



**2007 China International Exhibition
of Technology & Equipment for Olive Oil & Edible Oil**

April 16th – 18th, 2007 China World Trade Center, Beijing

In conjunction with:



- Approved by:** China Council for the Promotion of International Trade (CCPIT)
China Chamber of International Commerce (CCOIC)
- Organizer:** CCPIT Specialized Sub-Council of Agriculture
- Co-Organizer:** Beijing Regalland Convention & Exhibition Co., Ltd.
- Supporters:** Chinese Cereals and Oils Association (CCOA), Oil & Fat Association
Chinese Academy of Forestry
China Olive and Olive Oil Association, Preparation Committee
China Olive Oil Club
China Cereal & Oil Market Newspaper
China Oil & Fat
- Official Website:** www.eoliveoil.com

Focusing Chinese market of Edible Oil

2007 China International Exhibition of Technology & Equipment for Olive Oil & Edible Oil (for short, Oiltech China 2007) will first officially take place with 2007 China International Exhibition of Olive Oil & Edible Oil (for short, Oil China 2007). Thanks to China's accession to WTO and keeping the 7%-10% (GDP) economic growth rate, China is becoming the focus among worldwide and China's market is fully open to the world. China with over 1.3 billion people is the huge consumption market of edible oil, which attract more and more exporters and producers of edible oil and related companies, meanwhile, the improvement of Chinese people' living standard goes with the boost of their consumption capacity and health consciousness, which not only stimulate them to consume more and more nutritional, healthy edible oil, but also stimulate more China companies of oil & fat to purchase those good quality and latest technology equipment and related products, so Chinese market of edible oil will be focusing in the future.

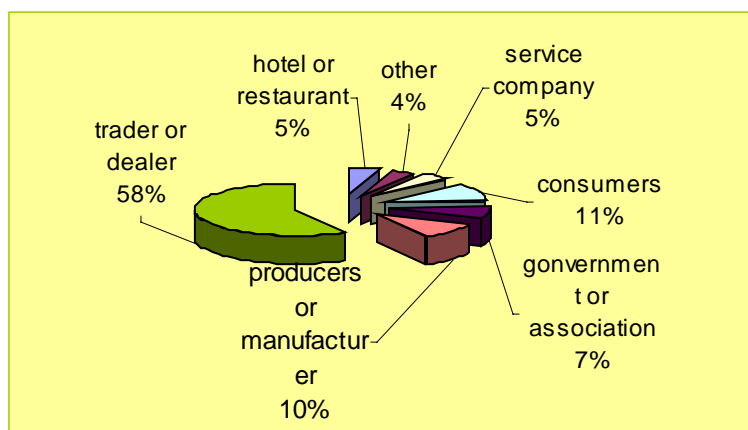
Like American and Australian' olive oil market, China imports olive oil from the Mediterranean Sea as well as plant widely olive in some adaptable regions of olive growing in the western China. At present the olive planting area accounts for 20,000 hectares, till 2010 that will reach about 100,000 hectares. Besides olive oil, other special type edible oil, camellia oil, grape seed oil, linseed oil, safflower seed oil, nucleolus oil and so on are more and more welcome, so the technology and equipment for olive oil and edible oil will be huge demands in China.

It is forecasting that Chinese people' consumption level of edible oil will be from 12 kg (in 2003) to 15kg (in 2010), in the same time, the total consumption amount of edible oil will be from 16 million tons to over 23 million tons. According to the statistic data from Chinese Cereals and Oils Association, in 2005 there are 1043 companies of oil & fat that have produced 13.841 million tons edible oil.



Oil China 2006

Since 2005 we started to hold China International Exhibition of Olive Oil & Edible Oil and wish Oil China –your favorable cooperative partner in China - would help suppliers and purchasers meet each other and do business, most importantly, spread the awareness of olive oil and expand the consumption of olive oil. Oil China 2006 has been successfully held from May 13 to 15 in Beijing International Convention Center and about 100 exhibitors are from Spain, Greece, Italy, Turkey, Syria, Tunis, Lebanon, South Africa, Australia, Argentina, Netherlands, America, China and so on. Syrian Foreign Trade Center and Hellenic Foreign Trade Board (HEPO)have organized their National Pavilion to participate in Oil China 2006 and The China Office of EXTENDA represented 3 Spanish companies to participate in Oil China 2006. Greek Pavilion (30% exhibitors from Greece) and Syria Pavilion are the main attentions of Oil China 2006. According to the data from the specialized statistic company, over 4010 visitors have attended Oil China 2006. Besides 97% visitors from China, the visitors of Oil China 2006 were from Singapore, Korea, Japan, Canada, Russia, Malaysia, Israel, Jordan, Spain, Turkey, Tunis, Morocco, Germany and Netherlands, which indicates that Oil China Exhibition would become a focus of attention by the traders from neighboring countries and the producers from the Mediterranean countries because of China's potential enormous consumer market. 2 Germany companies have displayed their centrifuges and 1 China Company has displayed its bottling machine. About 10% producers of edible oil have visit Oil China 2006.



Promotion Plan of Oiltech China 2007

- To mail and distribute over 100000 visitors tickets
- To hold some nonscheduled press conference about the exhibition and industry;
- To found olive oil information website in order to introduce more information, culture, knowledge of olive oil
- Through some public and professional media to promote Oil China and the knowledge of olive oil, for example, Xin Hua News Agency, China Oil & Fat, China Cereal & Oil Market Newspaper, Cereal & Oil Technology, www.google.com, China food business Website, China Oil & Fat Information Website, China Business Newspaper, China Consumption Daily, China Consumer Day, China Quality Daily, Beijing Evening Paper, Xin Min Evening Paper, Guangzhou Daily, Shenzhen Daily and so on.
- Chinese Cereals and Oils Association, China Vegetable Oil Association, China Olive Oil Club, Trading Promotion Center of the Ministry of Agriculture and other related associations and organization will invite their members to visit Oil China 2007
- To hold 2007 National Olive Oil Knowledge Contest will be helpful to invite more trading visitors.

2007 Exhibition Information

1. Date & Venue:

- Date: April 16th to 18th, 2007
- Venue: China World Trade Center, Beijing
- Add: (No.1, Jian Guo Men Wai Avenue, Chaoyang District, Beijing)

The favorable position of China World Trade Center

China World Trade Center (**CWTC**) occupies a prime location in the heart of Beijing's Central Business District. Standing at the junction of No.1 Jianguomenwai Avenue, Beijing's main business thoroughfare, and the East Third Ring Road, a major urban transit corridor, the complex is a mere 20-minute drive away from Capital International Airport. With direct links to the Guomao fly-over, the subway and public transport along East Chang An Avenue, **CWTC** is easily reached from all directions. It is strategically located at the Central Business District designated by the Beijing Municipal Master Plan. **CWTC** has become a showcase for China's reform and opening and is widely reputed as "The Place Where China Meets The World". **CWTC** is very near Tian An Men Square that is China's biggest and authoritative square. Some famous 4-star and 5-star hotels, restaurants and superior business office buildings are near **CWTC**, and nearly each countries' embassies and some famous bars are near **CWTC**, and even the branches of some 500 world's biggest enterprises are near **CWTC**.



2. Scope of Exhibits

- Olive nursery

- Plant and materials for olive growing
- Harvesting machines and working equipment
- Machinery and equipment for production, bottling, packaging, packing and transport
- Storage equipment, bottle, cap, glasses and other storing equipment
- Testing Equipment and the equipment for olive oil tasting
- Trade press and services

3. Space Rental

A) Raw space rental (minimum 9 square meters)

- Indoor 1 side open (min 9 sq.m.) Euro 200 per sq.m.
- Indoor 2 sides open (min 12 sq.m.) Euro 220 per sq.m.
- Indoor 3 sides open (from 18 sq.m. to 54sq.m.) Euro 250 per sq.m.
- Indoor 4 sides open (from 36sq.m. to 72 sq.m.) Euro 280 per sq.m.
- Indoor 3 or 4 sides open (73 sq.m. or more) Euro 230 per sq.m.
- **Outdoor space (min 18 sq.m.) Euro 100 per sq.m.**

B) Stand equipment (not inclusive of raw space rental cost) (see details on annex -1)

- Basic Standard Package (minimum: 9 sq.m.): Euro 35 per sq.m.
- Senior Standard Package (minimum: 9 sq.m.): Euro 70 per sq.m.
- Luxury Standard Package (minimum: 12 sq.m.): Euro 85 per sq.m.

Remarks:

- Bookings confirmed prior to **November 31st, 2006** will be granted 10% discount of the raw space rental cost or one half 4C page of the official catalogue (the price of half page 4C is EURO 500) for free;
- If you need special design & decoration of your space or standard booth, please directly contact us.

4. Other Related Activities:

- (Oil China 2007) 2007 China International Exhibition of Olive Oil & Edible Oil
- Country Day (according to some Country's request)
- 3rd China International Olive Oil Forum
- 2nd China International Olive Oil Competition
- Investment Fair of China Olive Industry

5. Advertisement Opportunity

1) Official Catalogue (the size of 210mm x 285mm)

- Half 4C page (100mm x 145mm) EURO 500
- Full 4C page (210mm x 285mm) EURO 1000
- Cover 4C page (100mm x 140mm) EURO 2500
- Inside front cover (210mm x 285mm) EURO 1800
- 1st right hand page (210mm x 285mm) EURO 1900
- Inside back cover (210mm x 285mm) EURO 1500

- Outside back cover (210mm x 285mm) EURO 2200

2) Ticket and Hand Bag

- Back Cover of Ticket (210mm x 95mm) EURO 1000 per 20000 tickets (the total of tickets, 100000)
- Back Cover of Bag (297mm x 350mm) EURO 1000 per 2000 bags (the total of bags, 6000)

3) The ad. on the exhibition hall will be found on the Exhibitor Service Manual.

6. Product Press Conference

If you wish to promote your product or your company through the press conference, we will provide the following service for you:

- 50-100 meeting room; One projection set;
- One microphone and sound box
- 50-100 related visitors, reporters
- 1 hour per conference

The service fee per conference is EURO 1000 and will be floating in accordance with the exhibitor's concrete request. Before **February 1, 2007** booking press conference will be accepted.

Enquiry, please Contact:

Beijing Regalland Convention & Exhibition Co., Ltd.

Add: Room No.438 Jin Ou Building, An Zhen Li,
Chao Yang District, Beijing 100029 China

Tel:0086 10 64416542 64414996

Fax:0086 10 64412631

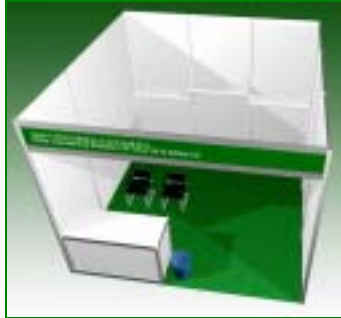
Website: www.eoliveoil.com

E-mail: regalland@regalland.com

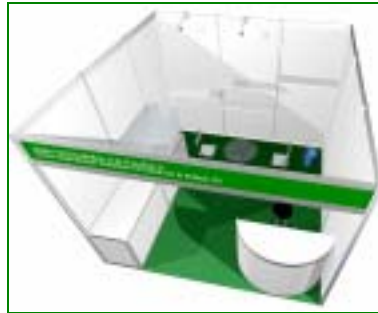
Encl: Annex-1

Annex-1

(Non contractual pictures)



Basic Standard Package



Senior Standard Package



Luxury Standard Package

Item	Basic Standard Package	Senior Standard Package	Luxury Standard Package
Price	Euro 35 per sq.m.	Euro 70 per sq.m.	Euro 85 per sq.m.
Minimum surface	9 sq.m.	9 sq.m.	12 sq.m.
Partition walls	Yes	Yes	Yes
Carpet	Yes	Yes	Yes
Fascia Name (1)	1	1	1
Company signage	•	1 panel	1 panel
Lights (2)	2 lamp lights	2 spotlight	3 spotlight
Electricity and power plug	1 x 13 amp	1 x 13 amp	1 x 13 amp
Exhibit Table	1	1	1
Round table	•	1	1
Chairs (3)	2	3	3
Information counter	•	1	1
Bar stool	•	1	1
Waste paper basket	1	1	1
Flat shelves (4)	4 lm	4 lm	4 lm
Tall showcase (5)	•	•	1
Lockable storage	•	•	1 (1m x 1m)
Potted plants (6)	•	•	2
Stand cleaning	3 days	3 days	3 days

Remark: (1) 1 fascia names per 1 open side;(2) Additional 1 light per 3 sqm; (3) Additional 1 chair pre 3 sqm; (4) Additional 1 shelf per 3 sqm;(5) Additional 1 showcase per 6 sqm; (6) Additional 1 potted plant per 6 sqm