

More Business Opportunities from Chinese market and Agricultural Industry
China - the World's Biggest Emerging Market



10th China Agricultural Trade Fair

2012 第十届中国国际农产品交易会

September 27-30, 2012

Beijing National Agricultural Exhibition Center, Beijing, China

Organizer:

- Ministry of Agriculture, P.R. China

Sponsors:

- National Development and Reform Commission, P.R. China
- Ministry of Finance, P.R. China
- Ministry of Commerce, P.R. China
- General Administration of Quality Supervision, Inspection and Quarantine, P.R. China
- China Council for the Promotion of International Trade
- Beijing Municipal Government (China)

Oversea operators:

- Beijing Regalland Convention & Exhibition Co., Ltd.
- CCPIT-Specialized Sub-Council of Agriculture

Website: www.regalland.com/chinaagtradefair/

In Conjunction with:

- China International Agricultural Technology and Equipment Fair

Advantage of CATF 2012

CATF, a state-level agriculture trade exhibition with over 9 years' experiences and great service

Brand Advantages:

- Leading and professional trade fair that
- Only and directly organized by the Ministry of Agriculture
- Officially supported by over eight ministries, such as Ministry of Finance of China, National Development and Reform Commission and Ministry of Commerce of China, etc.
- Attention to directors from departments of government, reporters and media
- Over 9 years' accumulation and survey on agricultural market
- Offering more business opportunities for you to establish the long-term relation with the officials from the ministries
- Providing the direct business site for suppliers and purchasers
- Covering all areas of China and strong market influence by increased exhibitors and visitors per year
- Meeting with TOP 500 Chinese corporations and importers of agricultural industry

CATF 2012

2012 10TH China Agricultural Trade Fair is the directly organized by the Ministry of Agriculture and is fully officially supported by the National Development and Reform Commission of China, Ministry of Finance of China, Ministry of Commerce of China, General Administration of Quality Supervision, Inspection and Quarantine of China, China Council for the promotion of International Trade, General Administration of



Quality Supervision, Inspection and Quarantine, P.R. China and Sichuan Province Municipal Government. China AG Trade Fair is a cannot-be-missed time for marketing and opportunities for all companies in the sector of agriculture industry, food industry, agricultural machinery industry and related industries. China AG Trade Fair 2012 will provide the most direct and efficient site for communicating and trading between suppliers and purchasers, and also meeting with the officials, decision makers from the national and local governments, departments and associations.

Trade visitors

Invite target visitors through all kinds of channel according to the exhibitors' condition.

Chinese and neighboring countries' producers, traders, importers, wholesalers, agents, dealers and other professional organizations; purchasers from agricultural product wholesale market, chain supermarket, etc.

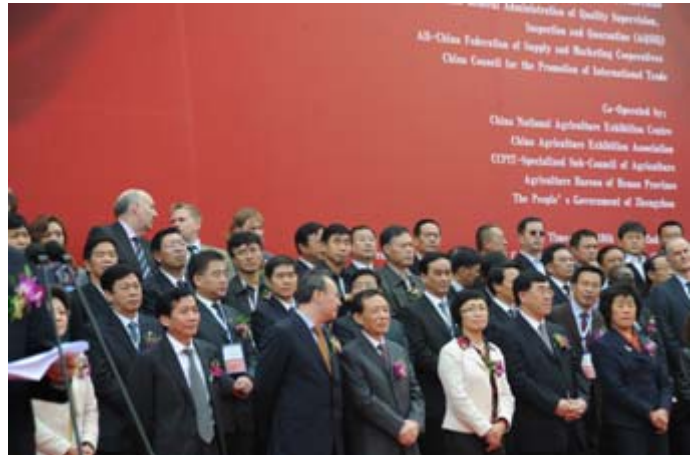
Exhibitors involve top 500 domestic enterprises, key leading enterprises of agricultural industrialization, export trade companies of agricultural products, agricultural product importers and exporters, foreign capital and joint ventures enterprises, famous overseas enterprises, etc.

Exhibits of scope: Agro-products, Food & Beverage, Animal Husbandry & Aquatic Products, Agro-input, Agro-Technology and Agro- Machinery

Wonderful 9TH CATF 2011

Over 200 VIPs have been present at CATF 2011 and they included the deputy Minister of Chinese Government, the presidents of related ministries, the mayors and other main leaders.

Over 2,000 exhibitors from 15 countries covered over 60,000 sqm (Indoor Area: 35,000 sqm and Outdoor Area: 25,000 sqm). Over 60,000 visitors from 40 countries visited 37 pavilions including 34 Chinese provinces pavilions, agricultural machinery Zone, Agricultural Products Sale Zone and International Show Zone. Over 700 reporters from 20 countries and 200 media have attended over 30 events, i. e. Buyer's Trade Day, Country Leader's Special Visit, Signing Ceremony of Concluding Transactions.



9th CATF 2011 includes 4 exhibition areas with 60,000 square meters, which contains comprehensive area, professional area, Sichuan area and outdoor area. Over 2,000 enterprises consists of 33 delegations from 31 Provinces (Autonomous Regions, Municipalities) of China, Xinjiang Production and Construction Corps, Taiwan and a great number of 15 countries from America, Switzerland, the UK, Japan, Canada and Hungary participate in CATF 2011. Exhibitors are key leading enterprises in the process of agricultural industrialization in all provinces of China, enterprises with products have certification of contamination - free farming produce, green food and organic food; large or medium-sized export trade companies of agriculture products, foreign capital and joint ventures enterprises, famous overseas enterprises, etc. Exhibiting products include various agricultural products in planting, animal husbandry and aquatic industries, etc. along with agricultural science and technology projects, agricultural machinery, commerce and communication and other agriculture relevant service items.

Over 10,000 purchasing managers from Canada, USA, India, UK, Pakistan, Philippine and all China, especially group purchasing corporations, chain supermarket, agricultural product wholesale market and import & export groups.

80 billion RMB (about 12 billions USA Dollars) have been made transactions during CATF 2011, and those transactions have been involved in agricultural materials, agricultural machineries, and agricultural products. Over 3,000 exhibit varieties have been shown and included Agro-products, Food & Beverage, Animal husbandry & Aquatic products, Agro-Technology and Agro-input.

Chinese Market

Over 1.3 billion Chinese consumers are more and more aware of the health and nutrition. They require the food is safety with good quality and rich nutrition. The demanding for the high quality food is very high, especially from overseas. Since 2005 the import of foreign food keeps the proportion of 15%, and in 2008 the figure has reach 20.8% from the data of Chinese Custom. It is forecasted that in 2020 China will become the world's largest



country of import food consumption. Therefore, there are lots of opportunities in china's agriculture market. In 2010 China's economy will be still the region of the fastest growing economies in the world, with 8% gross domestic product growth. After the entry into WTO, the government reduces the agriculture tariff. It is expected that the average tariff rate of agricultural has reduced to below 15% in 2009. It means Chinese consumer could enjoy cheaper oversea agriculture products while the average income level keeps increase.

Chinese Agricultural Industry

To face the world's financial crisis, Chinese government are actively increasing fund to strongly develop the following aspects:

- Farm and cropland construction with high standard
- Farm irrigation construction
- Agricultural Circulation basic establishment
- Bio-Environment construction
- Mechanization of farming
- The allowance for purchasing premium seeds, agricultural instruments and machineries and other agricultural materials



China has about 0.9 billions farmers, so it is very important for Chinese government keeping the stable economical development, and there will be wide business opportunities in the sector of Chinese agricultural industry.

The latest system of land innovation that promulgated by Chinese government will permit those farmers to sell the privileges of land managements, which will help to establish much

more modern farms of intensive cultivation and mechanization. In this case, China will need more agricultural instruments and machineries relating with cultivation, irrigation, maintain and so on.

International Buyer Program (IBP)

IBP is designed to help international buyer groups make purchases at the fair. As a member of international buyer group, you will receive many valuable free benefits:

- Free purchase news release at major medias
- Meet with qualified Chinese sellers, representatives and distributors selected by Chinese agricultural trade specialists.
- Travel subsidy to big buyers or buyer-group organizers, including free hotel accommodation and local transportation
- Free entry of buyer's products information on the fair's official website for one year.



2012 Exhibition Information

Date & Venue:

- Date: September 27-30, 2012
- Venue: Beijing National Agricultural Exhibition Center
- Address: No.16 Dongsanhuan North Road, Chaoyang District 100004, Beijing China
- Google Map: please click "[NAEC](#)" to have the detailed position



Exhibits Profile

- **Agro-products:** Grains, Cash crops, Fruits& vegetables, Seeds, Edible oil, Edible fungus, Dried fruits & nuts
- **Food & Beverage:** Conventional foods, Instant foods, Snacks, Healthy foods, Frozen foods, Canned foods, Baby foods, Candy, Condiment, Fruit juices, Wines
- **Animal Husbandry & Aquatic Products:** Embryo, Breeder, Feeds, Meat products, Poultry products, Dairy products, Fishery products, Seafood, Aquaculture products
- **Agro-input:** Agrochemical, Fertilizer, Seed
- **Agro-Technology and Agro- Machinery**

Space Rental:

- **Option 1: Standard Booth: USD 300 per sqm**

Remark: Minimum 12 sqm, Basic fittings, for standard booth include: Exhibit space, Sign panel in Chinese & English, One 5amp/220v electrical outlet, Two fluorescent lights, One information counter, Walls on three sides, Carpeted floor, Two chairs, Daily booth cleaning, One

wastepaper basket. Two Official Catalogues

- **Option 2: Raw Space: USD 270 per sqm**

Remark: Minimum 36 m². Additional raw exhibit space is available. Price includes exhibitor services.

Note:

- The Deadline of Application: **July 10, 2012**
- Early bird: before **May 22, 2012** booking your space, you will obtain 10% discount of the above



Enquiry, please contact:

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