

5月6-8

北京展览馆  
国家级进口食品展



分享世界的味道  
*Share the Global Taste*

第五届北京国际进口食品博览会  
Beijing International Import Food Expo 2016

2016年5月6-8日

中国·北京展览馆

May. 6-8, 2016 Beijing Exhibition Center, China

主办单位

中国国际商会

振威展览集团

Organizers

China Chamber of International Commerce

Zhenwei Exhibition Group





**国家级进口食品展**

**600 余家参展品牌**

**20000 平米展览规模**

**32000 余名专业采购商**

**10 大国际展团**

**美国、意大利、西班牙、俄罗斯、澳大利亚、泰国、  
韩国、土耳其、马来西亚、印度尼西亚等**

*National-level Import Food Expo in China*

*600 exhibition brands*

*20000 square meters exhibition area*

*32000 buyers and traders*

*10 International Pavilions:*

*U.S, Italy, Spain, Malaysia, Turkey, Thailand,*

*Russia, Australia, South Korea, and Indonesia.*



2016年5月6-8日，由中国国际商会、振威展览集团主办的“第五届北京国际进口食品博览会”将在北京展览馆盛大举办。展会经过四年的发展 and 壮大，一跃成为中国最具影响力的国家级进口食品博览会。

美国、意大利、西班牙、俄罗斯、澳大利亚、泰国、韩国、土耳其、马来西亚、印度尼西亚等十余个国际展团将盛装亮相。如美国 INDIANA STATE、MAPLE LEAF FARMS、欧洲 CHEESEBERRY、加拿大 PEI JUICE WORKS、西班牙 L&P GLOBAL BV、澳洲 CARDINAL SEAFOODS、PFTAGG、印尼 PT MULIA BOGA RAYA、韩国 CASS BEER、NATURAL FOOD、高丽堂、俄罗斯 REGIONVNESHTORG、TRADE HOUSE VIK、土耳其干果协会、中企华业、四海致祥、南洋联荣、联达兴盛、优沃食品等知名品牌纷纷参展。

展会主要面向的观众群体为进出口贸易、商贸机构、商业超市、卖场、食品零售批发、酒店、电商、咖啡厅、西餐厅、酒吧会所及相关采购行业，预计本届参观商达 32000 余名，雄厚的买家资源将成为本次展会一大亮点，为参展商的参展效果保驾护航。

Beijing International Import Food Expo 2016 will be held on 6-8 May, 2016 at Beijing Exhibition Center organized by China Chamber of International Commerce and Zhenwei Exhibition Group, aiming at carved into the largest and the most influential imported food trade platform. As the only national-level import food expo, CIPFE will attract over 500 food traders from more than 40 countries such as US, Canada, Spain, Turkey, Russia, Peru, Australia, New Zealand, Japan, Thailand, South Korea etc. Famous enterprises and importers includes: LLC TH Cheeseberry, Shunyi Lafite, Wild New Zealand, Orange Cheese Company, Fina, Imuraya, Korea CJ, Octa Foods, Beijing UniWorld, Empro China, Beijing Dongdinghe, LIANDA XINGSHENG, etc.

36000 visitors and buyers estimated will be at CIPFE 2016, including import-export traders, food distributors, supermarkets, hotels, restaurants, café bars, clubs and other related industry units. International purchasers organized by over 60 embassies and chambers also will be present. The rich buyers resources will be the highlights and more fruitful for all exhibitors.



## 2015 展商评价

### 美国印第安纳州 Sue Ellspermann 副州长

非常高兴来到中国参加国家级进口食品展，我们组织了美国印州十余家知名品牌组团亮相，展示红酒、枫叶种鸭、爆米花、萨尔萨辣酱、番茄酱、海产品等，并举办了盛大的投资贸易洽谈会。展会现场得到了中国客户的积极支持与合作，感谢组委会提供的嘉宾对接、北京电视台等百家媒体新闻报道服务。

### 俄罗斯 Trade House VIK 公司 安东先生

通过俄罗斯工商会，我们有幸作为参展商之一来到中国，展示俄罗斯最畅销的美味食品，如巧克力、果酱饼干等，展示现场采购商云集，反响热烈。我们与多家重点咨询的客商达成了代理意向，并感谢中央电视台的现场采访和报道播出，扩大了俄罗斯食品在中国的影响力。

### 韩国高丽自然食品（株）李东熙总经理

这次我们带来的产品是有柚子香味和果料的多味系列果肉茶，以及海苔产品，目的是进一步扩大中国的代理商，展会的效果不错，有很多新老客户都来咨询和洽谈。

### 土耳其干果推广协会 欧兹·欧斯曼会长

我们通过本届展会平台，开展了“土耳其干果推广协会中国消费者体验活动”，推广了土耳其盛名的杏仁、无花果、葡萄干和开心果，我们的目标是给中国人吃最健康的干果。组委会非常热情，帮助我们联系客商，非常感谢。



## Exhibitor Review

### **Indiana state of the USA--Lieutenant Governor Sue Ellspermann**

It's a great honor that we are invited to the National Import Food Expo. We organized more than 10 famous brands to attend the exhibition and display products including wine, maple leaf duck, popcorn, salsa sauce, ketchup and seafood etc. We also held, with the help of the organizer, a grand investing and trading communication conference. Thanks to the support and cooperation from Chinese clients, our display went quite well. We do appreciate the organizer for the reception of the distinguished guests and the media coverage.

### **Russian Trade House VIK –Mr. AnDong**

Through the Russian chamber of commerce, we are honored to be one of the exhibitors to have the chance to come to China. We brought the best-selling takeaway chocolate and jam cookies in Russia. Our booth was crowded with purchasers and visitors, whose feedback was very positive. Many clients had the intention to be our products agents. In the end, thanks to the interviews and reports from CCTV, which has increased the influence of Russian food in China.

### **Korea Natural Food Co., Ltd—General Manager Mr. Lee**

This time our products on display are grapefruit tea and other flavor fruit tea, and also seaweed snacks. We intended to expand our agents in China. The exhibition was great, which attracted both potential and regular customers.

### **Dried Fruit Promotion Committee of Turkey—Chairman Mr. Osman Oz**

Through the platform of this exhibition, we carried out an experience activity for Chinese customers. It promoted the most famous almond, fig, raisin and pistachio nuts. Our goal is to provide the healthiest dried fruit to Chinese customer. It was very hospitable of the organizer that they helped us to connect the purchasers. We appreciate about that very much.



## 注重品牌传播 主流媒体高度关注

组委会与100多家权威高端媒体形成强大的合作联盟。中央电视台、北京电视台、人民日报、新华社、国际在线、中国经营报、中国日报、新浪、凤凰、搜狐、中国台湾网、FOOD INDUSTRY、Asia Food、Food & Beverage Business Review、Global Food Mate、食品界、世界食品网、食品产业网、21食品商务网、进口食品网、食品科学网、中国食品网、环球食品网等主流媒体纷纷对展会进行全程推广与报道。

## 参展范围

- 休闲食品类：巧克力、坚果、膨化食品、海产品、水果蔬菜等
- 乳制品与蛋类：牛奶、奶粉、酸奶、奶酪、乳酸菌制品等
- 葡萄酒、烈酒与啤酒：红、白葡萄酒、气泡酒、伏特加、朗姆酒等
- 咖啡与茶：咖啡豆、调制咖啡、浓缩咖啡、速溶咖啡、印度红茶、花果茶等
- 果汁饮料：果蔬汁、饮用水、果味饮料、纯果蔬汁等
- 食用油与橄榄油类：橄榄油、玉米胚芽油、葵花籽油与其它高端营养油等
- 清真食品类、有机食品类、营养保健品等

## Mainstream Media

In order to help improve brands communications, Beijing International Import Food Expo has already established cooperation with over 100 mainstream media, including People's Daily, CCTV, BTV, Xinhua News, CRI online, CHINA BUSINESS JOURNAL, China Daily, Beijing TV Station, sina.com.cn, ifeng.com, sohu.com, China Taiwan, FOOD INDUSTRY, Asia Food, Food & Beverage Business Review, Global Food Mate, Food Industry, GOOMAAI, wine-imp.com, canadaprod.com, food-sources.com, MRO Magazine, China Food Investment Net, Global Logistics Net, International Business Times, etc.

## Exhibits Profile

- Leisure Food : chocolate, nuts, snacks, chips, leisure fish products, dried fruit & vegetables, etc.
- Dairy & Milk & Eggs Products: milk, yogurt, cheese, butter, milk powder, etc.
- Wine & Spirits & Beers: brandy, whiskey, sparkling wine, vodka, ice wine, tequila, etc.
- Coffee & Tea: coffee bean, brewed coffee, espresso, instant coffee, coffee mate, coffee flavor drinks, Indian black tea, fruit tea, etc.
- Beverage: fruit & vegetable juice, mineral water, soda, soft drink, etc.
- Edible Oil: olive oil, sunflower oil, canola oil, flaxseed, etc.
- Halal Food, Organic Food, Health & Functional Food, etc.



## Concurrent Events

- World Food Tasting; ● Import Food Investment Conference;
- Mutual Communication Activities among exhibitors, markets and e-business

## Exhibit Space Cost

- **Exhibition Booth:** Shell Scheme: CNY 18,000/9m<sup>2</sup>  
Raw Space: CNY 1,500/m<sup>2</sup> Min. 36m<sup>2</sup>
- **Exhibition Catalogue:**  
Front Cover: CNY 25,000 Back Cover: CNY 20,000 Inside  
Front Cover: CNY 18,000 Inside Back Cover: CNY 15,000  
Head Page: CNY 18,000 Colored Inside Page: CNY 4,000
- **Special Recommended Ads and Price:**  
Hand Bag (exclusive): CNY 50,000  
Invitation Card (exclusive): CNY 20,000
- **Concurrent Activity:**  
A variety of activities will be concurrently held with CIPFE 2016 to celebrate the grand expo. The one-hour forum, seminar, product launch and introduction will be organized to meet the different needs of visitors, traders and exhibitors.

## Sponsorship

Sponsorship opportunities are now available for companies. The specific cooperation and service content will be set by both parties after negotiation. The sponsorship fee is no less than 100 thousand yuan.

## 同期活动

- 世界食品品鉴大会
- 进口食品招商代理发布会
- 进口食品商超 & 电商对接活动

## 收费标准

- **参展方式及费用**  
标准展位: 国际 18000 元 /9m<sup>2</sup> ;  
空场地: 国际 1500 元 /m<sup>2</sup> , 36m<sup>2</sup> 起
- **会刊广告**  
封面: 25000 元 封二: 18000 元 扉页: 18000 元  
封底: 20000 元 封三: 15000 元 内页: 4000 元
- **重点广告**  
手提袋 (独家) 50000 元 请柬 (独家) 20000 元
- **同期活动**  
高端论坛、技术交流会或配套活动, 内容由企业自定, 每场听众 60-80 人, 时长 60 分钟, 费用 8000 元/场, 场次有限, 报满为止。

## 冠名赞助商

大会诚邀冠名赞助商, 具体合作方式、服务内容  
由双方协商制定, 赞助金额 10 万元起。



[www.cipfe.com](http://www.cipfe.com)



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