

Health, Professional, Cooperation



2nd China International Exhibition of Olive Oil & Edible Oil

May 13th –15th, 2006
Beijing International Convention Center

- Approved by:** China Council for the Promotion of International Trade (CCPIT)
China Chamber of International Commerce (CCOIC)
- Organizers:** CCPIT Specialized Sub-Council of Agriculture
- Co-Organizers:** Beijing Regalland Convention & Exhibition Co., Ltd.
Beijing Oriental Alboo Exposition 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 Oil & Fat
- Official Website:** www.eoliveoil.com www.regalland.com

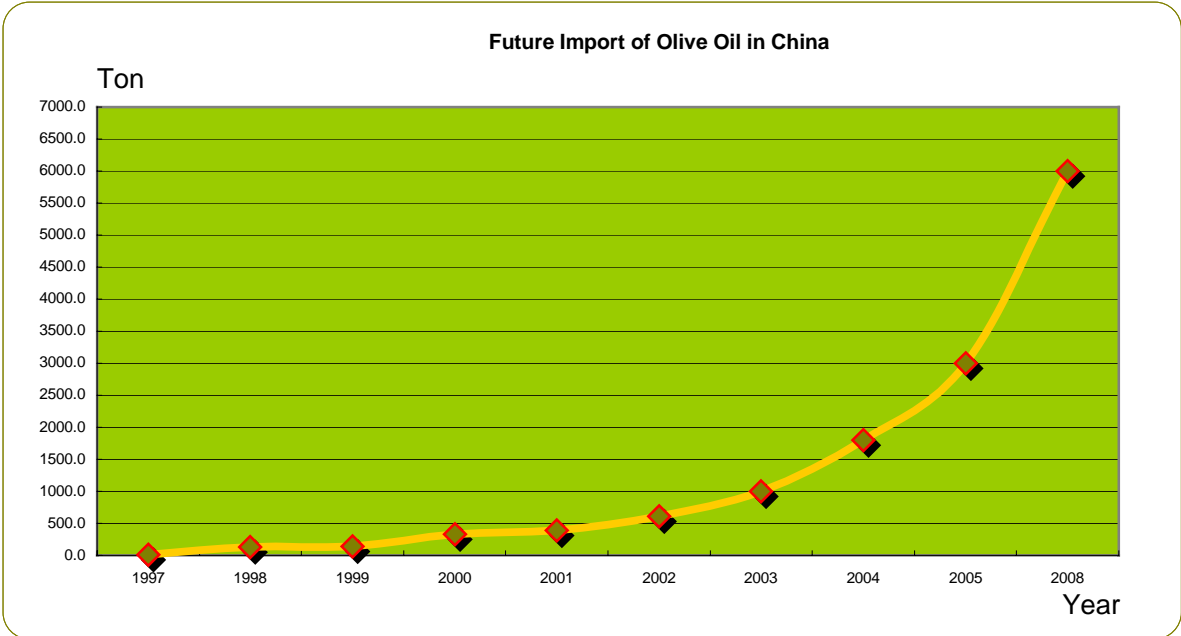
The Wide Prospect of China's Market

With China's annual GDP increase of 7%-10% and with the continuous improvement of Chinese people's living standard, Chinese people are becoming more and more conscious of the quality of living and the health of bodies. This is especially true with edible oil that 1.3 billion people cannot live without in their daily life. Chinese people's consumption concept of edible oil has also undergone a great change, from emphasizing hygienic and security standards to paying more attention to the nutrition value and health value of edible oil. Along with the stable development of China's economy, a large-scaled middle class with sound purchasing power is emerging. They account for 22% of Chinese population and intensively appeal to some health kinds of food as well as some top grade and health functional edible oil.

At present, soybean oil, corn oil, colza oil, peanut oil, cottonseed oil, sunflower oil, concoction oil and salad oil are the main types of edible oil in China's market, but with more people's attention to the nutrition and health edible oil and the influence of 2003 SARS epidemic further enhancing people's health awareness, in recent years some special type and health functional edible oil are flooding in China's market, for example, olive 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. Of all the above edible oils, the import of olive oil increases at rate of over 50% per year.

In recent years the import of olive oil always keeps the increases of over 50% per year in China. As this increase speed of import olive oil, until 2008 the import amount of olive oil will reach 6000

tons and even more. Since 2006, China will entirely carry out 9% simplex tariff of import edible oil that WTO controls, and 2008 Beijing Olympic Game and 2010 Shanghai World's Fair will attract thousands upon thousands tourist and visitors, so all which will increase the demand for olive oil as geometric series. The No.1.3 billions citizen was born on January 4th, 2005, and If each person purchases 0.5 kg olive oil per year, China will need 650,000 tons olive oil, so once Chinese people are aware of the nutrition and health value of olive oil, China's consumption of olive oil will be surprise and immeasurable



Though China has the adaptable regions of olive growing in the west of China, but olive in China can not be planted widely for the planting technology, olive seeds, environment and many other reasons. At present the area of planting olive reaches 0.2 billion square meters and those olives are young and little olives are in fructiferous and autumn, so presently nearly 100% brands of olive oil in China's market are from the Mediterranean Sea, and in recent one and two years most of them have entered China's market, Therefore, there is still huge potential in China's market. The success of Oil China 2005, the active participation of some related associations and the organizers' full propogandas and preparation, all which will definitely stimulate consumers' demand for olive oil; China will become the most attractive and the largest market of edible oil and olive oil in the world.

The Purpose of Oil China Exhibition

Oil China – China International Exhibition of Olive Oil & Edible Oil, is the only and specialized exhibition of edible oil & olive oil in China and Asia. Oil China is dedicated to helping you quickly learn about China's politics, economy and culture, and more importantly expand your business in China. Oil China offers the most direct and effective commercial and professional opportunity for meeting directly with China's importers, wholesalers, dealers, agents and consumers and displaying top-quality edible oil and olive oil from all over the world.

During Oil China 2006, the following vital activities will be held and will be helpful for spreading the awareness of health and nutrition edible oil and expanding the scale of the edible oil & olive oil market in China, especially, the following activities with Oil China 2006 will offer the most direct and efficient site of communion and trading between suppliers and purchasers.

- 2nd China International Olive Oil Forum

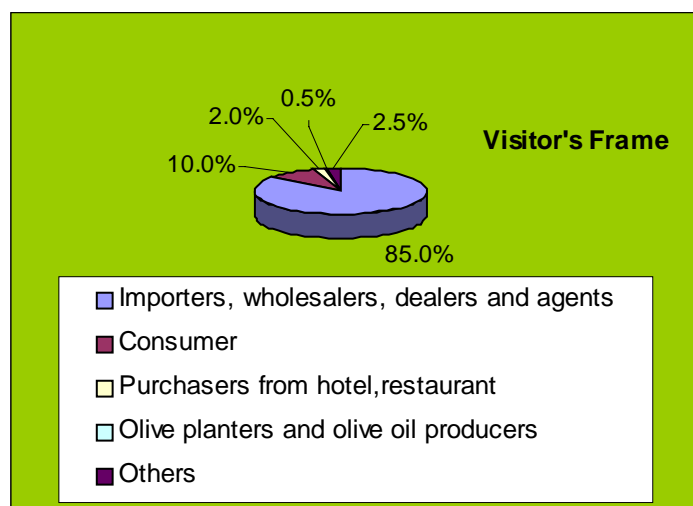
- China International Olive Oil Competition
- National Olive Oil Knowledge Contest
- Country's Day of Olive Oil Production Countries
- The investigative Tour of China Olive growing industry and Olive Oil Market
- 2006 China Special Type Edible Oil Market Forum

For the detailed information on the above-mentioned activities, please contact us or browse <http://www.eoliveoil.com/>.

Oil China is your best choice and royal road to touch China olive oil market, find cooperative partners and directly sell your products in China. With the improvement of China's status and influence in the world and China's favorable geographical position, we will make full use of all kinds of channels and invite domestic visitors and neighboring countries' importers around China to visit Oil China, and steadily expand the influence of Oil China in Asia and the world in order to achieve the aim of Oil China-the No.1 world's exhibition of edible oil & olive oil.

Oil China 2005

Visitors' Frame



Advices from Visitors

The following are the best value advices from visitors for you and us:

- To wish to invite more olive oil producers and exporters to display their olive oil in order to offer a wider choices of different brands olive oil;
- To wish to learn more about the culture, functions and some latest research on olive oil;
- To wish to hold olive oil competition which will advise Chinese people to choose the high grade and adaptive olive oil that will be suitable for Chinese consumers' taste;
- To wish to understand the characters and differences of olive oil which are from different countries and regions;
- To wish olive oil producers and exporters could direct sell olive oil in China or set up olive plantation in China;
- To wish the trademarks and names of olive oil would be easy to remember and identify.

Feedback from exhibitors

Oil China 2005, the first edition of professional exhibition of olive oil & edible oil, firstly displayed some kinds of olive oil that are mainly from Spain, Italy, Greece, Turkey, France, Argentina and Tunis, so, according to the purpose of each exhibitor we invited more China's importers, wholesalers, dealers and agents. 90% exhibitors each have received more than 6 intention agreements and some exhibitors even signed the agent agreements on the spot. 90% exhibitors are satisfied with very professional and effective visitors and the services of the organizers.

Effective organized visitors and Extensive Publicity Programme

- According to the latest feedbacks of our full investigation, there will be about 3000 Chinese importers, wholesaler, dealers and retailers to visit Oil China 2006.
- Chinese Cereals and Oils Association, China Cooking Association and China edible oil Association also will invite their members to visit Oil China 2006.
- Advertising in nationwide magazines & newspapers will promote Olive China 2006 in the sectors of food and oil, for example, China Oil & Fat, China food Post, China Consume Post, China Daily, People Daily, Beijing Times, Shanghai Post, Guangzhou Daily and etc.
- Some traders and dealers from neighboring countries around China will be invited to visit Oil China 2006 through our channels and China's Foreign Service Offices in some countries around China, for instance, Korea, Japan, Vietnam, Laos, Thailand and etc.
- According to the exhibitors' requests and the condition of market we also will fully make some relative and purposive propagandas and hold some influential activities to attract more potential visitors.

2006 Exhibition information

1. Date & Venue:

- Date: May 13th to 15th, 2006
- 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, technology
- Other special type and health functional 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

- Space Only: EURO 200 per sqm. (minimum 27 m²)
- Standard Booth: EURO 230 per sqm. (minimum: 3x3=9m²)
- Corner Premium: EURO 50 per sqm.

Remarks:

- Bookings confirmed prior to **December 31st, 2005** will be allowed to obtain a **10% discount** of the total space cost or one half 4C page of the official catalogue (the price of half page 4C is EURO 500) for free;
- Standard booth supplies Basic fittings including walls on three sides, carpet, fascia name, one table, two chairs, two lights, one 220v outlet, one basket;
- If you need special design and decoration of your space or standard booth, please directly contact us.

4. Advertisement Opportunity

1) Official Catalogue (the size of 210mm x 297mm)

- Half 4C page (the size of 100mm x 145mm) EURO 500
- Full 4C page (the size of 210mm x 297mm) EURO 1000
- Cover 4C page (the size of 100mm x 140mm) EURO 2500
- Inside front cover (the size of 210mm x 297mm) EURO 1800
- 1st right hand page (the size of 210mm x 297mm) EURO 1900
- Inside back cover (the size of 210mm x 297mm) EURO 1500
- Outside back cover (the size of 210mm x 297mm) 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 spot will be found on the Exhibitor Service Manual.

5. Technical Seminar

If you wish to introduce your product or your company through the seminar, we would like to prepare the following for your seminar:

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

The service fee per seminar is EURO 1000 and will be floating in accordance with the exhibitor's concrete request. Before **February 1, 2006** booking seminar will be accepted.

Enquiry, please Contact:

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