

Oil China –the only & leading exhibition in China



**Oil China** 2013
Beijing
9th China International Olive Oil & Edible Oil Exhibition



September 23, 24, 25, 2013
Beijing National Agricultural
Exhibition Center

26 September
Shanghai International Olive Oil Tasting
Shanghai Four Seasons Hotel

www.eoliveoil.com
www.oilchinaexpo.com

Organized by
Regalland 金万洲

>> New Date & Place

Oil China 2013 will be held in the new date – in September and will extend from Beijing to Shanghai for you to have more business opportunity.

>> New Style and More Opportunity

To save your time and have more business opportunity, as the professional organizer, we will assist you on using your **ONCE** business trip to cover two remarkable and business cities – Beijing and Shanghai. Producers and exporters should reinforce their presence in two cities with continued branding and promotion activities. 9th Oil China 2013 includes two parts:

9th Oil China Exhibition in Beijing

- September 23, 24, 25
- Beijing covers Northern China and the part of Eastern China
- Olive oil accounts for almost 60% of total sales

Olive Oil Tasting in Shanghai

- 26 September
- Shanghai covers Eastern China and Southern China
- Olive Oil alone accounts for almost 40% of total sales in these regions

>>The History of Oil China

As the leading olive oil & edible oil exhibition in Chinese market, Oil China has 8 years great experiences with about 3,200 exhibitors from over 20 countries and 40,000 trade visitors, and especially appreciates of the official supports from the following organizations:

- International Olive Council (IOC)
- Foreign Trade Bureau of Spain (ICEX)
- Italian Trade Commission (ICE)
- Hellenic Foreign Board (HEPO)
- Prefecture of Heraklion, Crete Greece
- Hellenic Association of Olive Oil Packers (ESVITE)
- Portugal CASA AZEITE ASSOCIACAO AZEITE
- Syria Export Development & Promotion Agency(EDPA)
- Jordan Enterprise Development Corporation (JEDCO)
- Jordan Olive Oil Exporters Association (JOOEA)
- Tunisian Packaging Technical Centre (PACKTEC)
- Aegean Olive And Olive Oil Exporters' Association (Turkey)
- China Council for Promotion of International Trade (CCPIT)
- Gansu Longnan Municipal Government (Chinese Olive Oil Region)
- Agricultural Trade Promotion Center, the Ministry of Agriculture
- The Consortium Guarantee Quality Extra virgin Olive Oil in Italy
- Chile Asociación Nacional de Productores de Aceite de Oliva (CHILEOLIVA)



- China Oil & Fat Society
- China World Trade Center
- Academy of State Administration of Grain, China
- The Embassies of Spain, Greece, Italy, Tunis, Portugal, Australia, Jordan, Syria, Turkey, Argentina, France, South Africa, Lebanon and so on

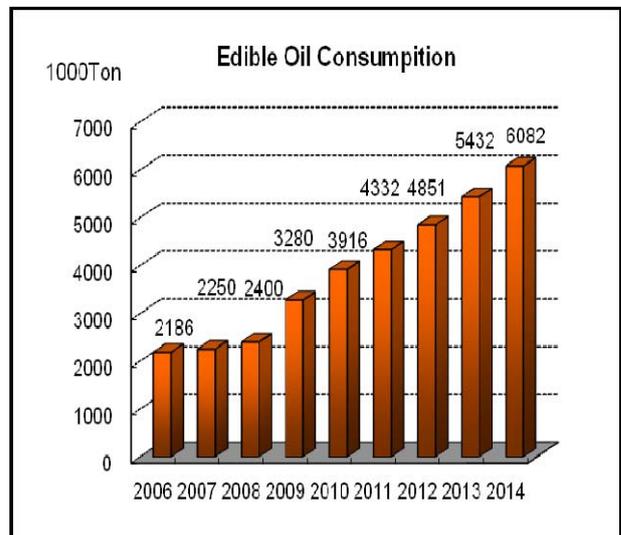


Most of the above organizations with the country or regional pavilions have been present at Oil China.

Oil China, under the amazing potential market environment, supported by domestic and international enterprises with the professional organization offering: generate publicity, demonstrate products, build business communities, increase sales, meet new prospects, develop relationships with your customers, professional industry learning, and etc. It would provide an effective platform for building business communities in Beijing. It's an excellent platform for relevant parties to seek for products marketing and business cooperation. **Earn your market share, now it is the time....**

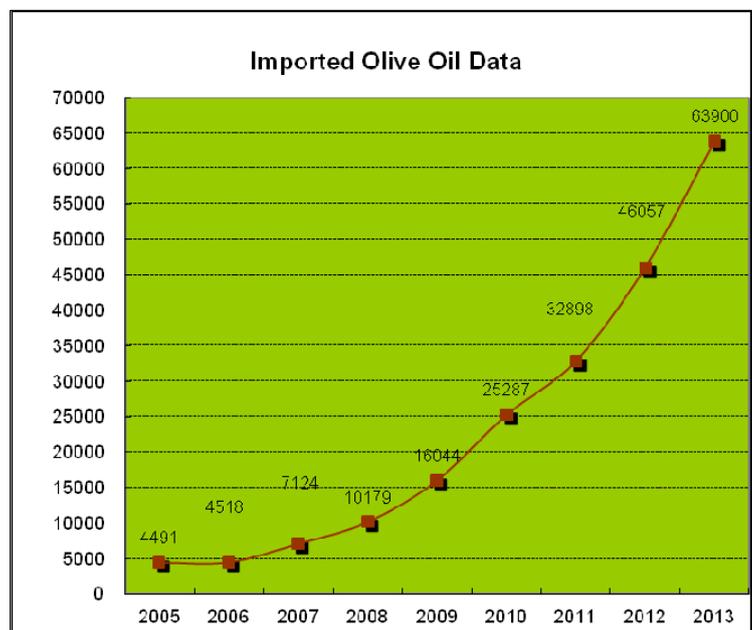
>> Chinese Edible Oil Market

China is more and more becoming the focus of attention in the world. Especially, Chinese economy keeps the increase rate of 7%-10%. With 1.3 billion of population, the demand for all kinds of edible oil in China is increasing rapidly. According to the data from the customs and the forecast of related organizations, from 2006 to 2014, Chinese edible oil consumption keeps the increase rate of 12%, but the proportion of imported edible oil is rising rapidly and is about 60%, especially, bean oil, palm oil, colza oil, olive oil, grape seed oil, avocado oil and other edible oil. Over 60% of the above-mentioned consumption will completely rely on the import of edible oil. In a word, Chinese huge market is opening for you and it is time to expand your business to China.



>> Chinese Olive Oil Market

As one of the food with nutrition value, olive oil is more and more welcome in China. At present more than 250-brand olive oil appears in Chinese olive oil market, which nearly 100% import from Spain, Greece, Italy, Turkey, Tunis, Portugal, Jordan, Australia, Argentina and so on. The main consumption cities of olive oil are Beijing, Shanghai, Shenzhen, Guangzhou, Tianjin and other large and middle cities. According to the



following graph, since 2005 the average proportion of import olive oil has been keeping the increases nearly 35% per year. With the same rate till to 2013 it will be over 60,000 tons. Along with the upgrade of the living level of Chinese people with the progress of health consciousness, olive oil will have the larger scale in Chinese edible oil market. **China will be the largest country of olive oil consumption** in the world.

>> Report about 8th Oil China 2012



Oil China always offers the most direct and efficient business site for between the producers, exporters with the importers, traders, dealers, and agents to meet each other, achieve the cooperation and expand the influence of olive oil brands, and also would make consumers learn more about the knowledge of olive oil & edible oil and build up the favorable consumption concept of olive oil and edible oil.



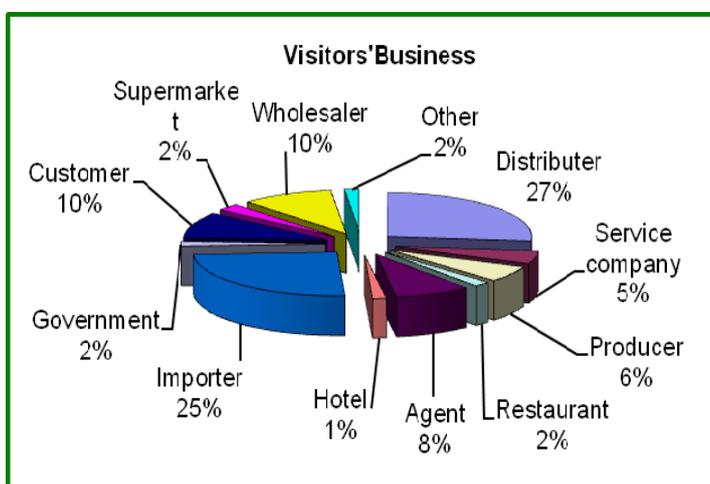
2012 8th China International Olive Oil & Edible Oil Exhibition (Oil China 2012) was successfully held in Beijing during April 23rd-25th, 2012. Oil China 2012 has attracted over 100 direct & indirect exhibitors from 20 countries and regions. Among them, there are Greek Pavilion, Chinese Olive Oil Pavilion and Spanish Pavilion. Trade visitors reached 6,000 people. The exhibits are mainly medium-to-high-end edible oils (including olive oil, camellia oil, grape seed oil, peanut oil, and mixed edible oil) from more than 200 brands. China International Olive Oil Industry Development Forum and China International Olive Oil Competition (Oil China Competition) have been held during the exhibition.

>> Feedback from the visitors

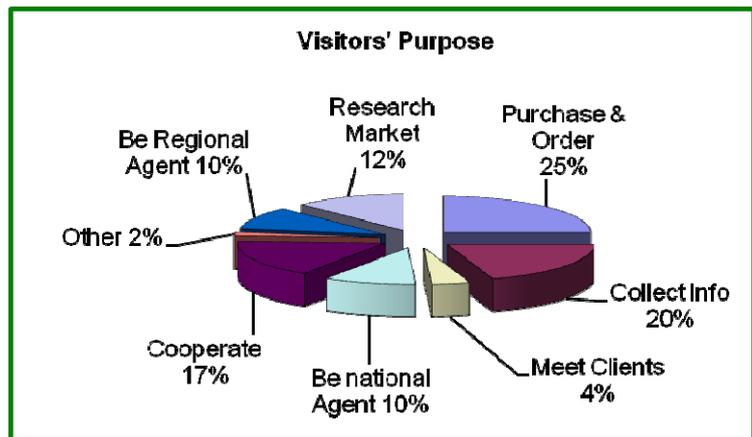
6,000 visitors from 30 countries and regions attended this exhibition like Japan, Malaysia, Thailand, Australia, Israel, Argentina, Portugal, Tunis, Canada, Turkey, Germany, Spain, Greece, Italy, Egypt, Chile, Syria, USA, Russia, North Africa, Indonesia, India, China, Macao, Taiwan, Hong Kong and so on.

Over 92% visitors are from Chinese 30 provinces and cities. 45 reporters relating to edible oil, food, nutrition, health,

medicine, life, catering, hairdressing, women, elders, economics, culture and related industries and publics have visited and reported this exhibition.



From the right graph you will find that 95% visitors wish to accomplish the following purposes: to get information or to be the national or regional agents or to be cooperation or to purchase or order or to research market. In the right graphs about the visitors' purpose and business sectors which are our desire for the exhibitors.



>> Promotion Plan

- To mail and distribute over 40,000 visitors tickets through our 8-year's data
- To hold press conference about the exhibition and industry;
- Through some public and professional media to promote Oil China and the knowledge of olive oil, for example, Xin Hua News Agency, China Oil & Fat, China Cereal & Oil Market Newspaper, Cereal & Oil Technology, www.google.com, China food business Website, China Oil & Fat Information Website, China Business Newspaper, China Consumption Daily, China Consumer Day, China Quality Daily, Xin Min Evening Paper, Guangzhou Daily, Shenzhen Daily and so on.
- Chinese Cereals and Oils Association, China Vegetable Oil Association, China Olive Oil Club, Trading Promotion Center of the Ministry of Agriculture and other related associations and organization will invite their members to visit Oil China 2013.
- To be public about 9th Oil China 2013 through www.oliveoilife.com.

>> Visitors Profile:

- Distributors, agents, importers and traders from China and neighboring countries in the sectors of edible oil, food, health care, hotel & restaurant, gift, cosmetics, baby & infants, agedness and other related sectors;
- Purchasers & Quality observer from department store, supermarket, food store, edible oil store and other stores;
- CEO, Purchasing managers, cooks and chefs from restaurants, hotels, bars
- Journalists, individual customers, experts, scholars and so on



2013 Exhibition Information

1. Date & Venue:

9th Oil China Exhibition in Beijing

- Date: September 23-25, 2013
- Venue: National Agricultural Exhibition Center, Beijing (NAEC)
- Add: No. 16 East 3rd Ring North RD, Chaoyang District, Beijing
- NAEC is under the management of the Ministry of Agriculture, located in the Central Business District (CBD) area, close to the embassy area, grade restaurants (western and Chinese) and



hotels, and it's only 20 minutes drive from Beijing Capital International Airport.

Olive Oil Tasting in Shanghai

- Date: September 26, 2013
- Venue: Shanghai Four Season Hotel
- Add: No. 500 Weihai Road, Shanghai, China
- Shanghai Four Seasons hotel is in the center of Shanghai and is very near Shanghai Hongqiao Airport (25min., 14km) and then is far away from Pudong International Airport (60min.,47km)

2. Scope of Exhibits

- Soybean oil, corn oil, colza oil, peanut oil, cottonseed oil, concoction oil and salad oil
- Olive oil, virgin and extra virgin olive oil, organic and DOP olive oil, olive products, olive oil by products (cosmetics), technology
- Other special type edible oil, camellia oil, grape seed oil, safflower seed oil, nucleolus oil, almond oil, pumpkin oil, sea buckthorn pulp oil, sea buckthorn seed oil garlic oil and so on.
- Edible oil by new products, new technology, equipment
- Publication, services
- Other related products like wine, vinegar and so on.

3. Space Rental (include 3 steps as follows)

(A) 1st Step: Raw space rental (minimum 6 square meters)

- 1 side open (min 6 or 9 sq.m.) Euro 220 per sq.m.
- 2 sides open (min18 sq.m.) Euro 240 per sq.m.
- 3 sides open (from 18 sq.m. to 72 sq.m.) Euro 280 per sq.m.
- 4 sides open (from 36sq.m. to 72 sq.m.) Euro 360 per sq.m.
- 2 or 3 or 4 sides open (73 sq.m. or more) Euro 260 per sq.m.



9sqm-Basic Standard Package

(B) 2nd Step: Stand equipment (not inclusive of raw space rental, see details on annex 1)

- Basic Standard Package (minimum: 6 or 9 sq.m.): Euro 40 per sq.m.
- Senior Standard Package (minimum: 9 sq.m.): Euro 80 per sq.m.
- Luxury Standard Package (minimum:12 sq.m.): Euro 100 per sq.m.



9sqm-Senior Standard Package

(C) 3rd Step: Shanghai International Olive Oil Tasting(Optional)

- Euro 450 per display table (includes one table, plastic glasses, bread, water, tasting guide and related service)

Remarks:

- 1) If you book less than 36 sqm raw space, you must additionally rent the stand equipment, so the total cost is A+B or +C.
- 2) Before **April 01, 2013** booking your space, you will obtain one of the following favorable treatments:
 - 10% discount of the raw space rental
 - One 4C page of the official catalogue (the price of full page 4C is Euro 1000) for free
 - Your banner (50px x100px) will be present at the official website in 1 year



12sqm-Luxury Standard Package

4. Related Event & exhibition:

- Country Day (according to some Country's request)
- Olive Oil Visiting Tour in Beijing and Shanghai
- 8th China International Olive Oil & Edible Oil Forum
- 8th China International Olive Oil Competition & Awarded Olive Oil Model Show
- 5th China International Olive Oil & Edible Oil Gourmet Festival
- Buyers and Sellers Meeting (BSM)
- TOP 100 Chinese Importers of Olive Oil Meeting
- **Shanghai International Olive Oil Tasting**

5. 2013 8th China International Olive Oil Competition (Oil China Competition)

This result of this competition will be public during Oil China 2013. The relevant Fee as follows:

- The Participation basic fee: Euro 220 (include VAT) per participant
- The Handling fee: Euro 150 (include VAT) per extra virgin olive oil

Remarks: The exhibitors of Oil China 2013 or former participants will get a **50%** discount of the participation basic fee;

6. Advertisement Opportunity

1) Official Catalogue (the size of 210mm x 140mm)

- Full 4c page (210mm x 140mm) Euro 1000
- Inside Double 4c pages (280mm x 210mm) Euro 1800
- Inside front cover (210mm x 140mm) Euro 1800
- 1st right hand page (210mm x 140mm) Euro 2000
- Inside back cover (210mm x 140mm) Euro 1600
- Outside back cover (210mm x 140mm) Euro 2500

2) Ticket and Hand Bag

- Back Cover of Ticket (210mm x 95mm) Euro 2300 per 20000 tickets (the total of tickets, 100000)
- Back Cover of Bag (297mm x 350mm) Euro 2500 per 2000 bags (the total of bags 6000)

3) The ad. on the exhibition hall will be found on the Exhibitor Service Manual.

7. Product Press Conference

We offer special meeting rooms for the exhibitors who wants holding own display activities. 2000 Euro will be charged for the meeting room rate which has enough space for 50-100 people and the rate also including: one projector, one or two microphone, one set of speaker and 50-100 potential customers. Rental rate is for one hour, and it could be adjusted when you have other requirement. Before August 1, 2013 your booking will be accepted.



Any Enquiry, please Contact:



Beijing Regalland Convention & Exhibition Co., Ltd.

Add: Room No.438 Jin Ou Building, An Zhen Li,Chao Yang District, Beijing 100029 China

Tel: 0086 10 64416542, 64414996 Fax: 0086 10 64412631

Website: www.eoliveoil.com E-mail: info@oliveoil.com

Annex-1

(Non contractual pictures)



Basic Standard Package



Senior Standard Package



Luxury Standard Package

Item	Basic Standard Package	Senior Standard Package	Luxury Standard Package
Price	Euro 40 per sq.m.	Euro 80 per sq.m.	Euro 100 per sq.m.
Minimum surface	6 or 9 sq.m.	9 sq.m.	12 sq.m.
Partition walls	Yes	Yes	Yes
Carpet	Yes	Yes	Yes
Fascia Name (1)	1	1	1
Company signage	•	•	1 panel
Lights (2)	2 lamp lights	2 spotlight	3 spotlight
Electricity and power plug	1 x 13 amp	1 x 13 amp	1 x 13 amp
Exhibit Table	1	1	1
Round table	•	1	1
Chairs (3)	2	3	3
Information counter	•	1	1
Bar stool	•	1	1
Waste paper basket	1	1	1
Flat shelves (4)	4 x 1m	4 x 1m	4 x 1m
Tall showcase (5)	•	1	1
Lockable storage	•	•	1 (1m x 1m)
Potted plants (6)	•	•	2
Stand cleaning	3 days	3 days	3 days

Remark: (1) 1 fascia names per 1 open side;(2) Additional 1 light per 3 sqm; (3) Additional 1 chair pre 3 sqm; (4) Additional 1 shelf per 3 sqm;(5) Additional 1 showcase per 6 sqm; (6) Additional 1 potted plant per 6 sqm