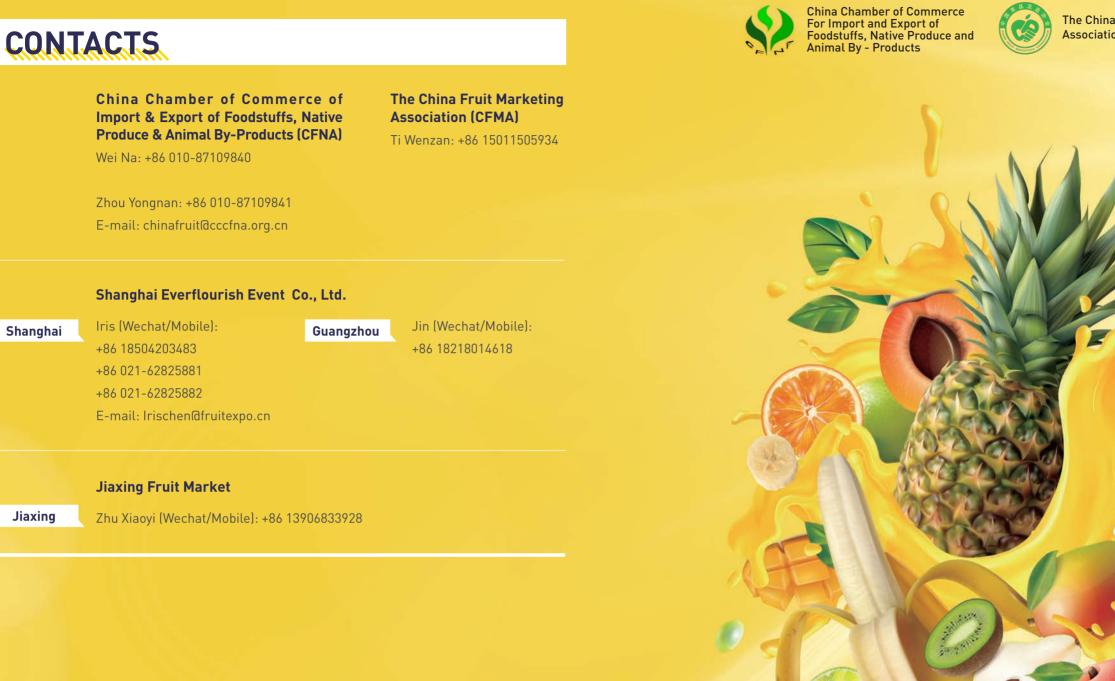
CONTACTS





Organized by:

The China Fruit Marketing Association (CFMA)



2023 **INTERNATIONAL FRUIT EXPO**

September 1-3, 2023

The China Import and Export Fair Complex (CIEFC)

EXPECTATION AND VISION

China, a large country with **1.4 billion** people, produce nearly **28(million tons** of fruit and import more than **6 million tons** of fruit from the world every year. The Chinese market is **the largest fru 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.



Develop global fruit business, we gather in Shanghai!

September 1-3, 2023 The China Import and Export Fair Complex (CIEFC)

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 (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.**



The China Fruit Marketing Association (CFMA) was established in 1991. It is a nationwide non-profitable corporation of fruit industry registered under the China's Ministry of Civil Affairs. The CFMA is voluntarily formed by companies engaged in fruit production, circulation, processing and storage, fruit specialized cooperatives, local associations, research institutes, and other relevant companies serving the fruit industry.



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

The China Fruit Marketing Association (CEMA)

PART OF EXHIBITORS

Zespri Dole Pagoda Chen's Sun Joy Wing Mau Yidu Group Mr.Avocado Shanghai Nonfruitti Emerson Reemoon T&G Global Goodfarmer Foods Holding Group Shanghai lvcsun 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)

(The exhibitors are listed in no particular order.)

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 Yeche 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)





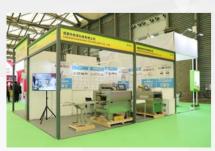






DISTRIBUTION OF PREVIOUS BOOTHS





Area B: N/A

Area C: ¥14,589



Area B: ¥19,359



Area B: ¥20,313

Area C: ¥16,497



PUBLICITY OPPORTUNITIES



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



15mm (W) x 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



Located opposite the exhibition halls, the boards will ensure your ads exposure to all the visitors.

4.8m (W) x 10m (H) RMB 51,800 + 6% VAT



Located at the side of the visitor registration counter and next to the entrance to parking lot, the billboard faces the Entrance Hall directly.

6m (W) x 3m (H) RMB 30,000 + 6% VAT



Posted in the corridors in front of the exhibition halls, the hanging advertisements are eye-catching.

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



Posted in the entry foyers of the exhibitions halls, the billboards are visible to all visitors for maximum recognition.

(6+30.7+6)m (W) x 1.2m (H) RMB 51,800 + 6% VAT (Price including production and excluding design) Deadline of application: June 30, 2023



Standing along the main road from Gate 6 to Area D, the street flag is no doubt a fantastic choice to deliver your brand image.

0.6m (W) x 2m (H) (Minimum Quantity: 10 Flags) RMB 6,000 + 6% VAT

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



FEEDBACK

Liao Maohua Founder and Honorary Chairman of Joy Wing Mau

To boost and sustain the economic recovery, it is necessary for global fruit traders to join hands, sharing opportunities and working together to meet the challenges. The Shanghai International Fruit Expo provides a precious platform for fruit professionals both the domestics and the internationals, enabling us to exchange ideas, reach a consensus and contribute the strongest power of Chinese fruit professionals to the development of the global 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 Haidu 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 Expowill be better and better. See you in Shanghai next year!

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.



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!

