

23Th | Beijing

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2020 CIHIE
世博威·健博会®

A I F E

ASIA (BEIJING) INTERNATIONAL FOOD AND BEVERAGE & IMPORT FOOD EXPO

TASTE GLOBAL FOOD, ENJOY ASIA LIFE

Apr.15th–17th,2020
China International Exhibition Center

Dept. 28th–30th,2020
Shanghai New International Expo Center



Approved :
Ministry of Commerce of P.R.C

Sponsors :
Chinese Institute of Food Science and Technology
State Food and Nutrition Consultant Committee
China National Food Industry Association
Beijing Catering Trade Association

Organizer :
Beijing Shibowei International Exposition Co., Ltd.

Co-organizer :
Beijing Baiwei Exposition Co., Ltd.

Website: <http://en.aifoode.com>

Market Prospect

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 food 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. High-end, characteristic and imported snack food continue to develop in many fields through hall-chains, depth and sustainability. High-end, characteristic and imported snack food continues to develop in a multi-field, full-chain, deep-level and sustainable direction. The food from all over the world has landed in the Chinese market. Over the next 10 years, China's food consumption will grow by 50%, according to data, in 2020, imported food in China will enter the golden decade of the rapid development of blowout, and market share will reach \$480 billion. With China's large population base and rich consumption level, the leisure food import is brewing in many new market opportunities. So the food industry creative new efforts, and food manufacturing is in urgent need of upgrading. China's food industry will usher in new development opportunities, leading a new round of investment frenzy. A world food tour opens soon in the Chinese Capital (Beijing).



Exhibition Introduction

To take advantage of the industry's momentum, and people's urgent need for food safety and health, 2020 Asia(Beijing) International Food and Beverage Expo & Asia food Expo(short for "AIFE"), is held by Beijing Baiwei Exhibition Co.,Ltd which is a subsidiary company of Beijing Shibowei International Exposition Company. And SBW is a professional exhibition organization dedicated to promoting China's great health industry towards globalization. To review AIFE2019, Beijing exhibition, showing area reaches 50,000 square meters. There are 1,500 standard booths and 1,276 exhibitors, 16 International delegations from New Zealand, Russia, Australia, Canada, Vietnam, Iran, India, Malaysia, Thailand, South Korea, France, Singapore, Taiwan, Hong Kong. 9 national cities and region pavilion(Fujian, Chengdu, Ningxia, Chengde city, Guizhou, Guangzhou, Jilin, Hennan, Guang xi Yulin, CHINA STATE FARMS AGRIBUSINESS), attendance of 74262 people, over 10 international purchasing group, 146 media present, 1200 brands dressed up. Gathering all kinds of food enterprises to display on the same platform conforms to the development trend of the industry, and facilitates the all-round and in-depth trade negotiations between the supply and demand parties. Build a high-end food international trade platform in Asia, enhance the popularity of quality products in the industry, and strengthen exchanges and cooperation among the industry. AIFE is based in three biggest cities: Beijing ,Shanghai and Chengdu, after 16 years' accumulation and experience, it keeps close and long relations and cooperation with industry association, owning broad and stable client network, timely and accurate database and mature marketing ability. AIFE got more attention from exhibitors and buyers from all over the world, won high praises from dozens of national authorities. AIFE2020, keeping up with the trend of the market, will set up the new wind vane and open new mileage of imported food industry.

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 do “one to one” professional visitors invitation;
5. To promote the establishment of harmonious relations between enterprises and government;
6. Exhibition travels in Beijing, Shanghai, Chengdu, which leads the the whole market;
7. We service for 15,000 exhibitors coming from nearly 60 countries and regions. They trust us for our professionalism.
8. Accumulated potential trade reaches nearly 50 billion Yuan, and takes real economic benefits for enterprises.
- 9.Get market orders – the 17–year buyer procurement database helps you open global market treasures, earn money and earn reputation



Advantages of Media Promotion

The rapid development of the Internet era has become an irreversible trend. With the precipitation and accumulation of the reputation of the exhibition, as well as the increasing influence of the exhibition. Multi-channel preshow warm-up, interview in the show, follow up after the show. Xinhua, Phoenix, Sina, Sohu, Toutiao and other network media; CCTV, Beijing TV and local stations; Youku, iQIYI, Tencent and other networks video; Advantage food network, Food information network, Food industry network, Global food network, "China food news" "health times", China food network, Food industry network, World food network, World exhibition network and other foreign industry mainstream media on the exhibition make publicity report. WeChat public platform, H5 promotion and other we-media. To continuously enhance the competitiveness of enterprises through the exhibition trade platform, form a unique strong brand, enhance the recognition of enterprises in the hearts of consumers, achieve brand building of enterprises and exhibition brand to reach win-win situation.



High Quality Buyers

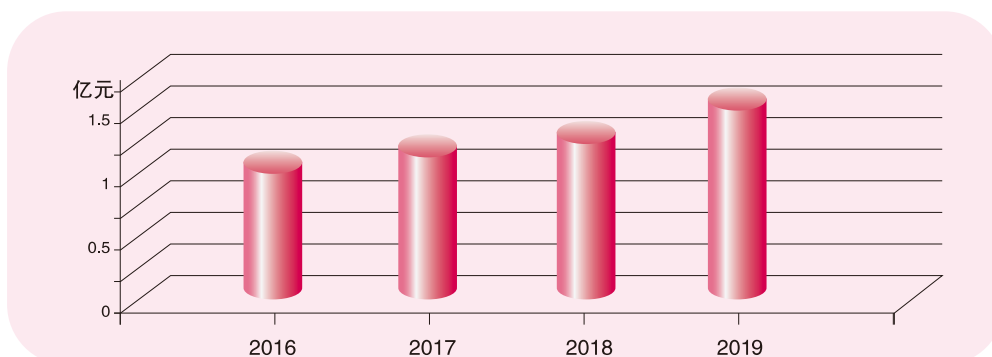
1. The dealer, the agent, the franchisee, the wechat business, the electricity business, the trader and so on with strength, prestige, and own the sale network ;
2. Special invitation for China catering association, food chamber of commerce, agricultural products circulation association, chain management association, consumer association, etc
3. 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;
4. Wal-mart, Carrefour, Hua-Lian, Wu-mart, Century Lian-Hua, Jingkelong, Auchan, Lotus, Metro, traders, distributors, agents, gift coupon, large chain hotels and resorts;
5. 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;
6. Free trade zone, import commodity direct selling center, cross-border bonded warehouse, convenience, chain, Global excellent products, cross-border e-commerce, purchasing platform, etc.

Data analysis

【Audience General Situation】



【Show turnover】



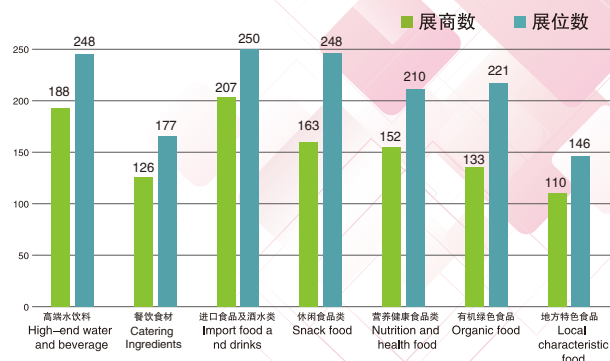
Data analysis

【Exhibitor Review】

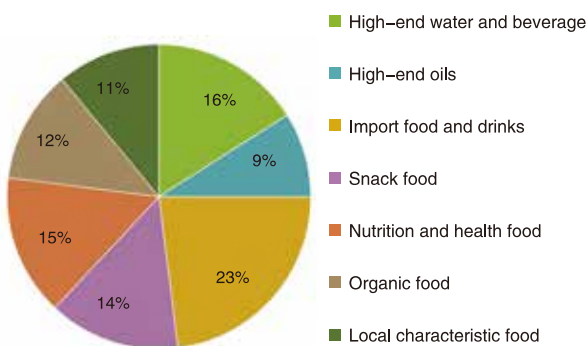
Exhibition Area	50000 m ²
No.of Exhibitor	1345

15 International delegations from New Zealand, Russia, Australia, Canada, Vietnam, India, Malaysia, Thailand, South Korea, France, Singapore, Taiwan, Hong Kong. 9 national cities and region pavilion(Fujian, Chengdu, Ningxia, Chengde city, Guizhou, Guangzhou, Hennan nan yang, Guang xi Yulin, China Nong ken)

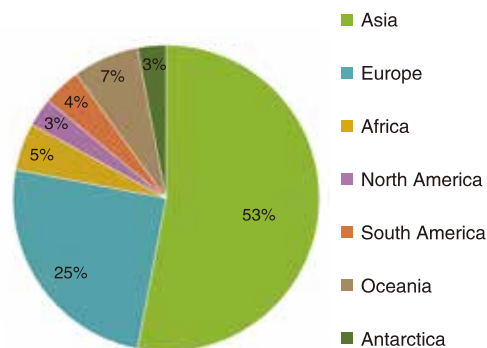
【Exhibitor Review】



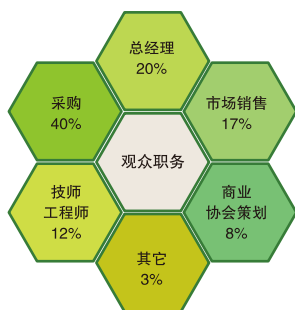
【Exhibition products】



【Exhibitor country】

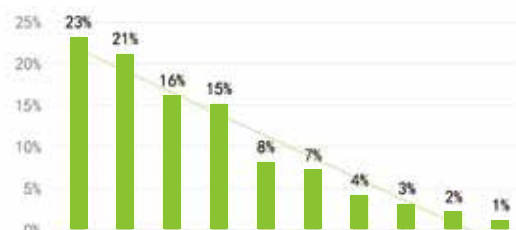


【Visitor position】



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

【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%,

Previous Exhibit Brands



Exhibit Profile

Import Food

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

National Local Food

- ◆ Dairy products: liquid milk, milk powder, cheese, condensed milk, milk fat, cheese, probiotics, milk ice cream, other dairy products, etc.
- ◆ Baked products: cakes, bread, instant noodles, etc.
- ◆ Dried fruit, nuts, children's food and travel food series.
- ◆ Grain and oil products: edible oil, olive oil, flour, etc.
- ◆ Natural tonic, organic food, green food series;
- ◆ Frozen, frozen food and ice cream products;
- ◆ Meat, canned food and seafood series;
- ◆ Food containers, packaging equipment and food machinery series.
- ◆ National famous food, landmark food, family farm, restaurant franchise and food material series

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.

Activities

AIFE concurrent activities will set prizes for you to take. In order to promote visibility and reputation of enterprise brand, show excellent product quality and service, AIFE will hold awards activities. The organizing committee will set the "Best quality product award", "Best market potential award", "Best taste award", "Nutrition innovation award", etc.; Sponsoring units involved will get a dozen services with publicity (please ask for the organizer about related condition details). On the exhibition a series of exciting activities will be launched, which is regarded as the exhibition's highlight characteristics. There are themes related foods, such as "Italy, France, United States, Germany, Japan Cookers Show Food", "2020 Asia Beijing) International Food and Beverage and Import Food Tasting", "Happy Baking Garden", "International Olive Oil competition", "Wine Tasting", "World Barista Competition Pageant", "World Beverage Brand Innovation Awards", "Gourmet Academic Exchange Discussions Forum" etc. The large world special delicious foods feast will take you to enjoy all kinds of tastes in Asia and unwilling to leave here.



Price List

I: Booth Price

Booth Info	Booth Type	Booth Fee Beijing&Shanghai	Booth Furniture
	Standard Luxury Booth (3x3=9sqm)	USD 3800	1 lintel board, 1 reception desk, 5 chairs ,1 glass round table, 15A power socket, 2 spotlights , Carpet; Printing promotional pictures (obtain size from the organizing committee) Booth size:3m×3m×3.5m(H)
	Standard Luxury Corner Booth (3x3=9sqm)	USD 4000	2 lintel boards, 1 reception desk, 5 chairs ,1 glass round table ,15A power socket, 2 spotlights ,Carpet ; Printing promotional pictures (obtain size from the organizing committee) Booth size:3m×3m×3.5m(H)
	Standard Luxury Pavilion Booth (3x3=9sqm)	USD 4000	4 lintel boards, 1 reception desk, 5 chairs ,1 glass round table ,15A power socket, 2 spotlights ,Carpet ; Printing promotional pictures (obtain size from the organizing committee) Booth size:3m×3m×3.5m(H)
	Raw Space	USD 400/ m ²	Only provide exhibition space, without any configuration, self-build.



Standard Luxury Booth



Standard Luxury Corner Booth



Standard Luxury Pavilion Booth



Raw Space

II: Advertisement Price

Catalog page

Catalog Cover	Catalog Back Cover	Color Page Spread	Catalog Cover (the second,third page)	Color Pages inside of Catalog	Black and white Pages of Catalog
USD 4000	USD 3000	USD 2800	USD 2000	USD 1500	USD 800

Printing material

Entrance Ticket	Invitation Letter	Handbag	Card case	Back adv of visiting care	Hang rope
USD1,500 /10,000pcs	USD1,200 /1,000pcs	USD1,500 /1,000pcs	USD1,500 /1,000pcs	USD2,500 /10,000pcs	USD3,000 /10,000pcs

Exhibition site

(*The following advertisements shall only be issued during the period of development, and the organizers shall not be liable for compensation for the termination of the advertisements due to natural disasters or force majeure.)

Square electronic screen advertisement (60 seconds/piece)	wall advertis- ing (Subject to the pavilion)	Billboard outside High 4 m * 5 m wide	Billboard inside High 3 m * 4 m wide	Channel column advertising 2.4m*0.9m*4	Road flag advertisement 2.4m*0.8m	Arch(18m) scroll 10m*0.8m
\$2500	\$60/ m ²	\$2000/pic.	\$1500/pic.	\$200/1	\$200/side	\$2000/1

III. Forum Price (Exhibitors visit for free)

Conference Room	Contain 70 people	USD 1500/h	Notes: (Contains the following services); 1. Provide technical facilities (socket, Projector, audio, Microphone, Chairs, Water dispenser); 2. Broadcasting service; 3. Venue layout, Background advertising;
Conference Room	Contain 100 people	USD 2000/h	
Live forum area	Contain 150 people	USD 3000/h	

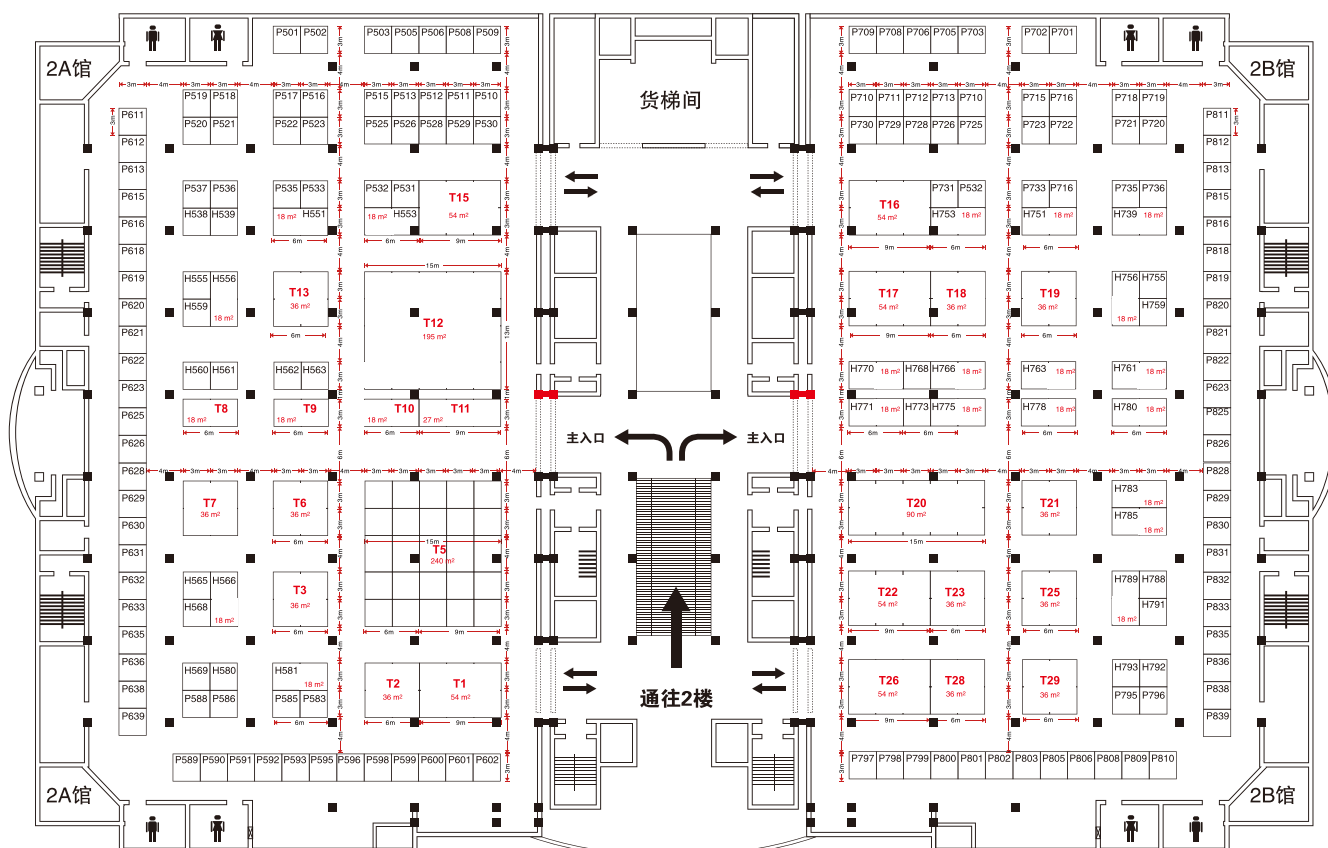
Participation Procedures

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.

Booth Layout

AIFE Asia (Beijing) International
Food & Beverage Expo

Apr.15th-17th,2020
China International Exhibition Center
Booth Layout



备注: 展馆装修限高: 3.5米 柱子规格: 0.8x0.8米 展位规格: 3x3m
注释: 以T开头的展位代表特装展位, 以H开头的展位代表豪华展位, 以P开头的展位代表普通展位!



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