



中国国际进口博览会  
CHINA INTERNATIONAL  
IMPORT EXPO

新 时 代 共 享 未 来  
NEW ERA SHARED FUTURE

The Third China  
International Import Expo  
November 5-10, 2020

1.2 Hall 8.1 Hall 8.2 Hall

# Food and Agricultural Products Exhibition Area



Green, Health  
Innovation, Development



Dairy  
products



Meat, aquatic  
products and  
frozen foods



Beverages  
and  
alcoholic drinks



Organic food



Prepackaged food



Snack food,  
sweets,  
condiments



Fruits and  
vegetables and  
agricultural products



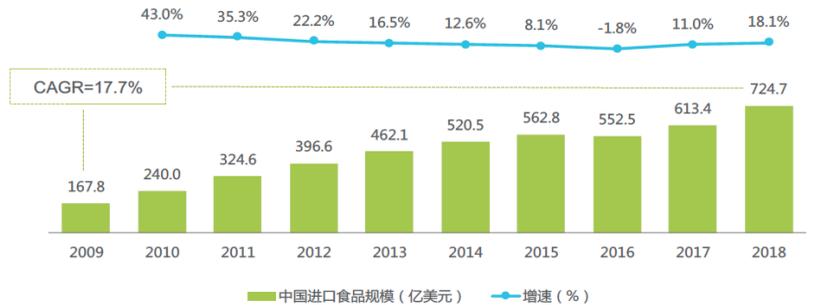
Integrated food

## The Chinese market is attracting attention from food companies around the world

Thanks to China's rapid economic development, the increasingly higher living standards of the people, supportive open policies and continuously improved trade facilitation measures, China's imported food consumption scale has been growing at a high speed. For the first time in 2018, it has exceeded 70 billion US dollars, making China one of the world's largest imported food consumers. With an increase in consumer demand, improvement of consumption level and optimization of consumption structure of urban and rural residents, China is embracing an expanding food and agricultural products market that has broad prospects.



2009-2018年中国进口食品规模



## CIIE, a service platform that fosters upstream and downstream integration of domestic and overseas industries

China International Import Expo is the world's first national-level exhibition themed on import. It is a major innovation in the history of international trade. Hosting the China International Import Expo is a major decision made by China to foster a new round of high-level opening up. It is a major initiative for China to open its market to the world. This reflects China's consistent position in supporting the multilateral trading system and facilitating free trade. It is China's practical action to drive the construction of an open world economy and support economic globalization.

### 2019 CIIE Food Exhibition Area Data



An exhibition area of **75,000** square meters

**120<sup>+</sup>** participating countries and regions

**1800<sup>+</sup>** overseas participating enterprises

**64** overseas officially organized exhibition groups

Participating countries along the "Belt and Road" accounting for **50%** of the exhibition area

### Exhibition Purpose



Entering or expanding the Chinese market



Brand promotion



Grasping food industry trends



Releasing new products and new technologies



Contacting both old and new customers

## Exhibits Profile

With the theme of “Green, Health, Innovation and Development” , this exhibition area covers 90,000 square meters’ space. To sustain the goal of internationalization, specialization and marketization, it aims to build into a trading platform that reaches out to and drives the circulation of high-quality food in the world; a platform for showcasing exhibitors’ corporate image, comprehensive strength and social responsibility; a platform for facilitating dialogue, exchange and cooperation between the domestic and international food industries; a service platform for helping enterprises to provide innovative ideas and promoting the upstream and downstream integration of the food industry; a platform that leads the healthy and sustainable development of the Chinese food industry.

 <p><b>Dairy products</b></p>	<p>China’s per capita consumption of dairy products is about one-third of the world’s average. With a huge untapped market space, China has become the largest potential market for dairy products, attracting a number of dairy producers to gather at CIIE.</p> <p>The exhibits include liquid milk, milk powder, condensed milk, milk fat, cheese, etc.</p>	 <p><b>Snack food, sweets, condiments</b></p> <p>China is receiving increasingly diverse brands and types of imported foods, among which snack foods are the most popular. The exhibition area provides a complete exchange platform for snack food brand owners and buyers.</p> <p>The exhibits include chocolate, ice cream, candy, biscuits, pastries, candied fruit, sweets, puffed food, nuts, sweets, condiments, etc.</p>
 <p><b>Meat, aquatic products and frozen foods</b></p>	<p>China is the world’s largest meat market, with imports of aquatic products reaching 34,000 tons, a year-on-year increase of 34.7%, which is a strong attraction for foreign exporters.</p> <p>The exhibits include all kinds of meat, meat products, aquatic products and plants and their processed products, chilled foods and frozen foods.</p>	 <p><b>Integrated food</b></p> <p>Exhibition groups organized by official organizing committees in various countries and regions, as well as brand manufacturers across food categories, have appeared at CIIE, including many transnational and cross-industry top 500 and leading enterprises.</p>
 <p><b>Prepackaged food</b></p>	<p>The purpose is to show the pre-packaged food safety status and pre-packaged food differences at home and abroad, and predict the development trend of pre-packaged foods.</p> <p>The exhibits include all types of food that follow the General Standard for Labelling Prepackaged Foods.</p>	 <p><b>vegetables and agricultural products</b></p> <p>China is already the world’s largest importer of agricultural products. It is world top one in the import volume of many varieties. Expanding the import of agricultural products is conducive to enriching the domestic agricultural product market. Domestic buyers are planning a diversified layout of food imports.</p> <p>The exhibits include fruits, vegetables, edible fungi, grain and oil crops.</p>
 <p><b>Beverages and alcoholic drinks</b></p>	<p>It is estimated that the revenue of alcoholic beverages will reach 293 million US dollars in 2019. CIIE brings together the world’s top wine brewers.</p> <p>The exhibits include wine, beer, spirits, cocktails, white wine, alcoholic beverages, juice, mineral water, carbonated drinks, herbal tea, functional drinks, protein drinks, mixing drinks, coffee, tea, honey, etc.</p>	 <p><b>Organic food</b></p> <p>To reduce environmental pollution, produce safe and nutritious foods, meet the consumer demand of pure natural and non-polluting healthy foods and obtain higher economic benefits, the organic food market is quietly emerging in China.</p> <p>The exhibits include food and agricultural products with organic certification.</p>



## Highlights of the Exhibition Area



**The exhibition area that welcomes the largest number of exhibitor countries and enterprises. Close contact with a global food feast**

Over 1,800 enterprises from more than 100 countries will showcase organic and healthy “local specialties” and a variety of processed foods and agricultural products that incorporate modern technology. There are top 500 and leading enterprises, small and medium-sized enterprises from countries along the Belt and Road and underdeveloped countries, as well as special enterprise groups organized by national exhibition organizing committees.



**New products and new technologies are emerging one after another Providing a reverse impetus for the innovation and development of enterprises**

With a multitude of new products and new technologies unveiled, the Expo will present the world’s most sophisticated and cutting-edge food production technologies and the latest and most distinctive foods. Small and medium-sized enterprises from developing countries and least developed countries will also attend the exhibition, bringing food and agricultural products that will enter the Chinese market for the first time.



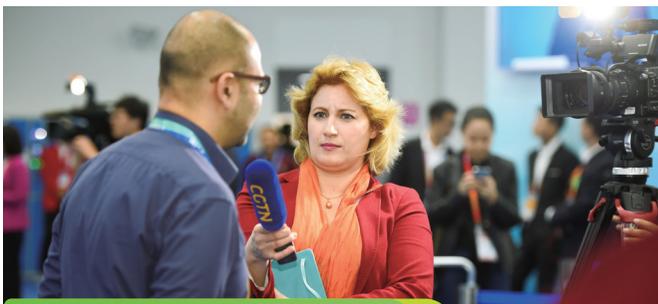
**Gathering 400,000 domestic and overseas purchasers Pinpointing robust professional purchasing needs**

The first CIIE organized 39 trading groups and nearly 600 trading branches, and invited large and small and medium-sized enterprises in China as well as government visiting groups to attend the exhibition, targeting key decision-makers in supply chain and logistics department, production quality department and administrative purchasing department, with nearly 400,000 professional visitors present at the exhibition to help enterprises pinpoint exhibitors and successfully find trade partners.



**Organizing high-level professional supporting activities Helping enterprises to grasp the industry trends**

During the Expo, a series of high-level, high-standard and high-quality supporting activities will be conducted, covering interpretations of official policies of the national ministries and commissions and industry forums organized by professional chambers of commerce that focus on the development trend of imported foods, as an effort to provide data support for key decision-making of exhibitors and intellectual support for enterprises in anticipating development opportunities.



**More than 1,000 heavyweight mainstream, industry media All-year, multi-channel exposure of corporate brands**

CIIE official website and official WeChat release the company exhibition information throughout the year. During the Expo, more than 1000 mass mainstream media and industry media will be invited to arrange group or exclusive interviews for the leaders of the participating enterprises to promote exhibit highlights and enhance the brand awareness of exhibitors.



**Government guarantee, customized policies Ensuring smooth exhibition participation**

Government departments such as the General Administration of Customs, the Ministry of Agriculture and Rural Affairs, and State Administration for Market Regulation have successively formulated safeguard plans and emergency plans for the customs clearance of exhibits, the import of endangered aquatic wildlife and food safety assurance.

## Exhibitor comments

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We are very honored to participate in the China International Import Expo. If I have to summarize my impression of the Expo with two words, it is inspiring and impressive.

—Pascal De Petrini, Global Vice President, Danone Group, France



After participating in the Expo, our star product sales soared by 36 times. The Expo will continue to unleash energy for the global stage of open cooperation between China and other countries, allowing the world to share the dividends of China's high level of openness and high-quality development.

—Sheng Wenhao, Board Chair of Theland New Cloud



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## Bringing together global leading food companies

(part of brand logos, listed in no particular order)



### More excellent activities to come

#### China Import Food Summit & China Food Import Report Public Release Conference

To meet the people's aspiration for a better life and foster global trade cooperation in food field, the conference plans to invite government leaders, national embassies and consulates, representatives of international organizations and representatives of leading enterprises to conduct exchanges focusing on the globalization trend of imported food trade, new business pattern developments and other hotspot issues in the industry. The Annual China Food Import Report will be released at the conference to review the development of China's imported food in 2019 and interpret domestic hotspot imported food policies.

#### China International Meat Conference

The conference will focus on hotspot issues such as meat import and export policy trends, international trade developments, development of domestic meat supply chains and sales channels.

#### Global Dairy Forum

Centering on sustainable economy, the forum is intended to facilitate exchanges of dairy operation models in different countries and explore collaboration models; it aims to build the most forward-looking and steering dairy industry vane, which will provide guidance for future development of Chinese and global dairy industry, promote import policies and trade facilitation measures and explain import access requirements.

### Booth price

#### • Raw space booth

USD 300/m<sup>2</sup> or CNY 2,100/m<sup>2</sup> (minimum 36m<sup>2</sup>)

#### • Standard booth

USD 3,000/9m<sup>2</sup> or CNY 21,000/9m<sup>2</sup>

Exhibitors that sign exhibition contracts and complete no less than 50% down payment before January 31, 2020 (included) can enjoy a 10% discount.  
Booking Deadline: April 30, 2020

### Registration method

[www.ciie.org](http://www.ciie.org)

Inquiry email: [foods@ciie.org](mailto:foods@ciie.org)