



**The 22<sup>nd</sup> China (Shanghai)International Organic Green Food & Ingredients Exhibition 2018**

**Date:August 15th-17th,2018**

**Place:Shanghai New International Expo Center**

**The 3rd China Food & Catering Expo(Changsha)2018**

**Date:September 13th-16th,2018**

**Place:Changsha International Convention & Exhibition Center**

Approved By: MINISTRY OF COMMERCE, PRC

Hunan Provincial People's Government

81,000 m<sup>2</sup> show areas      13 participating countries

1500+exhibitors      150,000 visitors

**The 23rd China (Beijing)International Organic Green Food & Ingredients Exhibition 2019**

**Date:April 17th-19th,2019**

**Place:Beijing.China International Exhibition Center**

**Address:No. 6, Bei-San-Huan East Road, Beijing, CHINA (1A/1B/1-2A/1-2B/8A/8B/6/7)**

**Approved By:** MINISTRY OF COMMERCE, PRC

**Special Support:** Ministry of agriculture of the Mexico

Korea Organic Farming Association      China Organic Ecological Industry Federation

Japan Health Industry News Agency in Circulation, Shanghai branch

Chinese Cereals and Oils Association (CCOA)      Beijing Food&Beverage Industry Association

**Sponsor:** China Good Agri-products Development Service Association

Shibowei International Exhibition Group      China Association of Traditional Chinese Medicine

China Health Care Nutrition Council

**Joint-Organizers:** Chinese Organic and Natural Food Association

Beijing Continental Hengtong Certification Co.,ltd      Bulelion (Beijing)Brand Planning Co., Ltd

Sino-Euro Union Inspection Certification      Fangyuan OrganicFood Certification Center

Beijing CO-OPS Integrity Certification Center      CERES (Shanghai) Certification Co., Ltd

BEIJING ECOCERT CERTIFICATION CENTTRE CO.,LTD

**Organizer:** Beijing Shibowei International Expo Co., Ltd

Shibowei(Shanghai) Expo Co., Ltd

**Official website:** <http://en.gnfexpo.com/>



## ★Last Review

**Shibowei.CIHIE.2018 The 23rd China International Health Industry Expo** was held on April 8th -10th at Beijing.China International Exhibition Center with 50,000m<sup>2</sup> show areas. We set up 1800 standard booths,1216 exhibitors,9 national pavilions,13 domestic provincial and municipal pavilions,64925 visitors, 86 site purchasing organizations and 165 media.During this expo, we also held The 7th World Health Industry Conference which attracted 202 political leaders of many countries and embassy counsellor.Meanwhile, The launching ceremony of the China-Germany Big Health Industry Cooperation Alliance &China-Africa Big Health Industry Cooperation Alliance were highly valued and evaluated by leaders of the country.The trade effect of the fair and the advanced idea of the organizers had been recognized and praised by professional visitors in this industry, and were well known as "the barometer of the health industry" by the profession.



## ★Exhibition Introduction:

China International Organic Green Food & Ingredients Exhibition 2018 is the main section of Shibowei.China International Health Industry Expo which was found in 2003 (The abbreviation is Shibowei .CIHIE).Up to now, It has been successfully held for 23 times. This expo is approved by MINISTRY OF COMMERCE, PRC and jointly sponsored by China Good Agri-products Development Service Association、 China Health Care Nutrition Council、 China Association of Traditional Chinese Medicine、 China International Exchange and Promotive Association for Medical and Health Care and Beijing Shibowei International Expo Co., Ltd.Going through unremitting efforts of 13 years,Shibowei. CIHIE is developing from the original 80 booths to the current 1800 more booths、 from 2000m<sup>2</sup> show areas to 50.000m<sup>2</sup> show areas、 from 60 exhibitors to 1200 exhibitors, from China to the current 26 countries in the world and from 2000 visitors to the current 64925 visitors;This expo has been appraised as "National Key Guidance and Support Exhibition" for many years. Also,China International Organic Green Food & Ingredients Exhibition 2018 got the great supports of 13 countries at home and abroad and 17domestic provinces and cities governments as industry key successful event.

## ★Platform Advantage

- 1、 We only focus on the big health exhibition for 15 years and vigorously promote Chinese healthy industry development which is a high quality platform for enterprises to seek business opportunities, create an international brand image and strongly move towards the global market.
- 2、 We successfully held The 23rd Health Industry Expo and The 7th World Health Industry Conference:mutual promotion between the exhibitions and conferences;
- 3、 50,000 show areas,1500 domestic and foreign exhibitors, 70,000 professional buyer&visitors;
- 4、 Beijing, Shanghai, Hunan -Three stations detonated the commanding point of national market;
- 5、 We created 650,000 accumulative total show areas to make this brand banquet in health industry;

China (Shanghai)International Organic Green Food & Ingredients Exhibition 2018

Contacts: Wendy Wei (Project Manager)

Contacts: 15810310934



- 6、 Serve 15000 exhibitors from 60 countries, ‘specialized, so trusted’ ;
- 7、 The accumulative total number of visitors was over 1100,000 and the huge visitors database is the business opportunity Library;
- 8、 The accumulative volume of trade is nearly USD7,927,300,000 which brought a substantial economic benefit for the enterprise;



## ★Advantages for Creation of Health Event:

### 1. Data resources:

After 14 years of precipitation, Shibowei.CIHIE nearly establish 500 thousands of high-quality professional buyers database. According to the characteristics, regional characteristics and exhibitor's needs, it will precisely orientate, invite and match the relevant purchasers and agents to expand the sales channels for the exhibitors. We set up the characteristic of exhibition area, hold a special meeting to attract investment and projects, set up the purchasing meeting and link up with the resources of all concerned parties for major projects in group location.

### 2. High-end experts and community resources:

"World Health Industry Conference" was successfully held for 6 times, and attracted the attention of many Chinese national leaders. Meanwhile, many foreign countries sent congratulation wishes. Every year, "Shibowei.CIHIE" attract many local and foreign experts of health industry to deliver speech and constantly strengthen and enrich their database knowledge. As participants at this event, there are the governments, trade associations, business associations, economic federations, foreign chambers of commerce, embassies in China, etc... all maintain close contact and partnership relations. For the exhibitors, we provide the following services such as resource docking, media interview docking, procurement docking, Beijing media docking, e-commerce docking, expert docking, investigation docking, financing docking, source-origin rating and listing docking, product positioning consulting, marketing consultation, etc....

### 3. Advantages of Media Matrix Publicity

Media publicity: Pre-warming before this expo starts, Interview during exhibition, Report follow-up. As multi-Channel promotion there are: Xinhua network, phoenix, Sina, Sohu, today's headlines and other 120 online media; CCTV, Beijing TV and major local radio stations; YOUKU, IQIYI, Tencent and other online video; China Food newspaper, health times and other media; Wechat public platform and other self-media. Through the exhibition trade platform, it will continuously enhance the competitiveness of enterprises, the formation of a unique strong brand and enhance the recognition of enterprises in the minds of consumers

### ★Schedule for Shanghai Exhibition

Raw Space: August 13- 14, 2018 (2 days)	8:00am-17:00pm
Standard Booth: August 14, 2018 (1 day)	8:00am-21:00pm
Exhibition Time: August 15-17, 2018 (3 days)	9:00am-17:00pm
Move-out Time: August 17, 2018	2:00am-21:00pm

### ★Schedule for Changsha Exhibition:

Raw Space: September 11- 12, 2018 (2 days)	8:00am-17:00pm
Standard Booth: September 12, 2018 (1 day)	8:00am-21:00pm
Exhibition Time: September 13-16, 2018 (4 day)	9:00am-17:00pm
Move-out Time: September 16, 2018	2:00am-21:00pm

### ★Schedule for Beijing Exhibition:

Raw Space: April 15 -16, 2019 (2 days)	8:00am-17:00pm
Standard Booth: April 16, 2019 (1 day)	8:00am-21:00pm
Exhibition Time: April 17-19, 2019 (3 days)	9:00am-17:00pm
Move-out Time: April 19, 2019	2:00am-21:00pm

### ★Visitor Profile

- 1、The national government offices, enterprises and institutions, China Logistics Department of General Administration of Sport, Embassies in China and foreign enterprises groups, foreign buyers, import and export trading companies, domestic large enterprises, food production and processing bases, industry associations and professional buyers of media cooperation organization etc;
- 2、Large health-care institutions, E-commerce on-line shop, Shopping center just for organic food , show and sale center of organic food , agents, dealers, traders, etc
- 3、Large supermarkets : Wal-mart, Carrefour, Wu-mart, Hua lian, Merry-mart, Century Mart, Trust-mart, Auchan, Lotus, Ht-store, Beijing Carrefour, Metro, Cathay Pacific Department Store, Liquan Shop, JIAN-MART, 2688, tootoo.cn, DUHUB etc), organic food stores, chain and business counters, gift shop, community chain supermarkets and convenience stores, etc
- 4、Star hotels, business clubs, bars, entertainment venues, western restaurant, clubs, holiday village, rest home and other important group purchasing units etc
- 5、Colleges and universities、Exclusive schools、Private schools、 International kindergartens around the country

### ★Exhibit Scope:

**Special settings: Regional Brand Image Exhibition Area Of Province & City & Country Pavilion、National Key Leading Enterprise in Agriculture Industrialization Area**

#### Organic Food Area:

1. Organic Food & Organic Conversion Food: Organic rice & grains, vegetables & fruits, Organic raw materials and semi-prepared products, Organic dairy products, Organic seafood products, Organic baby food, Organic meat product, Organic tourism food, organic functional food, Organic convenience food, Organic frozen food, Organic baby food, Organic snack food (dried fruit, candy and chocolate, etc.)
2. Organic Drinks: Organic tea, Organic coconut products, Organic honey products, Organic high-end oil



(olive oil, palm oil etc.),Organic fruit juice and soft drinks,Organic coffee,Organic bottled water,Organic wine&beer&fruit wine& white wine,&rice wine, etc.

3.Organic Condiment: Herbs, Natural spices, Spicy condiments,Soy sauce vinegar,Gourmet powder&Chicken flavor,Blend oil,Seasoning wine,Compound seasoning series etc.

4.Organic Medicinal Herbs: Gastrodia, Pueraria,Ginseng,Saffron,Moringa Seed,other organic medicinal herbs;

5.Organic food additives and ingredients: food additives, food ingredients, plant extracts, functional food ingredients, food processing aids etc;

### Organic Products Area:

1.Organic ingredients and fragrances products

2.Organic cotton product;

3..Natural cosmetics and personal care products;

4. Natural fibers and textiles products;

**Green food:** Rice flour, Soybean oil &Cereals, Dehydrated food, Meat, Game, (meat) juice, Aquatic products, Canned foods, Pickled and dried fruits and products, Dried vegetables, Eggs, Dairy products, Edible oil, Sauce and Fruit products, Spices, drinks, Green agriculture, green agricultural products etc

**Others:** Ecological food,Ecological Origin Protection Products,Se-enriched Foods,Geographical Indication Products,Time-Honored Brand etc.

### High-end Food Ingredients Show Area:

**High-end meat ingredients:** High-end beef and mutton 、High-end pork、Frozen / chilled meat、Meat rolls、Burger;Ham、Sausage、Prepared food and instant food;

**High-end seafood:** Seafood frozen goods、Dry goods、Live goods、Aquatic product、Marine products、Conditioning products、Processed products and instant seafood products;

**High-end catering condiments:** Edible oil、Sugar、Gourmet powder、Chicken essence 、Soy sauce、Vinegar、Sauces、Soup blend、Seasoning wine, Spices and condiments (Pepper、Chinese red pepper、Dry pepper、Aniseed、Fennel、Mustard、Cinnamon、Ginger、Ginger Powder、Caoguo, Saffron etc), Compound condiment, CHAFFY DISH CONDIMENT etc;

**High-end fast food;**Instant Rice、instant soup、Instant snack、Instant porridge、Conditioning pack etc;

**Other high-end ingredients:** High-end wine、Dairy products (Cheese, milk, etc) 、Import high-end snack foods (biscuits / pastries / candies / chocolates / nuts etc)、preserved fruits、Tea Drinks、Food additives、Food ingredients、Food processing aids、Medicinal and edible herbs etc.

### ★Exhibit Scope for Changsha Food & Catering Expo:

**Healthy food & ingredients:** Cereal & Oil、Meat / aquatic / fruit and vegetable、Wine / tea / dairy products、Imported food / coffee / baking、Tea and leisure food、Condiments / ingredients 、Food equipment / technology, Catering;

High quality agricultural products: All High-quality Agriculture and Pasture Products、Subsidiary Agricultural Products and &Geographical indications products with regional characteristics、Time-Honored Brand; Moon cake for Spring and Autumn Festival special display area.



### ★About Exhibitor

- 1、 Exhibitor's products must have valid 《Business License》 + 《Product Qualification certificate》 or other legal approval documents for the certificates and products. The quality of the exhibits should comply with the national relevant standards.
- 2、 Exhibitors who make sure to attend the exhibition should firstly contact the organizer to choose their ideal booth position, then fill in the application form and agreement form with company seal. Mail or fax the form with your signatures to the organizer. This contract will be effective after being signed by both parties. Faxes or copies are valid. Booth Distribution Principle: apply first, Paid first, confirm first.
- 3、 In order to help exhibitors win the market honor and expand the sales of products, the organizer set up the award activities, all the exhibitors who participate in the exhibition can join us, the awards are included "Gold Award ", "Good Faith Award" etc; (For details ,please ask the Organizing Committee).
- 4、 In order to show the strength of the company and corporate image, the organizer has set up the special sponsor scheme, so the interested companies can consult with the organizer

### **Organizing Committee:Beijing Shibowei International Exposition Co., Ltd**

Address: No.69, Chao yang District, Chao yang Road, Beijing, China

Post Code: 100123

Contact: Ms.Wendy Wei

Tel: 86-10-85785007-8018

Mob: 86-10-15810310934

Fax: 86-10-85841055

Skype:shibowei1

Email:wendy@sbwexpo.cn