



AIFE 2019

亚洲(北京)国际食品饮料博览会

Asia (Beijing) International Food and Beverage Expo 2019

北京 时间: 2019年4月17日-19日
地点: 北京·中国国际展览中心
Date: Apr 17th - 19th, 2019

Venue: China International Exhibition Center

上海 时间: 2019年8月28日-30日
地点: 上海新国际博览中心
Date: Aug 28th - 30th, 2019

Venue: Shanghai New International Expo Center

批准单位

中华人民共和国商务部

指导单位

中国食品科学技术协会
国家食物与营养咨询委员会
北京市餐饮行业协会
中国食品工业协会

承办单位

北京世博威国际展览有限公司
北京柏威展览有限公司

官方网址

www.aifoode.com

Approved

Ministry of Commerce of P.R.C

Sponsors

Chinese Institute of Food Science and Technology
National Food and Nutrition Committee
Beijing Catering Industry Association
China National Food Industry Association

Organizer

Beijing Shibowei International Exposition Co., Ltd.
Beijing Baiwei Exposition Co., Ltd.

Website

<http://en.aifoode.com>

“创世界级博览，立国际化威名”



关于我们 ABOUT SHIBOWEI

Beijing Shibowei International Exhibition Co., Ltd was founded in 2003. It is a professional exhibition organization which is dedicated to promoting China's health industry into the international market.

Shibowei has been held China international Health Industry Expo(CIHIE) for more than 10 years. After a decade of steady and healthy development, which has developed into Asia's largest, most popular and highest degree of internationalization health theme expo. Ministry of Commerce of P.R.C named CIHIE as one of the "National support 108 exhibitions" and it is the only health event supported by state subsidies.

Shibowei is the specified business unit of the World Health Industry Conference(abbreviation WHIC). On Apr.7th,2012 which is the 62th World Health Day, WHIC 2012 was jointly sponsored by Chinese Ministry of Health, Healthcare International Communication Association , the American Traditional Chinese Medicine Association, Japan Medical Co., Ltd. WHIC became a turning point in history, since then, the global health industry had the highest level event which consisted of academic conferences, product exhibition, charity, etc.

Shibowei always pursues "Professional, Marketization, International and Branding" philosophy, providing customers with a full range of exhibition marketing and extension services. We had close cooperative relations with domestic and foreign embassies, government agencies, industries and institutions as well as a broad and accurate customer resources and data systems. In the future, Shibowei stuffs will continue persisting international exhibition and vigorously expand the international influence to return to our customers, contribute to society and promote the prosperity of the Chinese exhibition industry.



市场前景

食品产业链已

成为人们日常生活中的必需品，也是一个永恒不衰的常青产业，其带来的经济效益也直线上升。进口.高端.特色食品因具有世界各地特色、口味纯正独特等特点深受国人的欢迎，从而人们的消费档次；饮食品位已从过去的温饱型逐渐向营养型、健康型、休闲型、风味型和体验型转变，进口.高端.特色食品已经越来越被人们所熟悉和接受，采购量日益上升，拥有庞大的经济市场。进口.高端.特色食品不断向多领域、全链条、深层次、可持续方向发展，本土食品与进口高端食品从未像今天这样紧密关联。北京是世界闻名的历史古城、也是全国的政治、文化与国际交往中心，又是生机勃勃、充满活力的综合性产业城市。古老而富有韵味之中又掺杂了现代都市繁华的庞大城区，就是这样一个城市，一个即使你一辈子都不曾离开，却依然对你有吸引力的城市，永远不会让你失望，永远不会让你寂寞！成就了北京独特的魅力。令人震撼的一场世界美食之旅将在亚洲可爱的北京拉开序幕！

Food industry chain has been a necessity in people's daily life, as well as an eternal evergreen industry, and its economic benefits have been risen in a straight line. The imported foods from all over the world because of its different characteristics, pure & unique taste is popular among Chinese people, and people's consumption level also has rapidly improved and upgraded. The food grade has transformed gradually from past subsistence to currently nutritional, health, casual, flavor and experienced changed. The imported food has become more and more familiar to public and accepted by people and the purchasing amount is rising with a large economic market in China as well. Import, high quality and specialty food continue to develop in many fields through hall-chains, depth and sustainability. Local food and imported high quality food have been never closely linked with each other. Beijing is a world-famous historic city, as well as the political, cultural and international communication center of our country, as well as a vibrant and energetic comprehensive industrial city. Its ancient and rich flavor mix the modern city's flourishing, it is a city where even if you do not has been leave, but still attractive to you. It will never let you down, never let you feel lonely! And this achieved Beijing. A stunning world food tour will start from this lovely Beijing city!



展览面积

50,000 m²

展商数目

1265家

2019亚洲(北京)国际食品饮料进口食品博览会,由北京世博威会展集团独家承办。世博威国际会展集团是一家致力于促进中国大健康产业迈向全球化步伐的专业会展机构。回顾AIFE 2018上届,展出面积4.5万平方米。设立标准展位1360个,参展企业1102家。13个国际展团来自新西兰,俄罗斯,澳大利亚,加拿大,越南,印度,马来西亚,泰国,韩国,法国,新加坡,台湾,香港。8个国内省市县展团(福建省,成都市,宁夏,承德市,贵州省,广州蕉岭,河南南阳)参观人数73617人,现场采购团体86家,到场媒体165家,1000个品牌盛装亮相。AIFE立足中国北京,上海,成都三大城市,世博威历经十六年的积累与磨砺,现已具备一套符合会展行业市场发展的营销模式,并拥有长久而紧密的行业协会协作关系,广泛稳定的客户网络、及时准确的数据库、成熟稳健的市场销售能力。受到世界各地展商及买家亲睐,获得了来自几十个国家权威机构专家的高度肯定。2019亚洲(北京)国际食品饮料进口食品博览会将为我国食品行业树立新的风向标,打造食品产业新里程。



【Market Prospect】

2019 Asia(Beijing) International Food and Beverage Expo & Import Food Expo(short for "AIFE"), is held by Beijing Shibowei International Exposition Company. And SBW is a professional exhibition organization dedicated to promoting China's great health industry towards globalization. To review AIFE2018 Beijing exhibition, Showing area is 45,000 square meters. There are 1,360 standard booths and 1,102 exhibitors. 13 international delegations from New Zealand, Russia, Australia, Canada, Vietnam, India, Malaysia, Thailand, South Korea, France, Singapore, Taiwan, Hong Kong. Eight national cities and region pavilion (Fujian province, Chengdu, Ningxia, Chengde city, Guizhou province, Guangzhou banana hill, Henan nanyang), attendance of 73617 people, 86 purchasing group, 165 media present, 1000 brands dressed up. AIFE based in three big cities: Beijing, Shanghai and chengdu city. After sixteen years of accumulation and hone, Shibowei has developed a set of marketing mode meeting the development of exhibition industry market. Meanwhile, we have a long and close industry association cooperation, broad and stable client network, timely and accurate database, mature marketing ability, It is attracted by exhibitors and buyers from all over the world. it is highly recognized by experts from dozens of national authorities. 2019 Asia (Beijing) international food and beverage and import food expo will set a new direction for China's food industry and create a new mileage of food industry.

参展理由

- 1、品牌吸引力-在同行和客户间展示形象、提升行业地位、品牌价值度、知名度、荣誉度。
- 2、市场策略-了解市场信息、拓展销售渠道、获取市场订单、维护销售网络。
- 3、建立进口、批发、经销、团购、零售的销售渠道。
- 4、获取产品的忠实粉丝您的品牌将会被专业及大众媒体关注和跟踪宣传,成为产品中的明星。
- 5、获取市场订单-16年买家采购数据库助你打开全球市场宝藏,获得金钱的同时赢得声誉。

【Reasons for Participation】

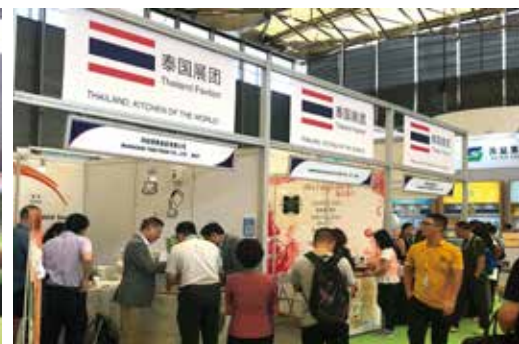
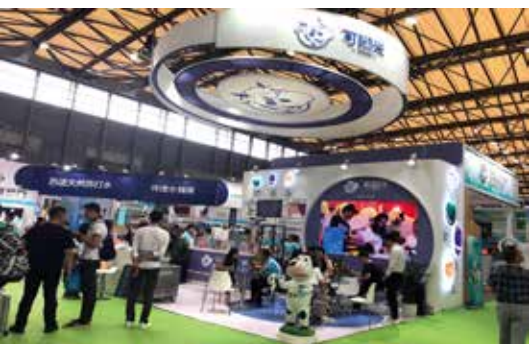
- 1.Brand appeal--- to show image, improve industry position, brand value, awareness, honorary degrees among peers and customers;
- 2.Marketing strategy---to know the market information, expand sales channels, get market order, maintain the sales network;
- 3.To establish the import, wholesale, distribution, group purchase, retail sales channels;
- 4.To get big fans of your brand products. Your products are likely to attract attention and tracking propaganda nearly from hundred of professional and mass media, become a bright star in the product;
- 5.To obtain market orders - 16 years' buyers purchasing database help you to open the treasure in the global market, to gain money, and win the reputation;

高品质采购商

- 1、庞大的《采购商数据库》，定点定向邀请全国各省市零售商、各地区餐饮业协（商）会会长、秘书长，中国百强餐饮企业。
- 2、国家级星级酒店及各类品牌连锁酒店、夜场、商贸公司、食品贸易商、食品采购商、食品批发商、中餐店、西餐店、快餐店、分销商、连锁店、酒吧、酒类进口商。
- 3、沃尔玛、家乐福、华联、美廉美、物美、世纪联华、京客隆、欧尚、卜蜂莲花、麦德龙、贸易商、经销商、代理商、礼品团购、大型连锁酒店、度假村。
- 4、零售业、总经理、行政总厨和采购总监，全国省市各大商超采购经理及代理商等近五万人进场参观采购，帮助品牌展商建立行业高端人脉圈，提高业务拓展效率，降低合作交易成本，
- 5、各地自贸区，进口商品直销中心，跨境保税仓，便利连锁，全球优品，跨境电商，代购平台等。

【High Quality Buyers】

- 1.Huge <DATABASE>, fixed, directed to invite the restaurant industry association (commercial) president and secretary from all over provinces and cities in China ,China's top 100 catering enterprises.
- 2.The national star hotels and all kinds of brand chain hotels, evening show, trading company, food traders and buyers, food importers, food wholesalers, Chinese food hotel, western food hotel, fast food hotel, distributors, chain stores, bars, wine importers;
- 3.Wal-mart, Carrefour, Hua-Lian, Wu-mart, Century Lian-Hua, Jingkelong, Auchan, Lotus, Metro, traders, distributors, agents, gift coupon, large chain hotels and resorts;
- 4.Retails, general manager, executive chef and procurement director, national provinces and nearly fifty thousand purchasing managers of supermarkets and agents, to help establish a high-end brand exhibitors contacts circle, improve the efficiency of business development, reduce the transaction costs of cooperation;
- 5.Free trade zone, import commodity direct selling center, cross-border bonded warehouse, convenience chain, global excellent products, cross-border e-commerce, purchasing platform, etc.



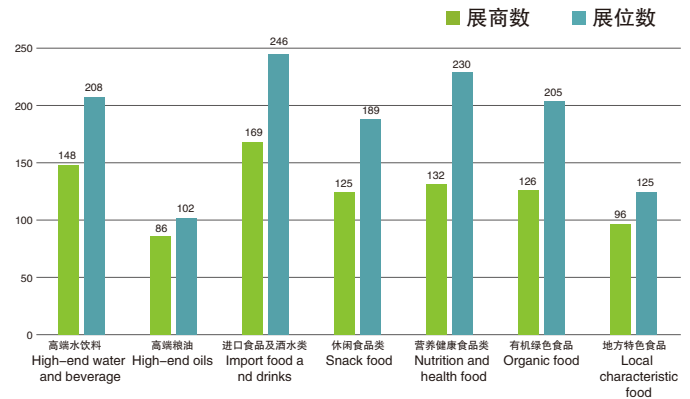
展商回顾 【Exhibitor Review】

展览面积 Exhibition Area	45000 m ²
展商数量 No.of Exhibitor	1102家

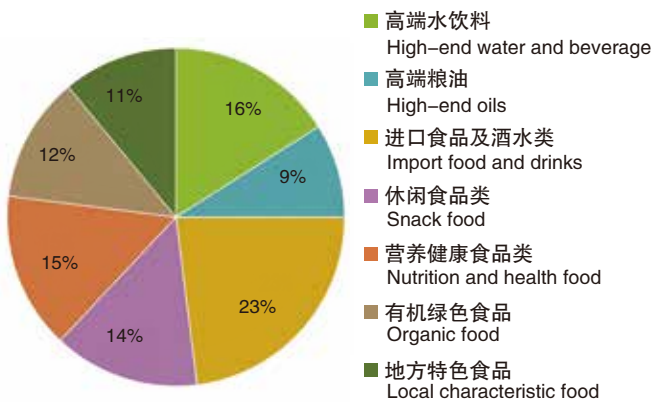
国家和地区：13个国际展团来自新西兰，俄罗斯，澳大利亚，加拿大，越南，印度，马来西亚，泰国，韩国，法国，新加坡，台湾，香港。9个国内省市县展团（福建省，成都市，宁夏，承德市，贵州省，广西省，广州蕉岭，河南南阳）

13 countries and regions, the international pavilion from New Zealand, Russia, Australia, Canada, Vietnam, India, Malaysia, Thailand, South Korea, France, Singapore, Taiwan, Hong Kong. 8 provinces, cities and counties (Fujian, Chengdu, Ningxia, Chengde, Guizhou, Guangzhou Jiaoling, Henan nanyang)

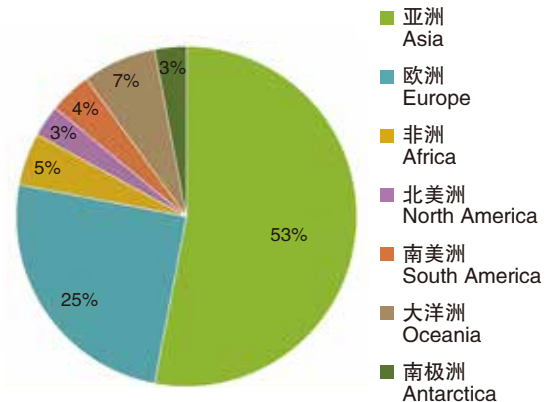
展商数量对比图 【Exhibitor Review】



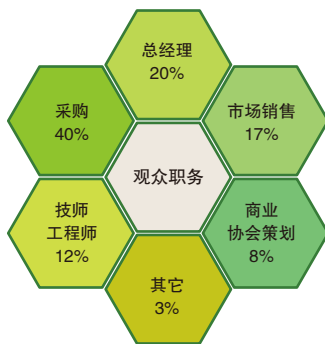
产品分类图 【Exhibition products】



国家分布图 【Exhibitor country】

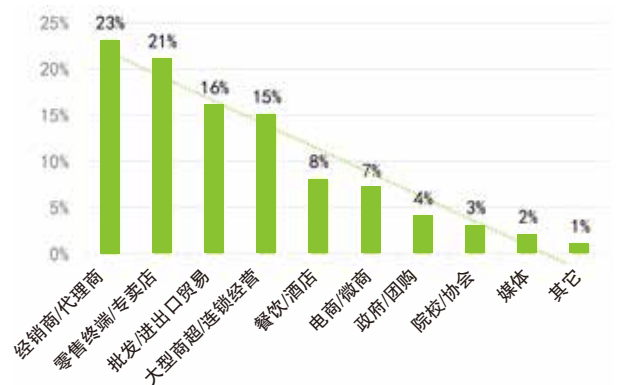


观众职务 【Visitor position】



20% General manager"
40% Purchasing Specialist"
17% Marketing sales
12% Technician/engineer
8% Business association planning
3% Others

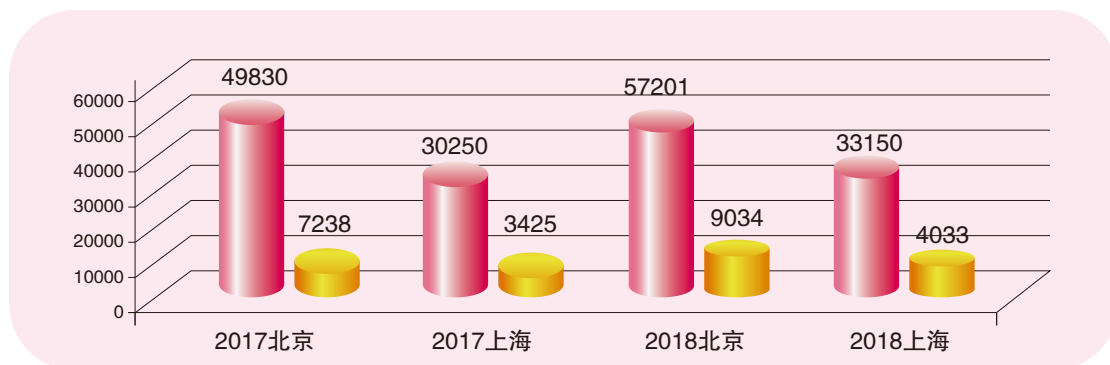
观众类型 【Visitor types】



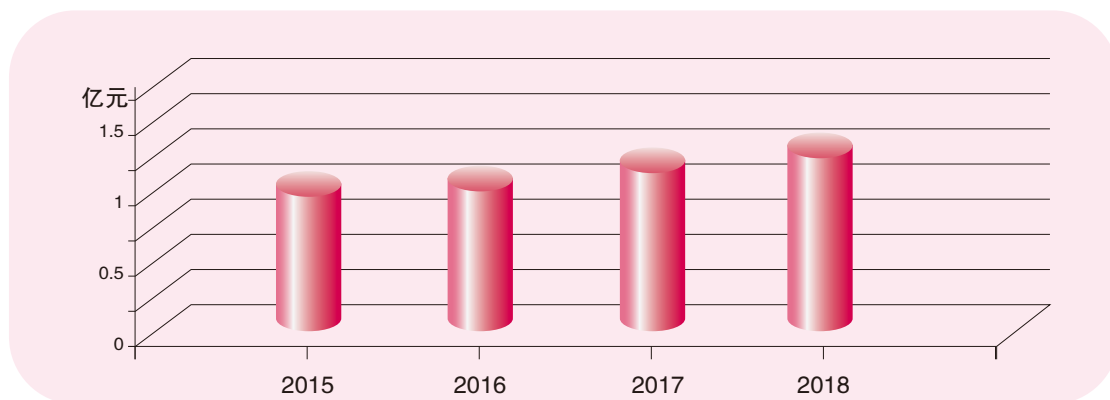
Dealer/agent.23%, Retail terminal/specialty store.21%, Wholesale/ import and export trade.16%, Big business super/chain operation.15%, Catering/hotel.8%, E-commerce/wechat business.7%, Government/ group purchase.4%, Institutions/associations.3%, The media.2%, other.1%,

观众总体概况 【Audience General Situation】

■ 专业观众 Professional visitors ■ 普通观众 Common visitors



历年展会意向成交额 【Show turnover】



同期展览 【Concurrent Exhibitions】

- 咖啡红酒展 ● 高端水展 ● 乳制品展 ● 休闲食品展 ● 餐饮食品展
- 有机食品展 ● 烘焙食品展 ● 儿童食品展 ● 营养食品展
- Coffee & Red Wine Exhibition ● High-end Water Exhibition ● Dairy Exhibition
- Leisure Food Exhibition ● Catering Food Exhibition ● Organic Food Exhibition
- Baked Food Exhibition ● Infant Food Exhibition ● Nutrition Food Exhibition

展品范围

◆进口食品展区◆

- 1、休闲食品：糖果、巧克力、饼干、蜜饯、膨化、谷物、果脯类、营养食品等。
- 2、休闲饮品：咖啡、红茶、燕窝、果味饮料、饮用水、氫水、纯果蔬汁等。
- 3、酒类产品：葡萄酒、气泡酒、白兰地、啤酒、威士忌等。

◆国内食品展区◆

- 1、乳制品：液态奶、奶粉、奶酪、炼乳、乳脂肪、干酪、益生菌、乳冰激凌、其他乳制品等。
- 2、焙烤产品：糕点、面包、方便面等。
- 3、富硒食品：富硒茶、水、蛋、酒、奶、油、零食、饮品、大米、小麦、面粉、杂粮、蔬菜、水果等。
- 4、绿色天然食品：蜂蜜、木耳、菇类、野生山核桃、榛子、松子食品等。
- 5、肉制品：香肠、火腿、腌腊、酱卤、熏烧烤、干制品、油炸制品、调理肉制品、罐藏制品。
- 6、粮油制品：食用油、橄榄油、米类、面类、马铃薯杂粮等。
- 7、调味品：酱油、醋、味精、调味油系列产品、西餐调味品等。
- 8、水产品：冷冻/速冻水产、海参、鲍鱼水产调理食品、海洋加工制品、速冻调理食品及冷藏食品。
- 9、餐饮：中式正餐、中式快餐、火锅、西式正餐、西式快餐、咖啡店、休闲饮品店等。

◆名优特产品◆

各地中华老字号、地理标志保护产品、原生态区域特色产品、龙头企业、荣获中国驰名商标、家庭农场、绿色食品、有机食品、餐饮食材产品等。



Showing Products

◆Import Food◆

1. Leisure food: candy, chocolate, biscuit, candied, puffed, grain, dried fruit, nutritious food, etc.
2. Leisure drinks: coffee, black tea, bird's nest, fruit beverage, drinking water, hydrogen water, pure fruit and vegetable juice, etc.
3. Alcoholic products: wine, sparkling wine, brandy, beer, whisky, etc.

◆National Local Food◆

1. Dairy products: liquid milk, milk powder, cheese, condensed milk, milk fat, cheese, probiotics, milk ice cream, other dairy products, etc.
2. Baked products: cakes, bread, instant noodles, etc.
3. Rich selenium food: rich selenium tea, water, eggs, wine, milk, oil, snacks, beverages, rice, wheat, flour, grains, vegetables, fruits, etc.
4. Green natural foods: honey, fungus, mushrooms, wild pecans, hazelnuts, pine nuts, etc.
5. Meat products: sausage, ham, preserved meat, soy sauce, smoked barbecue, dried products, Fried products, meat products, canning products.
6. Grain and oil products: edible oil, olive oil, rice, flour, potato, etc.
7. Condiments: soy sauce, vinegar, monosodium glutamate, flavoring oil series products, western food condiments, etc.
8. Aquatic products: frozen/quick-frozen aquatic products, sea cucumbers, Marine products, Marine processed products, frozen food and cold food products.
9. Catering: Chinese dinner, Chinese fast food, hot pot, western-style food, western fast food, coffee shop, snack bar, etc.

◆Famous and Special Local Products◆

China time-honored products, geographical indications protection products, the original ecological regional characteristic products, leading enterprises, Chinese well-known trademark, family farms, green food and organic food, eat food material products, etc.

历届部分参展品牌 Previous Part of Exhibit Brands



A I F E

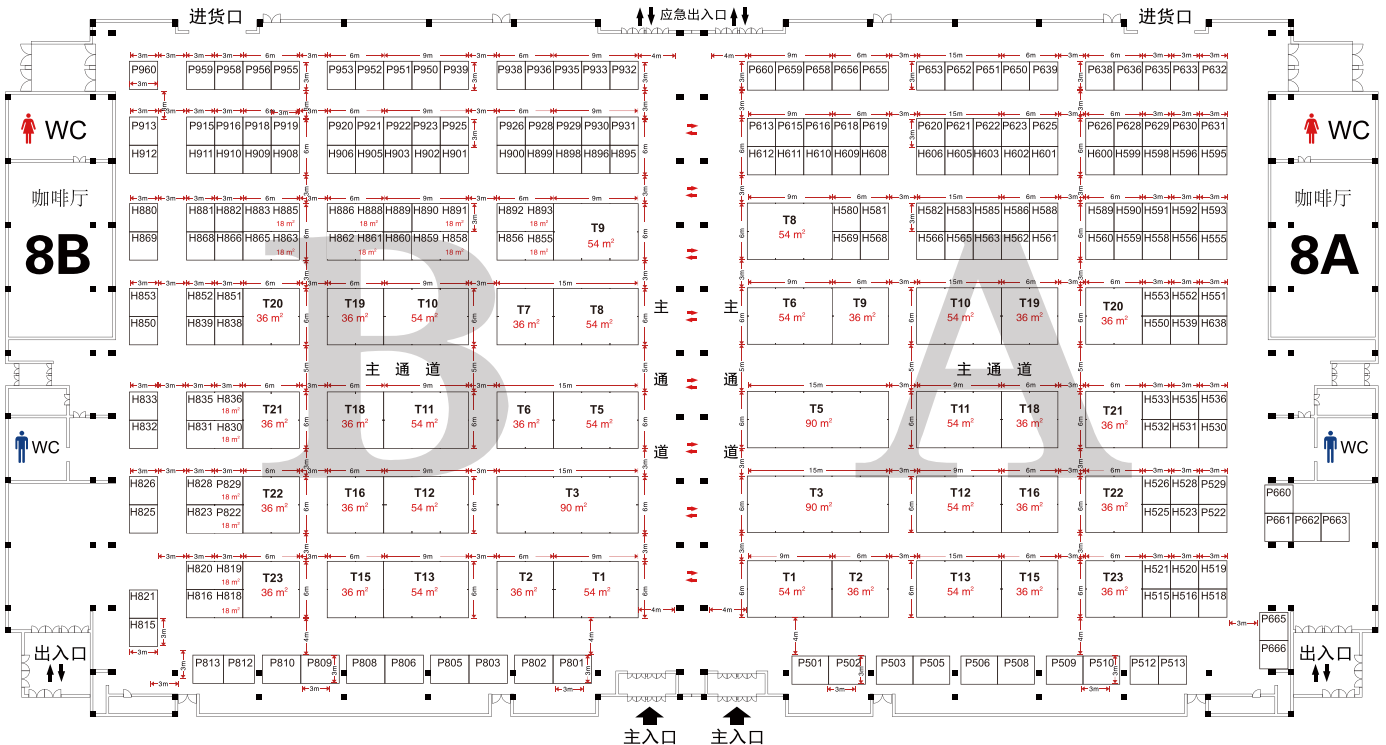
亚洲(北京)国际食品饮料博览会

Asia (Beijing) International Food and Beverage Expo 2019

北京展

时间: 2019年4月17日-19日
地点: 北京·中国国际展览中心
Date: Apr 17th - 19th, 2019

Venue: China International Exhibition Center



第一部分：展位价格表

展位设置	展位划分	规格	收费标准	备注说明
			北京/上海	
展位设置	海外企业区	9㎡	\$4000	为豪华展位, 配置: 楣板制作、一张洽谈桌、二把椅子, 220v电源插一个, 日光灯二支、地毯、图片的宣传喷绘和制作(可向组委会索取效果图); 展位高为3米。
	豪华标摊	3m×3m	¥16800	配置: 楣板制作、一张洽谈桌、二把椅子, 220v电源插座一个, 日光灯二支、地毯、图片的宣传喷绘和制作(可向组委会索取效果图); 展位高3米, 双开加10%角位费。
	角标准展位	3m×3m	¥15800	配置: 楣板制作、一张洽谈桌、二把椅子, 220v电源插座一个, 日光灯二支、地毯; 展位高为2.5米。
	标准展位	3m×3m	¥13800	配置: 楣板制作、一张洽谈桌、二把椅子, 220v电源插座一个, 日光灯二支、地毯; 展位高为2.5米。
	特装光地	36㎡起租	¥1300/㎡	无任何配置, 自行搭建



标准展位 3x3m



角标准展位 3x3m



豪华展位 3x3m



角豪华展位 3x3m (加收10%角位费)

第二部分：配套宣传广告价目表

会刊版面

封面	封底	跨彩页	封(二,三)	内彩页	黑白页
20000元	15000元	12000元	10000元	5000元	2000元

宣传印刷品

门票	请柬	手提袋	名片盒	参观证(独家)	证件挂绳
5000元/万张	5000元/千张	6000元/千个	6000元/千个	30000元/3万张	15000元/万条

展馆现场 (以下广告仅限开展期间发布, 发布后因自然灾害或不可抗力致使停止的, 主办方不承担赔偿责任。)

气球条幅(球经3m) 高15mX宽1.4m	悬空串旗(1行20面) 1行=20X1.5mX1m/面	墙体横幅 宽24mx高4m	墙体条幅 高10mx 0.8m	引导路旗广告 高1.5mx0.5m
12000元/个	12000元/行	4000/块	4000/条	800元/面

第三部分：论坛会议室价目表

容纳 70人	6000元/小时	备注: (含以下服务) 1. 提供技术设施(讲台、椅子)和水1桶 2. 提供电源, 投影仪, 音响, 话筒等 3. 提供会前的馆内广播通告 4. 协助会场布置以及背景板、地台的搭建
容纳 80人	7000元/小时	
容纳 160人	8000元/小时	

参展程序:

1. 参展单位应具备生产和经营有效期内的《营业执照》及合法的批准文件等。
2. 参展单位在选定展位后认真填写《参展申请及合约表》, 加盖公章后传真或邮寄至大会组委会。
3. 组委会坚持先申请、先付款、先确认的原则。在签订合同七个工作日内, 将参展费用全款或50%转入大会组委会指定银行账户, 过期不付款者, 组委会有权变更原定展位或取消其参展资格。
4. 组委会根据会场的整体效果和安全消防的需要, 将有权调整部分已确认展位。

Asia (Beijing) International Food and Beverage Expo 2019 Price List

I: Booth Price

	Booth Division	Specification	Fee	Configuration Instructions
			Beijing & Shanghai	
Booth Setting	9 m ²		\$3800	A Standard Booth include: lintel plate, a negotiating desk, two chairs, a 5A power socket, two daylight lamps, carpet, booth height:2.5m(10% extra fee for corner booth);
	9 m ²		\$4000	A Luxury booth, include: lintel plate, an information desk, two chairs, a 220v power socket, two daylight lamps, carpet, the painting and design of the pictures for booth posters(you can ask organizing committee for design sizes), booth height:3m;
	Over 36 m ²		\$400/m ²	Only provide exhibition space, without any configuration , self-build .

II: Advertisement Price

Catalog over	Catalog Back Cover	Color Page Spread	Catalog Cover (the second, third page)	Color Pages inside of Catalog	Black and white Pages of Catalog
\$4000	\$3000	\$2800	\$2000	\$1500	\$800
Entrance Ticket	Invitation Letter	Handbag	Card case	Visit Tecket (Exclusive)	Hang rope
\$1500/10,000pcs	\$1200/1000pcs	\$1500/1,000pcs	\$1500/1000pcs	\$2500 /10,000piece	\$3000/10,000pcs
Ball(diameter: 3m) banner: 10m×0.9m	Arch door(18m) Line banner	AD Banner board Width: 8m Height: 5m	Moving Banner Board 4m*5m*2sides	Road Flag Height:1.5×0.5m	
\$1500/pc	\$2000/line	\$3000/item	\$2000/item	\$150/pc	

III. Forum Price

contain 70 people	USD 1000/h	Contains the following services: 1 platform desk、 chair)and 1 bucket of water; 2. Power socket, projector, stereo, microphone etc 3.Broadcasting service and audience organization;
contain 80 people	USD 2000/h	
contain 160 people	USD 3000/h	

Participation Procedures

- 1.Exhibitors must have effective business license and other legal documents.
- 2.After the exhibitors book the booth, please fill in the Application Form carefully. and then send the Application Form with stamp and signature to the organizing committee.
- 3.The organizing committee will follow the principle: "Applied first, Paid first, Served first". Within 7 days after the exhibitor receives "Booth Confirmation", you should make full payment or 50% into the account of organizing committee, Expire, the organizing committee has the rights to cancel your participation.
- 4.The organizing committee have rights to change and move some confirmed booths considering the safety problem and the whole image.

北京世博威国际展览有限公司

BEIJING SHIBOWEI INTERNATIONAL EXPOSITION CO.,LTD.

北京柏威展览有限公司

BEIJING BAIWEI EXPOSITION CO., LTD.

地址：北京市朝阳区朝阳路69号财满街1-4-904

邮编：100123

电话：86+10-85377300

网址：www.aifoode.com

Address: Room 904, Cell 4, Building 1, No 69, China Post Code:100123

Tel: 86+10-85377300

Fax: 86-10-85841055

[Http://en.aifoode.com](http://en.aifoode.com)