



July 3-5

Beijing Exhibition Center
National-level Pure Import Food Expo



Share the Global Taste

Beijing International Import Food Expo 2015

July 3-5, 2015 Beijing Exhibition Center

Organizers

China Chamber of International Commerce
Zhenwei Exhibition Group





【 2014 Show Review 】



The 3rd Beijing International Import Expo 2014 (cipfe 2014) was held From July 4-6, 2014, in Beijing Exhibition Center. With 30,634 buyers and traders and an exhibiting space of 15,000 sqm, cipfe 2014 was highly praised for its quality and professionalism by all the visitors and exhibitors. cipfe has successfully won a reputation of one of the leading events for the Chinese import food market. More than 500 brands from 20 countries and regions showcased their premium quality products to the visitors and buyers from all over the world. Famous enterprises and importers include : LLC TH Cheeseberry , Shunyi Lafite , Wildland New Zealand Limited , Orange Cheese Company , Finca , Imuraya , CJ HealthCare Corp. , Mizkan China Co., Ltd , Kookje Food Co.Ltd , Ganda Kota Sdn. Bhd. , Octa Foods Company Limited , World Eco Agriculture (M) Sdn. Bhd. , Soon Heng Import Export Trading (M) Sdn. Bhd. , Godbawee Food Co., Ltd , Satu Gac Food & Beverage Company Limited , Lianda Xingsheng Trading Co., Ltd , The Commercial Office Of Ecuador In Beijing Proecuador , EXPERIENCIA NUTRIMENTAL SA DE CV, Embassy of the Slovak Republic to China , EMPRO CHINA Pet Ltd. , See's International Food Mfg. Corp., IMPORTEX LLC,L&P Global BV, Beijing Uniworld International Trading Co., Ltd , etc. With the proposed transaction volume of over 728,000,000 RMB. cipfe 2014 has successfully bridged the professional buyers to the exhibitors.

Beijing International Import Expo, relying on strong market demand for imported food, will be carved into one of Asia's most influential events in food industry. cipfe aims to create a high efficient platform for both overseas and domestic food enterprises to display, communicate and promote brands.

【 Background 】

The import food industry in China has been developing rapidly in recent years. Data from the National Bureau of Statistics shows that the annual sales volume of imported food has exceeded 100 billion RMB and is still enjoying an annual growth of 15%. It is estimated that the annual sales volume of imported food will reach 480 billion RMB by 2018 and China will become the world's biggest consumption country for imported food. A variety of imported food with exotic flavors and high quality have been launched, which touts most of Chinese consumers. With the great potential in market share, the prospect of import food in China is bright.

The Only National-level Import Food Expo in China

506 exhibition brands

15000 square meters exhibition area

30634 buyers and traders

National Pavilions

U.S., Spain, Japan, Canada, Malaysia, Thailand, Russia,
South Korea and Central & South America.

【 Exhibitor Review 】



L&P Global BV

cipfe 2014 provides an opportunity to let Chinese know more about European food. We are a Spanish Olive Oil company, with an office in Qingdao, China. We believe that market share of olive oil is great in China. This is the 3rd time we attend the expo, we have witnessed the growth of cipfe. We appreciate cipfe for giving us business expand chances and high quality services.



Embassy of the Slovak Republic to China

cipfe 2014 is a professional and distinctive import food fair , at here the food companies at home and abroad can learn from each other in food processing technique, taste, and package etc. The most important thing is through cipfe all import food companies can get more mutual communications than before, thus bring rising business opportunities between China and other countries.



KOOKJE FOOD CO., LTD

We are so happy to take part in cipfe 2014 because we met lots of visitors and traders who are interested in our products. We find the Korean food is very popular in China and we'd like to expand our business in China.



Imuraya

Imuraya , founded in 1896 with a long history ,makes all kinds flavor cookies. We want more and more business partners to know about our products so that can help our products enter into Chinese market. We appreciate that cipfe 2014 gives us the opportunity to show and introduce Japanese health and safe food to Chinese.



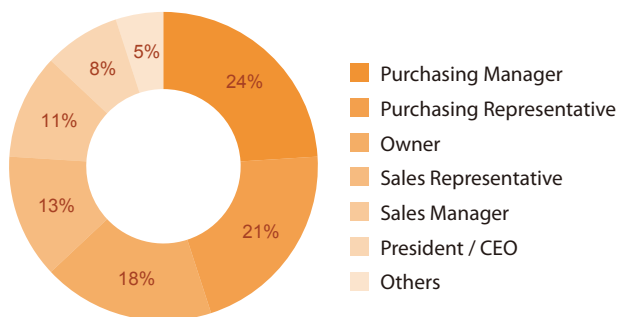
Share the Global Taste

**Focusing on brand communications,
attracting mainstream media attention**

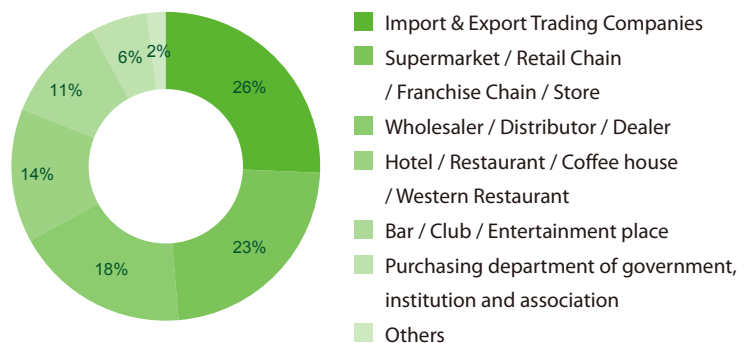
In order to help improve brands communications, Beijing International Import Food Expo has already established cooperation with over 100 mainstream media, including People Daily, Xinhua News, CRI online, CHINA BUSINESS JOURNAL, China Daily, Beijing TV Station, sina.com.cn, ifeng.com, sohu.com, China Taiwan, FOOD INDUSTRY, Asia Food, Food & Beverage Business Review, Global Food Mate, Food Industry, GOOMAAI, wine-imp.com, canadaprod.com, food-sources.com, MRO Magazine, China Food Investment Net, Global Logistics Net, International Business Times, etc.

【 Cipfe 2014 data 】

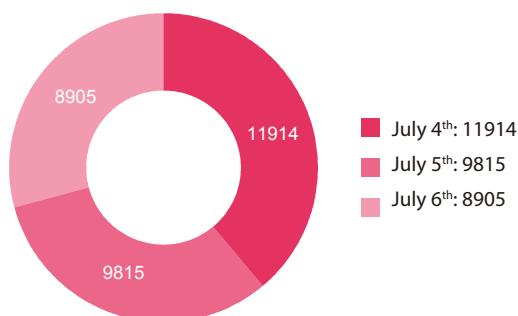
Visitors Background by Function & Job Title



Visitors Background by Sector

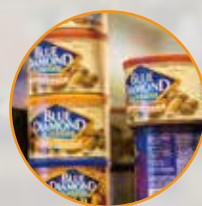


Visitors Number, Total: 30634



【 Exhibits Profile 】 (import food only)

- **Leisure Food:** chocolate, nuts, snacks, chips, leisure fish products, dried fruit & vegetables, etc.
- **Dairy & Milk & Eggs Products:** milk, yogurt, cheese, butter, milk powder, etc.
- **Wine & Spirits & Beers:** brandy, whiskey, sparkling wine, vodka, ice wine, tequila, etc.
- **Coffee & Tea:** coffee bean, brewed coffee, espresso, instant coffee, coffee mate, coffee flavor drinks, Indian black tea, fruit tea, etc.
- **Beverage:** fruit & vegetable juice, mineral water, soda, soft drink, etc.
- **Edible Oil:** olive oil, sunflower oil, canola oil, flaxseed, etc.
- **Halal Food:** halal drinking, halal meat, halal seafood, halal frozen food, halal children food, etc.
- **Organic Food:** organic fruit and vegetable, organic meat, organic miscellaneous grain crops, organic seafood, organic frozen food, organic children food, etc.
- **Health & Functional Food:** dietary-supplement, herbal supplement, ginseng, anti-aging products, etc.



【 Concurrent Activity 】

A variety of activities will be concurrently held with cipfe 2015 to celebrate the grand expo. The one-hour forum, seminar, product launch and introduction, and wine & spirits tasting will be organized to meet the different needs of visitors, traders and exhibitors.

【 Exhibition Schedule 】

Registration & Build up: July 1, 2015 08:30-17:30
 July 2, 2015 08:30-17:30
 Exhibition & Trade: July 3, 2015 08:30-17:30
 July 4, 2015 08:30-17:30
 July 5, 2015 08:30-17:30
 Closure & Dismantling: July 5, 2015 17:30-20:30
 Venue: Beijing Exhibition Center

【 Exhibit Space Cost 】

Exhibition Booth

Type	Price	Area
Shell Scheme	CYN 18,000	9m ²
Raw Space	CYN 1,500	Min. 18m ²

Exhibition Catalogue

Front Cover	Back Cover	Inside Front Cover	Inside Back Cover	Head Page	Colored Inside Page
CYN 25,000	CYN 20,000	CYN 18,000	CYN 15,000	CYN 18,000	CYN 6,000

Special Recommended Ads and Price

Visitor Ticket	Hanging Banner
CYN 50,000/50,000pcs	CYN 50,000/ single-side





www.cipfe.com



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