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Jiaxing Fruit Market

Jiaxing

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SHANGHAI INTERNATIONAL FRUIT EXPO

World Fruit China Market

September 21-23, 2022
Shanghai New International Expo Center

www.fruitexpo.cn



Organized by: China Chamber of Commerce For Import and
Export of Foodstuffs, Native Produce And Animal By-Products

Undertaken by: Shanghai Everflourish Event Co.,Ltd

EXPECTATION AND VISION

China, a large country with **1.4 billion** people, produce nearly **280 million tons** of fruit and import more than **6 million tons** of fruit from the world every year. The Chinese market is **the largest fruit consumption market** in the world. But there is no international fruit exhibition in Chinese mainland.

As the global epidemic continues to spread. Where shall fruit people get together? Thus, The Shanghai International Fruit Expo was born, and the first one, in Shanghai New International Expo Center during November 15-17, 2021, was successfully held.



World fruit China market



Develop global fruit business, we gather in Shanghai!

September 21-23, 2022

Shanghai New International Expo Center.

Be there or be square!

2021 SHANGHAI INTERNATIONAL FRUIT EXPO

November 15-17, 2021, the first Shanghai International Fruit Expo was successfully held in Shanghai New International Expo Center (in hall W1 and W2). It was hosted by China Chamber of Commerce For Import and Export of Foodstuffs, Native Produce And Animal By-Products and undertaken by Shanghai Everflourish Event Co., Ltd. The exhibition covers **23000 square meters** and attracted **140 exhibitors**.

The strict epidemic prevention and control requirements have become the touchstone of the first Shanghai International Fruit Expo. All visitors must hold the negative nucleic acid test report within 48 hours. **More than 2000 exhibitors' staff** and **more than 6000 professional visitors** resolutely came to the Shanghai International Fruit Expo on time.

The high-level exhibitors and professional visitors have been unanimously recognized by the fruit industry and was highly praised by the government.



CHINA CHAMBER OF COMMERCE FOR IMPORT AND EXPORT OF FOODSTUFFS, NATIVE PRODUCE AND ANIMAL BY-PRODUCTS



China Chamber of Commerce For Import and Export of Foodstuffs, Native Produce And Animal By — Products (CFNA) located in Beijing and founded in 1988, is the largest industry association in the field of food and agricultural products import and export in China. At present, there are more than **6800 member enterprises** in China, focusing on the largest and most representative enterprises in the industry and a large number of small and medium-sized enterprises, **representing the overall level and strength of China's food industry and agricultural products industry**.

It has also become the official exhibition organization unit designated by **the China International Import Expo (CIIE)** and **The China Import and Export Fair**. Over the years, the consistent high-quality service and high-quality exhibition activities have made CFNA deeply recognized and supported by the majority of enterprises here and abroad.

PART OF EXHIBITORS

(The exhibitors are listed in no particular order.)

Zespri
Dole
Pagoda
Chen's Sun
Joy Wing Mau
Yidu Group
Mr.Avocado
Shanghai Nonfruiti
Emerson
Reemoon
T&G Global
Goodfarmer Foods Holding Group
Shanghai Ivcsun Industrial Development
Driscoll's Management(Shanghai)
Shanghai Wellfruit
New Zealand Seeka
New Zealand Bostock
New Zealand Mr Apple
New Zealand Golden Bay Fruit
New Zealand Rockit Trading Global
New Zealand Cherry Partnership trading as New Zealand Cherry Corp
Australia New South Wales Shanghai Office
Association of Exporters of Chilean Fruit (ASOEX)

Shenzhen Qupai Fruit
Jiangsu Kaiyi Intelligent Technology
Fujian Sun Virtue Agricultural
Shanghai Pengsheng Industrial
Shanghai United Cold Chain Logistics
Chiwan Containder Terminal
Shenzhen Asia Global Logistics
VX Cold Chain Logistics
Shenzhen Cool Chain Logistics
Zhejiang Sango Trade
Shanghai Yuhua Fruits
JAZE(Guangzhou)Fresh Produce Primary Processing
Guangzhou Yogo Agriculture Investment
Shanxi Datang Modern Agriculture
Xile Technology (Kunshan)
Shanxi Qifeng Fruit Industry
Chongqing Jinguoyuan Industrial
Shanghai Grandfruit Import&Export
Jiaxing Higo Import&Export Trading
Fall Creek China
Xile Packaging
Shenzhen OneFruit Agricultural Products
Shanghai Mr.raingo Biotech
Shanghai Youxiang Trading
Maf-rods Machinery(Yantai)
Compac Equipment(Kunshan)
Shanghai Wonong Import&Export
Shenzhen Trackerfresh Technology
Alfa Fruit Packers(Yantai City Qixia)
Guangzhou Archer Fresh
Shanghai Yeché Industrial
Jiaxing Lehe consulting

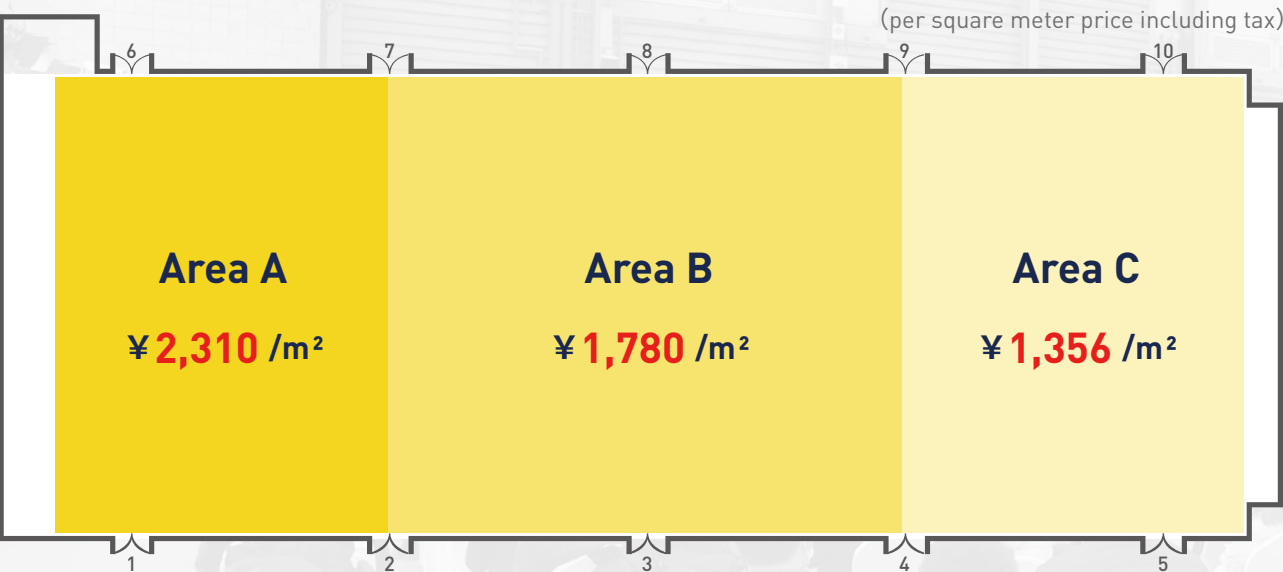
Jiaxing Yuehao Import & Export
Shanghai Supafresh Trading
Long Yuanhong Fruit Selling
Lesui(Shanghai) Industrial
Ever-Glory Plastics Plastic
Heibei Tianbo Industry&Trade
Chengdu Xinxiang Technology
Botou Dongfang Fruit
Jgroup Food & Beverage(Shanghai)
Guangdong Fuyi Agricultural Product
Xiamen Weiyu Ecological Agricultural
Beijing Yolego Technology Development
Jintang Country Dexing Fruit Industry
Shanghai Xiaoxiaoxie Culture Communication
Baibao Box Packaging Technology (Shanghai)
Halls
Eurofresh
Genetsis E-Commerce
Gogo Qingdao
Dehezi (Beijing) Artificial Environment Technology
Jiangxi Zhongyou Ecological Agriculture Development
Shanghai RiverKing Supply Chain Management
Guizhou ShouYang Enterprise management
Guangzhou Qin Guo Import&Export Trading
Shanxi Wangzhanggui Agricultural Development
Guangzhou Nansha International Cold Chain
Hunan Fruit-mate Agricultural Technology(Group)





DIVISION OF BOOTH

5% Discount for Early birds
Submit booth application
and complete down-payment
before March 31, 2022



STANDARD BOOTH (9m² per unit)

(per square meter price including tax)		
Standard Booth (9m²)	Upgrade Standard Booth (9m²)	Luxury Standard Booth (9m²)
Area A: N/A	Area A: ¥24,129	Area A: ¥25,083
Area B: N/A	Area B: ¥19,359	Area B: ¥18,405
Area C: ¥14,589	Area C: ¥15,543	Area C: ¥16,497



DISTRIBUTION OF PREVIOUS BOOTHS



PUBLICITY OPPORTUNITIES

(Price including production and excluding design)
Deadline of application: July 8, 2022



Exclusive Badge Sponsor **A1**

100mm (W) * 50mm (H)
RMB **34,650** + 6% VAT



Exclusive Lanyard Sponsor **A2**

Exclusive Lanyard Sponsor
15mm (W) * 800mm (H)
RMB **46,960** + 6% VAT

Exclusive Badge Sponsor & Exclusive Lanyard Sponsor **A1+A2**

100mm (W) * 50mm (H) & 15mm (W) * 800mm (H)
RMB **69,850** + 6% VAT



Billboard of Plaza #3 **A3**

8m (W) * 5m (H)
RMB **51,800** + 6% VAT



Billboard of East Entrance Hall **A4**

8m (W) * 2.8m (H)
RMB **29,050** + 6% VAT
6m (W) * 2.8m (H)
RMB **21,800** + 6% VAT
14m (W) * 2.8m (H)
RMB **51,800** + 6% VAT



Inner square outdoor billboard **A5**

4m (W) * 5m (H)
RMB **25,900** + 6% VAT (Single side)
RMB **51,800** + 6% VAT (Both Side)



Billboard in corridor **A6**

8m (W) * 2.8m (H)
RMB **29,050** + 6% VAT



Corridor Banner Ad **A7**

5m (W) * 0.7m (H)
RMB **5,000** + 6% VAT / piece

Please contact the organizer
for further information and the
availability confirmation.



FEEDBACK

Liao Maohua

Chairman of Joywingmau

The epidemic did not stop the enthusiasm of fruit business. Shanghai International Fruit Expo is a fruit practitioner at home and abroad.

It has built a valuable communication platform and helped boost the world fruit industry among many uncertain factors.

Hope Shanghai International Fruit Expo gets better and better, and become a major event in China's fruit industry!



Daniel Mathieson

Chief Executive Officer at Zespri International

Terrific to be part of the Shanghai International Fruit Expo, and to see the growth of the fruit market in China despite the COVID challenges this year. We greatly appreciate the strong support and collaboration from all our partners in China and New Zealand and look forward to another healthy year ahead.



Charif Christian Carvajal

President of SHAFFE

For SHAFFE, this participation is key to our strategy of establishing a greater presence and strengthening alliances to boost exports from the Southern Hemisphere. Recently, SHAFFE signed a Memorandum of Understanding with the China Chamber of Commerce for Food and Native Products (CFNA), which will be reinforced by our presence at this event.



Nelli Hajdu

General Secretary of SHAFFE

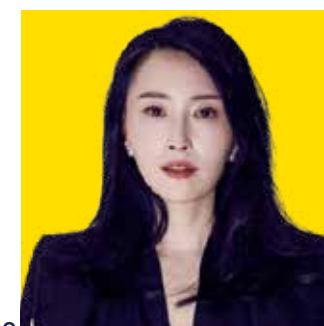
We were very excited to finally be present at the Shanghai International Fruit Expo. China is our most important market, so participating in this event allows us to consolidate the ties of friendship, the creation of networks and the positioning of the fruit exporters of the Southern Hemisphere, especially in these difficult times. SHAFFE participated in the opening ceremony, where we explained the work of our association, as well as carry out an analysis of exports from the Southern Hemisphere to that market.



Zhang Jingzhen

General Manager of Fruit Brand Business
Department of Goodfarmer Foods

The success of the first Shanghai International Fruit Expo has become a new event for the fruit industry in the epidemic era. It will play an inestimable role in the future. I hope Shanghai International Fruit Expo will be better and better. See you in Shanghai next year!



Wang Na

Brand Director of Dole

It is a great honor to be invited to participate in Shanghai International Fruit Expo, big event for fruit industry. Even at the moment of strict epidemic prevention and control, the exhibition is still well prepared and successfully held, attracting large supermarket buyers from all over the country and mainland partners. We are looking forward to the next year Shanghai International Fruit Expo!

Zhai liming

Senior Operation Manager of Fresh Fruit Department of Tiktok China

Shanghai International Fruit Expo attracts many Tiktok producers, who are able to get in touch with the industry's forward trend and quality supply chain resources, and have the opportunity to spread the event through short video and live broadcast. We have established cooperative relations with many excellent enterprises at the exhibition and gained a lot.



Andrew White

President of Greater China
New Zealand Trade Development Council

The Shanghai International Fruit Expo provided a valuable platform for New Zealand companies to build awareness of their supply capabilities and to connect with key channel partners in China.

Shanghai Municipal Commission of Commerce

2021 Shanghai International Fruit Expo made its debut in magic city and really achieve a successful effect. Shanghai, as a member of the Yangtze River Delta economic belt, has a complete fruit industry chain, 25% of China's overseas fruits were imported through Shanghai last year.

It was at the right time to hold the Shanghai International Fruit Expo in Shanghai. We should seize the favorable development opportunity of "double circulation", promote exchanges between Chinese and foreign enterprises, introduce high-quality imported goods and promote the healthy and sustainable development of the fruit industry through the platform of Shanghai International Fruit Expo. Its international influence plays an exemplary and leading role in the construction of an international convention and exhibition capital. We hoped that Shanghai International Fruit Expo will scale up in Shanghai.