

More Business from China----the World's Biggest Emerging Market



13th China International Agricultural Trade Fair

2015 第十三届中国国际农产品交易会

November 7-11, 2015

Fuzhou Strait International Convention Exhibition Center, Fujian, 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 (CCPIT)
- Fuzhou Municipal Government
- Fujian Provincial Agricultural Department

Event Operators:

- Beijing Regalland Convention & Exhibition Co., Ltd.
- CCPIT-Specialized Sub-Council of Agriculture
- Agricultural Trade Promotion Center, Ministry of Agriculture

Website: www.regalland.com/chinaagtradefair/

In Conjunction with:

- China International Agricultural Technology and Equipment Fair

Advantage of CATF 2015

CATF, a state-level international agriculture trade fair with over 12 years' experiences and great service

Brand Advantages:

- The leading and professional trade fair that is the only and directly organized by the Ministry of Agriculture
- Providing the direct business site for suppliers and purchasers
- Meeting with **TOP 500** Chinese corporations and importers of agricultural industry
- Meeting with over 5000 producers, exporters, manufacturers, farmers and importers from all over China
- Offering more business opportunities for you to establish the long-term relation with the officials from the ministries
- Covering all areas of China and strong market influence by increased exhibitors and visitors per year
- 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.
- To meet to the directors from departments of government, reporters and media
- Over 12 years' accumulation and survey on agricultural market
- The platform for meeting potential business partners and attracting investment

Special Features of CATF 2015

1. To provide the B to B and ONE to ONE service for the exhibitors and exhibitors
2. According to the exhibitors' request and need, we shall find some suitable and potential buyers for you in advance.
3. To make some appointments for you with those potential buyers on the site

Highlights of CATF 2015

- **Seafood and Marine Products**
- **New technology and equipment**
- **Agricultural Information** focuses on information technology application in agricultural industry and modern agriculture, like Internet of Things, e-commerce, cloud computing, big data, IT solutions and so on.
- **Breeding** like seed cultivation; animal breeding, selective breeding and gene
- **New Fertilizer** like organic fertilizer, natural fertilizer, water soluble fertilizer, high effective fertilizer and so on
- **Testing materials and instruments for monitoring of crops and animal diseases and epidemics**

CATF 2015

China Agricultural 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 2015 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 & associations.

The history Data of CATF

Year	City	Space (sqm)	Number of Exhibitors	Number of Visitor/Traders
2014(12 th)	Qingdao, Shangdong	60,000	3000	110,000/21,000
2013 (11st)	Wuhan, Hubei	120,000	4000	100,000/20,000
2012 (10th)	Beijing	45,000	2500	60,000/30,000
2011 (9th)	Chengdu, Sichuan	60,000	2700	70,000/20,000
2010 (8th)	Zhengzhou, Henan	100,300	3000	65,000/25,000
2009 (7th)	Changchun, Jilin	380,000	5000	40,000/90,000
2008 (6th)	Beijing	35,000	2000	50,000/30,000
2007 (5th)	Jinan, Shandong	60,000	1500	30,000/20,000
2006 (4th)	Beijing	30,000	2000	40,000/30,000
2005 (3rd)	Beijing	30,000	1700	55,000/33,000
2004 (2nd)	Beijing	30,000	1500	45,000/28,000
2003 (1st)	Beijing	30,000	1200	60,000/35,000

Trade visitors

Invite target visitors through all kinds of channels according to the exhibitors' conditions.

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

Exhibitors involve overseas enterprises and Chinese 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 and etc.

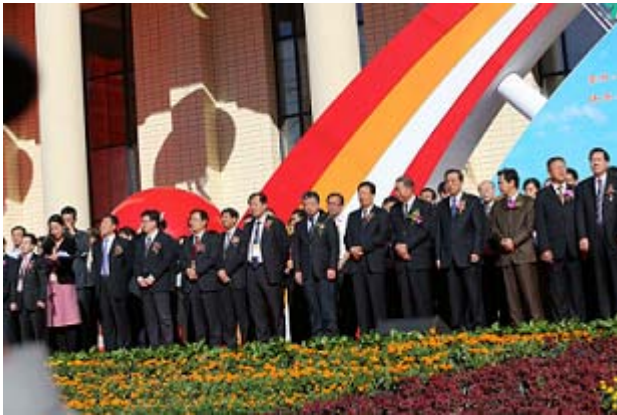


Exhibits of scope: Agro-products, Food & Beverage, Animal Husbandry & Aquatic Products, Agro-input, Agro-technology and Agro- machinery. New Technology, New Concept in the sector of agriculture and new business models like agricultural investment, agricultural IT and so on

The Wonderful 12th CATF 2014

Over 250 VIPs were present at CATF 2014 and they included the deputy Minister of Chinese Government, the presidents of related ministries, the mayors and other senior officials.

Over 3,000 exhibitors from 30 countries covered over 60,000 sqm (Indoor Area: 50,000 sqm and



Outdoor Area: 10,000 sqm). Over 100,000 visitors from 40 countries visited 37 pavilions including 34 Chinese provinces pavilions, agricultural information, Zone, agricultural machinery Zone, Agricultural Products Sale Zone and International Show Zone. Over 1000 reporters from 25 countries and 210 media have attended over 30 events, i.e. Buyer's Trade Day, Country Leader's Special Visit, and Signing Ceremony of Concluding Transactions.

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 20,000 purchasing managers from Canada, USA, India, UK, Pakistan, Philippine and China, especially group purchasing corporations, chain supermarkets, agricultural product wholesale marketers and import & export groups came to the exhibition.

Nearly 470 billion RMB (about 76 billion US Dollars) have been transacted during CATF 2013, and those transactions have been involved in agricultural materials, agricultural machineries, and agricultural products. Over 4000 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 2014 China's economy will be still the region of the fastest growing economies in the world, with 7.5% gross domestic product growth. After the entry into WTO, the government has reduced more the agriculture tariffs. It means Chinese consumer could enjoy cheaper oversea agriculture products while the average income level keeps increase.

Chinese Agricultural Industry

To cope with the global financial crisis, the Chinese government is actively putting more funds 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.

The Agriculture Sector in Fujian Province

Fujian has a superior geographic position at the intersection of the Yangtze and Pearl River deltas, just 78 miles from Taiwan, and it has close trade and economic relations with China's inland provinces. It also strives to promote the Strait Economic Zone – the Economic Zone on the West Coast of the Taiwan Strait - with support from the central government. Fujian is expected to become one of the main gateways to China



and the Asia Pacific region, with industrial cooperation expanding to ASEAN countries, Japan and Korea, and to North American Free Trade Agreement (NAFTA) countries and the EU.

Fujian is a major provincial exporter of agricultural products, fishery and marine products in China.

Following the establishment of the Experimental Zone for Cross-Straits Agricultural Cooperation, agriculture in Fujian is moving towards a green direction, with 2, 467 kinds of ecolabelled and organic products put on the market. The local government aims to increase its efforts to optimize the agricultural production structure and promote agriculture technology, so as to complete a transition from conventional to sustainable farming.

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 benefits free of charge:

- 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.



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2015 Exhibition Information

Date & Venue:

- Date: November 7-11, 2015
- Venue: Fuzhou Strait International Convention Exhibition Center, Fujian, China
- Address: Linpuzhou Road, Cangzhou District, Fuzhou 350000, Fujian.
- Google Map URL: <http://goo.gl/maps/BdYmn>

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, sea 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 and so on



- **Agro-input:** Agrochemical, Fertilizer, Seed, breeding and so on
- **Agro-Technology and Agro- Machinery**
- **Agricultural Information,** automatic control software, internet of things, e-commerce, cloud computing, big data, IT solutions and



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, and one wastepaper basket. Two Official Catalogues

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

Remark: Minimum 27 m². Additional raw exhibit space is available. Price includes exhibitor services.

Note:

- The Deadline of Application: **September 01, 2015**
- Early bird: before **July 1, 2015** booking your space, you will obtain 10% discount of the above

Enquiry, please contact:

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