



Food2China Expo 2024 Invitation Letter

Food2China Expo is an iconic brand that will leverage the extensive expertise and experience from the individual fairs to become the largest and most influential international food trade exhibition in South China, connecting Guangzhou to Asia Pacific and the rest of the world.

Co-Located with:



GIFIF



Wine to China Expo



Asia Fresh



Fish Expo

Date

25-27 September 2024

Venue

Area B, Canton Fair Complex

Preview

100,000+ Exhibition Area	2,000 Exhibitors	40+ Countries and Regions	100,000+ Visitors	30+ Events
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Hall 9.2

Regional Boutique Food, General Food, Spirits, Beverages

Hall 10.2

Regional Pavilion, General Food

Hall 11.2

International Pavilion, Imported Food, Wine & Spirits

Hall 12.2

Fruits & vegetables, new food technology, intelligent processing and packaging

Hall 9.1/ 10.1/ 11.1

Fisheries, Seafood

Hall 12.1

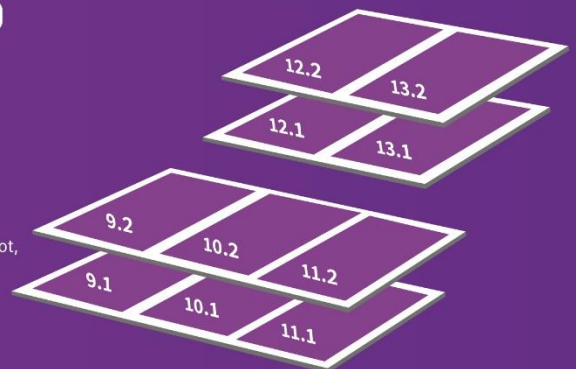
Food Processing & Packaging Equipment

Hall 13.1

Ingredients, Meat, Hotpot, Ready-to-Cook Dishes

Hall 13.2

Fruits & vegetables





Organizers:

China Commerce Development Center (CCDC)
 China Council For the Promotion of International Trade Guangzhou Committee (CCPIT)
 Guangdong (China) Imported Food Association (GDIFA)
 Constellar-WorldEx Exhibitions(Guangzhou)Co., Ltd.

Co-Organizers:

China Food Safety News
 China Chamber of International Commerce Guangzhou Chamber of Commerce
 Guangzhou Jiangnan Agricultural Development Co., Ltd.

Expected National Pavilion



Exhibits Category



Why Exhibit?

Guangdong - China's largest province in terms of imported food import value

In 2021, China imported 135.46 billion dollars of food, and Guangdong was the first major province of imported food with 25.76 billion dollars of imports, and the main power of imported food consumption is concentrated in Guangzhou and Shenzhen.

As Guangdong's largest food ingredients exhibition, Food2China Expo will be the best choice to develop the South China market. The organizers will gather influenced Food importers, wholesalers, and relevant sales channels with powerful sales networks to match the exhibitors!

Gathering the strength of government organisations and industry associations

- a) As a bureau-level central public institution. CCDC has gathered huge F&B industry association resources and trading chambers in China, bringing the fair strong support of buyer resources.



- b) CCPIT Guangzhou has 11 trade branches, 35 industry committees, more than 6300 member enterprises, and has established friendly cooperative relations with more than 200 overseas business institutions in more than 60 countries (regions).
- c) GDIFA has more than 400 members and is connected to about 100+ overseas trade promoting institutions in F&B, catering, retailing, and relevant industries, bringing to the fair many international brands and country pavilions.
- d) Wine to China has more than 40000 national distributors and 500 high-quality bars and restaurants on its database, and has cooperative relations with more than 70 professional media.
- e) Guangzhou Jiangnan Market, as the largest wholesale market for fruits and vegetables in China and even in Southeast Asia, will gather powerful sales channels.

Maximize your participation with year-round services

- a) "Pre-show matching", "Onsite BM", "Post-show follow-up", Food2China Match will offer all-year-round match services covering importers, distributors, supermarkets, chain restaurants, e-commerce, and other multi-channel key buyers.
- b) "Website promotion", "official media promotion", "on-site interview", Food2China Media will offer optional promotion services vertical to the imported food industry.
- c) Provides customized strategic consulting for enterprises, such as brand promotion, product distribution, customs clearance logistics, etc.
- d) Support with your visa application, sample customs clearance for Food2China Expo

Various forums to lead industry innovation

30+ events and forums will be held to discover new opportunities, such as policy interpretation, sales channels, and food innovation and application.

Onsite Events (Partial)

- Imported Food Development Forum
- Fruit and Vegetable Industrial Conference
- China Brewers Championship
- National and Regional B2B Match and Promotion Event
- National Business Daily Food and Beverage Industry Capital Forum
- Golden Bottle Awards
- World Coffee Blending Championship
- Master Of Blended Tea Skills Competition

VIP Buyers List (Partial)

Importer/Distributor / Wholesaler

COFCO/ Guangzhou Green Tomato/ White Horse Group/ Angliss Guangzhou/ GDFOK/ Qiandama Supply Chain/ Fresh Jiangnan/ Jointek Food Supply Chain

Supermarket/ Retail Store

Walmart/ MINISO/ CR Vanguard/ Maxvalu Guangzhou/ Corner's Deli/ Lotus Supercentre/ TEEMALL/ Grandbuy/ Tianfu/ Parknshop/ Meiyijia (M.Y.J)/ C-store/ SUNSHINE/ MOPARK



Hotel / Catering

Yum China Holdings/ Banana leaf/ Kapok/ Jiumaojiu Group/ Real Kungfu Restaurant/ Guangzhou Restaurant/ Hilton Hotels/ Shangri-La Hotels/ China Hotel/ Marriott/ Jinjiang Hotels/ ATour Group

E-commerce / Supply Chain

VIP.com/ Tmall/ Missfresh/ Air China Cargo/ Southern Airlines/ Hongkong Airlines/ JD.com/ Hema Fresh/ Pupu Mall/ Eastern Airlines/ Xiamen Airlines/ SF-Express

Participation Fee

Register now as the exhibitor of FOOD2CHINA EXPO 2024

Registration fee: USD 50/Exhibitor

Participation Option1 - Raw Space: USD250/sqm (Min.36sqm)

Participation Option2 - Shell Scheme: USD2880/9sqm

Configurations	
• Shell Scheme Panel, Carpet, Cleaning/3000mmw*3000mmd*2500mmh	✓
• Decorative pillar with lights inserted / 500mmw*3500mmh	2
• Upper Fascia Board with Pavilion name; Fascia Board with Name+Logo	✓
• Lockable Glass Showcase / 1000mm*500mm*2100mmh	1
• Reception Counter with Logo/ 1000mmw*750mmh*500mmd	1
• Folding Chairs / 420mmw*500mmd*450mmh	4
• Long-arm Spotlight	4
• Wooden Shelves/ 1000mm*300mmw	3
• White Round table / 800mmd*750mmh	1
• Socket (50w/220v)	1
• Waste Bin	1

Added Value Services:

- Business Matching Service
- Company/Products profile publish on official website and WeChat account

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WeChat Official Account



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