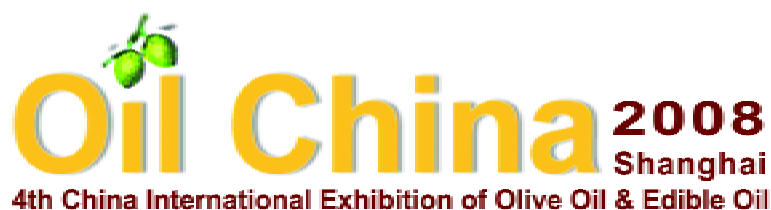


Oil China-Your Favorable Business Partner in China  
The Only Professional Edible Oil Exhibition in China & Asia



**May 15th – 17th, 2008**

**Shanghai Ever Bright Exhibition Center**

- 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:** Agriculture Trade Promotion Center, Ministry of Agriculture  
Chinese Cereals and Oils Association (CCOA), Oil & Fat Association  
Chinese Academy of Forestry  
China Cereal & Oil Market Newspaper  
China Oil & Fat
- Official Website:** [www.eoliveoil.com](http://www.eoliveoil.com)

### **The Can-Not-Missed Market – China**

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. Over 1.3 billion people and huge consumption market attract more and more exporters and producers of edible oil, meanwhile, the improvement of Chinese people' living standard goes with the boost of their consumption capacity and health consciousness, stimulate them to consume more and more nutritional, healthy edible oil.

In 2005, the domestic supply of oils & fats totaled at 20.65 million tons, among which the output of domestic pressed oils & fats amounted to 14.12 million tons and the import volume reached 6.53 million tons; the total domestic consumption in oils & fats was 20.53 million tons, among which the edible oil consumption was 18.38 million tons with 14 kg per capita; the industrial and other consumption was 2.05 million tons with yearly surplus of 1.25 million tons.

The year of 2005 was the last year for import quota management on fats and oilseed in China. According to the statistics of China Customs, in 2005, the direct oils & fats import accumulated to 6.53 million ton, among which the palm oil was 4.33 million tons, the soybean oil was 1.694 million tons, the rapeseed oil and others was 506,000 tons. The import environment of edible oil has loosened since China cancelled the import quota on Jan 1 2006. In 2006, China import demands for edible oil keep growing at an average rate of approximately 3%-4%.

With the advancement of China national economy as well as people's living standard, the demands for small-package edible oil are becoming much stronger, and consequently, the competition seems more fiercely. Earlier, the competition focused on purchasing power, then extended to quality during late 1980s and early 1990s, and now concentrates on brand and functions, which results in price war, advertisement war and even promotion war.

**In a word, Chinese edible oil market appears the following characteristics:**

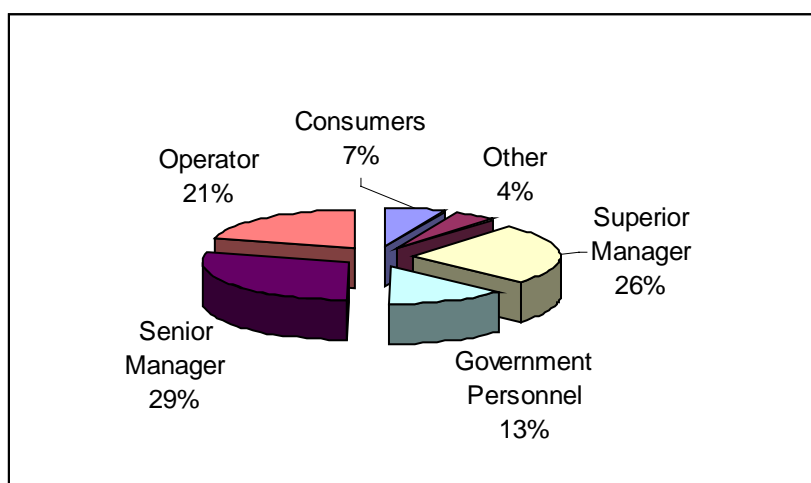
- Chinese people would like to buy some high-quality, nutritional, health edible oil;
- The proportion of import edible oil is going up more than the production output of Chinese edible oil;
- There are more 20 kinds of edible oil and the varieties are rising per year;
- Chinese people pay more attention to foreign edible oil, for example, olive oil, corolla oil, avocado oil

**Oil China 2007**

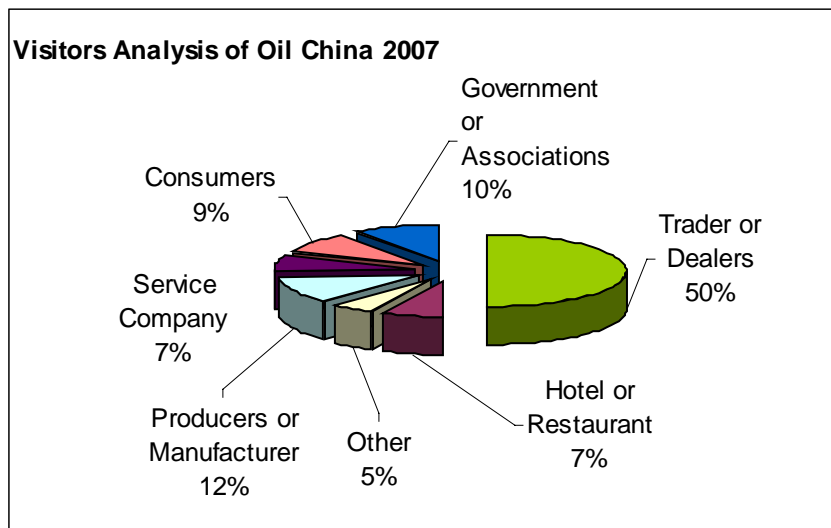
Since 1st Oil China 2005, Oil China, as the only, professional international exhibition of edible oil in China, Oil China offers the most direct and efficient business site for between the producers, exporters with the importers, traders, dealers, and agents to meet each other, achieve the cooperation and expand the influence of edible oil brands, and also would make consumers learn more about the knowledge of edible oil. 3rd Oil China 2007 has been held successfully from April 16 to 18 in Beijing. Over 120 companies that are from Spain, Italy, Greece, Turkey, Jordan, Syria, Portugal, Tunisia, Germany, Australia, Switzerland, Israel, China, Hong Kong have participated in this exhibition, especially, Spain, Italy, Greece and Jordan have appeared in this exhibition as National Pavilions,

**Feedback from the visitors**

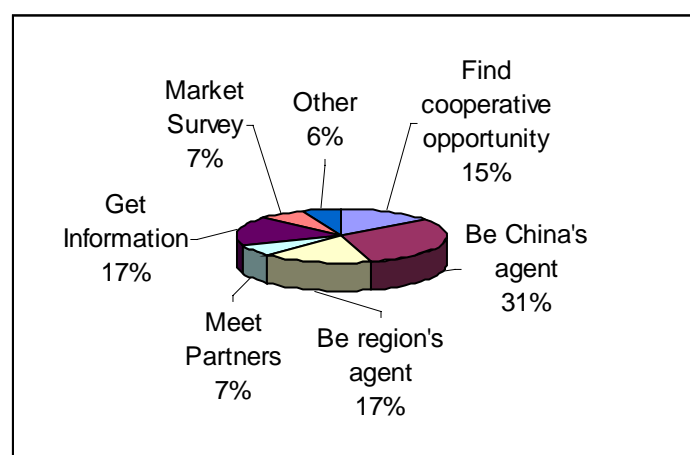
According to the data from the specialized statistic company, 5500 visitors have attended Oil China 2007. Besides 97% visitors from China, the other visitors of Oil China 2007 were from Korea, Japan, Germany, Malaysia, Israel, Singapore, Spain, Turkey, Tunis and Argentina. From the following graphs you will find the business and purpose of the visitors and learn more about d Chinese edible oil market.



**Above senior manager: 54%**



**Traders or dealers: 50%**



**Above 65% visitors' aim: to be agents and get information**

## Feedback from the exhibitors

From the feedback of the exhibitors, 90% exhibitors thought that 3rd Oil China 2007 is professional and provided full service; 82% exhibitors are satisfied with Oil China 2007 because that they have met more than 50 potential partners and could spread their brands of olive oil. 90% exhibitors will continue to participate in Oil China 2008.

## Promotion Plan

- To mail and distribute over 100000 visitors tickets
- To hold some nonscheduled press conference about the exhibition and industry;
- Through some public and professional media to promote Oil China, for example, Xin Hua News Agency, China Oil & Fat, China Cereal & Oil Market Newspaper, Cereal & Oil Technology, www.google.com, www.baidu.com, China Oil & Fat Information Website, China Business Newspaper, China Consumption Daily, China Consumer Day, China Quality Daily, 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 2008.

# 2008 Exhibition Information

## 1. Date & Venue:

- Date: May 15th to 17th, 2008
- Venue: Shanghai Ever Bright Exhibition Center
- Add: No.66 Cao Bao Road, Xuhui District, Shanghai 200235 China

## 2. Scope of Exhibits

- Soybean oil, corn oil, colza oil, peanut oil, cottonseed oil, concoction oil and salad oil
- Olive oil, camellia oil, grape seed oil, safflower seed oil, nucleolus oil, almond oil, pumpkin oil, garlic oil and so on
- Edible oil by new products, new technology, equipment
- Publication, services

## 3. Space Rental ( Step 1:choose your space; Step 2:choose your fitted equipment )

### A) Raw space rental (minimum 9 square meters)

- 1 side open (min 9 sq.m.) Euro 220 per sq.m.
- 2 sides open (min 12 sq.m.) Euro 240 per sq.m.
- 3 sides open (from 18 sq.m. to 54sq.m.) Euro 280 per sq.m.
- 4 sides open (from 36sq.m. to 72 sq.m.) Euro 360 per sq.m.
- 3 or 4 sides open (73 sq.m. or more) Euro 260 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 40 per sq.m.
- Senior Standard Package (minimum: 9 sq.m.): Euro 80 per sq.m.
- Luxury Standard Package (minimum: 12 sq.m.): Euro 100 per sq.m.

### Remarks:

- Bookings confirmed prior to **October 30, 2007** will be granted 10% discount of the raw space rental or one 4C page of the official catalogue (the price of full page 4C is Euro 1000) for free;
- If you need special design & decoration of your space or standard booth, please directly contact us.

## 4. Other Related Exhibition:

- 2008 China International Exhibition of Technology & Equipment of Edible Oil (OilTech China 2008)
- 4th China International Edible Oil Forum

## 5. Advertisement Opportunity

### 1) Official Catalogue (the size of 210mm x 140mm)

- Bookmark with string (150mm x 50mm) EURO 1000
- Full 4C page (210mm x 140mm) EURO 1000
- Inside Double 4C pages (280mm x 210mm) EURO 1800
- Inside front cover (210mm x 140mm) EURO 1600
- 1st right hand page (210mm x 140mm) EURO 1800
- Inside back cover (210mm x 140mm) EURO 1500
- Outside back cover (210mm x 140mm) EURO 2000

### 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, 2008** booking press conference will be accepted.

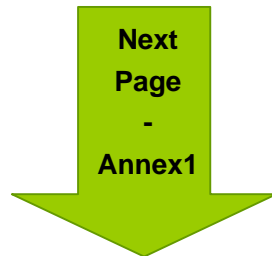
**Enquiry, please Contact: Mr. Robert Woo**

**Beijing Regalland Convention & Exhibition Co., Ltd.**

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

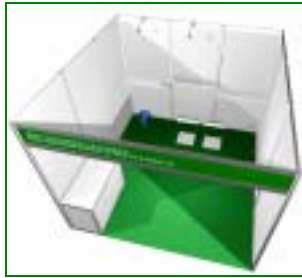
Tel:0086 10 64416542, 64414996 Fax:0086 10 64412631

Website: [www.eoliveoil.com](http://www.eoliveoil.com) E-mail: [regalland@regalland.com](mailto:regalland@regalland.com)



**Annex-1**

(Non contractual pictures)



**Basic Standard Package**



**Senior Standard Package**



**Luxury Standard Package**

Item	Basic Standard Package	Senior Standard Package	Luxury Standard Package
<b>Price</b>	Euro 40 per sq.m.	Euro 80 per sq.m.	Euro 100 per sq.m.
<b>Minimum surface</b>	9 sq.m.	9 sq.m.	12 sq.m.
<b>Partition walls</b>	Yes	Yes	Yes
<b>Carpet</b>	Yes	Yes	Yes
<b>Fascia Name (1)</b>	1	1	1
<b>Company signage</b>	•	•	1 panel
<b>Lights (2)</b>	2 lamp lights	2 spotlight	3 spotlight
<b>Electricity and power plug</b>	1 x 13 amp	1 x 13 amp	1 x 13 amp
<b>Exhibit Table</b>	1	1	1
<b>Round table</b>	•	1	1
<b>Chairs (3)</b>	2	3	3
<b>Information counter</b>	•	1	1
<b>Bar stool</b>	•	1	1
<b>Waste paper basket</b>	1	1	1
<b>Flat shelves (4)</b>	4 lm	4 lm	4 lm
<b>Tall showcase (5)</b>	•	1	1
<b>Lockable storage</b>	•	•	1 (1m x 1m)
<b>Potted plants (6)</b>	•	•	2
<b>Stand cleaning</b>	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