

2016 AIFE
BEIJING · CHINA

亚洲（北京）国际进口食品博览会

Asia (Beijing) International Import Food Expo 2016

北京

时间: 2016年4月14日-16日

地点: 北京·中国国际展览中心

Date: Apr 14th - 16th, 2016

Venue: China International Exhibition Center

上海

时间: 2016年8月17日-19日

地点: 上海新国际博览中心

Date: Aug 17th - 19th, 2016

Venue: Shanghai New International Exhibition 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
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
世博威(上海)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
China National Food Industry Association

Organizer

Beijing Shibowei International Exposition Co., Ltd.
Shibowei (Shanghai) 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.



引领行业发展， 全球竞相瞩目

今天，进口食品已成为人们日常生活中的必需品，其带来的经济效益也直线上升。进口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也得到迅猛提高和升级，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。据美国食品工业协会预测，中国进口食品销量将以每年15%的速度高速增长，到2018年中国将成为全球进口食品最大的消费国，届时，国内进口食品的市场规模将高达4800亿元人民币。进口食品不断向多领域、全链条、深层次、可持续方向发展，本土食品与进口食品从未像今天这样紧密关联。令人震撼的数据必将引爆新一轮势不可挡的投资狂潮，美味和健康的进口食品专卖在中国市场的需求有着纵横捭阖之势，全球瞩目。

Today, imported food has become necessary in people's daily life and its economic benefits also soared. 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. American National Food Industry Association forecast that China imported food will be sold at an annual high-speed growth rate of 15%. By 2018, China will become the world's largest consumer country of imported food. At the appointed time, the domestic imported food market will be as high as 480 billion yuan. The imported food will constantly develop with different fields, the whole chain and deep direction of sustainable development. The local food and imported food have never been so closely related like today. Stunning data is bound to set off a new round of overwhelming investment spree and the delicious & healthy imported food at the Chinese market demand has the potential of shifting alliances, which attract global attention!



展览面积 35,000 m²

展商数目 1000家

2016亚洲(北京)国际进口食品博览会,由北京世博威国际展览有限公司承办。世博威国际展览集团是一家致力于促进中国健康产业迈向全球化步伐的专业会展机构,公司成立于2003年,立足中国北京、上海,客户遍布全球60多个国家和地区。世博威经过近12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,并拥有着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。受到世界各地的展商及买家青睐,获得了来自几十个国家权威机构专家的高度肯定。为顺应市场发展需求,推进我国进口食品行业的发展,推荐国内外先进适用技术,搭建供需平台,2016亚洲(北京)国际进口食品博览会将为我国进口食品行业树立新的风向标,打造进口食品产业新里程。



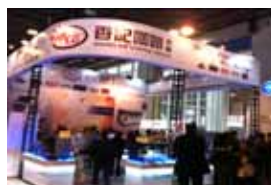
【Market Prospect】

Asia (Beijing) International Import Food Exposition 2016, exclusively organized by Beijing Shibowei International Exhibition Co.,Ltd. Shibowei International Exhibition Group is a professional exhibition organization committed to promoting Chinese health industry to move towards globalization. The company was founded in 2003 and based in Beijing, gathering customers all over the world from more than 60 countries and regions. After nearly 12-year accumulation and hone, Shibowei has developed a set of marketing model of market development in line with the convention and exhibition industry development, and has a long and close cooperation with association, broad & stable client network, timely and accurate database and mature marketing ability.

We won the appreciation and praise by the exhibitors and buyers from all over the world as well as the experts from dozens of national authorities. To comply with the demand of market development, promote the development of China's imported food industry, and recommend the use of advanced technology domestic and foreign and to establish the platform of supply and demand, Asia (Beijing) International Import Food Expo 2016 will build up new indicator for the imported food industry in our country and establish new milestone of imported 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很可能被近百家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-12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。
- 6、世博威国际健康产业博览会成功举办以来,连续三年被商务部评为“全国重点引导扶持展会”。





【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 - 12 years'buyers purchasing database help you to open the treasure in the global market, to gain money, and win the reputation;
6. Since Shibowei•International Health Industry Expo successfully held, it has been named "National Key Leading Support Exhibition" by the Ministry of Commerce for three consecutive years.

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、港澳台地区餐饮业协（商）会会长、秘书长，大型中高档超市、中国百强餐饮企业。
- 2、全国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、食品进口商、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、各国驻华大使馆等以及通过与各行业协会合作，协助组织前来观展的专业买家。
- 6、为食品饮料界搭建高端展示平台和实效交易环境，协助展商拓展蓬勃发展的中国高端食品饮料市场。
- 7、展会期间组织将邀请行业权威人士就我国进口食品的发展趋势和市场需求举办相关高层研讨会。

【High Quality Buyers】

- 1.Huge <DATABASE>, fixed, directed to invite the restaurant industry association (commercial) president and secretary from all over the China and Hong Kong, Macao and Taiwan regions, large upscale supermarket, catering enterprises in China;
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. Countries embassy in China as well as through collaboration with industry associations, to assist the organization of professional buyers to come to the exhibition;
6. To build high-end display platform and effective trading environment for the food and beverage industry, to assist exhibitors booming high-end food and beverage market in China;
7. During the organization, we will invite the exhibition industry pundits of imported food in China to hold related seminars about the development trend and market demand.

国外参展商地域分析

Foreign Exhibitors Area Analysis



- 韩国15%、日本12%、意大利11%、西班牙11%、葡萄牙8%、阿根廷8%、美国7%、其它7%、土耳其6%、澳大利亚6%、加拿大5%、智利4%
- Korea 15%、Japan 12%、Italy 11%、Spain 11%、Portugal 8%、Argentina 8%、USA 7%、Turkey 6%、Australia 6%、Canada 5%、Chili 4%、Other Countries or regions 7%

国内参展商地域分析

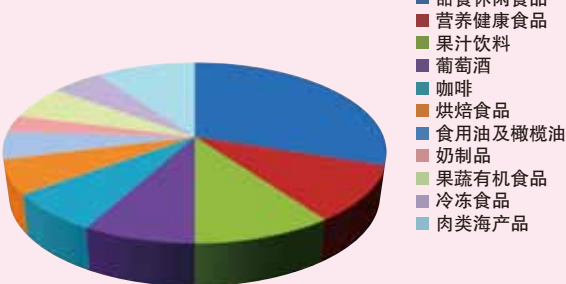
Domestic Exhibitors Area Analysis



- 北京10%、河北6%、天津6%、山东8%、山西5%、内蒙5%、上海6%、浙江5%、安徽5%、湖南7%、江苏5%、江西5%、广东7%、福建4%、东北10%、其它6%
- Beijing10%、Hebei6%、Tianjin6%、Shandong8%、Shanxi5%、Neimeng5%、Shanghai6%、Zhejiang5%、Anhui5%、Hunan7%、Jiangsu5%、Jiangxi5%、Guangdong7%、Fujian4%、Dongbei10%、Others6%

展品品种分析

Showing Products Analysis



- 甜食休闲食品15%、营养健康食品13%、果汁饮料12%、葡萄酒10%、咖啡10%、烘焙食品9%、食用油及橄榄油8%、奶制品7%、果蔬有机食品6%、冷冻食品5%、肉类海产品5%
- Snack Food 15%、Nutrition 13%、Beverage 12%、Wine 10%、Coffee 10%、Baked Food 9%、Edible Oil 8%、Dairy 7%、Organic Food 6%、Frozen Food 5%、Seafood 5%

观众区域分析

Visitors Area Analysis



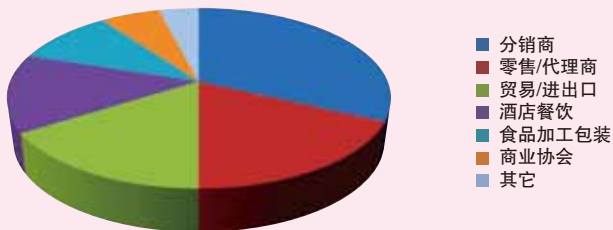
- 华南(港澳台\深圳\东莞\中山等)10%、华中\西北\西南10%、华东(上海\温州\江浙等)20%、东北(黑\吉\辽\内蒙等)15%、华北(北京、河北等地)40%、其它海外国家5%
- South China10%、Middle China10%、North East15%、East China20%、North China40%、Others5%

赞助活动

- 钻石级赞助机构：限一家，企业在行业内有一定的知名度，具有良好的品牌效益；
赞助类别：钻石级赞助单位，独家总赞助/独家总冠军-----赞助金额：48万人民币
- 白金级赞助机构：限一家，企业发展方向有海外市场，在行业内有良好的口碑；
赞助类别：白金级赞助单位-----赞助金额：28万人民币。

观众行业分析

Participating Industries Analysis

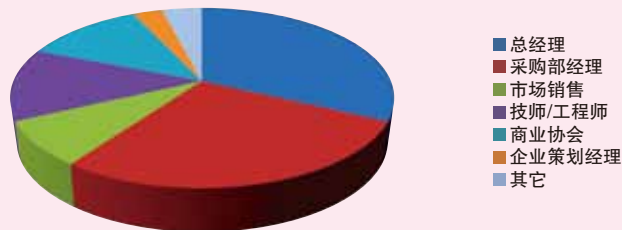


● 分销商32%、零售/代理商18%、贸易/进出口16%、酒店餐饮14%、食品加工包装10%、商业协会6%、其它4%

● Distributor32%, Retailer/Agent18%, Trade/Import&Export16%, Hotel14%, Food process and package 10%, Business association6%, others 4%.

观众职务分析

Position Analysis

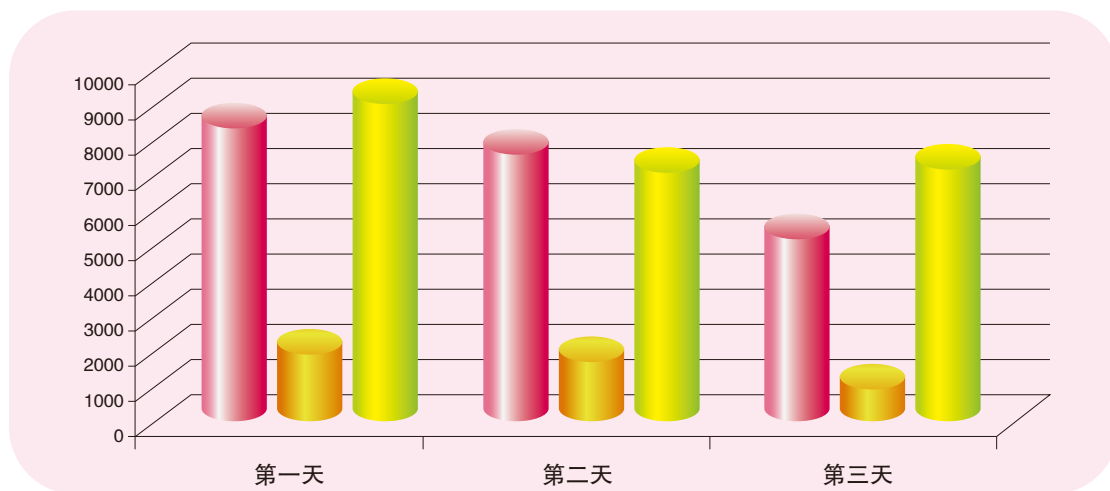


● 总经理32%、采购部经理28%、市场销售8%、技师/工程师13%、商业协会12%、企业策划经理3%、其它4%

● General manager32%, Purchaser manager28%, Marketing Sales 8%, Technician/Engineer13%, Business association12%, Enterprise project manager3%, others 4%

观众总体概况 Audience General Situation

■ 专业观众 Professional visitors ■ 普通观众 Common visitors ■ 新到观众 New visitors



【Sponsorship】

- Diamond sponsor: one company only, well-known in the industry, famous brand effect Sponsor catalogue: A diamond sponsor, exclusive sponsor, sponsor amount: RMB480, 000.
- White gold sponsor : one company only, with foreign market, good fame in the industry Sponsor catalogue: white gold sponsor institute, sponsor amount: RMB280, 000.

展品范围

- ◆ 甜食、巧克力及休闲食品系列;
- ◆ 饮料、果汁、饮用水及速溶饮品系列;
- ◆ 咖啡、茶及饮品冲剂系列;
- ◆ 啤酒、果酒、白酒及葡萄酒系列;
- ◆ 乳制品、奶制品及蛋制品系列;
- ◆ 饼干、糕点及烘焙食品系列;
- ◆ 方便面、冻干食品及配料系列;
- ◆ 食用油、橄榄油及粮油制品系列;
- ◆ 速冻、冷冻食品及冰淇淋产品系列;
- ◆ 保健食品、营养品、有机食品及绿色果蔬食品系列;
- ◆ 调味品及食品配料系列;
- ◆ 新鲜肉类、腌制肉类、罐头食品及海鲜水产品系列;
- ◆ 食品容器、包装设备及食品机械系列;
- ◆ 政府促进机构、协会、专业服务机构与技术网络等;



Showing products

- ◆ Sweetmeat, chocolate & snack food
- ◆ Drink, juice, drinking water & instant drink;
- ◆ Coffee, tea & electuary series;
- ◆ Beer, fruit wine, distilled spirit & wine;
- ◆ Milk products, dairy products & egg products;
- ◆ Cookies, cake & bakery products;
- ◆ Instant noodles, freeze-dried food & seasoning;
- ◆ Oil, olive oil and & cereal products;
- ◆ Quick-freeze, frozen foods & ice cream;
- ◆ Health food, nourishment & organic food products;
- ◆ Flavoring & food ingredient products;
- ◆ Fresh meat, bacon, canned food & seafood;
- ◆ Food container, packaging equipment & food product machinery;
- ◆ Government organization, association, professional service organization & technology network.



同期活动 【Activities】

AIFE 同期活动征集, 大奖等你拿, 为提升企业品牌知名度和美誉度, 彰显卓越的产品品质和服务, AIFE 将举行评奖活动, 大会奖项设置“金奖”; “推荐新产品”奖; “优质产品、十大品牌”奖等; 协办赞助单位参与本届盛会, 将得到十几项的服务跟宣传, (相关参评条件详情可向大会主办方索取) 展开一系列精彩活动现场, 视为展会特色亮点。涉及到食品主题的有“意大利、法国、美国、德国、日本厨师秀美食、2016亚洲(北京)国际进口食品品鉴会”、“开心烘焙园”、“中国国际橄榄油大赛”、“名酒品鉴会”、“世界咖啡师大赛选拔赛”、“世界饮料品牌创新评优赛”“美食学术交流论坛”、等等。大型别开生面的世界美味汇, 饱览亚洲各色风情口感, 让你淋漓尽致, 依依不舍!

同期展览

- ◆ 国际咖啡饮品产业展
International Coffee Industry Expo
- ◆ 国际名酒及葡萄酒展
International Wine Expo
- ◆ 国际儿童食品糖果展
International Children Food and Candy Expo
- ◆ 国际甜食休闲食品展
International Sweet and Snacks Food Expo
- ◆ 餐饮食材水产食品展
Diet Ingredients and Aquatic Food Expo

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 "Gold Medal" award; "Recommend New Product" award; "Quality Products" award, "Top ten brands" 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", "2016Asia (Beijing) International Import Food Tasting", "Happy Baking Garden", "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.

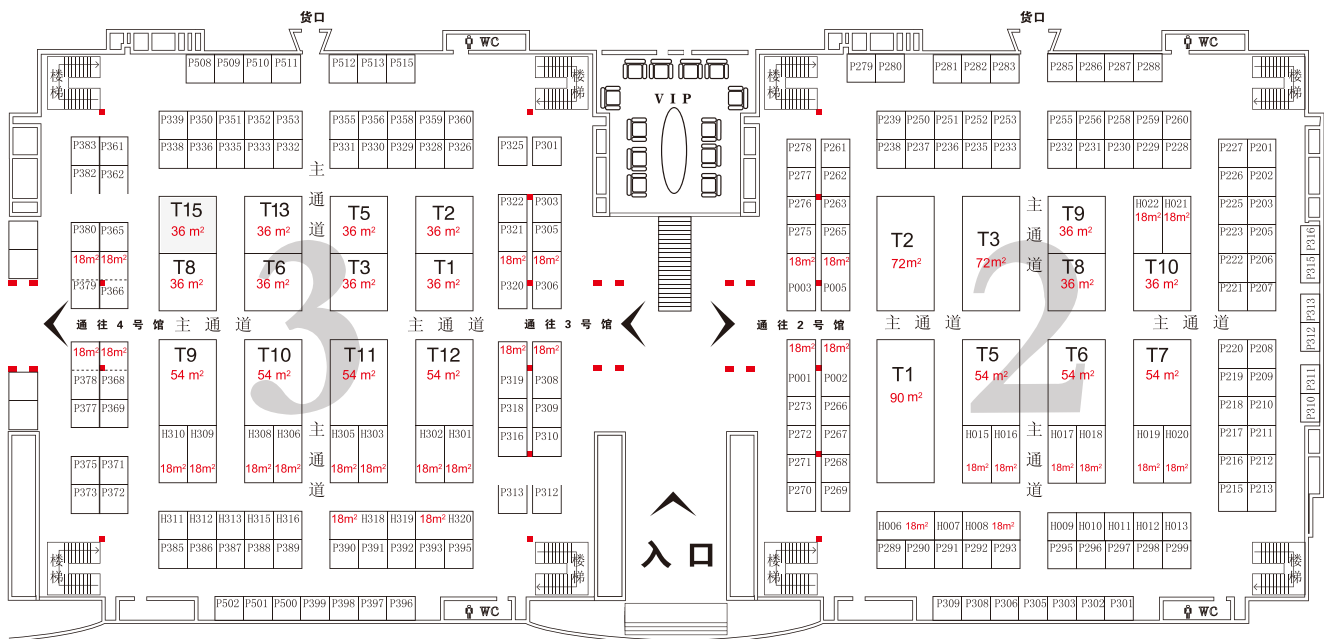
历届参展品牌 Previous Exhibit Brands



A I F E 亚洲（北京）国际进口食品博览会

BEIJING·CHINA Asia (Beijing) International Import Food Expo 2016

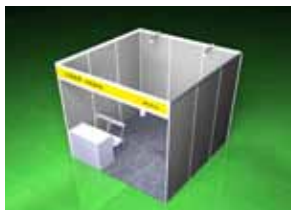
北京 时间: 2016年4月14日-16日
 地点: 北京·中国国际展览中心
 Date: Apr 14th-16th, 2016
 Venue: China International Exhibition Center



备注: 展馆装修限高: 6米 柱子规格: 0.8x0.8米 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!

第一部分：展位价格表

展位划分	规格	费用	备注说明
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
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
豪华标摊	3m×3m	¥16800	为豪华展位，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）；展位高为3米
特装光地	36m ² 起租	¥1200/m ²	只提供相应展出场地；无任何配置，自行搭建



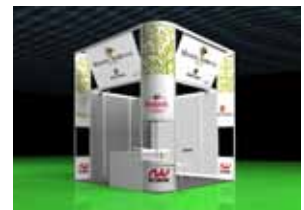
标准展位 3x3m



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/2万张	15000元/万条

展馆现场

空飘气球(球径3m) 高15m宽1.4m	悬空串旗(1行20面) 1行=20x1.5mx1m/面	墙体横幅(宽X高) 24mx4m	墙体条幅(宽X高) 0.8mx10m	路旗 高1.5mx0.45m
12000元/个	12000元/行	40000/块	4000/条	500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。
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. 展位分配原则：“先申请，先付款，先安排，”双面开口展位加收10%角位费用。
3. 参展单位在选定展位后请填写《参展申请及合约表》，加盖公章后传真或邮寄至大会组委会秘书处，秘书处接到《参展申请及合约表》后为参展商颁发《展位确认书》。
4. 参展商在收到《展位确认书》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。
5. 组织单位在收到参展展位费用后，将开据参展费用发票邮寄至参展商。
6. 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。
7. 成为协办赞助单位的无穷商机——详情请向组委会索取。

I: Booth Price

	Booth Division	Specification	Fee	Configuration Instructions
Booth Setting	9 m ² (one opening)		\$3500	Include: A lintel plate, A negotiating desk, A round table, Five chairs, A 220v power socket, Two daylight lamps, A carpet, the painting and design of the pictures for publicity (You can ask organizing committee for design sizes), Booth height: 3m;
	9 m ² (two opening)		\$3800	Include: A lintel plate, A negotiating desk, A round table, Five chairs, A 220v power socket, Two daylight lamps, A carpet, the painting and design of the pictures for publicity (You can ask organizing committee for design sizes), Booth height: 3m;
	Over 36 m ²		\$350/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
Balloon Scroll (Diameter=3m) H:15m×W:1.4m	Dangling String Flag	Wall Banner (W:24m x H:4m)	Wall Scrolls W:10m×H:0.8m	Road Flag	
\$2500/pcs	\$2300/line	\$7000/pcs	\$1000/pcs	\$500/pcs	

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

- Exhibitors must have effective business license and other legal documents.
- The organizing committee will follow the principle: "Applied first, Paid first, Served first". There is 10% additional charge for the corner booth.
- 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. We will send you the "Booth Confirmation Form" after receiving your Application Form.
- 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.
- After receiving the booth payment, the organizer committee will send the payment invoice to the exhibitors.
- The organizing committee has rights to change and move some confirmed booths considering the safety problem and the whole image.
- To be sponsor of exhibition, you will get more business opportunities (For more information, please ask organizer committee).



北京世博威国际展览有限公司
BEIJING SHIBOWEI INTERNATIONAL EXHIBITION CO.,LTD.

世博威（上海）展览有限公司
SHIBOWEI (SHANGHAI) EXHIBITION CO.,LTD.

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