

# 2018 China International Food & Catering Expo

Top trade fair in the food and catering industry in central China

# SEPT 13-16 2018

Changsha International Convention and Exhibition Center



[www.cfce-china.com](http://www.cfce-china.com)

**HOSTS:** Ministry of Commerce of P.R. China,  
The People' s Government of Hunan Province

**ORGANIZERS:** Circulation Industry Promotion Center, Ministry of Commerce of P.R. China  
Department of Commerce of Hunan Province,  
Hunan Economic and Information Technology Commission,  
Grain Bureau of Hunan Province,  
Changsha Municipal People' s Government

**CO-ORGANIZER:** Messe Frankfurt (Shanghai) Co Ltd

**EVENT MANAGEMENT:** Commercial Exhibition Center, Department of Commerce of Hunan Province

# Creating the Top Platform for the Domestic Trade Circulation Sector in the Food and Catering Industry

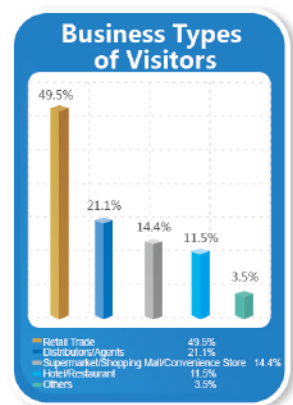
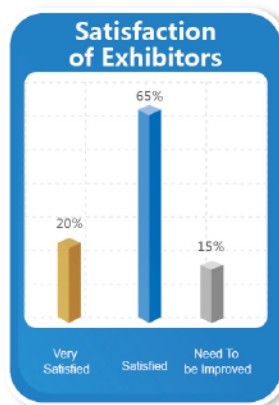
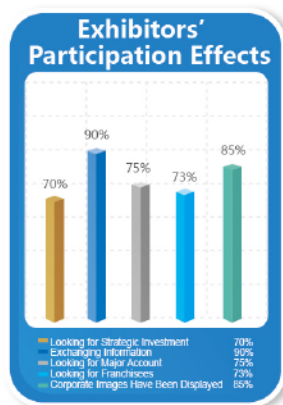
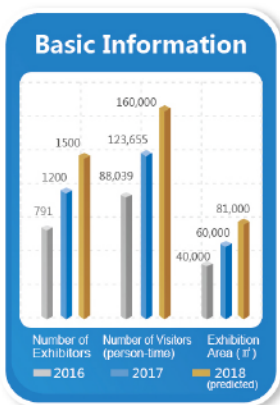
China International Food & Catering Expo (CFCE) is a key expo in the domestic trade circulation field. The first CFCE was held in 2016. After two years of development, CFCE is growing with increasing professionalization, marketization and internationalization. The annual mega-event attracts thousands of high-quality exhibitors in the food and catering industry, over 100,000 person-time visitors from home and abroad, including professionals of the field such as distributors, agents, traders, catering agencies, and government procurement departments.

Jointly hosted by the Ministry of Commerce of P.R. China and the People's Government of Hunan Province, CFCE2018 is scheduled to be held at Changsha International Convention and Exhibition Center from September 13 to 16, concurrently with Meat Expo China and China Franchise Expo. The organizing committee will attach great importance to creating professional exhibition areas (coffee, bakery, catering, ingredients, etc.) as well as imported food exhibition area. Meanwhile, the organizing committee will strengthen efforts to invite more domestic and international buyers. As one of the largest professional exhibitions in central China, CFCE has become an interacting platform for the whole chain of food and catering industry, an efficient platform for enterprises to engage in trade, technical exchanges and market development. It will gradually develop into the top exhibition of domestic trade circulation in the food and catering industry.



## Figures of CFCE2017 :

- The exhibition covered an area of **60,000 m<sup>2</sup>**, an increase of **50%** compared with CFCE2016.
- It had **13** exhibition areas and **1** concurrent exhibition ( "Meat Expo China" ).
- More than **1,200** exhibitors come from **14** foreign countries and regions, **24** provinces, cities, and autonomous regions in China, and **12** prefectures and counties of Hunan Province.
- The total number of visitors reaches **123,655** person-time, **16,800** of which are professional visitors.
- The exhibition achieved over **RMB 3.5** billion of intention sales order and over **RMB 120** million of sales made on the spot.



# An Ideal Business Platform Creates Huge Business Opportunities

## Feedback of Exhibitors



### Hunan Gaoqiao Grand Market

It received over 200 foreign buyers with over RMB 1.5 million sales made on the spot, over 200 cooperative contracts and intentions reached.



### Zheng Liu Ji Co., Ltd

By presenting brand image and introducing its franchise model, it attracted nearly 50 franchisees.



### Hengyang County Changwang Ecological Agriculture Co., Ltd.

The eco-type pigs bred by the company caught attention of 4 large buyers from Shanghai, Changsha and other cities. The cooperation intention of pork supply worth of RMB 4 million on monthly basis was reached on the spot. Another buyer named Liang An Yi Jia Qin, planned to invest RMB 10 million to this company's ecological farming and breeding project.



### Trade Australia Pty Ltd

Preliminary cooperative ideas were exchanged with decision makers of Guangdong Salt Industry Group, Glory Cafe and Happigo. Strong cooperation intentions were reached during the exhibition.

## Wonderful Concurrent Activities Promote Cultural Exchanges and Interaction Between Production and Marketing

There were 22 concurrent activities held during CFCE2017, including "Chinese Food and Beverage Culture Tasting - New Genre of Cuisine", "Innovative Development Conference of China Food and Catering Industry and Opening Ceremony of CFCE2017", "The 2nd China Food Industrial Internet Summit", and other forums, theme pavilion day, matchmaking sessions, promotion conferences and competitions. CFCE2018 will continue organizing more high-quality concurrent activities, helping professionals to share the latest information, publish innovative technologies and discuss focus topics.





# Built on the Past Achievement and Open up the Flourishing Future

## 2018 China International Food & Catering Expo

- Date** : September 13-16, 2018
- Venue** : Changsha International Convention and Exhibition Center, Hunan
- Scale** : Total exhibition area of **81,000** m<sup>2</sup>  
Standard booths: **4,000**  
Imported food exhibition area: **16,000** m<sup>2</sup>
- Number of Exhibitors** : **1,500** expected
- Number of Visitors** : **160,000** person-time expected, including over **25,000** professional visitors



## Why Choose CFCE?

01

### Being Authoritative and Offering New Experience

Hosted by the Ministry of Commerce of P.R. China and the People's Government of Hunan Province, CFCE enjoys authoritative supports to become a top event in the industry. Held at the brand-new Changsha International Convention and Exhibition Center, CFCE is blessed with complete facilities and convenient transportation.

02

### Sharing Resources of Several Exhibitions for Win-Win Co-operation

CFCE combines 6 trade shows together- Meat Expo China, China Franchise Expo, China Food Expo, China Catering Industry Expo, Hunan Cuisine Culture Festival and China (Changsha) International Food Exhibition, covering a database of 300,000 professional buyers from the whole industry chain.

03

### Improved and Upgraded Professional Exhibition Areas

There are 6 professional exhibition halls divided into professional exhibition areas and comprehensive exhibition areas, in which the former refers to exhibition areas for intelligent equipment of food industry, leisure food, coffee, bakery, branded catering, special ingredients, etc; the latter includes exhibition areas for general products of China, time-honored brands, imports, general products of Hunan, etc. Exhibitors can enjoy one-stop service of the whole industry chain.

04

### Wonderful Concurrent Activities Strengthening Industrial Interaction

Over 20 thematic activities will be held during the exhibition. The concurrent activities gather big wigs and contribute to a mega-event of domestic food and catering industry.

05

### A Professional Call Center Matching up with the Needs of Exhibitors and Buyers

Setting a specialized call center for one-to-one, point-to-point invitation to professional buyers with over 300,000 enterprise data; cooperating with domestic and international exhibitors to invite their VIP buyers for visiting and purchasing on site.



2018

China  
Food & Catering  
Expo  
中国食餐合



# Professional Exhibition Areas and Accurate Matching

## Concurrent Exhibitions:

- Meat Expo China
- The First China Hunan Cuisine Ingredients E-commerce Festival
- Hunan Famous New Cereals & Oil Products and Technology Equipment Trade Fair

## Exhibition Areas:

- Meat and aquatic products
- Intelligent equipment of the food industry
- Coffee and beverage
- Wine and alcohol
- Tea
- Bakery
- Franchising brands
- Branded catering
- Grain and oil
- Hot pot and related equipment
- Special ingredients
- Leisure food
- Functional Food
- Tableware and wine set
- National general products
- Branded food enterprises
- Time honored food
- Imported food
- Hunan general products
- Hunan specialty food
- Changsha general products

## Imported Food Exhibition Area:

Enterprises from over 20 countries and regions will exhibit in CFCE2018. The organizing committee will choose excellent overseas exhibition groups and individual world-famous enterprises with strict standards to participate in the exhibition.



## Catering and Ingredients Exhibition Areas :

Nationally well-known catering chain enterprises will take part in the exhibition, showing the latest equipment and facilities as well as information management services achievements in the catering industry. CFCE2018 will gather different local special ingredients and new organic ingredients, presenting a one-stop purchasing platform for buyers.



# Extensive Invitation to Buyers Maximizing Exhibitors' Benefits of Participation

## Channels of Buyers

- ◆ Domestic and international associations related to the food, catering and chain operation industry
- ◆ Relevant government procurement departments at the provincial and municipal level
- ◆ Hunan Chamber of Commerce and Hunan cuisine industry organizations in other provinces
- ◆ Large chain supermarkets, convenience stores and relevant suppliers
- ◆ Major distributors, agents, wholesalers and traders of renowned brands
- ◆ Nationally well-known professional markets covering food, tea, liquor and other industries
- ◆ Hotels, restaurants and educational institutions within and outside Hunan Province
- ◆ Professional industry media, WeChat business and e-commerce platforms, etc.

## Professional Visitors of CFCE2017 (Part)

China Food and Packaging Machinery Industry Association, Hunan Cuisine Industry Association, Hunan Food Industry Federation, Hunan Wine Industry Association, Jiangsu Time-honored Brand Enterprise Association, Jiangsu Hunan Chamber of Commerce, Guangdong Chain Operations Association, Guangdong Hunan Cuisine Association, Hainan Hotel and Catering Industry Association, Jiangxi Liquor Circulation Association, Shanxi Restaurant Industry Association, Guizhou Catering Industry Chamber of Commerce, Sichuan Hotpot Association, Shenzhen Cuisine Association, Xiamen Catering Industry Association, Nanjing Restaurant Chamber of Commerce, Ningbo Restaurant Association, Joindoor, Metro, Vanguard, Tianfu Chain Supermarket, Better Life, Walmart, Carefour, Missfresh, JD retail, Fuyangshangsha Corporate of Anhui, Xi'an Kaiyuanshangsha Corporate, etc.



▲ Portal website publicity at home and abroad



▲ TV and radio broadcasting exhibition highlights



▲ High-speed railway station/subway station ads publicity



▲ Newspaper/magazine news and ads

Setting a call center to invite professional buyers

Sending text messages to buyers for reminding their attendance

▼ Press conference



## All-round Upgrading the Marketing Plan

▼ Promotion conferences in China and foreign countries



▼ Participating in congeneric exhibitions throughout the country



Releasing exhibition news via WeChat and e-mail

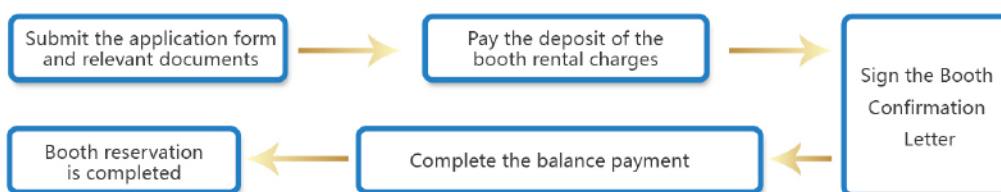
Visiting professional markets and industrial associations

▼ Giant billboard publicity in professional markets





## Application Procedures



## Categories of Exhibits

<ul style="list-style-type: none"> <li>• Cereals, Oil &amp; Ingredients</li> <li>• Meat, Poultry, Seafood, Fruit &amp; Vegetables</li> <li>• Wine, Liquor, Tea, Dairy, Tea Set, Tableware &amp; Wine Set</li> <li>• Imported Food</li> <li>• Leisure Food &amp; Specialty Food</li> <li>• Time-honored Food</li> </ul>	<ul style="list-style-type: none"> <li>• Restaurants &amp; Hotels</li> <li>• Condiments, Seasoning, Hotpot &amp; Kitchen Equipment</li> <li>• Food Equipment, Technology &amp; Machinery</li> <li>• Coffee, Bakery &amp; Confectionery</li> <li>• Franchising Products</li> <li>• Service Institutions &amp; Others</li> </ul>
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## Booth Rate

Type	Standard Booth(3m×3m)	Raw Space Only (min.36 m <sup>2</sup> )
Domestic	RMB 6,800 yuan/9 m <sup>2</sup>	RMB 680 yuan/ m <sup>2</sup>
International	RMB 10,000 yuan/9 m <sup>2</sup>	RMB 1,000 yuan/ m <sup>2</sup>



(Diagram of the standard booth)

**Standard booth:** includes wall paneling, carpeting, 1 desk, 2 folding chairs, the lintel board with company name (Chinese&English), 1 power socket (220V), 2 spotlights, 1 waste-paper basket. 8% additional cost will be charged for booths with two sides open.

**Raw space:** floor space only. The exhibitors will bear the expenses of building and decoration of the booth, venue management fees and other related expenses.

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## Schedule

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**9.10-12** / Installation of exhibits

**9.13-14** / Open to professional visitors

**9.15-16** / Open to the general public

**9.16 17:00-24:00** / Dismantlement of exhibits

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## Venue

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### **Changsha International Convention and Exhibition Center**

Address: No.118, Guozhan Road, Changsha County, Changsha City, Hunan Province  
(400m away from the west of Guangda Station, Changsha Metro Line 2)