

**A I F E**

**Largest Scale Food and Beverage Expo In Asia**

## **AIFE 2017 ASIA(Shanghai)International Food and Beverage Expo**

**Date: Aug.30<sup>th</sup> -Sep.1st,2017      Venue:Shanghai  
New International Expo Center**

**Date: OCT. 27<sup>th</sup> -OCT. 29<sup>th</sup> ,2017 Venue:Chengdu  
Century City New Int' l Convention &Exhibition  
Center**

**Date: Apr.8<sup>th</sup>-Apr.10<sup>th</sup>,2018      Venue:Beijing China  
International Exhibition Center**

**Taste Global Gourmet**

**Enjoy Asian Customs**

Approved: Ministry of Commerce of P.R.C

Sponsors: Chinese Institute of food Science and Technology

National Food and Nutrition Committee

China National Food Industry Association

Organizer: Shibowei International Exposition Co., Ltd  
Shibowei International Exposition Co.,Ltd (Shanghai Branch)

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### 【Market prospect】 Leading the industry, attracting global attention

Food industry has become a necessity in daily life, but also an eternal Evergreen industry, the economic benefits also brought straight up. High-end food, because of the cosmopolitan characteristics, the taste of pure and unique characteristics is popular among national people, so that people's consumption level has also been rapidly improved and upgraded, the Food taste transits to the nutrition, health, leisure, flavor and experience type from the only function of solving starving problem in the past. Import food ,High-end food and features food are familiar and accepted by more and more people , and the purchase volume are increasing , with a huge economic market. According to the American Food Industry Association forecast, Quantity of sales of import high-end characteristics food in China will rapidly upsurge in 15% every year, By 2018 China will become the world's largest consumer of import High-end Featured food , then, the domestic market size of imported food will Up to 480 billion yuan. Imports of high-end features food continue to develop in multi-field, the whole chain, deep-seated, sustainable direction. Local food and imported high-end food has never been closely related as today. Shocking data will detonate a new round of irresistible investment frenzy, delicious and healthy import high-end characteristics food monopoly in the Chinese market demand has a vertical and horizontal trend, attracting the global attention.

### 【Exhibition Introduction】

2017 Aisa( Shanghai ) International Food and Beverage Expo is organized by the Beijing Shibowei International Exposition Co., Ltd as an exclusive contractor. Shibowei International Exhibition Group is a professional exhibition organization which is committed to promoting the pace of globalization of China's health industry. The company was established in 2003, based in Beijing, China, and Shanghai and Chengdu customers are located in 60 countries and regions. After nearly 14 years of accumulation and sharpening, now Shibowei has a set of exhibition industry market development in line with the marketing model, and has a long and close industry associations, extensive stability of the customer network, timely and accurate database, mature Steady market sales ability. With the world's exhibitors and buyers' flavor, accessing to dozens of national authority from the experts highly affirmed,2017 Asia (Shanghai) International Food & Beverage Expo will be China's imports of high-end characteristics of the food industry to establish a new benchmark, to create a new benchmark for the development of high-end characteristics of the food industry, to promote the development of high-end characteristics of the food industry, to build a new milestone in food industry.

### 【Reasons for Participation】

1. Brand appeal---to show image, improve industry position, brand value, awareness, honorary degrees

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among peers and customers;

2. Marketing strategy---to know the market information, expand sales channels, get market order, maintain the sales network;

3. To establish the import, wholesale, distribution, group purchase, retail sales channels;

4. To get big fans of your brand products. Your products are likely to attract attention and tracking propaganda nearly from hundred of professional and mass media, become a bright star in the product;

5. To obtain market orders - 14 years' buyers purchasing database help you to open the treasure in the global market, to gain money, and win the reputation;

6. Since Shibowei • International Health Industry Expo successfully held, it has been named "National Key Leading Support Exhibition" by the Ministry of Commerce for three consecutive years.

### 【High Quality Buyers】

1. Huge <DATABASE>, fixed, directed to invite the restaurant industry association (commercial) president and secretary from all over the China and Hong Kong, Macao and Taiwan regions, large upscale supermarket, catering enterprises in China;

2. The national star hotels and all kinds of brand chain hotels, evening show, trading company, food traders and buyers, food importers, food wholesalers, Chinese food hotel, western food hotel, fast food hotel, distributors, chain stores, bars, wine importers;

3. Wal-mart, Carrefour, Hua-Lian, Wu-mart, Century Lian-Hua, Jingkelong, Auchan, Lotus, Metro, traders, distributors, agents, gift coupon, large chain hotels and resorts;

4. Retails, general manager, executive chef and procurement director, national provinces and nearly fifty thousand purchasing managers of supermarkets and agents, to help establish a high-end brand exhibitors contacts circle, improve the efficiency of business development, reduce the transaction costs of cooperation;

5. Countries embassy in China as well as through collaboration with industry associations, to assist the

organization of professional buyers to come to the exhibition;

6. To build high-end display platform and effective trading environment for the food and beverage industry , to assist exhibitors booming high-end food and beverage market in China;

7. During the organization, we will invite the exhibition industry pundits of imported food in China to hold related seminars about the development trend and market demand.

### 【Exhibit Products】

◆ International (Imported) Food Exhibition Area: snack foods, baby food, dairy products, baked goods, fruit and vegetable food, health food, tonic; condiments, canned products, drinks and so on.

◆ Food products Area: easy to nutrition fortified food; livestock and poultry meat products; dried meat broth, halal food; soy products; egg products; characteristics of fruit; bee products; noodles products; preserved fruit preserves; food chain.

◆ Sugar Wine & Non-Staple Food Area: (A) wine and various beverage products, fruit juice, coffee, high-end tea industry, such as water drinks, such as wine. (B) all kinds of nuts roasted seeds and nuts, puffed, jelly and preserved fish and snack foods; leisure vegetarian; fruit and vegetable films; candy, chocolate;

◆ Famous Products Area : leading enterprises; won the well-known trademarks in China, family farms; green food; organic food, and so on.

◆ Grain and Oil, Condiment Exhibition Area: grain and oil products, condiments, edible oil, olive oil, seasoning oil products; Western condiments and so on.

◆ Aquatic Products and Frozen Food Exhibition Area: all kinds of dry, ice, fresh aquatic products; aquatic processed foods; surimi products; sea cucumber, abalone and other seafood; marine biological products and marine deep processing products; quick-frozen food and cold food.

### 【Activities】

AIFE concurrent activities will set prizes for you to take. In order to promote visibility and reputation of enterprise brand , show excellent product quality and service, AIFE will hold awards activities. The organizing committee will set the "Gold Medal" award; "Recommend New Product" award; "Quality Products" award, "Top ten brands" award, etc.; Sponsoring units involved will get a dozen services with publicity (please ask for the organizer about

related condition details). On the exhibition a series of exciting activities will be launched, which is regarded as the exhibition's highlight characteristics. There are themes related foods, such as "Italy, France, United States, Germany, Japan Cookers Show Food", "Asia International Food and Beverage Expo Gustation", "Happy Baking Garden", "Olive Oil competition", "Wine Tasting", "World Barista Competition Pageant", "World Beverage Brand Innovation Awards", "Gourmet Academic Exchange Discussions Forum" etc. The large world special delicious foods feast will take you to enjoy all kinds of tastes in Asia and unwilling to leave here.

### **【Participation Procedures】**

1. Exhibitors must have effective **Business license** and other legal documents.
2. The organizing committee will follow the principle: "**Applied first, Paid first, Served first**". There is 10% additional charge for the corner booth.
3. After the exhibitors book the booth, please fill in the **Application Form** carefully. and then send the Application Form with stamp and signature to the organizing committee. We will send you the "Booth Confirmation Form" after receiving your Application Form.
4. Within 7 days after the exhibitor receives "**Booth Confirmation**", you should make full payment or 50% into the account of organizing committee, Expire, the organizing committee has the rights to cancel your participation.
5. After receiving the booth payment, the organizer committee will send the payment invoice to the exhibitors.
6. The organizing committee has rights to change and move some confirmed booths considering the safety problem and the whole image.

To be sponsor of exhibition, you will get more business opportunities (For more information, please ask for organizer committee).

### I: Booth Price

	Booth Division	Specification	Fee		Configuration Instructions
			Beijing & Shanghai	Chengdu	
Booth Setting	9 m <sup>2</sup>		\$3500	\$2000	A Standard Booth include: lintel plate, a negotiating desk, two chairs, a 5A power socket, two daylight lamps, carpet, booth height:2.5m(10% extra fee for corner booth);
	9 m <sup>2</sup>		\$3800	\$2200	A Luxury booth, include: lintel plate, an information desk, two chairs, a 220v power socket, two daylight lamps, carpet, the painting and design of the pictures for booth posters(you can ask organizing committee for design sizes), booth height:3m;
	Over 36 m <sup>2</sup>		\$350/m <sup>2</sup>	\$350/m <sup>2</sup>	Only provide exhibition space, without any configuration , self-build .

### II: Advertisement Price

Catalog over	Catalog Back Cover	Color Page Spread	Catalog Cover (the second, third page)	Color Pages inside of Catalog	Black and white Pages of Catalog
\$4000	\$3000	\$2800	\$2000	\$1500	\$800
Entrance Ticket	Invitation Letter	Handbag	Card case	Visit Tecket (Exclusive)	Hang rope
\$1500/10,000pcs	\$1200/1000pcs	\$1500/1,000pcs	\$1500/1000pcs	\$2500 /10,000piece	\$3000/10,000pcs
Ball(diameter: 3m) banner: 10m×0.9m	Arch door(18m) Line banner	AD Banner board Width: 8m Height: 5m	Moving Banner Board 4m*5m*2sides	Road Flag Height:1.5×0.5m	
\$1500/pc	\$2000/line	\$3000/item	\$2000/item	\$150/pc	

### III. Forum Price

contain 70 people	USD 1000/h	Contains the following services: 1 platform desk、 chair)and 1 bucket of water; 2. Power socket, projector, stereo, microphone etc 3.Broadcasting service and audience organization;
contain 80 people	USD 2000/h	
contain 160 people	USD 3000/h	

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