



# 第四届中国广州国际食品食材展览会

## Guangzhou International Food & Ingredient Fair 2015

### Exhibits List

1. Meat Product: frozen/refrigerated meat, split meat and prepared meat food
2. Aquatic Product : frozen/ refrigerated aquatic product, prepared fishery food and deep process product
3. Avian Food : frozen/ refrigerated avian product, split avian product and prepared avian food
4. Fruit and Vegetable : frozen/ refrigerated vegetable, pre-packed vegetable and prepared vegetable food
5. Frozen Pastry : rice dumpling, dumpling, spring roll, sesame ball, cake, dessert
6. Ingredients : raw material ,ingredient condiment for frozen food
7. Green and Health Food : fresh fruit, vegetable, nuts, bean-made product, organic food, vegetarian diet
8. Beverage & Alcohol : Wine, liquor, tea, coffee, milk drink
9. Leisure Food : biscuit, cookie, candy, chocolate, sweet food, nut, dried food
10. Sundry : rice/flour/grain product, canned food, local specialty, cooking oil, dairy and egg product
11. Condiment and Seasoning: condiment, sauce and ingredient



### Booth Reservation

**Standard Booth** ( 9 square meters ) Price:RMB8800/9M<sup>2</sup>  
Standard Facility: one information desk, two folded chairs, two long arm lamps, one 500w socket and one trash bin

**Raw Space** (start from 36 square meters) Price: RMB880/ M<sup>2</sup>  
The booth would be designed and constructed by the exhibitor itself.

### Exhibition Inquiry

**Address :** 26B, Development Center Building, No.3 Linjiang Avenue , Pearl River New Town, Guangzhou  
**Contact :** Ms. Ma/Ms. Xian/ Mr. Lin/ Mr. Liang  
**Tel :** +86-20-87305493/87621960/37853190  
**Fax :** +86-20-87305360  
**E-mail :** winnie@ccpit.org/ xianshuqing@ccpit.org/ linjinyuan@ccpit.org/ liangweihua@ccpit.org

*Taste the World.*  
**网罗全球美食**  
**品尝世界滋味**

**2015**  
**6月11-14日**  
**保利世贸博览馆**  
Poly World Trade Center  
Pazhou, Guangzhou



Wechat  
guojishicai



Weibo  
国际美食最前线

**Hosted by**  
China Council for the Promotion of International Trade  
Guangzhou Municipal Government  
**Organized by**  
China Council for the Promotion of International Trade Guangzhou Committee  
China Chamber of International Commerce  
Guangzhou Chamber of Commerce  
**Supported by**  
China Food Industry Association  
Guangzhou Customs  
Guangzhou Exit & Entry Inspection & Quarantine Bureau

## Review of GIFMS 2014

Jointly organized by China Council for the Promotion of International Trade (CCPIT), Guangzhou Municipal Government and CCPIT Guangzhou Committee, the Third Guangzhou International Food and Ingredient Fair (GIFMS 2014) was held in Guangzhou Pazhou Poly World Trade Center from June 26 to 29. The exhibition area of this fair reaches 25,000 square meters with 820 booths. Diversified products were showed there like imported packed food, original raw material, frozen and refrigerated food, halal food, seafood ,liquor and wine, condiment etc. Overseas exhibitors come from 20 countries and regions, including Thailand, Turkey, France, Italy, Canada, Malaysia, Philippines, Japan, Korea, Australia, Greece, Spain, Uganda, Cambodia, Indonesia, Hong Kong, Taiwan and Macau. Number of overseas exhibitors witnessed substantial growth with 340 booth,42% of total. The exhibitor from other provinces and cities in China except Guangdong reached 131 and took 27% of total.

During the four-day exhibition, it received 300,000 visitors in total and 48,000 of them were professional buyers and visitors. Twenty-two supporting activities were organized, including 10 matching meetings that realized over 60 million RMB for on-site deal and agency contract and 120 million RMB for intended deals in the trade hall. The exhibition had been highly recognized by both exhibitors and buyers. It was acknowledged as "the most internationalized and popular food fair in South China". To further promote the bilateral trade and provide tailored service to the exhibitors, GIFMS 2015 will continue to divide the exhibition area into trade hall and public hall, which would provide exhibitors with an all-round promotion platform and diversify the industry chain.



## Exhibitor Comments

**Harbin Yuyuanfu Co., LTD.**:As the leading brand of mutton product, we bring the concept of top quality mutton to the exhibition and hope to develop the market in Guangzhou. Our company is quite satisfied with the exhibition result .We met lots of member of Guangzhou Catering Association and persons in charge of catering companies in Guangdong. The fair is very helpful to developing Guangzhou market. We really appreciate the fair that provide us a professional platform and promote us to more professionals.

**Asiansea** :Asiansea is the leader in seafood supply chain in China. We showed more than 30 kinds of products at the fair, some of which were highly recognized by the professional buyers. We are deeply impressed by the participation of visitors.They show great interest on "fresh "product. We felt that the visitors here were quite professional.

**Turkish Chamber of Commerce** :Many members of our Chamber have come to Guangzhou for business development. It is the third time for us to attend the fair, so we are old friend to it. We feel that this year is much better organized than the previous years. Lots of professional enterprises and visitors are present here. The traffic flow is quite high. Our new products, black cherry, are sold well. We hope more companies could attend the next year.



## Feature of GIFMS 2015

- 1) International participation accounts for 50% of total.
- 2) Trade Hall and Public Hall will be set within the same fair to meet the different demands of exhibitors.
- 3) Specific tailored service is provided to international participations. Match-making meetings and negotiations are organized during the fair to facilitate the bilateral exchanges between exhibitors and buyers.
- 4) Diversified special food and ingredient from different parts of China.
- 5) Supporting activities like theme forums, product presentations, match making meetings are organized concurrently.
- 6) In-depth cooperation with e-commerce is conducted .The mode of "off-line deal+ on-line experience" is jointly explored for building the all-round trade platform.



## Data Analysis of GIFMS 2014



## Supporting Activity

1. 2014 International Golden Tea King Competition
2. 100% HK Branding 2014 (Guangzhou) Award Ceremony
3. Purchasing Magazine –Match-making Meeting for Imported Food Purchasers
4. Team Competition of Lingnan Moon Cake-- Souvenir Culture
5. Cooking Skill Competition of Chinese Roast and Stew Masters
6. Match-making Meeting for Quality Agriculture Product and Frozen Product
7. Match-making Meeting for Chain-store Operators
8. Match-making Meeting for Imported and Exported Food
9. 2014 Allied Forum on Global Food and Ingredient Supply Chain
10. Black Box Skill Competition of Western Cooking
11. Skill Competition of Restaurant Servants

