



Welcome to the famous Chinese Food City YanTai

2022The 17th Of East Asia International Food Trade Expo

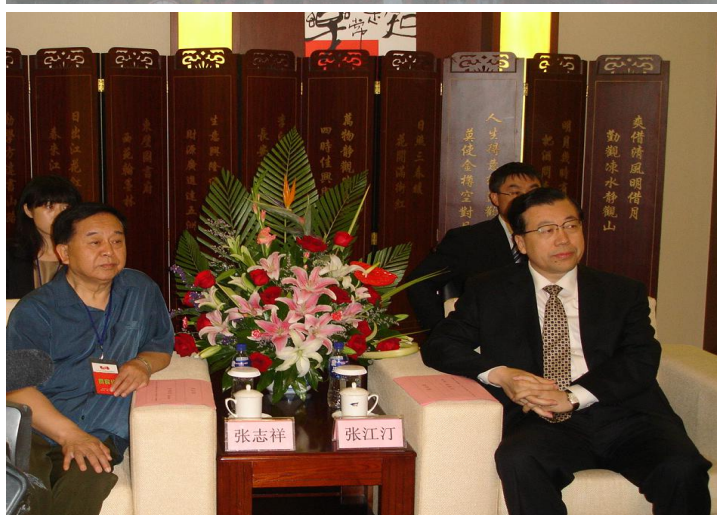
June 24th-27th

Yantai International Expo Center



Official WeChat

Review



Review



Review



2021 Statistics

Exhibitor Overview

16 Countries	Japan, Korea, Thailand, Singapore, Malaysia, Russia, Australia
127 Delegation	Hong Kong, Macao and Taiwan domestic provinces delegation
1560 Enterprises	The food industry
9700 Products	Domestic and international famous quality products
21 Thousand square meters	Exhibition area



Satisfaction feedback

Exhibitor Satisfaction **92.7%**

Customers Satisfaction **96.3%**

Customers Overview

380 Foreign purchasers

1600 Import and export traders in China

5700 Distributor

8600 Store, wholesale and retailer, restaurant, business, microbusiness,

9.7 billion turnover

470 Cooperation agreement

11.6 billion investment



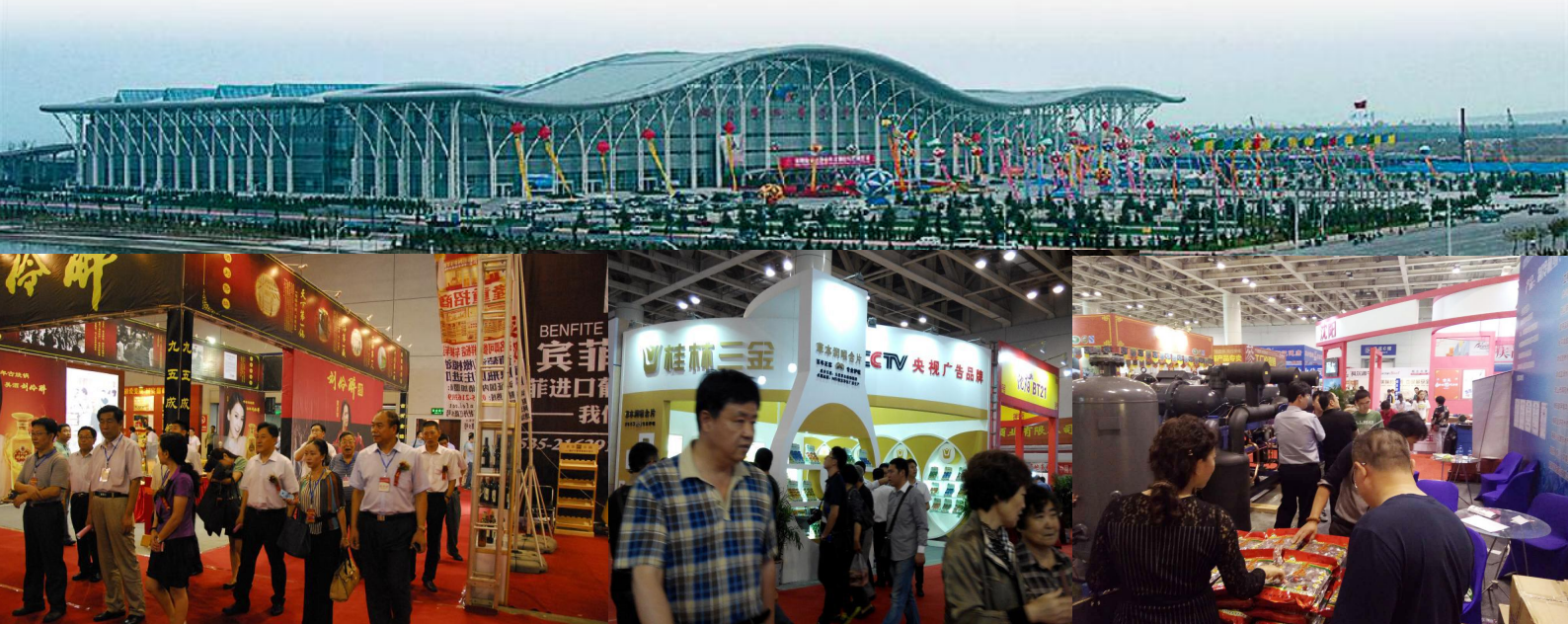
Introduction

The East Asian international food trade fair, referred to as the East Asian Food Expo, began in 2004, and has been successfully held for the 16 times. It has a mature operation mode, a stable customer base and a good reputation in the industry. It has become a large-scale interactive platform for food processing, manufacturing and business cooperation in East Asia, and become the most specialized, market-oriented and internationalized food and economic gathering in East China and Bohai rim economic circle.

The 16th East Asian Food Expo was successfully held in Yantai in June 2021, from 16 countries such as Japan, Korea, USA, Thailand, Singapore, Malaysia, Russia and Australia, and Hong Kong, Macao and Taiwan. The domestic 21 provinces and 127 delegations, 1560 food industry related enterprises participating exhibitors, the exhibition area of 28 thousand square meters, at home and abroad more than 9700 kinds of famous quality products, attracted more than 380 foreign buyers and Chinese area more than 1600 import and export traders, more than 5700 agent dealers, more than 8600 stores, wholesale and retail, hotel restaurants, electricity providers, micro business will discuss the procurement exhibition, turnover amounted to 970 million yuan, more than 470 signed cooperation agreement, the intention of investment of 1 billion 160 million yuan. The total satisfaction of the exhibitors to the exhibition was 92.7%, and the overall satisfaction of the audience to the exhibition was 96.3%.

Theme and purpose

The theme of "green, innovation, cooperation and development" to promote import trade, export trade and domestic trade for the purpose, held at the same time Wanted agents, domestic and international cooperation project promotion, import and export trade and project financing negotiations, large business like orders, advertising publishing a series of activities.



Summary

- ◆ Arrange time: June 22-23, 2022
- ◆ Show time: June 24-27, 2022
- ◆ Dismantling time: 14:00, June 27, 2022
- ◆ Exhibition place: Yantai International Expo Center

6 Strong points

- Large scale
- Professional and strong
- Many people in the industry
- High degree of internationalization
- Strong culture
- Good effect

The fruitful food trade event

Every year, the "food fair" attracts many domestic and East Asian merchants to come to Yantai to build food together.

The most influential trade platform in the industry. Professional traders include food importers, distributors, wholesalers and retailers, supermarkets and comprehensive stores, chain convenience stores, online sellers, hotels and restaurants, to various enterprises and institutions. The high quality audience has brought many opportunities and cooperation opportunities for exhibitors.



Exhibition Scope

- Development achievements of the food
- Agricultural and forestry products area
- Candy , alcohol snacks area
- Grain and oil seasoning area
- China's Time-Honored Brand and Geographical indication protection product area
- Imported food and Beverage Area
- Sea food area
- Meat products area
- Ingredients area
- Food processing and packaging equipment

Target audience

International | merchants

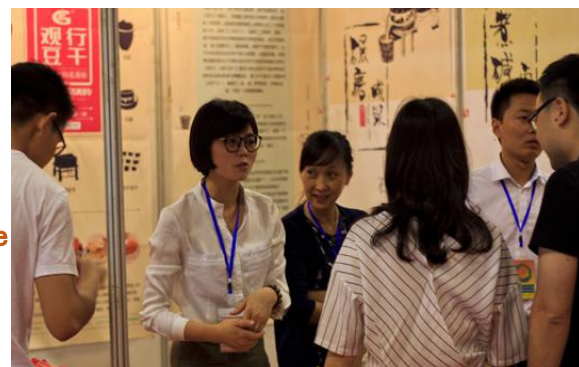
- Import and export trading
- Company Cross-border
- E-commerce Bonded port
- Area Multinational



The master in wine tasting

Professional traders

- Food importer and exporter
- Whole sale and retailer
- Food dealer
- Network seller
- Chain store
- Hotel and catering industry
- Supermarket, integrated store
- E-commerce, micro business
- Enterprises and institutions
- Industry Association / Chamber of Commerce



The exhibitor is introduced to the customers



The enterprise introduces the inheritance of ancient craft “泸州肥儿粉”



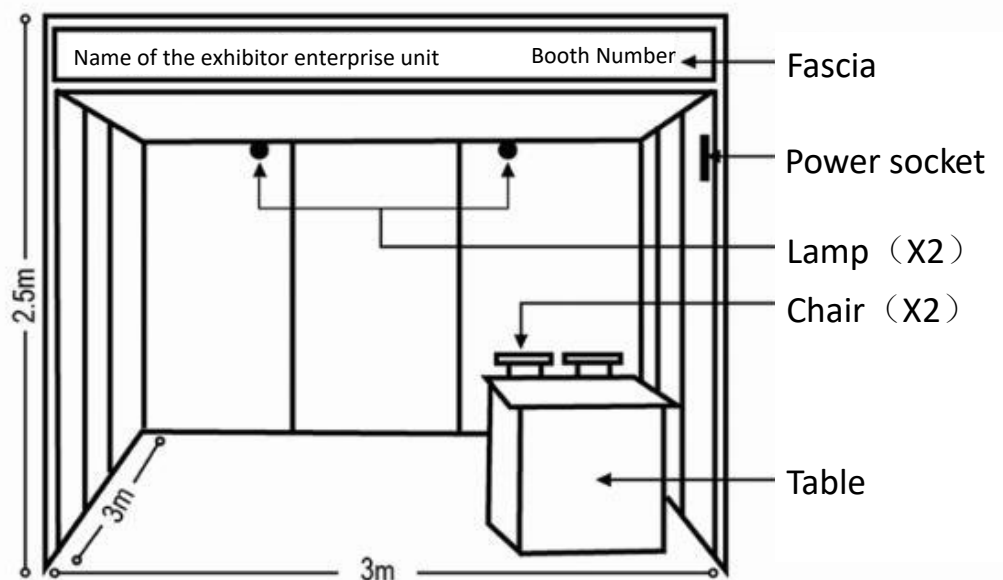
Korean characteristic products attract many businessmen to stop

Charge standard

— Booth fee standard —

Type	Single open standard booth (9m ²)	Double open standard booth (9m ²)	Blank space (36m ² on hire)
Domestic enterprises	CNY. ¥6800/pc.	CNY. ¥7800/pc.	CNY. ¥700/m ²
Foreign enterprises	USD. \$1200/pc.	USD. \$1300/pc.	USD. \$120/m ²

Notes: 1、Standard booth includes: one desk, two chairs, two spotlights, with a 220V socket, a lintel board.
2、Blank booth without standard booth configuration.



- 1 . standard booth three face 2.5 meters high
- 2 . board, high 30cm , on the edge Alum inum Alloy 5cm ; 20cm high m iddle board.
- 3 . three prism diameter 4cm
- 4 . negotiation table: long 65cm wide 65cm , high 68cm.



— Advertising rates —

Conference advertising		
	Specifications	Price
The back of the Exhibitor Badge	9.5×13.5cm	CNY. ¥20000/5000pc.
ticket (Invitation)	9.0×21.0cm	CNY. ¥10000/20000pc.
Site advertising		
Inflatable arch	18m Span	CNY. ¥6800/pc.
Banner	120×70cm	CNY. ¥20000/100/Extension
Advertisement On The Journal		
Cover / seal	210×285mm	CNY. ¥20000
Front / back cover		CNY. ¥12000
Title page		CNY. ¥12000
Inside pages		CNY. ¥6000



Publicity and promotion



Invitations from professional purchasers

1. Mail invitations and Spreadtrum
2. Send out the invitation letter, ticket
3. Point to point phone, fax, e mail invitation
4. An invitation to the wholesale market to visit publicity
5. Distribution of tickets and invitation letters on the scene of an industry exhibition

The full range of media publicity

The scope of publicity and promotion is planned to cover TV , radio, newspapers, bus stations, residential elevators, shopping malls, industry associations, local public numbers, industries and comprehensive websites, and friends circles.



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The official WeChat public platform
for the East Asian Expo

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consultation:

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