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Jiaxing

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Organized by:



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



The China Fruit Marketing
Association (CFMA)



2023 INTERNATIONAL FRUIT EXPO

**September
1-3, 2023**

**The China Import and
Export Fair Complex
(CIEFC)**



www.fruitexpo.cn

World Fruit China Market

EXPECTATION AND VISION

China, a large country with **1.4 billion** people, produce nearly **281 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 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

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)

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.

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
Jiaying 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
Jiaying Lehe consulting

Jiaying Yuehao Import & Export
Shanghai Supafresh Trading
Long Yuanhong Fruit Selling
Lesui(Shanghai) Industrial
Ever-Glory Plastics Plastic
Hebei 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)





Driscoll's
Only the Finest Berries

水果让生活更健康

鲜美水果

GOLDEN BAY
FRUIT

新西
NEW ZEALAND

Dole
SUNSHINE FOR ALL

GOODFARMER
佳农

佳农

T&E

Zespri
KIWIFRUIT

农夫山泉

爱妃
envy

树上自然熟
酸甜好味道

好果汁是种出来的



DIVISION OF BOOTH

5% Discount for Early birds
Submit booth application
and complete down-payment
before **March 31, 2023**

(per square meter price including tax)



STANDARD BOOTH (9m² per unit)

(per square meter price including tax)

Standard Booth (9m ²)	Upgrade Standard Booth (9m ²)	Luxury Standard Booth(9m ²)
Area A: N/A	Area A: ¥24,129	Area A: ¥25,083
Area B: N/A	Area B: ¥19,359	Area B: ¥20,313
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: June 30, 2023



Exclusive Badge Sponsor

A1

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



Exclusive Lanyard Sponsor

A2

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



Advertisement on Glass Curtain Wall

A3

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



Billboard at the Pearl Promenade

A4

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



Corridor Advertisement (Ceiling)

A5

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



Outdoor Street Flag

A6

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



Billboard in the Foyer

A7

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

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.



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!



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.

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.



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.



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.



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.

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.