



**19th China(Beijing )International Food & Imported Food Expo, 2017**

## **Invitation Letter**

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Date: December 27-29<sup>th</sup>, 2017 Venue: Beijing Exhibition Center (Downtown)

**Add:No.135,Xizhimenwai Street,Xicheng District,Beijing,China**

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Approved by:

MINISTRY OF COMMERCE, P. R. China

Sponsors:

China Council for the Promotion of International Trade

China Health Industry Development Alliance

Supported by: Russian Fedral Commission of Industry and Commerce

Central Committee of China-Korea Agriculture Association

Tunis Embassy to China Canadian Chinese Merchants Association 组织

Organized by: Beijing Qianhe Exhibition Co., Ltd

Website: **[www.cifechinaexpo.com](http://www.cifechinaexpo.com)**

“Exhibition overview”

China International Food and Import Food Fair (referred to as: CIFECHINA), after more than ten years of excellent development of precipitation, now the Asian region's food industry's largest and most influential industry event. This exhibition is approved by the Ministry of Commerce of the People's Republic of China to guide the exhibition, the China Association of Foreign Trade and Economic Cooperation and many other authoritative institutions joint Beijing 1000 and Exhibition Co., Ltd. organizers, the exhibition is expected to exhibit an area of 25,000 square meters, Chinese and foreign exhibitors 800, visit the audience will reach 60,000 people. Tokyo, Australia, the United States, Germany, the United Kingdom, Italy, Poland, India, Indonesia, Spain, Iran, South Korea, Pakistan, Israel, Tunisia, Thailand, Kazakhstan, Bangladesh, Azerbaijan, Canada, Malaysia, Singapore, Turkey, Vietnam Taiwan, Hong Kong, the domestic Jilin Pavilion, Yunnan Pavilion, Shandong Pavilion, Sichuan Luzhou Pavilion and so on. The exhibition will be organized by the Association of traders, electric business procurement conference, corporate investment promotion activities, the world chocolate candy festival, food tasting, coffee pull flower performances, olive oil rating and many other activities for the exhibitors To more benefits. CIFECHINA is currently the world's leading fast food and beverage development of leisure food and beverage trading platform.

"wonderful review of year 2016"



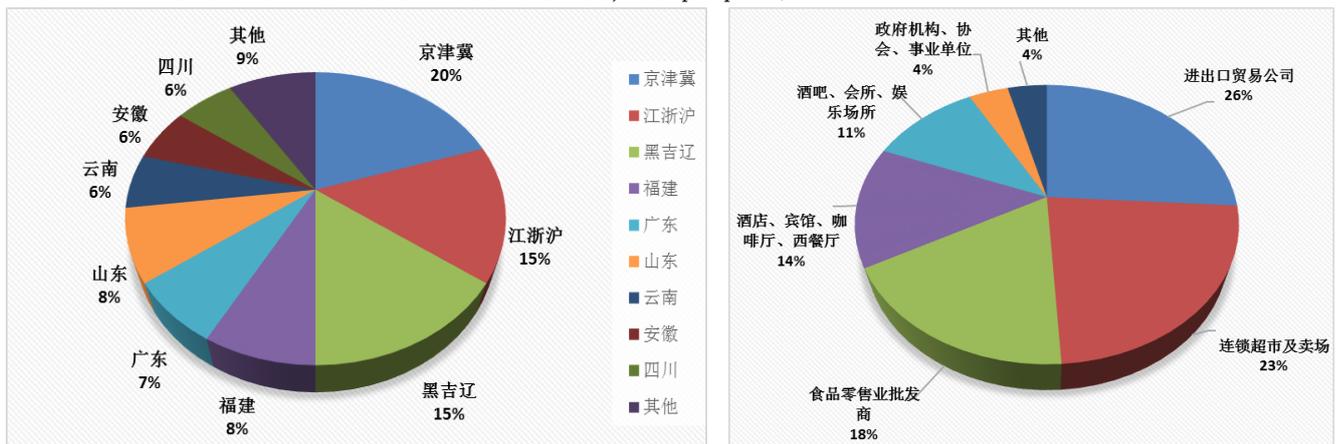
Exhibitors: 27 countries and regions; which domestic: Taiwan, Hong Kong and other 32 provinces and regions;

More than 560 exhibitors. The total exhibition area is nearly 20,000 square meters. Professional visitors: more than 50,000.

(Russia, Australia, the United States, Germany, the United Kingdom, Italy, Poland, India, Indonesia, Spain, Iran, South Korea, Pakistan, Israel, Tunisia, Thailand, Kazakhstan Bengal, Azerbaijan, Canada, Malaysia, Singapore, Turkey, Vietnam, Taiwan, Hong Kong, China Jilin Pavilion, Yunnan Pavilion, Shandong Pavilion, Sichuan Luzhou Pavilion, etc.)

More than 10 countries and regions around the world to attend the Expo buyers:

Last View: Number of Visitors: More than 50,000 people / time



"Promotion plan"

TV cooperation: CCTV-2, CCTV-4, CCTV-7, CCTV-10, BTV, Oriental TV and so on;

Newspaper and magazine cooperation: "China Food News" "China Food Quality News" "Food Safety Guide" "People's Daily" "Economic Daily"

Professional website cooperation: Xinhua News Agency, Sina.com, Sohu, People's Network, Xinhua, Alibaba a total of 80 food industry website to support this exhibition (please contact the official website: [www.cifechinaexpo.com](http://www.cifechinaexpo.com));

At the same time the organizing committee will be designated in the bus, subway station, bus stop sign, a full range of publicity and promotion

#### "Audience Invitation"

1, business super docking, Wal-Mart, Carrefour, Century Hualian, Wumart, Lotte Mart, Jingkelong, Tiankelong, million Ke Long, Metro, China Resources, West Kelon, the United States and the United States, Jingdong, e-commerce online shopping, Reputation, sales of network terminals of the importers, agents, distributors, traders, foreign buyers in China, import and export traders, agents, distributors, more than 130 foreign embassies business offices, chain stores and operating counters, Gift shops, star hotels, business clubs, bars, entertainment venues, restaurants, major clubs, resorts, dry halls and other important units to buy on-site negotiations

2, the organizing committee printed 500,000 tickets and invitations, by mail, on-site distribution invited to the industry to visit the procurement. The Yangtze River Delta region professionals will be by telephone booking, home visits, etc. key invitation.

3, the contractor through more than 10 years of accumulation, with a large number of professional audience database, by telephone communication, SMS reminders, etc. invited to visit.

#### "Grand Prix waiting for you"

In order to enhance the brand awareness and reputation of the company, the excellent product quality and service will be demonstrated. CiFE China will hold the award event, the "Gold Award" and "Recommended New Product" award; "Quality Product, Best Product" Please refer to the staff of the conference for reference)

#### "Become a co-organizer"

Title, co-sponsored, sponsored to participate in this event, will be 20 major services or publicity, to the Organizing Committee to obtain the relevant programs and returns regulations!

#### "Exhibits category"

An imported food exhibition:

The world's specialty food, tourism food, snack food, candy series, biscuits series, chocolate series, grain puffing series, dried fruit series dairy series, egg products series, jelly series, meat products series, condiment series, beverage series, wine / Wine / beer / series and other products.

First, food, beverage area:

Baked and baked goods, cakes, oatmeal and soy products, candy and chocolate, dairy and milk,

egg products, fruit products, wine, beer, spirits, coffee and tea, juices and soft drinks, mineral water, snack foods Meat and meat products, poultry and poultry products, seafood, vegetable products and pickled products, food products, Canned food and so on.

#### CIFE Booth Price

Booth Type	Booth Size	Domestic	Joint Venture	Foreign
Standanrd	3mx3m	¥12800	¥14800	USD 3800
Raw Space oniy	36 m <sup>2</sup> Rent	¥1180	¥1380	USD 380
Luxury	3mx3m	¥16800	¥19000	USD 4800

Notes:

A.Surcharge for two opening booth; B.Facillies: 9 m<sup>2</sup> exhibition space,2.5m wallboard,lintel plate,a desk,twochairs,a 220Vpower socket,two daylight lamps,security service; C Raw space oniy(area) Fee includes:exhibition space, security and clening service; D.36 m<sup>2</sup> is the baseline to rent sa raw space,not including the installation fee, E. Raw Space position is better than Area Luxury Booth Position, Position , Luxury booth position is better than Standard booth position, Area Tis beteer than Area A E. Booth arranges order: paidfirsst, served first.

#### CIFE Advertisement Price

Catalog Cover	CatalogBackCover	ColorPageSpread	Thesecond,third page	Color Pages inside
USD2,700	USD2,200	USD1,500	USD1,800	USD900

Black and white Pages	Invitation Letter	Tickdts	Handbag	Stair Banner	Pillar
USD700	USD1000/1,000pce	USD1,250/10,000pce	USD750/1,000 pcs	USD300/piece	USD2,950/40pcs

Balloon(Diameter:3m) Banner 15mx1.4m	Lantern(Diameter:5m) Banner 15mx1.4m	Rome Pillar Banner 20mx10m	Wall Banner 24mx3m	Flag 1.5mx0.45m
USD1,200/piece	USD1,800/piece	USD3,700/Group	USD2,700/piece	USD50/piece

#### CIFE Forum Price

<i>Forum</i>	<i>Within 3 hours</i>	<i>USD4500</i>	<i>Free dervice 1.A conference hall for more than150 people: 2.Power socket,projector,stereo,microphone: 3.Guide in the exhibition center and Ads board postion; 4.Broadcastingserviceand audience organization;</i>
<i>Forum</i>	<i>Within 2 hours</i>	<i>USD3500</i>	
<i>Technology communication</i>	<i>Within 1hour</i>	<i>USD2500</i>	
<i>Attract investment</i>	<i>Within 1hour</i>	<i>USD2500</i>	
<i>Products Introduction</i>	<i>Within half an hour</i>	<i>USD2500</i>	

**Related Promotion and Expo magazine Ads:**

- Size of Expo Magazine: 135mm×210mm, Ads fee must be paid timely, You can choose ads if you can not exhibit during expo

**Notes:**

1. The exhibitor shall have the "business license" and the legal approval documents within the validity period of production and operation.
2. Exhibitors should fill in the "Application Form and Contract Form" carefully after selecting the booth, fax or mail the official seal to the Secretariat of the Organizing Committee. After receiving the "Application Form and Contract" Issued a "booth confirmation".
3. The exhibitor shall transfer the fee for the exhibition to the designated bank account of the Organizing Committee upon receipt of the Confirmation of the Booth. The Organizing Committee shall have the right to change the original booth or cancel its eligibility.
4. Organizing Committee adhere to the first application, first payment, the first to confirm the principle.
5. Organizing Committee according to the overall effect of the venue and the need for safe fire, the right to adjust the part

**Beijing Qianhe Exhibition Co., Ltd**

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