

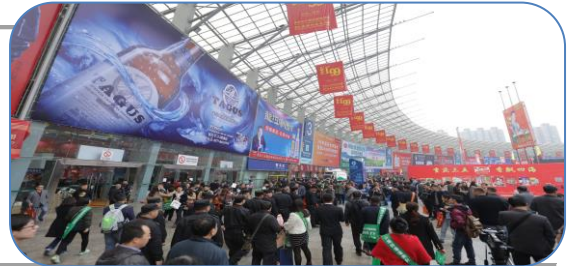


The 98th China Food and Drinks Fair -- Imported Food and Beverage Exhibition Zone

2018.03.22-24

International Exhibition Center of Western China International Expo City

Organizer: China National Sugar & Alcohol Group Corp.
Co-organizer: China New International Exhibition Co., Ltd.
Chengdu Bureau of Exposition
Exclusive Agency: Shanghai Masterexpo Exhibition Co., Ltd.



Show Background

- China Food and Drinks Fair (hereinafter referred as CFDF) is one of the longest-running large professional exhibitions in China. It has been successfully held for 97 sessions since 1955 in the past 62 years.
- International Wine and Spirits Zone was launched in 2009. Around 30 national pavilions from the USA, France, Italy, Chile, New Zealand, Brazil, Spain as well as individual chateaus and importers have been attracted to participate in CFDF, and CFDF has been known as the best trade platform in wine industry.
- In order to raise the international image further and follow the market trends, Imported Food and Beverage Exhibition Zone (hereinafter referred as IFB) was launched in 2013 successfully.
- International pavilions like the USA, UK, Australia, Singapore, South Korea, Thailand, Poland, Indonesia, Japan and so on have been presented in IFB gradually since 2013. In the meanwhile, more and more international exhibitors from food and beverage industry choose CFDF as their first choice to develop sub-channels in China.
- The rate of international exhibitors of CFDF has achieved 30%, and keeps growing steadily every year.



Exhibition Scale: **180,000+** SQM

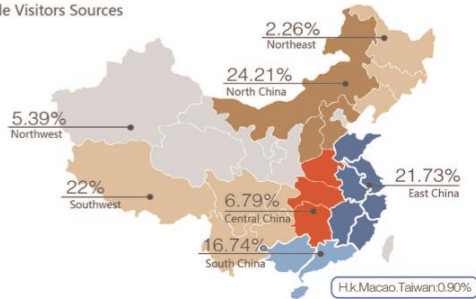
No. of Exhibitors: **3,800+**

No. of Visitors: **300,000+**

IFB Trade Visitors

- Trade visitors cover general China market, and 77.81% visitors are satisfied with the show.
- Distributors and wholesalers account the most visitors source of CFDF, which is the core value of the show.
- Different volume buyers to cover and satisfy different exhibitors.

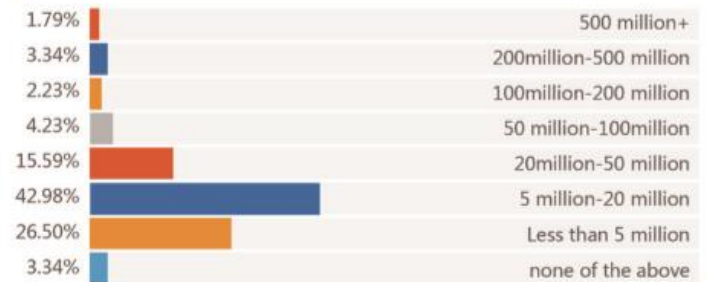
Trade Visitors Sources



Trade Visitors Industries



Purcurement Ability of Trade Visitors (annual purchases)



Exhibits Profile

- | | | |
|--------------------------------|------------------------|-----------------------------|
| ❖ Snack Food | ❖ Confectionery | ❖ Coffee & Tea |
| ❖ Edible Oil | ❖ Juice & Soft drink | ❖ Water |
| ❖ Bakery Food | ❖ Milk & Dairy Product | ❖ Health & Functional Food |
| ❖ Cereal, Grain & Bean Product | ❖ Condiment and Jam | ❖ Canned and Preserved Food |
| ❖ Dried and Preserved Fruit | ❖ Grocery Product | ❖ Gourmet Product |
| ❖ Fresh and Semi-Finished Food | ❖ Ready to Eat Food | ❖ Fresh Fruit |

Visitor Profile

- | | |
|--|---|
| ❖ Department Store | ❖ Supermarket / Hypermarket/ CVS/ Grocery |
| ❖ E-Commerce | ❖ Imported food Specialty Store |
| ❖ Food Importer/ General Agent | ❖ Imported food Distributor |
| ❖ Domestic Traditional Food Distributor | ❖ Wholesaler/ Retailer |
| ❖ Hotel/ Restaurant/ Café/ Club/ Pub/ Resort | ❖ Government/ Trade Association/ Media |

On-site Program

- **One-to-One Business Matchmaking**
 - Investigate and survey both exhibitors' and buyers' needs to achieve targeted business matchmaking. The Matchmaking is reserved and the negotiation area is separated to ensure exhibitors' return.

- Supermarket and department stores, E-Commerce, distributors and wholesalers as well as top buyers will be invited to create trade opportunities.
- High sales leads and sales completion rate, promoting the cooperation between both sides.



➤ **“Gold Product and New Channel” Forum**

- Focusing on industry products and channel changes, probing into the development trend.
- Exploring the pain points of industries, inviting consultants and specialists to discuss the solutions.
- The professional branding forum of imported food industry covers all kinds of practitioners throughout the industry chain and has accumulated more than 4,000 professional audiences since previous sessions.



➤ **Global Food Festival**

- Directly face consumers and expand sales promotion in retail terminals with double return.
- Extraordinary branding opportunity, full multimedia promotion to expand the brand influence.
- The best platform to test and launch the new products.



Supporting Media



Booth Fee

Raw Space: RMB 1,960/sqm (VAT excluded, minimum 36sqm)

Shell Scheme: RMB 19,600/9sqm (VAT excluded, upgraded shell package)