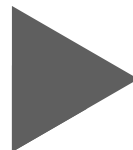




# The 23rd China (Beijing) International Organic Green Food & Ingredients Exhibition 2019

## Post Show Report



April 17-19, 2019  
Beijing China International Exhibition Center



## 1. Overview

The exhibition was held in Beijing China International Exhibition Center from April 17 to 19 with 1500 booths covering an area of nearly 50,000 square meters. On-site statistics show that the amount of intentional transactions exceeded 150 million yuan, and the cumulative indirect signing amount after the meeting exceeded 270 million yuan



## 2. Overview of Exhibitors

A total of 1276 enterprises from 62 countries, regions and organizations participated in the exhibition. Nine national exhibitions and 13 domestic provincial and county exhibitions attracted famous enterprises such as China Agricultural Reclamation, Huiyuan, Renhe Group, Yulin Pharmaceutical Co., Ltd., Zhongjing Wanxi Pharmaceutical Co., Ltd., Zhongliang Food Co., and Beidahuang Co., Ltd.



## 3. Overview of Visitors

During the period, 74 262 people visited the venue and received more than 10 overseas visiting delegations from more than 50 countries and regions and 5 international organizations, including Hong Kong, Macao and Taiwan, including Japan, Korea, Ukraine, India and Sierra Leone.

## 4. Scope of Exhibits

The expo seted up 6 major show areas: Nutrition and Health Food Hall, Traditional Chinese Medicine Hall, Organic Green Food and Ingredients Hall, Imported Food Hall, High-end Edible Oil/Food and Beverage HaLL,High-end Drinking Water Hall.Nearly thousands of high-quality products and brands were exhibited through this expo.Through each functional exhibition areas,this expo was not only completely displayed new achievements, new technologies, new products and new applications of big health,but also presented exhibition ecology of new health industry.



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## Exhibitor Analysis

A total of 1276 enterprises from 62 countries and regions and organizations participated in the exhibition, including 285 overseas enterprises, 9 national and regional exhibitions and 15 domestic provinces, cities and counties exhibitions. They attracted nearly thousands of high-quality enterprises such as China Agricultural Reclamation, Huiyuan Group, Renhe Group, Yulin Pharmaceutical, Zhongjing Wanxi Pharmaceutical, COFCO, Beidahuang Group and so on. Products and brands are exhibited on the same stage. New achievements, new technologies, new products and new applications of large health are fully displayed in various functional exhibition areas, and a completely new exhibition ecology of health industry is presented.





## Parts of Exhibiting Brands

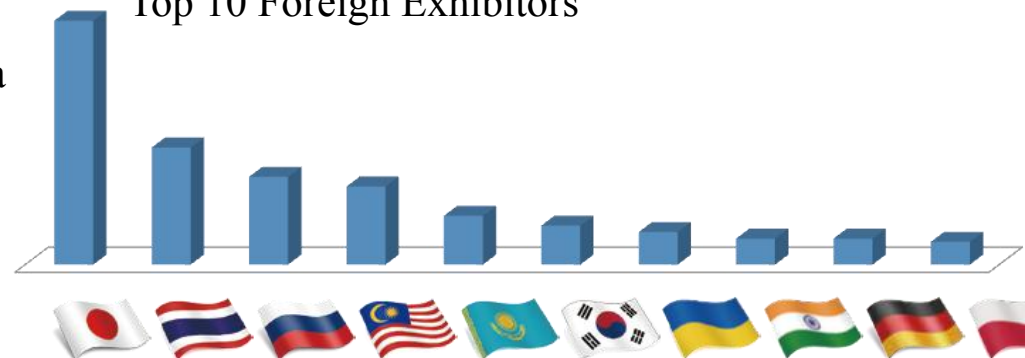


## Overview of Foreign Exhibitors

- With the advantages of one-stop industrial chain and good reputation for the years, 2019 Shibowei.CIHIE has attracted enterprises in the big health industry from the United States, Australia, New Zealand, Malaysia, Japan, India, Canada, Thailand, Italy, the United Kingdom, Greece and other countries and regions to participate in the exhibition.
- Among the foreign enterprises participating in the Expo, 253 enterprises from 57 countries along the belt and road participated in the exhibition, and 47 enterprises in 35 least developed countries participated in the exhibition.
- regional enterprises in the world are participating in the exhibition, which highlights the position of the Expo to build a business and trade service platform for the world's largest health industry.

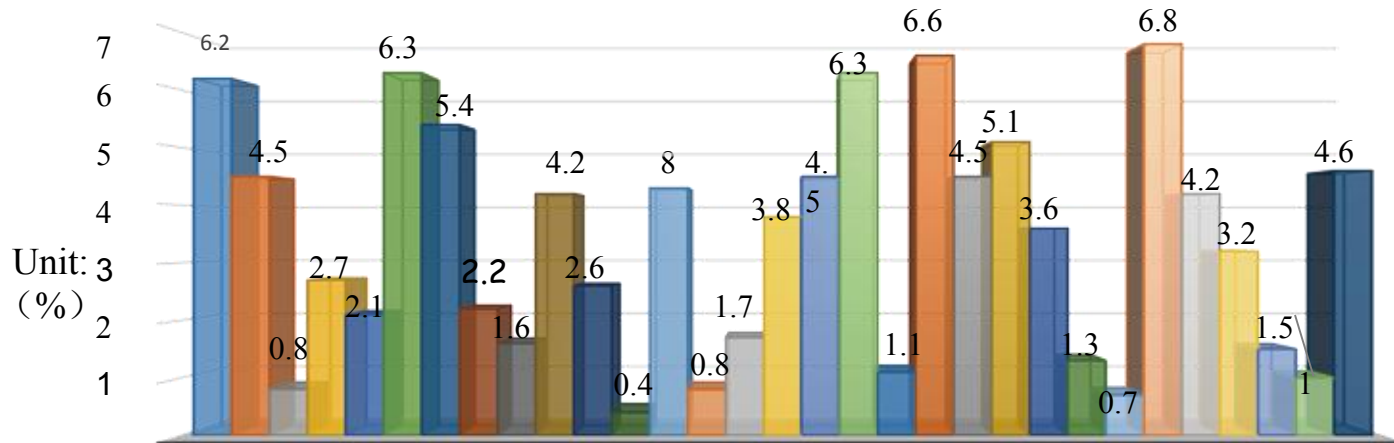


Top 10 Foreign Exhibitors



# Exhibitor Analysis

## Proportion of exhibitors' products



6.2---Nutritional and health food

4.5---Enzyme&Probiotics

0.8--Special medical food

2.7--High-end tonics

2.1--Health services

6.3--Organic Food & Natural Products

5.4--Green Agricultural Products

2.2--High-end food ingredients

1.6--Organic Green Food Equipment

4.2---Imported Food

2.6--Sugar and wine

0.4--Condiment

4.3--Snack food

0.8--Aquatic products/frozen foods

1.7--Hotel Food

3.8--Special Healthy Edible Oil

4.5--Imported edible oil

6.3--High-end Healthy Edible Oil

6.6--High-end packaged drinking water

4.5--Hydrogen-rich aquaculture

5.1--Functional drinking water

3.6--Health diagnosis and treatment

1.3--Beauty products

0.7--Medical products

6.8--Health management services

4.2--Rehabilitation supplies

3.2--Healthy Sleeping Products

1.5--Health care supplies

1--Water dispenser

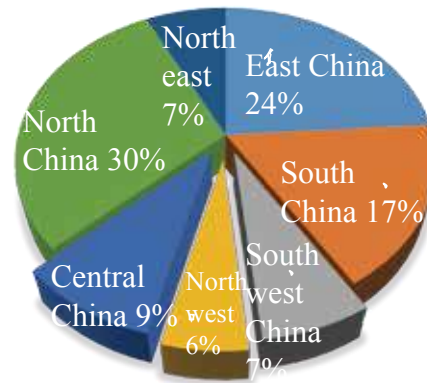
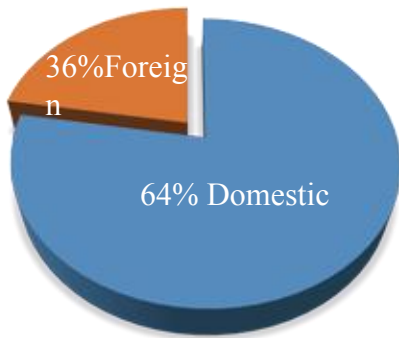
4.6--All kinds of packaging production equipmen



## Regional Distribution

Overseas exhibitors account for more than 36% and Asian exhibitors account the most ,The number of exhibitors in other states was stable. The proportion of exhibitors in Africa is increasing.For domestic distribution, exhibitors in the north and South still account for the majority.

Proportion of exhibitors at home and abroad

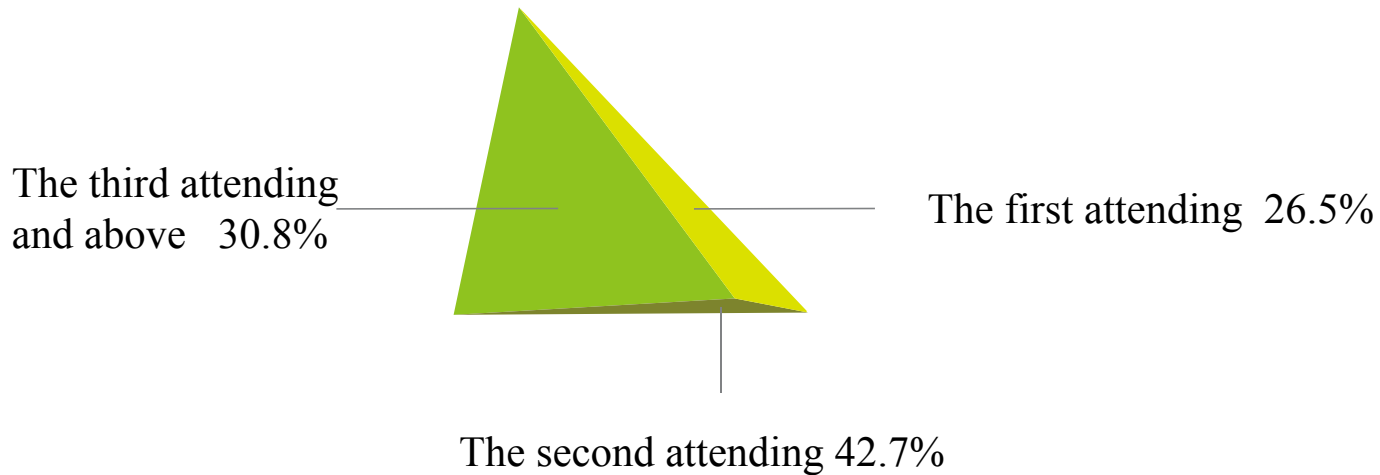
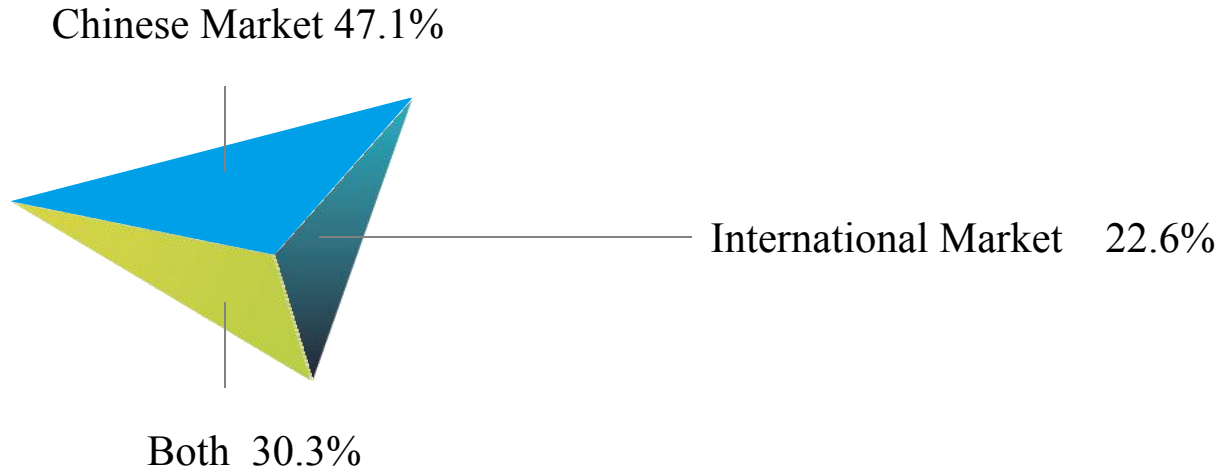


## Exhibitor Questionnaire Survey

By issuing exhibitors' questionnaires and statistics after the exhibition, exhibitors' overall satisfaction with the exhibition reached 81.3%

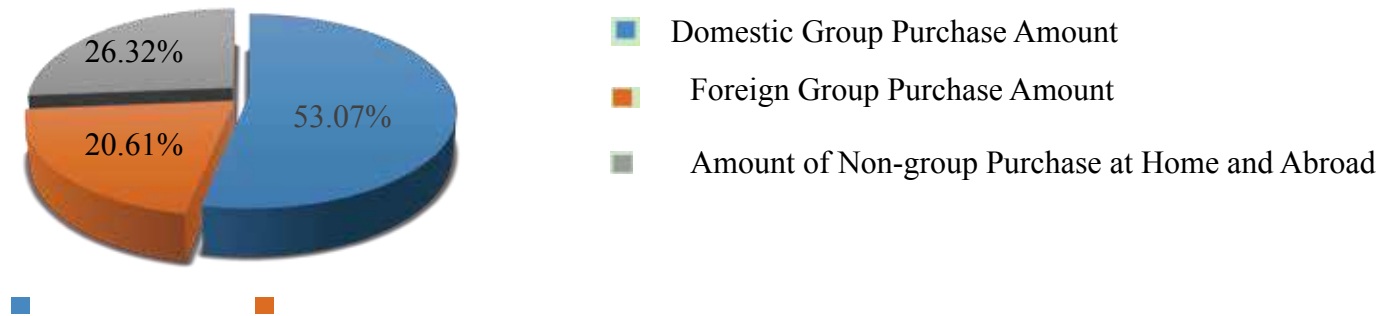
72.3% of exhibitors are interested in attending the next exhibition and 51.8% are willing to recommend the exhibition.

# Exhibitors' Focus on Market Areas

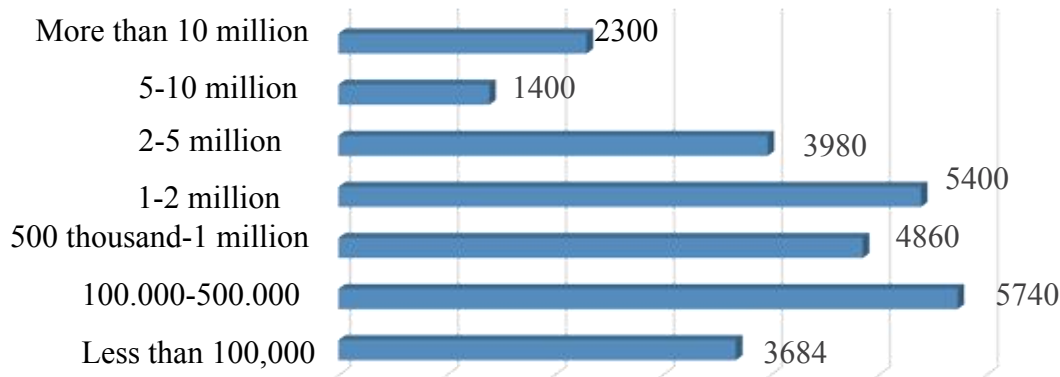


# Turnover

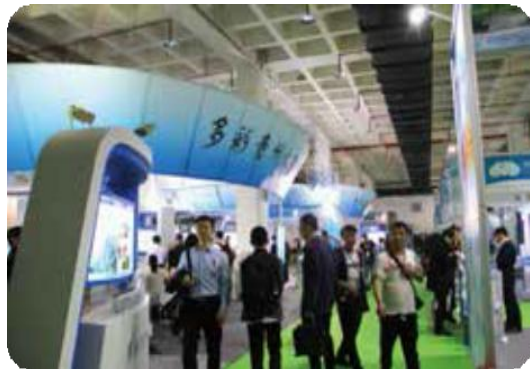
On-site statistics show that the amount of intentional transactions exceeded 150 million yuan, and the cumulative indirect signing amount after the meeting exceeded 270 million yuan



## Diagram on Volume of Intentional Transactions



# Domestic & Foreign Pavilions









## Exhibitor Evaluation



### **Huang Hai, Sales Director, Honglin International Group**

I think this Beijing exhibition has provided a good opportunity for our manufacturers to exchange ideas, let us go out of Guangxi and go to the whole country. Many distributors have been found here. In a word, we have gained a lot. Thank the organizers.



### **Azienda Agricola Alessandro Coricciati**

We are very honored and very happy to attend this exhibition. We feel very surprised that many people are interested in olive oil. Many customers come to our booth to taste it and learn something about it. We are very happy that many Chinese people are very interested in high quality olive oil and want to know more about it. We hope there will be opportunities for cooperation in the future.



### **Pan Haijun, General Manager of Beijing Organic International Club Co., Ltd.**

We have participated in the exhibition for the fourth time in a row, with a large number of people and a large scale. It is the largest exhibition in Beijing. Every time we attend the exhibition, we have gained a lot. We have met many people who are organic in the industry, who are engaged in production and sales.



### **Xie Jie, Project Manager of Shenzhen Sanjian Technology Co., Ltd**

On the whole, the exhibition is very helpful to the development of our industry. Through this exhibition, we can find complementary advantages with peers, have a deep-seated communication with target customers, and understand more deeply the practical suggestions of terminal customers for our terminal equipment, which will be of great help to the future research and development of our company and the small and medium-sized pension institutions.

## Visitor Analysis

During the three-day exhibition, 74,262 visitors attended the exhibition, including 1,030 foreign visitors, the overall satisfaction reached 82%, and the audience composition was more diversified. From the perspective of overseas guests' participation, more than 10 overseas visiting delegations (including Hong Kong, Macao and Taiwan) from more than 50 countries and regions and 5 international organizations were received, including Japan, Korea, Ukraine, India, Russia, Malaysia and Thailand.

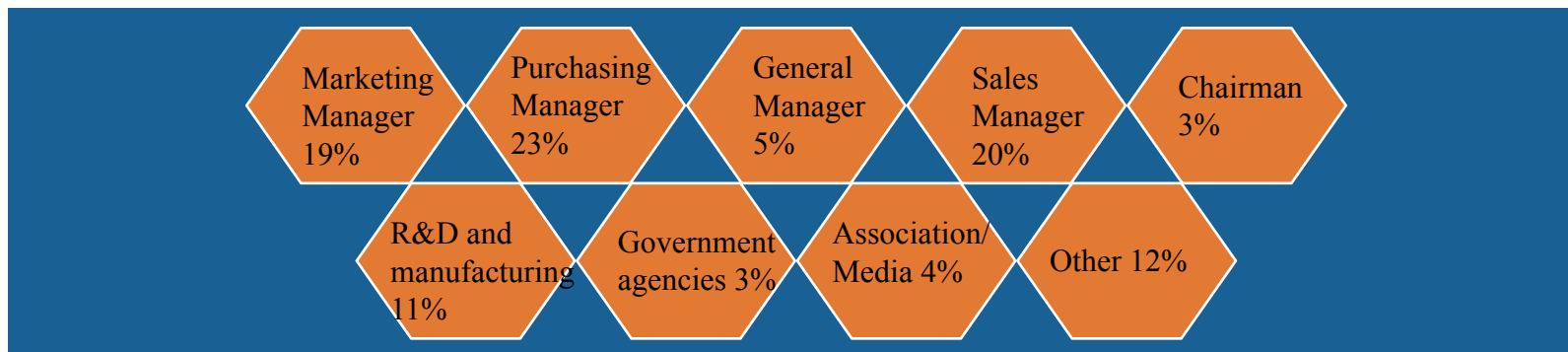
### Regional Distribution of Domestic Audience

Northeast China 10%   North China 34%   South China 8%   Central China 23%  
 East China 14%   Northwest China 2%   Southwest China 9%

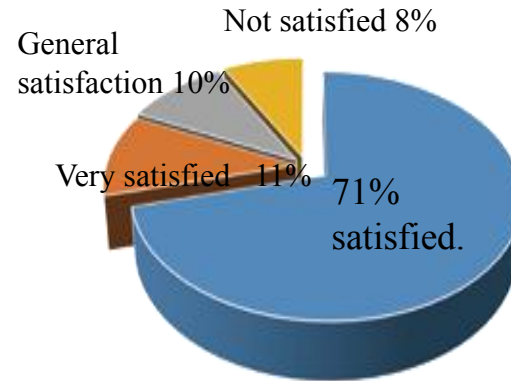
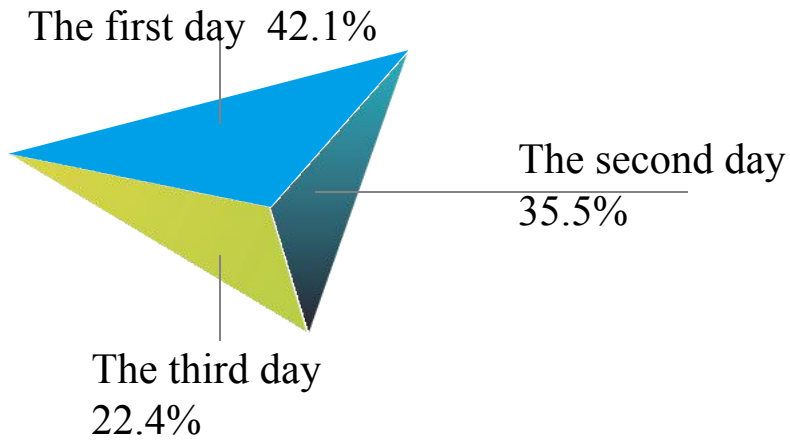
### Top 10 Countries of Foreign Audience Sources

Korea	Japan	Thailand	Malaysia	Russia	Ukraine	Kazakhstan	India	Poland	Pakistan
2074	1335	920	792	556	304	242	177	92	80

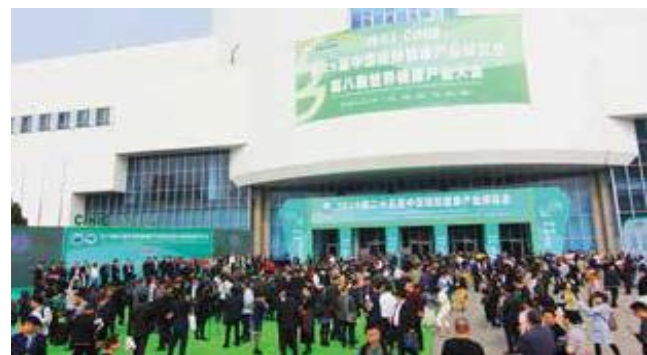
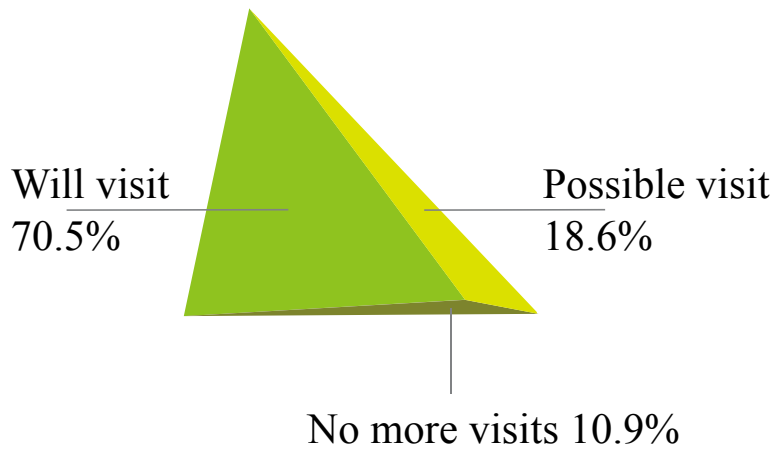
### Visitors Title



## Visitors proportion during 3days exhibition



## Next exhibition plan



## Audience Resources Advantage

After 15 years of stability, the Expo has established nearly 200,000 databases of high-quality professional buyers according to the characteristics of the exhibited products.

The database will be precisely positioned, featured exhibition areas are set up, special conferences on attracting investment and project docking are held for major projects related to the location of the group, as well as purchasers' congresses set up to link resources of all parties.



Customer Management System



Online Registration System

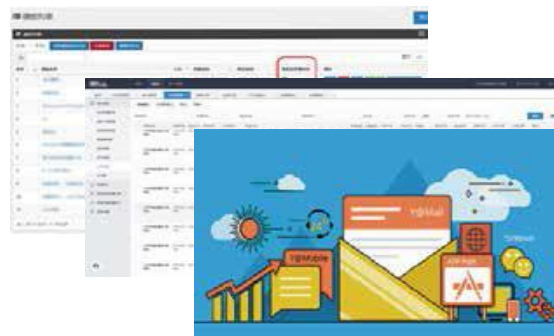


On-site service



## Audience invitation

Professional customer service team, directional invitation, matching counterpart purchasers, agents, etc., expand sales channels for exhibitors.





# Synchronized Activities

## The 8th World Health Industry Conference

第八届世界健康产业大会



April 17-19, 2019, The 8th World Health Industry Conference

It was solemnly held in Beijing International Exhibition Center, China.

With the theme of "Opening a New Area of Global Silver-hair Economy and seeking a New Future for World health Industry". Delegates from 57 countries attended the opening ceremony and international forum.





# Parts of participants and leaders



## The 8th Buyers Matching Conference



2019, the 8th Buyer Matching Conference was successfully held in Hall No. 7 as scheduled, where production and marketing docking can be conducted, and purchasers can share purchasing information with each other. According to the characteristics of exhibited products, regional characteristics and the needs of exhibitors, the database will accurately locate, orientate invitations, match counterpart purchasers, agents, etc. It provided face-to-face, one-to-one exhibition and negotiation opportunities for exhibitors and purchasers, the two sides of supply and demand reached a number of cooperation on the spot.

### **Intentional cooperation, signing ceremony**

On-site incomplete statistics show that the amount of intentional transactions exceeded 200 million yuan, and the cumulative indirect signing amount after the conference exceeded 270 million yuan.





## 2019 China High-end Edible Oil Industry Development Forum



## Membership Meeting of Beijing Somnus and Health Promotion Association



## Product Press Conference



## Free public service clinic



## The 9th Nice Water China, Tasting Water Contest

Promote Chinese tea culture and water culture, promote exchanges and cooperation between aquaculture and tea industry, and disseminate the concept of healthy drinking water.

Sponsors: China National Health Association Healthy Drinking Water Committee

Beijing Shangshui Intelligence International Public Relations Consulting

Co-sponsor: China National Health Association Healthy Drinking Water

Beijing Tea Association:

Beijing Kangshui Water Quality Testing Center is limited

Organizer: Beijing Kangshui Water Quality Testing Center Co.,Ltd

Beijing Shibowei International Expo Co.,Ltd



# The 9th Nice Water China, Tasting Water Contest





# Promotion Methods

## Newspaper publicity



▲ Health News



▲ Science and Technology Daily



▲ Headline News of Grain and Oil Market



▲ Health Times



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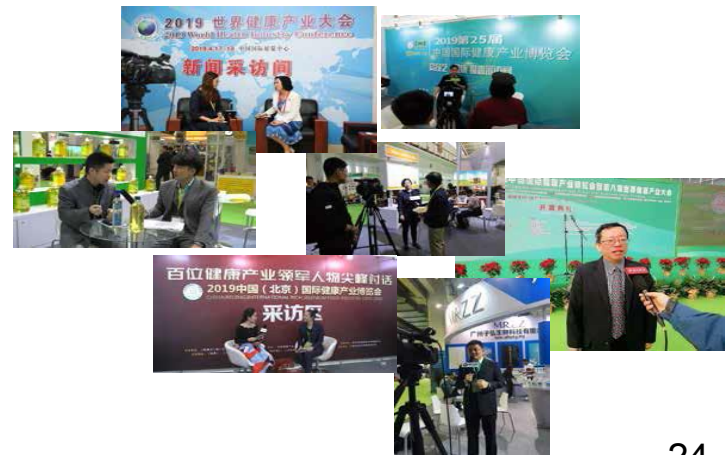
## Internet Media Propaganda

### 网媒宣传



## On-site interview media

### 现场采访媒体



# Video Reporting Media



# Outdoor publicity



# Next Expo

8 Halls

50000 m<sup>2</sup>

1500 booths

1000-1200  
Exhibitors

60000-80000  
visitors

Shanghai

September 28-30,2020  
Shanghai New International Expo  
Center



Beijing

April 15th-17th,2020  
China International Exhibition Center



## Platform advantages

1. Fifteen years only focus on the big health exhibition, which strongly promotes the integration and development momentum of China's big health industry. It is a high-quality platform for enterprises to seek business opportunities, shape the international brand image and make a strong move towards the global market.
2. Successfully held the 25th Health Industry Exposition and the 8th World Health Industry Congress to promote the exhibition and lead the exhibition.
3. The annual exhibition area is more than 80,000 square meters, serving nearly 3,000 exhibition enterprises at home and abroad, and more than 100,000 professional buyers and spectators.
4. Beijing, Shanghai and Chengdu three-stop tour exhibition, the dominant national market triggered a high point;
5. The total exhibition area is 650,000 square meters, creating a brand feast for the health industry.
6. Services from more than 60 countries and regions, nearly 15,000 exhibitors, based on professional trust;
7. The total number of audiences exceeds 1.1 million. The huge audiences database is the business opportunity library.
8. The cumulative intentional trade of nearly 15 billion yuan has earned substantial economic benefits for enterprises





**CIHIE**  
世博威·健博会



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