



# The 13<sup>th</sup> China (Guangzhou) International Food Exhibition And Guangzhou Import Food Exhibition 2013

Date: June 4-6, 2013    Venue: China Import & Export Fair Complex, Area C, P.R. China

## 【IFE Invitation Letter】

**Date:** June 4-6, 2013

**Venue:** China Import & Export Fair Complex, Area C (No.980 Xinggang East Road, Guangzhou)

**Sponsors:**

Chinese Cereals and Oils Association Oil and Fat Processing Sub-Association

China Agricultural Economy Development Association

Guangzhou Import Food Quality Management Association

Guangdong Healthy Food Industry Association

**Organizer:** Guangzhou Yifan Exhibition Service Co., Ltd.

**International Supporters:**

Colombia Chamber of Commerce in China, Spain Chamber of Commerce in China,

Colombia Chamber of Commerce in China, Spanish Chamber of Commerce in China, European Chamber,

Portugal ZTLM Consultores, Italy Caterina De Medici, National Chamber of Exporters of Sri Lanka,

Iran Atico International Co., Ltd, China Food Newspaper, China Healthcare Magazine

**Recommended By:** Pro-Chile, Consulate General of Greece, Brail Chamber

**Conference Hotel:** China Hotel, Don fang Hotel, Guangzhou Huamao Centre

|| **Exhibition Highlights** ||

- 1 IFE 2013 will be held in the largest exhibition centre in Asia.
- 2 IFE committee have invited about 15 countries pavilions participated in 2013.
- 3 The event enjoys the support from official association and organization.
- 4 On-site awards activities and products promotion forum.
- 5 Presence of a significant number of overseas attendees and exhibitors.
- 6 Comprehensive business development and brand building opportunities.

|| **Exhibition Centre Introduction** ||

13th China International Food Exhibition and Guangzhou Import Food Exhibition 2013(IFE2013) will move into China Import & Export Fair Complex. China Import & Export Fair Complex covers 700 thousand square meters, the largest exhibition centre in Asia, with the most advanced facilities, highest level, can satisfy the large international commodities fair, large trading exhibition which demand the exhibition centre to be Multi-function, comprehensive, multifunctional, high standards, High-technology, intelligent, perfect ecological. China Import and Export Fair Complex is the landmark building of the new image and is one of the tourism scenic spots.



China Import and Export Fair Complex have convenient transportation, the exhibition hall was set up with the subway platform, and the entire urban main road goes through these areas from all directions. It just takes 2 minutes walking from the Pazhou Station in line 8 to 14.2-16.2 halls in C area.

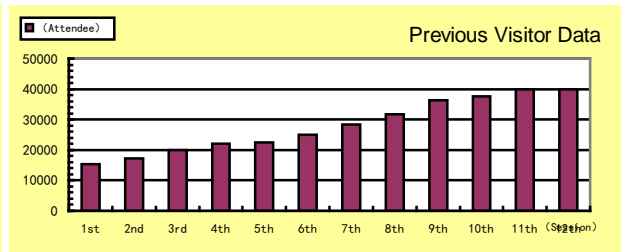
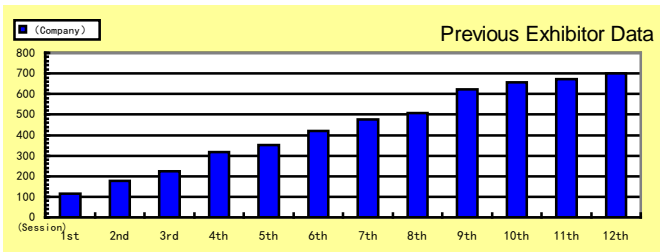
**Event Profile**

IFE2013 focus on assisting oversea companies to find the distributors and agents to expand the food & beverage market in China, there are exhibitors and visitors from more than 40 countries. IFE provides the top tradeshow platform to create your brilliant business in China! Due to the careful organization of the last 12 sessions and the strong support of professional visitors, IFE have got great improvement and been recognized as the largest, most popular and most efficient

professional event in food industry. After many years of accumulation, IFE committee have invited more than 40 countries pavilions participated, such as pavilions from Italy, Spain, Greece, Colombia, Portugal, Romania, Sri Lanka, Turkey, European Union, Malaysia, Singapore, Thailand, ASEAN, Iran, Korea, Taiwan, Hongkong, Macau, etc. There were also other famous enterprises. The accumulated exhibition area covers 100,000 square meters, the amount of the exhibitors accumulated about 5100, and more than total 300,000 professional audiences have taken parted in.

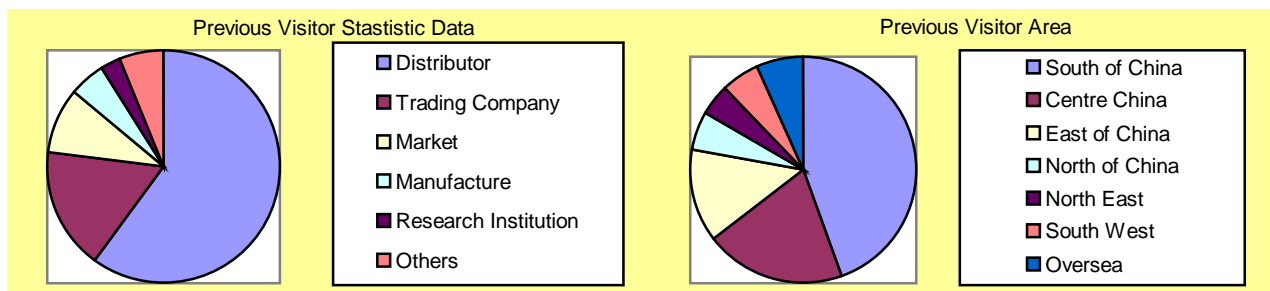
**|| Exhibitor Profile ||**

IFE2013 draws in more than 1000 professional exhibitors, including as many as 450 foreign exhibiting companies, including the pavilions from Italy, Spain, Greece, Iran, Turkey, Vietnam, Hongkong, Malaysia, Greece, Macau, Singapore and other countries and area. There were also other famous enterprises: PHOENICIA SPECIALTY FOODS, Icicle Inc, JDA Trading Co., Ltd from USA, Ameriaca Nuts Association, NORTH、KOTOBUKI SCI FOOD CORPORATION SDN.BHD.、Bo-Vision NV、CATRINA DE'MEDICI、NUSKIN、GEN SCRIPT、MERTEK, Cheeseberry Co., Ltd, Belaye Loshad from Russia, Olina Olive、Unique Olive Oil、Hippocrates、Olympus from Greece, Aldaba, Lstzimas, Detuhome from Spain, Sovena from Portugal, Turkey Dired Food Association, Clean Iceland, Solution Box SRL from Argentina, M.A.C Trading Company from Syria, Chalong Co., Ltd.、SAFA ASSOCIAT from Thailand, Martsons Food from Phillipine, VIEN HONG from Vietnam, Pran Export Group from Bangladesh, LKT FOOD, Summer Pacific, Firenzi Italian Gelato & Fine Dessert, Satinni Corporation SDN. BHD from Malaysia, RESTAGRI S.A.R.L from Morocco, Ali-Ibrahim from Nigeria, D&S Global from Austria, FINE Group, AMS Group from Japan, Eu Yan Sang, Chop Hup Chong Food Industries Pte Ltd. from Singapore, JN Group from Korea, NAAJOBOAT VENTURES LTD. From Ghana, JSC "Birstono mineraliniai vandenys" ir Ko from Lithuania, Germany Orthomol Pharm, etc.



**|| Visitor Profile ||**

IFE2013 boasts of more than 38576 attendees on a regular basis. A large number of overseas visitors participate in the event as well. Food and beverage producers, processing experts, organic food experts, nutritional food professionals and traders of food and beverage products attend the show at each of its editions. Food testing experts, market analysts, suppliers, dealers, distributors, packaging professionals, fermentation experts and dairy and poultry professionals are present here as well. Metal detection experts, food ingredient executives, machine handlers, frozen food experts and decision making authorities take part in the event too.



**|| On-site Pictures ||**



**|| Exhibition Promotion ||**

1. This exhibition has received the support from Guangdong Foreign Economic and Trade Office, Guangzhou Foreign Trade Bureau and Municipal People's Government and relevant departments, Colombia Chamber of Commerce in China; Spanish Chamber of Commerce in China, European Chamber, Business China Advising Ltd, Portugal ZTLM Consultores; Bulgaria Business China Advising Ltd, Korean Food Week Expo, Indian Jexo International, Italy Caterina De Medici, Iran Atico International Co., Ltd. Recommended by Pro-Chile, Consulate General of Greece, Brail Chamber, National Chamber Of Exporters Of Sri Lanka. And it will be fully reported by GZTV, Southern TV, Guangzhou Daily, Southern Metropolitan News, Phoenix TV, and Hong Kong Ta Kung Pao etc and put up numerous ads on bus and in the open air. That will attracts 100,000 professional audiences from main land and oversea to come to purchase.
2. The organizers will organize the supermarkets and whole-sale markets to purchase, such as Trust-mart, Wanjia Supermarket, Parknshop, Hongcheng Market, Jusco, Jillian, Xinyijia Supermarket, Markro, Guangzhou Grain and Oil Wholesale Market, Guangzhou Ruibao Grain and Oil Wholesale Market, Guangzhou Dongwang Food Wholesale Market, southern Guangzhou Food Wholesale Market, Guangzhou Baiyunshan Agricultural Production General Market, Guangzhou Three-one Food Wholesale Market, etc.
3. The exhibition is undertaken by professional organizers who have built up a favorable show transaction platform and has a huge dealer's database to interact through SMS. There are also specialized person to send SMS and E-mail to the target visitors at regular time.
4. We have specialized media like newspaper, magazine & websites to promote our exhibition. 300,000 tickets will be printed and we will invite professional person in food industry by these tickets. What's more, we will call on and reserve on phone the professional person who located on the Pearl River Delta.

**|| Exhibition Condition ||**

The enterprise has the Business License, Exhibition Products Certification, Original Certification.

**Exhibition Products**

Specialty food items, organic food products, travel foods, snacks, nuts, dried fruits, meat products, chocolates, biscuits, eggs and meat products. Wines, beers and other spirits, mineral water, olives, vegetables, seafood, frozen and canned food products, plant extracts and food additives are also displayed here. Food testing tools, printing machines, food

processing equipments, health foods and supplements, bakery items, tea, coffee and soft drinks are also available during the event.

**Exhibition Booths and Price**

<p>◆Raw Space:USD300/sqm (the minimum area is 36 sqm) (Raw space will be charged construction management fees: USD5/ sqm, No facilities will be offered to Raw space)</p>
<p>◆Luxury Booth: USD3280/booth (9 sqm) corner booth will be charged 10% extra fee Facilities: Two/three partitions, name banner(signage), 1 reception desk, 1display cabinet,1 glass round table, 4chairs, 1dustbin, 6 spotlights, two or three displays, 1 electric socket(220V,500W),</p>

 <p><b>Raw Space Price:</b> USD300/m<sup>2</sup> (the minimum area is 36m<sup>2</sup>) Raw space will be charged construction management fees: USD 5/m<sup>2</sup>. No facilities will be offered to Raw space Booth.</p>	 <p><b>Standard Luxury Booth Price:</b> USD3280/booth (3*3=9m<sup>2</sup>) corner booth will be charged 10% extra fee <b>Facilities:</b> Two/three partitions, name banner(signage), 1 reception desk, 1display cabinet, 1 glass round table, 4chairs, 1dustbin, 2 lamps,two or three displays, 1 electric socket(220V,500W)</p>
	

**Advertisements in Catalogue**

- Front cover: full-color page including figures and texts: USD4, 600/per (130\*210mm)
- Back cover: full-color page including figures and texts: USD3, 300/per (130\*210mm)
- The second front cover: USD 2,000/per (130\*210mm)
- The second back cover: USD 2,000/per (130\*210mm)
- The third front cover: USD2, 100/per (130\*210mm)
- Inside color page: full-color page USD1, 000/per (130\*210mm)
- Inside white and black page: white and black page USD 500/per (130\*210mm)

**Other Advertisements**

- Advertisement on tickets: USD800/10000 sheets (210\*90mm)
- Advertisements on Rainbow arch: for advertisement: USD1, 300 for each one (18m width)
- Air Balloon USD1, 100 for each one
- Printing advertisement out of the exhibition hall (Price can be available upon request)
- Rent for meeting room (Price can be available upon request)
- Advertisement on exhibitors/visitors card: USD1, 600(210\*90mm)

**Exhibition Schedule**

- Move-in Date: June 2-3, 2013 (9:00---17:00)
- Exhibition Date: June 4-6, 2013 (9:00---17:00)
- Move-out Date: June 6, 2013 (14:00)
- (Note: The application deadline for this exhibition is Apr 28, 2013)

**Application Procedure**

1. The applicators receive the invitation and fill it out
2. The finished application should send to the organizing committee in form of fax or letter (with official seal)



3. The organizing committee will verify the qualifications of the applicants and pre-assigned the booths and fax the Notification Form for Pre-Assign Booths to applicants.
4. The applicants should pay within the time stipulated in the Notification Form for Pre-Assign Booths and fax the bank remittance receipt together with the Notification Form for Pre-Assign Booths to organizing committee for reference.
5. The organizing committee sends the Booth Confirmation Letter to the exhibitor once the payment is confirmed.
6. Exhibitors can set-up booths on set-up day with the Booth Confirmation Letter

## **Award And Sponsorship**

All the IFE participants have the chance to take part in the award activity, which will select "High Quality Certification"

Sponsorship- Contain business opportunities:

The advantages of Sponsorship Company

- 1 The sponsor enjoys the best result of comprehensive synchronous promotion together with exhibition.
- 2 The sponsor enjoys the best result of awareness from the professional visitors.
- 3 With the smallest investment to gain the maximum benefits.

The benefits of Sponsorship Company

- 1 Executive resource
- 2 Honor courtesy
- 3 Comprehensive promotion
- 4 best accessed booth
- 5 Exhibition centre on-site advertisement
- 6 Promotion in opening ceremony
- 7 Catalogue promotion
- 8 Exhibitor/visitor badge promotion
- 9 Invitation letter and ticket promotion
- 10 Media report
- 11 Promotion submit.

## **Committee Office**

Guangzhou Yi Fan Exhibition Service Co., Ltd

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