



The 96<sup>th</sup> China Food and Drinks Fair  
 --Imported Food and Beverage Exhibition Zone

2017.03 New International Convention & Exposition Center

Organizer : COFCO Corporation.  
 China National Sugar & Alcohol Corp.  
 Chengdu Municipal Government

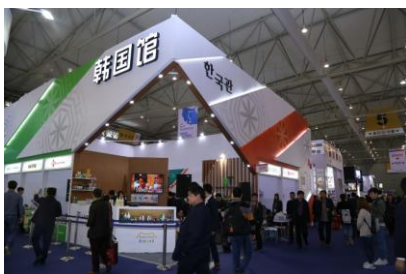
Co-organizer : Zhongtang New International  
 Exhibition Co.,Ltd  
 Chengdu Bureau of Exposition

Exclusive Agency : Shanghai Masterexpo Exhibition Co.,Ltd



Show Background

- CFDF founded in 1955, and become the No.1 exhibition in China food industry.
- CFDF launched wine hall in 200, and attract USA、 France、 Italy、 Chile、 Brail、 Spain and other 30 overseas pavilions; many individual chateaus and importers also participate the show. CFDF become the best trade platform in wine industry.
- In order to elevate international images, CFDF successfully launched Imported Food and Beverage Exhibition Zone (IFB) 、 International Food Machinery and Packaging Machinery Exhibition Zone (FMPM ) and Food and Catering Franchise Exhibition Zone (FCF) in 2013
- In 2016, USA、 Australia、 Singapore、 Thailand、 Poland、 Indonesia all organize international pavilion in IFB zone; In the meanwhile, more and more individual overseas exhibitors choose CFDF as their first choice to develop sub-channels.
- The overall overseas exhibitors number has achieved 30%, and increase every year.



- CFDF is the first trade show in China food industry, and the order-placing meeting with biggest on-site turnover.
- Mostly cover the fastest growing 2<sup>nd</sup> and 3<sup>rd</sup> tier market and explore the sub-channels
- Infiltrate in food industry over 60 years, CFDF accumulates a large number of retail buyers' resources and become the most popular industry gathering.

Exhibition Scale: **125,000+** SQM

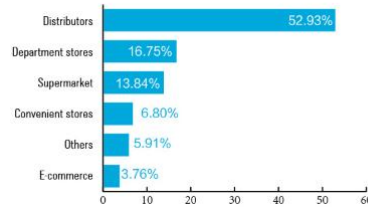
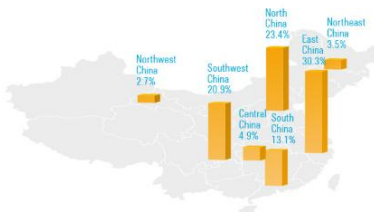
No. of Exhibitors: **3000+**

No. of Visitors. : **300,000+**

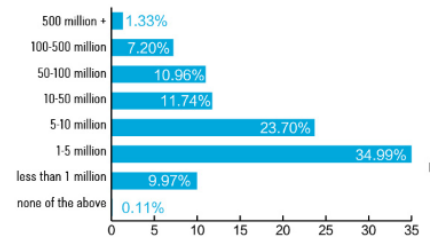
## IFB Trade Visitor

- Cover general China market , Southwest China +East China +South China +North China trade visitors achieve 87.7% of the total visitors.
- Distributors are the most important audiences of IFB. CFDF
- Different volume buyers to cover and satisfy different exhibitors.

Trade Visitors's Regions Analysis



Procurement Ability of Trade Visitors (annually)



## Exhibitor Profile

- |                                |                        |                             |
|--------------------------------|------------------------|-----------------------------|
| ◇ Snack Food                   | ◇ Confectionery        | ◇ Coffee & Tear             |
| ◇ Edible Oil                   | ◇ Juice & Softdrink    | ◇ Water                     |
| ◇ Bakery Food                  | ◇ Mile & Dairy Product | ◇ Health & Functional Food  |
| ◇ Cereal, Grain & Bean Product | ◇ Condiment and Jam    | ◇ Canned and Preserved Food |
| ◇ Dried and Preserved Fruit    | ◇ Grocery Product      | ◇ Gourmet Product           |
| ◇ Fresh and Semi-Finished Food | ◇ Ready Food           | ◇ Fresh Fruit               |

## Visitor Profile

- |  |   |
|--|---|
| ◇ Department Store                       | ◇ Supermarket / Hypermarket/CVS/Grocery |
| ◇ E-Commerce                             | ◇ Imported food Specialty Store         |
| ◇ Food Importer/General Agent            | ◇ Imported food Distributors            |
| ◇ Domestic Traditional Food Distributors | ◇ Wholesaler/ Retailer                  |
| ◇ Hotel/Restaurant/Café/Club/Pub/Resort  | ◇ Government/ Trade Association/Media   |

## On-site Program

- **One-to-One Business Matchmaking :**
  - The Matchmaking is reserved and the negotiation area is separated to avoid interference and ensure exhibitors' return.
  - Supermarket and department store, E-Commerce, distributors and wholesaler as well as top buyers will be invited to create trade opportunities.
  - Investigate and survey buyer's needs to achieve will-targeted business matchmaking, and facilitate effective trade communication.



➤ **“Gold Product and New Channel ” The Summit Forum for Imported food distributors**

Centering the hot industrial topics, over 500 elites with imported food industry gather together for brainstorm and better future.

- Consumer Market Trend for Imported food in China
- How the traditional food Channel cross-brand into Imported food
- Opportunities and Challenges for imported food brought by E-Commer
- Chinese Tag Specification and National Policy for Imported Food



**Global Food Festival**

- Directly fact consumers, Expand sales promotion in retail terminal, win double return, achieved the sales revenue.
- Extraordinary branding opportunity, full multimedia promotion to expand the brand influence.
- The best platform for new product testing water and launch.



**Supporting Medias :**



**Booth Price**

Raw Space : RMB 1,960/sqm ( 36sqm )

Standard Booth : RMB 19,600/9sqm ( Upgrade shell package )