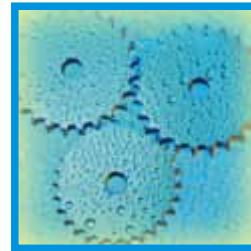




CIFE 2011
 2~4 June, 2011
 CHINA | GUANGZHOU

2011 The 7th China International Foodstuff (Guangzhou) Exposition



7th

7th
Incorporating

- Winexpo**
2-4 June, 2011
葡萄酒及烈酒展
- CMPE 2011**
2-4 June, 2011
食品机械与包装展
- Beverage & Coffee**
饮料与咖啡专区
- Seasonings & GRAIN**
调味品及粮油专区
- Meat & Edible oil**
肉类和食品油专区
- Snack Food Area**
甜点及休闲食品专区
- AGRICULTURAL AREA**
农产品展区
- Health-care Food**
养生保健食品专区
- Food Additives Area**
食品添加剂展区




2~4 June, 2011

Venue: China Import and Export Fair (Pazhou) Complex

Exhibition website: <http://en.cifexpo.org>

Approved by:  MOFCOM (Ministry of Commerce of the People's Republic of China)

Organized by:  CFNA (The China Chamber of Commerce of Import and Export of Foodstuff, Native Produce & Animal By-Products)

Hosted by:  福亚展览 FUYA EXHIBITION 会展领域·致专致诚 Guangzhou Fuya Exhibition Co., Ltd

**Be In Southern China's Largest Trading Platform;
 Promote Food Industry's International Cooperation**



CIFE 2011

2~4 June, 2011
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2011 The 7th China International Foodstuff (Guangzhou) Exposition

2011.6.2~4

Venue: China Import and Export Fair (Pazhou) Complex

About CIFE

A Professional Expo For Food In China Your Gateway To The China Market

Be In Southern China's Largest Trading Platform

China International Foodstuff Exposition (CIFE) is a professional international expo for the food and beverage industry. CIFE is approved by the Ministry of Commerce of the People's Republic of China, jointly organized by the China Chamber of Commerce of Import and Export of Foodstuff, Native Produce & Animal By-Products (CFNA), and Guangzhou Fuya Exhibition Co., Ltd. CIFE has been successfully held 6 times since 2004 with the goal of building a global professional trade and communication platform for the food and beverage industry.

For CIFE 2010, over **25,000** professional visitors have met with **523** exhibitors from **23** countries/regions of which there were **34** official national pavilion. Overseas companies accounted for **38%** and **62%** are local Chinese exhibitors. CIFE is known to be the largest trade fair for the food and beverage industry in South China.

Market Facts-Guangzhou, South China

- ◆ Guangzhou is known as the "Food Paradise". The food consumption of Guangzhou city reach CNY **132.11 billion**, thereby having the Largest consumption in China.
- ◆ Guangzhou is adjacent to Hong Kong, Macau, Taiwan, and South East Asian Countries, which is convenient transportation form mature food trading.
- ◆ The Guangdong Province is the most developed province in China with 0.6 million food-related companies, **3,500** supermarkets, **0.15 million** convenience and retail stores, **2,560** guesthouses, and **300** star-class hotels etc.





Market Facts-China

CIFE,your gateway to the China market

- ✦ In 2009, China's GDP reached CNY **33,535.30 billion**. For 2010, a **8.8%** GDP growth is predicted.
- ✦ In recent 5 years, the average rate of imported food increased by **15%**. The American Food Industry Association predicted that China will be the largest food importer where the imported food market will worth CNY **480 billion**.
- ✦ The implementation of a China-ASEAN Free Trade Area agreement on January 1st 2010 is the world's largest free trade zone by population, which will continue to significantly boost trades between China and the ASEAN countries.
- ✦ To encourage the foodstuff importation, China decrease the custom of some kinds of food since June,2008. Frozen food, decrease from **12% to 6%**,edible oil and olive oil decrease from **10% to 5%**, Nuts, children food, ling , decrease from **6%~25% to 2%~10%**,etc.

CIFE2010 Review

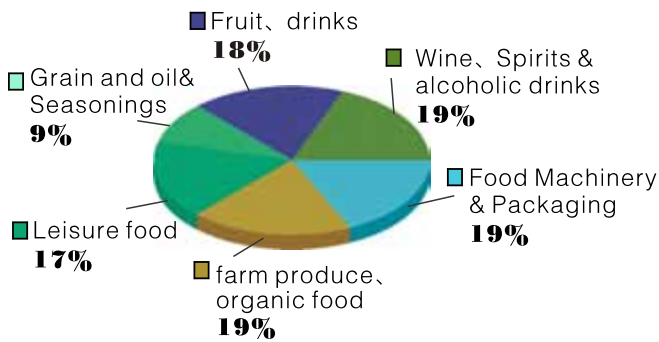
25,000 professional Domestic and overseas buyers together with **523** exhibitors from **23** countries and more than **34** domestic cities and regions attended CIFE 2010(The 6th China International Foodstuff (Guangzhou) Exposition) on May 13-15. This show area up to **20,000** square meters, increasing **40%** compare to the last show. Booths reach **817**, among which overseas exhibitor accounting for **38%**. Main exhibiting countries were Italy, Spain, Belgium, Malaysia, Mexico, Russia, Australia, Austria, France, Germany, Canada, Japan, Korea, Poland, the United States, the Philippines, Singapore, Thailand, Pakistan, and Czech etc. In CIFE 2010, total trading volume amounted to RMB 0.5 billion, among which Chongqing Pavilion, Sichuan pavilion, Mexico pavilion, Italian pavillion, Malaysia pavilion, Spain pavilion and Russian pavilion accounting for **30%** of the amount. The success of CIFE 2010 builds an irreplaceable position of exhibitions in food industry in south China.





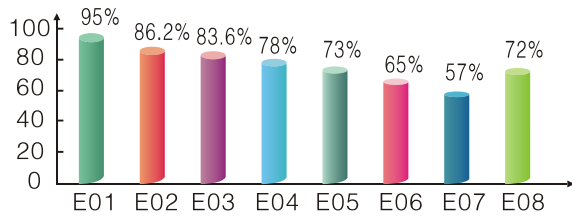
SHOW REPORT OF CIFE 2010

CIFE 2010 Exhibitor Figures



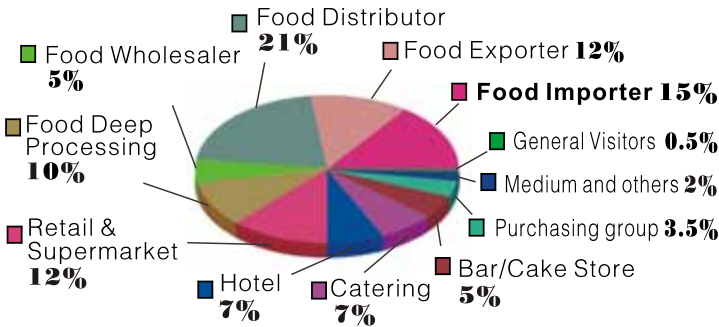
CIFE 2010 Degree of satisfaction of exhibitors

*Note: Exhibitors may indicate more than one point.

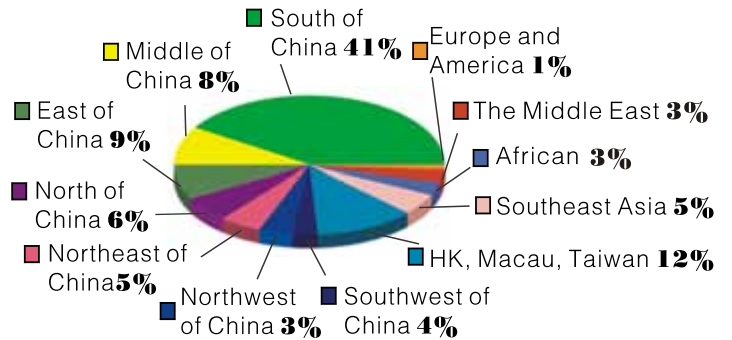


- E01. Improve enterprise image/brand in global market
- E02. Has a satisfactory turnover
- E03. Successful promotion of new products
- E04. Negotiate with professional buyers
- E05. Get to know of the Chinese market
- E06. Establish effective agents and distributors network
- E07. Face to face talk with the business group and target customers
- E08. Gain obvious effect of enterprise development strategy

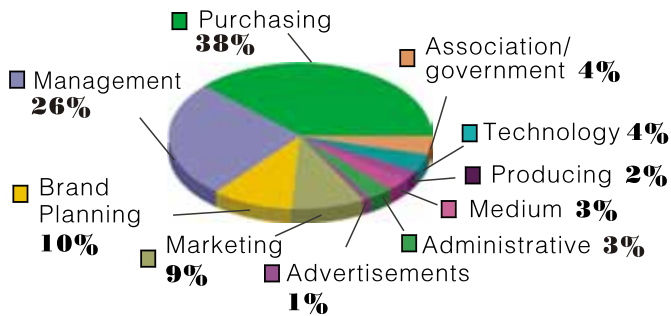
CIFE 2010 Professional Visitors' breakdown by business line



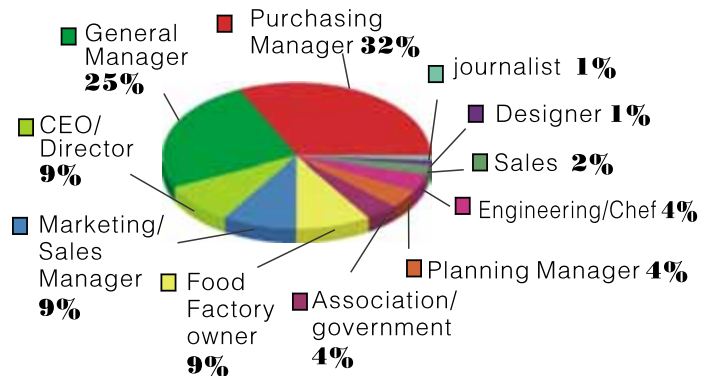
CIFE 2010 Professional Visitors' breakdown by region



CIFE 2010 Professional Visitors' breakdown by section



CIFE 2010 Professional Visitors' breakdown by Job title



CIFE ,A Continuously Developing Exhibition

Exhibitor Quantity	108	165	212	350	465	523
Visitor Quantity	12000	23000	33000	38000	55000	80000
Professional buyers	2000	3500	7300	10800	13000	25000
Exhibited Country	5	10	16	18	20	23
Year	2004(The first)	2005(The 2 nd)	2006(The 3 rd)	2007(The 4 th)	2008(The 5 th)	2010(The 6 th)

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CIFE 2011

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CIFE 2010 Overview

TO be "Be in Southern China's trading platform; Promote food industries' international cooperation"

CIFE 2011 Organizers

Approved by: 

MOFCOM (Ministry of Commerce of the People's Republic of China)

Organized by: 

CFNA (The China Chamber of Commerce of Import and Export of Foodstuff, Native Produce & Animal By-Products)

Hosted by: 

Guangzhou Fuya Exhibition Co., Ltd

Events Supports :

Malaysia-China Friendship Association
Korea Trade-Investment Promotion Agency
Eastinfo
Astute International
Magna Bridge Travel & Tours
Sdn Bhd
Guangdong Cuisine Association
Guangdong Food Industries Union
Guangdong Alcohol Monopoly Bureau
Guangdong Hotel Industry Association
Guangdong Catering Service Association
Guangdong Tourism Industry Association

CIFE 2011 Media Supports

21food.cn、foodqs.cn、foodszs.com、food.Hc306.com、foodmate.net、wines-info.com、winechina.cn、pack.cn、foodjx.com、《China Food Quality》、《China Food Newspaper》、《New Food》.....

CIFE 2011 Schedule

Move in: 31st, May – 1st, June 2011

Exhibition Date: 2nd – 4th, June 2011

Overseas Enterprises' Deadline for Registration: 1st, Match 2011

Domestic Enterprises' Deadline for Registration: 1st, May 2011

Deadline of Overseas Exhibits' Transportation Documents for Submission: 5th, Match 2011

CIFE 2011 professional buyers invited

Food dealer, Food importer, Food Exporter, Food wholesaler, Supermarket, Store, Hotel, Guesthouse, Catering, Bar, Cake shop, Food processing, package distribution center, General merchandise, Club, Airline company, Railway purchasing center, any organization related foodstuff, such as school, media, and association



CIFE 2011 EXHIBITS PROFILE

1. Local governments and overseas pavilion

- A. International pavilion: over 50% tags of the items on display are produced in overseas
- B. Domestic food pavilion of advanced provinces and cities

2. Wine and spirits exhibition (set up a special exhibition WINEXPO 2011)

Red wine, wine, beer, whisky, champagne, rice wine, medicated liquor, liquor, overseas' and alcoholic beverages;

3. Beverage area

Sodas, juices, vegetable juice, dairy products, cold drink, drinking water, coffee, tea etc.

4. Grain and oil& Seasonings

- A. Grain products: rice, flour, grain crops, dehydrated food etc.
- B. Seasonings: raw-food materials, food additives, food preservative, etc;

5. Leisure food area

- A. Preserves: candy, cakes, fruit pudding, and sweet, canned category.
- B. Nuts, roasted seeds and nuts: dried fruits, seeds, pistachio nuts, peanuts, and edible nuts etc.
- C. Instant food, children' s foodstuff, healthy food, medicinal granules;
- D. Nutrition health food: children' s food, health food, instant nutrition food.

6. Agricultural Products Area

- A. Agricultural Characteristics: the regional characteristics of agricultural around melon and fruits, vegetables, and crops.
- B. Agricultural technology
- C. Green organic food: authenticated in domestic and international authoritative institutions;

7. Catering Exhibition Area

- A. Oil, spices, seafood products, ham, frozen meat, poultry and marine products, etc
- B. The kitchen appliances: bake/kitchen/breeding/freezing equipments, tableware, kitchenware, etc

8. Food Machinery & Packaging exhibition Area (set up a special exhibition: CMPE 2011)

Food equipments those are relevant to food production, food processing and food packaging.

CIFE 2011 Activities

1、The 2nd International Cate Festival- TasteLingering in Guangzhou

Theme:

- *To promote the culture of Chinese and Western cuisine;
- *To display the representative cate;
- *To popularize the concessions and activity of the restaurants.



3、Fine wine Carnival & Flair bartending

Theme:

- *To promote the culture of flair bartending
- A. Flair bartending competition
- B. Latin dance.
- C. Photography competition of the flair bartending (Internet voting)



5、The 2nd Procurement matchmaking with supermarkets

Theme:

The top 20 Supermarkets in South China will be invited to communicate with exhibitors face-to-face, and jointly discuss the purchasing cooperation ways between supermarkets and suppliers.



2、Wines promoting and tasting event

Theme:

- *To promote the international high quality international wines
- A. The original imported wines tasting and awarding
- B. Auction of Fine wines and the related collection item
- C. Elegant wine models catwalk

4、Eastern and Western Food Industry Summit Forum

Theme:

- * The innovation and globalization development of traditional food
- A. Innovation in the food and beverage industry
- B. Food Safety and Trade
- C. New trends in food technology and product development.
- D. Attitudes and idea of consumers



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INCORPORATING



CIFE2011 Exhibition Fees

Booth Charges

Booth Type	Price(USD)	Package includes
	USD\$250.00/M ²	Space Only: Minimum 36 M ² *Bare space, ideal for large companies or big pavilion who wish to build their own stand
	USD\$2,500.00	Standard Booth1(3M x 3M=9M²): Corner Booth: 10% additional charge * Package includes: Chinese-English Fascia Four Folding chairs, One Negotiation Table, One Information Desk, One 3-Layer Showcase, Two Daylight Lamps, One Electrical Socket, One Rubbish Bin and Carpet.
	USD\$2,800.00	Standard Booth1(3M x 3M=9M²): Corner Booth: 10% additional charge * Package includes: Four Folding Chair, One Negotiation Table, One Information Desk, One 3-Layer Showcase, Two Daylight Lamps, One Wine Chiller, One Ice Bucket with ice, One wine fridge, Wine glasses, One Rubbish Bin and Carpet.

CIFE 2011 Exhibitors Guide

Other available services from the organizer

- 1) .You company introduction for the CIFE 2011 catalogue (no more than 300 words);
- 2) .Assistance for logistics and storage of your exhibits transportation and storage. Display of your company and products details on the CIFE official website.
- 3) .Exhibitors can put their company and products information on the CIFE official website.
- 4) .Provide conference services
- 5) .Provide travel services, i.e. flight tickets, hotel and transportation.
- 6) .Provide consulting services on import and export with China and the Chinese market consulting services.

How to participate in the CIFE 2011?

- 1) .Fill in the Exhibitor Application Form and return it to the organizer via e-mail, fax or post.
- 2) .The organizer will send you the Exhibitor Contract within TWO working days
- 3) .Please sign the Exhibitor Contract and make the payment of exhibition expenses within THREE working days . Please note that if the payment is overdue, your reservation is cancelled.
- 4) .After the payment, you will receive an Exhibitor Confirmation Letter that confirms your reservation;
- 5) .The organizer will send you the Exhibitor Manual before April 30th, 2011.

Book your booth in CIFE 2011, The China Market. Today



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Chongqing Pavilion



Mexico Pavilion



Famous company-Guangliang Group



Famous Australian wine-Tall tree

Testimonials From CIFE Exhibitors



Chairman of the Chongqing Pavilion Mr.Lai

We, Chongqing pavilion has 45 enterprises participated in CIFE 2010. The fair has brought our enterprises a fantastic affection. Each of our exhibitors met with hundreds of high quality buyers on the first day. And the trading amount is considerable. CIFE real is the most representative food exposition in south China.



Guangdong Guangliang Industrial Co.,Ltd. MR. Zhou

The effect of CIFE 2010 is amazing. We not only show the image of enterprise and coarse food grain serial drink, we also harvest more than 500 high quality merchants, with nearly 50 foreign businessmen. They are mainly from south, middle, east, even northeast of China, overseas mainly from Syria, Pakistan, Turkey and Afghanistan. It's great to see such high quality of food and beverage exhibition in Guangzhou.



Representative of Mexico pavilion Antonio Garcia Molina

Our Mexican pavilion organized eight tequila wineries. Many high quality wine importers, distributors in China are interested in our wines. We feel the big consuming capability of Tequila in China; we also will do something strengthen popularization of tequila.



Director of Chinese Market of the Tall Trees wines bobby Leo

We are the old customer of the show. And in the past five years, we have become to the largest Australia wine importer in China. I remember two of our largest buyers now were met in wine expo 2008. So we can feel their improvement and see the new content, new visitors. We negotiate with nearly 500 potential buyers. We are happy!



Wine Import Alliance Said Mr.Sun

We have organized 14 wine importers attend WINEXPO 2010, with wines from eight Chateau of French, and Australia and famous Italian high-end wine. Our enterprises received nearly 1,000 high quality professional buyers, mainly from high-grade dining agencies, hotels and real estate, large logistics businessmen, government and embassies in the wine.

For more information, please contact us

Guangzhou Fuya Exhibition Co.,Ltd

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Tel No.: 0086-20-87517298 / 8526 2696

Fax No.: 0086-20-87517368

E-mail: Cathy.ho.cife@gmail.com info@fuyaexpo.com

Website: http://en.cifexpo.org www.foodfair.org.cn

Name of Beneficiary : Guangzhou Fuya Exhibition Co.,Ltd

A/C No. of Beneficiary: 3602013419200513274

Name of Beneficiary Bank: Industrial and Commercial Bank of China, Guangdong Provincial Branch Guangzhou Tianhe SUB-BR

Swift Code: ICBKCNBJGDG

Attn: Cathy Ho Mr. David Lau

Mob.: 0086-135 1274 0205