



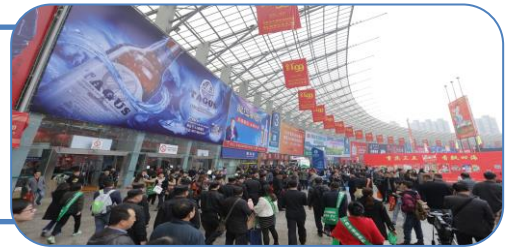
## The 97<sup>th</sup> China Food and Drinks Fair --Imported Food and Beverage Exhibition Zone

**2017.10.19-21 Chongqing International Exposition Center**

**Organizer:** China National Sugar & Alcohol Group Corp.

**Co-organizer:** China New international Exhibition Co., Ltd.

**Exclusive Agency:** Shanghai Masterexpo Exhibition Co., Ltd.



### Show Background

- China Food and Drinks Fair (hereinafter referred as CDFF) is one of the longest-running large professional exhibitions in China. It has been successfully held for 96 sessions since 1955 in the past 63 years.
- The Autumn Fair was presented in 1984 as road show for exerting influence to all regional markets.
- 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 CDFF, and CDFF has been known as the best trade platform in wine industry.
- In order to improve 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 zone since 2013. In the meanwhile, more and more international exhibitors from food and beverage industry will choose CDFF as their first choice to develop sub-channels in China.

**The rate of international exhibitors of CDFF has been over 30%, and keeps growing steadily every year.**



**Exhibition Scale: 125,000+ SQM**

**No. of Exhibitors: 3,000+**

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



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## Market Info

- According to the Chinese Consumer Report released by Kantar World panel, the annual sales of Chinese Fast Moving Consumer Goods Market was increased by 2.9% in 2016, showing a continuously slowing down growth rate. However, the increase rate of Southwest China keeps ahead of rest of China, up to over 5%.
- Festival Economy serves as a crucial leverage to China's current economic environment, and the consumption of imported food shows a Holiday Effect apparently. The consumption peaks occur in Q4 every year and Q1 next year, and the Holiday Effect has a better growth trend in offline market.
- In 2016, Chongqing achieved a GDP of RMB 1,755.876 billion, a YOY increase of 10.7% by comparable prices, ranking 2nd nationwide in terms of growth rate and 3rd nationwide for the change range of growth rate.
- Chongqing is not only home to the China-Singapore (Chongqing) Demonstration Initiative on Strategic Connectivity and National-level Liangjiang New Area, but also a core city of Chengdu-Chongqing Economic Zone enjoying superior export & import conditions (opening of Chongqing-Xinjiang-Europe International Railway, establishment of multiple free trade zones). Chongqing has become a new engine for driving the economic growth of west China.



## 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 Distributors     | ◇ 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.
- Supermarkets and department stores, E-Commerce, distributors and wholesalers as well as other top buyers will be invited to create trade opportunities.
- Following up the actual transactions between exhibitors and buyers after the fair, and assisting both sides in channel development and products tracking.
- 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 Medias



## Booth Fee

Raw Space: RMB 1,680/sqm (VAT excluded, minimum 36sqm)

Shell Scheme: RMB 16,800/9sqm (VAT excluded, Upgraded shell package)