



στην υπηρεσία της επιχείρησής σας



ΚΥΠΡΙΑΚΟ
ΕΜΠΟΡΙΚΟ ΚΑΙ
ΒΙΟΜΗΧΑΝΙΚΟ
ΕΠΙΜΕΛΗΤΗΡΙΟ



Λευκωσία, 20 Ιανουαρίου 2015

Προς: Όλες τις Βιομηχανίες Τροφίμων και Ποτών

Θέμα: Διεθνής Έκθεση: «The 5th China International Import Food Exhibition 2015»

Κυρία/ε,

Το Ευρωπαϊκό Κέντρο Επιχειρηματικής Στήριξης Κύπρου σας πληροφορεί ότι από τις 12 μέχρι τις 14 Ιουνίου 2015, θα διεξαχθεί η Διεθνής Έκθεση «The 5th China International Import Food Exhibition 2015 (IF China 2015)» στη Κίνα, Πεκίνο. Περισσότερες πληροφορίες και έντυπα δήλωσης συμμετοχής καθώς και τα στοιχεία επικοινωνίας με τους διοργανωτές αναγράφονται στα επισυναπτόμενα έγγραφα.

Όσες εκ των επιχειρήσεων επιθυμούν να συμμετέχουν στη πιο πάνω εκδήλωση θα πρέπει να δηλώσουν απευθείας συμμετοχή στους διοργανωτές.

Σημειώνεται ότι, σε περίπτωση συμμετοχής, το Υπουργείο Ενέργειας, Εμπορίου, Βιομηχανίας και Τουρισμού θα δύναται να επιχορηγήσει το 50% του κόστους συμμετοχής με μέγιστο ποσό τα 3,050 ευρώ, το οποίο αφορά το κόστος του περιπτέρου (ενοίκιο για 15 τετραγωνικά μέτρα, κατασκευή και εξοπλισμό περιπτέρου, το κόστος αποστολής των εκθεμάτων), καθώς και το κόστος του αεροπορικού εισιτηρίου (ενός ατόμου σε οικονομική θέση) και διαμονής, σύμφωνα με τους Όρους και Προϋποθέσεις του «Σχεδίου Ενισχύσεων Ήσσονος Σημασίας De minimis προς Επιχειρήσεις που Δραστηριοποιούνται στο Τομέα της Μεταποίησης ή/και Εμπορίας Γεωργικών Προϊόντων, για συμμετοχή σε Εμπορικές Εκθέσεις που πραγματοποιούνται στη Εσωτερική Αγορά και Τρίτες Χώρες», οι οποίες έχουν ήδη υποβάλει αίτηση στα πλαίσια του εν λόγω Σχεδίου για συμμετοχή σε εκθέσεις εντός του έτους 2015.

Για περισσότερες πληροφορίες ή διευκρινήσεις για το θέμα μπορείτε να επικοινωνείτε με την αρμόδια λειτουργό του Υπουργείο Ενέργειας, Εμπορίου, Βιομηχανίας και Τουρισμού κα. Ελένη Θησέως στο τηλ. 22867329.

Με εκτίμηση,

Μιχάλης Πρωτοπαπάς
Λειτουργός, Τμήματος Εκπαίδευσης και Ανάπτυξης
Ευρωπαϊκό Κέντρο Επιχειρηματικής Στήριξης Κύπρου
για Γενικό Γραμματέα.

To:

From: Chen Peng +86-183 0111 7220



The 5th China International Import Food Exhibition (IF China 2015)

Time: June 12-14, 2015

Location: China • Beijing International Convention Center

【Leading Market for Imported Food】

China's imports of food products from the world more than 150 countries and regions. In line with China's economic development, the country has shown growing acceptance and strong demand for imported food. For the past five years, food imports grew more than 20% annually. From January to November 2012, food imports were valued at US\$40.8 billion, an increase of 25%. Today, imported food has become a hot-selling product in everyday life, its economic benefits are skyrocketing. Imported food due to a distinctive world, pure taste and unique features welcomed by the people, has been more and more people are familiar with and accept, rising purchasing volume, has a huge economic market. Meanwhile, industry concentration is small, large enterprises, medium-sized enterprises are small, the market is a natural growth of the state, are highly fragmented market with free competition. By 2018, China will become the world's largest consumer of imported food, with an estimated market valued at up to US\$80 billion*.

*According to estimates by the Association of Food Industries (AFI)

As the name indicates, IF China concentrates explicitly on the region of North China. For the food industry, the capital city of Beijing and its surroundings present a very attractive and growing consumer market of around 200 million people. IF China offers direct access to retailers and wholesalers in this region as well as importers, distributors, hotels and restaurants.

【IF China • Industry development trend】

China International Import Food Exposition (IF China), By Beijing International Exhibition (Beijing) Co., Ltd., is an indicator of import food industry development. Also to develop the Chinese market, imported food should not miss an efficient trading platform and opportunity. IF CHINA special activities to promote trade exchanges and promote industrial upgrading, promote the industry has a dual effect of trade. You are welcome to visit the exhibition!

【IF China 2014 • A perfect ending】

The previous China International Import Food Exposition (IF China 2014) attracted over 481 high-quality brands from 18 countries around the world to attend, it witnessed the development trend of the import food in China.

IF China 2014 has 21000 professional audience, is China's first national professional import food exposition, also is the annual world conference on import food trade.

The 5th China International Import Food Exposition (IF China 2015) will be held in China- Beijing International Convention Center on June 12-14, 2015. IF China is not only a festival to show the world's high quality food , is also the high-end platform for the interaction of new ideas, new technology and new results, and for participation, visit, study and communication. Welcome to visit and participate!

【Purchase and exhibits scope】

- sweet food and leisure food
- fruit juice and soft drinks
- wine and spirits, beer
- dairy products and milk
- olive oil and edible oil, meat products
- Ice cream and equipment
- refrigerated and frozen food
- tea, coffee and honey
- condiments and jam
- baking and baking products
- aquatic products and seafood
- mineral water and high-end drinks
- chocolate, candy, pastry and bread
- alcoholic beverages
- pasta/flour products
- health and functional food
- nuts and beans products
- fruit products and salted products
- equipment, packaging and processing technology;

【professional audience】

The enormous Purchaser Database enables us to invite professional units with purchasing capacity purposefully, and our audiences are throughout the first-class and secondary cities, including such purchasers as : major business super markets, stores, traders, distributors, agents, wholesalers, cafes, bars, clubs, large chain hotels, catering company, five-star hotels, resorts, No 1 shops, Jingdong Mall and Mall Day cats, embassies in China, as well as professional purchasers cooperating with various industrial associations or co-organizers.

For Exhibitors

Visitors are expected to come from multiple channels with a strong emphasis on retailers, wholesalers, distributors, food traders and the hospitality industry from the region.

For Visitors

Visitors can expect a showcase of the entire food portfolio, from fine foods, dairy products, sweets and

snack foods, beverages, wine and liquor, fruits and vegetables, edible oils tobacco goods, coffee and tea, meats and seafood as well as organic foods. Industry insiders and leaders will also be shedding light on market-specific topics of interest and current trends and developments, such as food safety, consumption trends, and import regulations.

Beijing: Regional Demand – Untapped Market Potential

- One of the largest and wealthiest cities in China
- Population of more than 20 million
- GDP per capita of US\$11,000, double the China average
- Major location for hotels, restaurants, businesses and embassies
- 40,000 registered food and beverage enterprises
- Catering industry with sales volume of US\$13.7 billion in 2012
- Influences a market of at least 200 million people in surrounding provinces
- Less saturated than Shanghai
- Alternative choice for market entry in China

Very attractive market for imported food!

Access to new clients, who cannot be met at other trade shows in China!

【Participation rules】

Cost and arrangement: This exhibition provides two forms of booth: standard booths and empty sites (space inside), exhibitors can choose according to different needs.

★ **Standard Booth:** 3mx3m =9m², USD 4000 each of booth for foreign enterprises; Standard booth includes: a carpet, three boards, a fascia board with company name, a consulting table, two chairs, two lamp and a power socket (please note in advance if special electricity is needed, and additional fees will be charged).

★ **Empty site :**Space inside the exhibition: rentals starting from 36 m²,
USD 400/m² for foreign enterprises.

No exhibition frames and facilities will be provided for empty sites, and exhibitors can arrange the building or entrust the building company recommended by the organizer to build the booths themselves.

【Contact:】

Beixing International Exhibition (Beijing) Co., Ltd.

Address: Room 225, block B, Jin Yu Ke Le Building, Shuangqiao, Chaoyang district, Beijing

TEL: +86-10-5706 3712

FAX: +86-10-6547 9323

Linkman: Chen Peng +86-183 0111 7220

Email: chenpeng@beixingexpo.com