

9th International High-end Health Edible Oil & Olive Oil (Shanghai)

Expo 2013

10th International High-end Health Edible Oil & Olive Oil (Beijing)

Expo 2014

Subject: “Show high-end edible oil products , Create high-end edible oil brands”

Approved by: Ministry of Commerce of P.R.C

Support Unit: Cereals and Oils Nutrition Sub-Association of CCOA

International Federation of Organic Agriculture Movements(IFOAM)

Sponsors: China Health Care Nutrition Council

Committee of Nutrition and Food for Elderly—Gerontological Society of China

High-end Edible Oil Committee of China Health Care Nutrition Council

Organizer: Beijing Shibowei International Exposition Co., Ltd

Official Website: www.oilexpo.com.cn

★ Review

“The 8th International High-end Health Edible Oil & Olive Oil (Beijing) Expo”(short for “Global Oil”) has been finished successfully at China International Exhibition Center on April 7, 2013. This fair attracts more than 300 companies to attend and the total space is over 10000 square meters. More than 20 embassies in China, and leaders from Ministry of Health, Ministry of Agriculture, Ministry of Commerce, State Forestry Administration, Development Research Center of State Council and over 30000 visitors from 26 countries together witnessed this grand feast. Industry giants gathered here, and the international olive oil association and pavilion of Argentina, Spain, Greece, Italy, Tunisia, Turkish hand in hand here, the domestic different provinces and regions tea oil association group met here, more unique special high-end oil products actively joined this fair. This fair gets high praise of exhibitors and visitors, and said the organizing work is of a great success, it plays an important role in trade service and public brand’s building. Global Oil Expo is the common “house” of high-end health edible oil industry, must lead edible oil industry to another glory in the future. The door of Global Oil Expo will always open for you! Maybe your products will be the next world famous brand!

Comply with the demand of the market, and the request of the exhibitors, from 2013 the Global Oil Exposition , it will be held in spring in Beijing, and autumn in in Shanghai, in

order to set up nationwide sales platform. At present, China is the world's largest oil consumer market along with economic development and improvement of living standards, the consumers' demands for edible oils show a trend of diversification. Most consumers when buying oil, not only to compare prices, also put health as an important indicator.

Shifting consumption funds to health products. It has become a habit to spend money to buy health. In the world green wave of returning to nature, nutrition health edible oil is becoming the focus of the market. To look for agents at the same time in two largest cities, Beijing and Shanghai, you will here contact with your potential customers face to face and depending on the Global oil brand successfully to enter the international market. In 2013 we will make appointment and meet with our friends around the world ! Global Oil expo will vigorously make propaganda in each region, and combine popularity and fortune to help the customers to win business opportunities.

★ The exhibition and market analysis

Throughout the current oil market, most enterprises and brands focus on the low-end products. After the price war for recent years, the low market profit contributes many enterprises and brands to trying to explore new fields. Therefore, every enterprise regards high-end edible oil as the new profit growth point. High-end edible oil with China's rare material resources are fit for body nutrition and meet the people needs for health and modern life.

At present, the exclusive and monopoly pattern for edible oil brands at home and abroad had been broken and high-end edible oil has accounted for 30% of market share. Consumer groups for high-end edible oil have been formed.

In 2013, China will have an unprecedented consumption epoch for high-end edible oil. The 8th high-end edible oil expo with all kinds of high-end oils displaying in the same platform conform to the development trend of industry and society and convenient for both sides to carry out deeply trade negotiations. This expo will attract more buyers, manufacturers, dealers and agents, government procurement departments to visit and make orders and provide enterprises for high-end edible oil a comprehensive and more competitive trade platform. Through the effective resources from the government and related departments, the organizing committee will invite international famous brands to join us and make china international oils expo into internationalization and branding

★ Advantages of participating in the 9th Global oil exposition

Have the opportunity to get the "gold medal" (For more information, refer to organizer committee);

Have the opportunity to get the "recommended products", "science creativity";

Have the opportunity to get the "health and nutritious edible oil certificate";
Have the opportunity to become the member of the China Health Care and Nutrition Council and the member of High-end Edible Oil Committee of China Health Care Nutrition Council;
Have the opportunity to be recommended to group purchase by organs direct under central government;
Have the opportunity to be directly become the member of expanding brands in national oil exposition official web (limited number).

★About the Exhibitors

1. Exhibitors must have valid hygienic license, business license, trademark registration certificate, and products approval documents; the quality of the exhibition products should comply with the relevant standards.
2. Exhibitors should firstly contact the organizing committee to choose their ideal booth position, and then fill in the exhibition application form and agreement form. Mail or fax the forms with your signatures to the organizing committee. This contract will be effective after being signed by both parties. Faxes or copies are valid. Booth Distribution Principle: applied first, paid first, served first.
3. All guests who participate in the exposition are entitled to take part in the bonuses issuing activity, which set "Gold award", "Best-Ten Brand", Good Faith model"; "Appointed Product, Recommended product, Science and Technology Innovation"; "Four news" award; (For more information, please refer to the organizing committee)
4. To show the strength of the company and set up the enterprise image, the organizing committee established title sponsorship and sponsor scheme. If have interest, please ask the assisted sponsorship scheme and relevant return regulations from the organizing committee.
5. To expand your company's propaganda, the organizing committee will offer you the links service between your website and congress's official website free of charge.
6. To protect your best effect, the organizing committee will implement one-on-one service to you. You only need to list the customer range or customer name, organizing committee will try to invite them to visit and negotiate with you

★Agents, Dealers and Buyers

In order to offer better services for agents and dealers, please fill in and submit the Agent Intent Application. The organizing committee will submit it to related manufacturers or general agencies and make every effort to promote your business cooperation. All dealers who submit the Agent Intent Application are entitled to get CD-ROM about exhibitors' catalogue for free and enjoy free promotion in six months with exhibition official website. Meanwhile, we will often post you the newest product information for enabling you to understand Industry dynamics at any time.

★ Professional Visitors

1. Dealers, agents, clients, application service providers, logistic warehouses and high-end edible oil suppliers with good ratings;
2. Wholesale markets for grain and oil, large supermarkets, edible oil chain stores, gift shop, community chain supermarkets, large food and drink institutes etc;
3. The organs veteran Bureau and Beijing organs directly under the Department veteran, Beijing army retired cadres, Commercial Department of Embassies in china, Provincial liaison offices in Beijing, SASAC central enterprise union system etc;
4. Foreign purchasers located in China, Import and Export trade Companies, colleges and institutes, Industry associations, enterprises technical staff, Senior Manager etc;

★ Exhibition products items

1. **High-end edible oil:** Camellia oil, Olive Oil, Rice Bran Oil, Sunflower Oil, Camellia Oil, Walnut Oil, Grape Seed Oil, Flax Seed Oil and other High-end Nutrition Oil
2. **Nutrition edible oil:** Nutrition peanut oil, Nutrition soybean oil, Nutrition blend oil. Nutrition salad oil, double low Rapeseed oil
3. **Special healthy edible oil:** grape seed oil, coconut oil, mustard oil, almond oil, wheat-germ oil, piper ales seed oil, month amaranth grass oil, garlic oil, hazelnut oil, perilla seed oil, pumpkin seed oil, tomato seed oil, safflower oil, deep sea fish oil, milk thistle oil, cedar seed oil, delicate cotton oil, cornoil, canola oil, pine-seed oil, poppy-seed oil, silkworm pupa essential oil, pomegranate seed oil, lycopene edible oil, patent edible oil;
4. **Many kinds of flavored oils:** refined palm oil, sesame oil, pepper oil, prickly ash oil, mustard oil, chives oil, red spicy oil, ginger oil, noodle seasoning oil, chicken bone oil, bone oil, composite flavor oil, fish sauce flavor oil, butter oil, animal flavored oil, black pepper oil,

barbecue flavored oil, Frozen food flavored oil, fresh scallop flavored oil, spicy oil, spice oil, powder flavored oil etc; Nut edible oil and all kinds of high-grade health oils, nutrition oil etc;

5. Various oil-bearing crops: sesame, sunflower, camellia seed, corn-germ, rice bran oil, Wheat Germ, Perilla seed, linseed, almond, Pine Nuts and other special raw materials;

6. Oil Equipments for: Pressing, Splitting, Transporting, Filling, Packing, Metering, Printer, capping

machine, Sealing machine, container, plastic machine and Plastic oil bottle, bottle cap, label packaging,

packing design, advertisement design, brand promotion, packaging equipment etc;

★ Summit / Sponsors

A. Diamond sponsor institute: one company only, well-known to the industry, good brand effect

Sponsor catalogue: A diamond sponsor institute, exclusive sponsor, sponsor amount: RMB480, 000

B. White gold sponsor institute: one company only, with foreign market, good fame in the industry

Sponsor catalogue: white gold sponsor institute, sponsor amount: RMB280, 000

C. "2013 International High-end Brand Edible Oil Industry Development Forum"

"2013 International Olive Oil Brand Promotion Meeting"

"2013 Tea Oil Brand Industry High Class Meeting"

"2013 International High-end Health Edible Oil Competition"

★ Organizing Committee: Beijing Shibowei International Exposition Co., Ltd

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Service Price List

I. Booth Price

	Booth	Size	Price	Note
Booth	Standard Booth	9m'	\$ 3500	Luxury booth equipments include: Intel plate, a negotiating desk, two chairs, a 220v power socket, two daylight lamps, carpet, the painting and design of the pictures for publicity (You can ask organizing committee for design sketch and allocation) , booth height:3m;
	Raw Space	Over 36m'	\$ 350/m'	No equipment; set up your stand by yourself

II Advertisement Price

Journal Layout

Catalog over	Catalog Over	Back	Color Page Spread	Catalog Cover (the second, third page)	Color Pages inside of Catalog	Black and white Pages of Catalog
¥20000	¥15000		¥12000	¥10000	¥5000	¥2000

Advertising Prints

Ticket	Invitation Letter	Handbag	Card Box	Visitors' badge(exclusive)	Document Lanyard
¥5000/ 10000pcs	¥5000 /1000pcs	¥6000 /1000pcs	¥6000 /1000pcs	¥30000 /20000pcs	¥15000 /10000items

Exhibition Site

Floating Balloon(3m) Height:10m; Width:0.9m	Inflatable Arch door (18m)	Wall Banner Height:10m Width:30m	Wall Banner Height:14m Width:7.5m	Wall Scroll Height:15m Width:0.9m
¥10000/per	¥12000/per	¥36000/per	¥20000/per	¥4000/per

III Forum Price

Vip Room	30 person	¥5000 / hour	(Within 3 hours, at Floor 1) include following services: 1.provide technical equipments(Platform, chair) and 1 bucket of water; 2.provide power socket, projector, stereo, microphone; 3.provide broadcasting service and audience organization;
Room 2001	60 person	¥8000 / hour	
Room 2000	120 person	¥8000 / hour	