **15,000 Square Meters Exhibition Area**
- ★ **30,000 Visitors**
- ★ **15 Countries and Regions**
- ★ Exhibitors from Korea, Malaysia, Thailand, Indonesia, Turkey, Kazakhstan, Australia, New Zealand, Canada, Italy, Russia, Armenia and Armenia.

## ● *About CIPFE 2017*

### *Food from Different Countries Gathering, Forming a National-level Food Expo*

The 7<sup>th</sup> Guangzhou International Import Food Expo 2017 will be held during Sept. 15-17, 2017 at China Import and Export Fair Complex (Guangzhou). Organized by Zhenwei Exhibition Group, CIPFE aims at building the largest and the most influential imported food trade platform. CIPFE is held to satisfy the relevant market demands in terms of import food for Chinese.

In CIPFE, brands will be exhibited in form of various pavilions, which has been the distinguished feature of CIPFE. Companies will be classified into relevant national pavilions and put nearby in the exhibition halls according to their products. In the previous events, there were pavilions such as Korea Pavilion, Malaysia Pavilion, Thailand Pavilion, Turkey Pavilion, Australia Pavilion, Kazakhstan Pavilion, Russian Pavilion and etc. Products cover a wide range, including wine, drinks, snacks, health-care food, organic food and etc. In 2016, CIPFE gains great support from China Council for Promotion of International Trade Representative Office in Australia, The Russian Asina Union of Industrialists and Entrepreneurs, Consulate-General of the Federative Republic of Brazil in Guangzhou, Royal Thai Consulate General in Guangzhou, Korea Organic Forming Association, Jeju Chamber Commerce of Economy and Industries and etc. CIPFE 2017 will create corporations with more international organizations, forming a more wonderful exhibition and attracting more professional buyers to visit.

## ● ***Visitors of CIPFE 2017***

### ***Tens of Thousands of Buyers Visiting, Opportunities of Business Cooperation Appearing***

Based on the professional operating pattern of exhibitions, CIPFE invites accurate buyers and distributors with great resources home and abroad to the exhibition for purchase. The buyers include:

- (1) Foreign Purchasers in China, Import & Export Trading Companies, Commercial Department of Consulate-generals of Various Countries;
- (2) Professional Food Producing Enterprises, Professional Food Processing Enterprises, Franchisers, Commercial Agents and Distributors;
- (3) Supermarkets such as Carrefour, Wal-Mart and Vanguard;
- (4) E-business platforms such as TMALL, NO.1 SHOP and JD.COM;
- (5) Advanced Hotels, Advanced Catering Enterprises, Advanced Clubs and etc.

CIPFE will continuously invite buyers with certain characteristics, in order to explore the demand of the market and promote the development of the industry, and finally make contributions to promoting business opportunities for exhibitors effectively.

## ● ***Concurrent Events of CIPFE 2017***

### ***Various Business Partnering and Food Tasting Activities, Sharing the Global Taste***

- ★ **International E-commerce Communication & Procurement Summit:** CIPFE inviting well known e-commerce platforms in China to the summit, discussing present situations of international e-commerce of food industry. Topics basically include: (1) discussion on the future development of import food in China in the following 10 years; (2) standard procedures how foreign food enters China; (3) Methods to gain profits with the help of e-commerce.
- ★ **Supermarket Procurement Partnering:** CIPFE inviting various supermarkets to the exhibition, where exhibitors could make product introductions and eventually reach business cooperations with the supermarkets on site.
- ★ **Various kinds of Food Tasting Activities:** to enhance the interactions between exhibitors and visitors, CIPFE will organize upscale wine tasting, coffee making competition, baking (DIY) and etc. The ultimate goal is to help exhibitors promote their products to the professional buyers more conveniently and effectively.

## ● *Media Partners of CIPFE 2017*

*Hundreds of media reporting the exhibition, making advertising multi-dimensionally*

With the positive reputation of the expo built and the brand influence increasing, CIPFE has built strategic corporations with more than 100 advanced authoritative media, forming an alliance of advertising for exhibitors. Exhibitors enjoy the opportunities of having interviews and making promotions with these media. The media include: CCTV, Guangdong Satellite, TVS, People's Daily, Xinhua News Agency, CRI online, China Business Journal, China Daily, Sina.com.cn, Ifeng.com, Sohu.com, China Taiwan, Food Industry, Asia Food, Food & Beverage Business Review, Global Food Mate, China Food Investment Net, Global Logistics Net, International Business Times, 21<sup>st</sup> Century Food and etc.

## ● *Exhibits Profile*

**Leisure Food:** Chocolate, Nuts, Snacks, Chips, Leisure Fish Products, Dried Fruit and Vegetables and etc.

**Drinks:** Coffee Bean, Brewed Coffee, Espresso, Coffee Flavor Drinks, Indian Black Tea, Fruit tea, Fruit & Vegetable Juice, Mineral Water, Soda, Soft Drink and etc.

**Wine & Beer:** Brandy, Whiskey, Sparking Wine, Vodka, Ice Wine, Tequila and etc.

**Dairy Products:** Milk, Yogurt, Cheese, Butter, Milk Powder and etc.

**Healthy and Functional Food:** Fortified Food, Beauty and Slimming Products, Anti-aging Products, Functional Beverages, Nutrient Food, Pharmacy and etc.

**Organic Food:** Oils, Rice, Honey, Organic Fruit, Organic Vegetable, Organic Meat, Organic Miscellaneous Grain Crops, Organic Seafood, Organic Frozen Food, Organic Children Food and etc.

## ● *Exhibition Fee*

### ★ **Booth**

Type	Price	Area
Shell Scheme	USD 3,600	9m <sup>2</sup>
Raw Space	USD 360/m <sup>2</sup>	Min. 36m <sup>2</sup>



The sketch of shell scheme is as shown in the left, including one carpet, one information desk, one glass table and four chairs, two spot lights (60W), one socket (500W), one waste bin.

★ **Exhibition Catalogue** size: 210mm(w) \* 285mm(h)

Front Cover	Back Cover	Inside Front Cover	Inside Back Cover	Head Page	Colored Inside Page
USD 5,000	USD 3,334	USD 1,667	USD 1,300	USD 2,000	USD 850

★ **Sponsor Advertisement**

Hand Bag (Exclusive)	Invitation Card (Exclusive)
USD 7,500	USD 2,250

★ **Technical Seminar of Forum**

One-hour forums, seminars or product promotion will be held concurrently with HRP 2017. The technical seminar or forum costs USD 1,200 per hour in conference room for 60 to 80 persons

● **Contact**

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