

Olive Oil Year in China 2007

Oil China-Your Favorable Business Partner in China

The only Professional Olive Oil & Edible Oil Exhibition in China & Asia



April 20th – 22nd, 2007

Beijing International Convention Center, China

- 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 www.regalland.com



The Can-Not-Missed Market – China

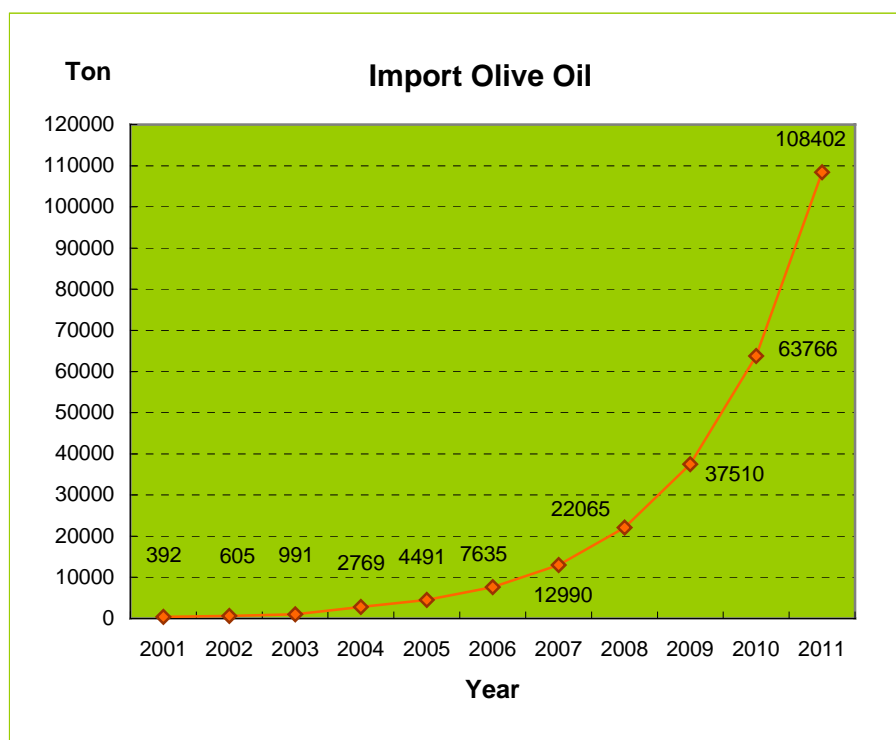
Thanks to China's WTO accession and keeping the 7%-10% (GDP) economic growth rate of economy development, China more and more becomes the focus of attention by the whole world and China's market is fully open to the world. Over 1.3 billion people and huge consumption market attract more and more exporters and producers of edible oil, meanwhile, the improvement of Chinese people' living standard goes with the boost of their consumption capacity and health consciousness, so Chinese people consume more and more nutritional, health edible oil. Comparing with other edible oil, olive Oil with the functions of nutrition, health care and so on, which is more and more welcome and many people begin to consciously consume olive oil in order to keep health and adjust the enginery of their bodies. From the "2004 Survey on the Status of Nutrition and Health of the Chinese People" under the joint leadership of the Ministry of Health, the Ministry of Science and Technology and the National Bureau of Statistics, this survey indicates rapid increase of the prevalence of the chronic non-communicable

diseases. It is estimated that more than 160 million people hypertension, more than 20 million diabetic patients, nearly 20 million people with impaired fasting blood sugar level, more than 200 million people overweight and more than 60 million people obesity.

As one kind of favorable food, olive oil that make for reducing the prevalence of the chronic non-communicable diseases, will own the huge potential market in China.

China Olive Oil Market

Though China has the adaptable regions of olive growing in the western China, but olive in China cannot be planted widely for lack of the planting technology, olive seeds, fund, technological personnel and many other reasons. At present the olive planting area accounts for 0.2 billion square meters and those olives are young and little olives are in fructiferous and autumn, so at present less than 80-brand olive oil appear in China olive oil market, which nearly 100% import from Spain, Greece, Italy, Turkey, Tunis and so on. The main consumption cities of olive oil are Beijing, Shanghai, Shenzhen, Guangzhou, Tianjin and other large and middle cities. According to the following graph, since 2001 the average proportion of import olive oil keeps the increases over 70% per year. With the same rate till 2008 Beijing Olympic Games, the amount of import olive oil will reach 20000 tons and till to 2011 it will be over 100,000 tons, so China is the booming Market of olive oil and will be the surprising market. In a word, it is high time to expand your business in China.



Oil China 2006

The above-mentioned condition shows clearly China olive oil market is developing quickly. To satisfy more consumers' demand and awareness of olive oil. The exhibition is the one of the most direct and efficient ways of marketing and promoting, which would not only offer the quickest business site for between the producers, exporters with the traders, dealers, and agents to meet each other, achieve the

cooperation and expand the influence of olive oil brands, and also would make consumers learn about the knowledge of olive oil and build up the favorable consumption concept of olive oil.

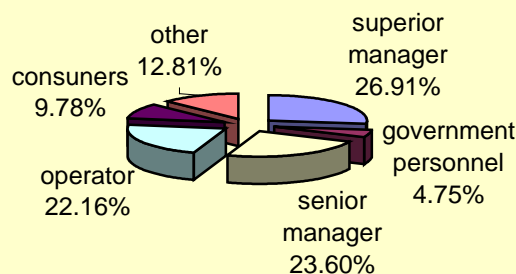
Since 2005 we started to hold China International Exhibition of Olive Oil & Edible Oil and wish Oil China –your favorable cooperative partner in China - would help suppliers and purchasers meet each other and do business, most importantly, spread the awareness of olive oil and expand the consumption 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 and especially Greece olive oil is more and more welcome in Chinese market.



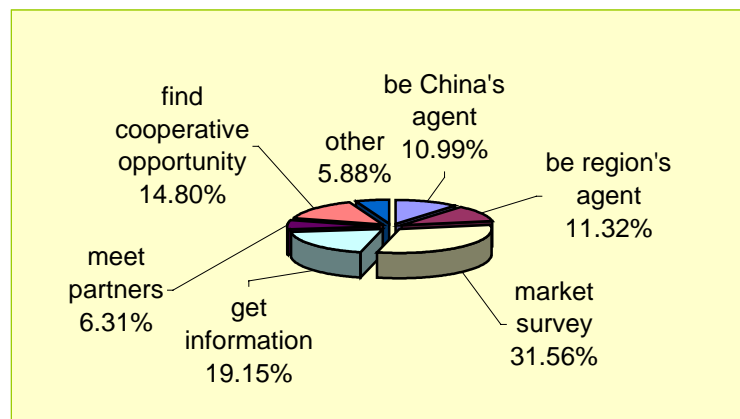
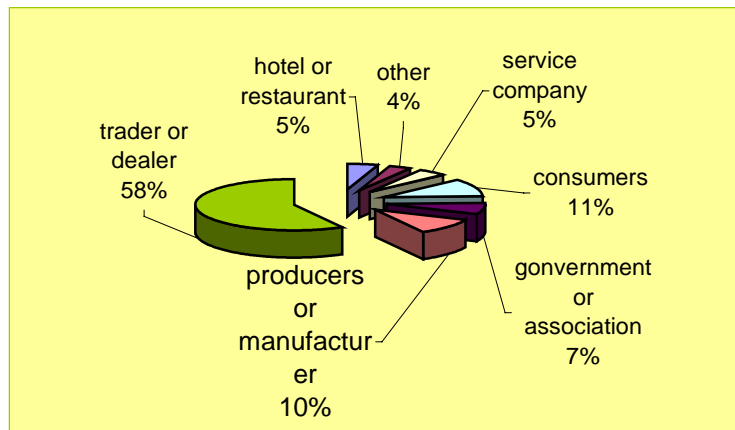
Feedback from the visitors

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.

From the following graphs you will find the business and purpose of the visitors and learn more about d China olive oil market.



Above senior manager 50.51%, consumers



Feedback from the exhibitors

From the feedback of the exhibitors, 95% exhibitors thought that Oil China 2006 is professional and provided full service; 80% exhibitors are satisfied with Oil China 2006 because that they have met more than 20 potential partners and could spread their brands of olive oil. 95% exhibitors will continue to participate in Oil China 2007.

Oil China 2007 - Positive Plan

1. **Topic:** 2007 Olive Oil Year in China- fully expand the consumption of olive oil
2. **Focus:** Focus on displaying products of olive oil and the culture, nutrition and function of olive oil
3. **Target group:** Traders, Importers, dealers, reporters, potential consumers
4. **Layout:** Country Pavilion, Culture Zone and Olive Oil Tasting Zone
5. **Vital Activities:**
 - Country Day (according to some Country's request)
 - Olive Oil & Health & Nutrition Seminar
 - 3rd China International Olive Oil Forum
 - 2nd China International Olive Oil Competition
 - Olive Oil & Reporters Meeting
 - Med Olive Oil Culture Tour
6. **Promotion Plan**
 - To mail and distribute over 10000 visitors tickets

- To hold some nonscheduled press conference about some information about exhibition and industry;
- To found olive oil information website in order to fully 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 20th to 22nd, 2007
- Venue: Beijing International Convention Center
- Add: (No.8, Bei Chen East Road, Chaoyang District, Beijing)

The brief on the venue:

Beijing International Convention Center is located at Asian Olympic Game Village along with Sihuan Road. It is 20km from Capital Airport to the east. It is also next to 2008 Beijing Olympic Games Center. Beijing International Convention Center specializes in staging national and international conferences, exhibition, large events; it is near four-star hotel (Continental Grand Hotel) and five-star hotel (Crown Plaza Grand Hotel), so it provides a full service to its customers.

2. Scope of Exhibits

- Olive oil, virgin and extra virgin olive oil, olive products, olive oil by products (cosmetics), technology
- Other special type edible oil, camellia oil, grape seed oil, safflower seed oil, nucleolus oil, almond oil, pumpkin oil, garlic oil, key fruit oil, amaranth oil and so on.
- Soybean oil, corn oil, colza oil, peanut oil, cottonseed oil, concoction oil and salad oil
- Edible oil by new products and new technology
- Publication, services

3. Space Rental

A) Raw space rental (minimum 9 square meters)

- 1 side open (min 9 sq.m.) Euro 200 per sq.m.
- 2 sides open (min 12 sq.m.) Euro 220 per sq.m.
- 3 sides open (from 18 sq.m. to 54sq.m.) Euro 250 per sq.m.
- 4 sides open (from 36sq.m. to 72 sq.m.) Euro 280 per sq.m.
- 3 or 4 sides open (73 sq.m. or more) Euro 230 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 and decoration of your space or standard booth, please directly contact us.

4. Other Related Exhibition:

- 2007 China International Olive Processing Technology & Equipment Exhibition
- 2007 China International Wine and Wine Culture Exhibition

5. 2007 2nd China International Olive Oil Competition

This competition will be held during Oil China 2007 and the result will be public during Oil China 2007.

The relevant Fee as follows:

- The Participation basic fee: EURO 220 (include VAT) per participant
- The Handling fee: EURO 200 (include VAT) per extra virgin olive oil

Remarks: The exhibitors of Oil China 2007 will get a 50% discount of the participation basic fee;

6. 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.**7. 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.

8. 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

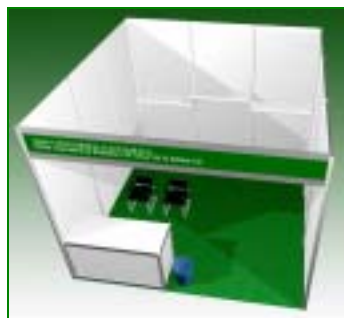
Fax:0086 10 64412631

Website: www.eoliveoil.com

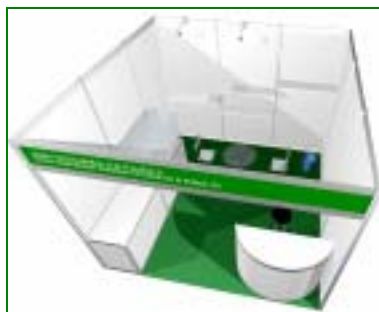
E-mail: regalland@regalland.com

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