

Oil China for you to enter into Chinese Market



September 21-23, 2017  
Beijing, China  
September 24 Shanghai

# Oil China 2017



12<sup>th</sup> China  
International Olive Oil Competition  
April 18, 2017 Beijing, China

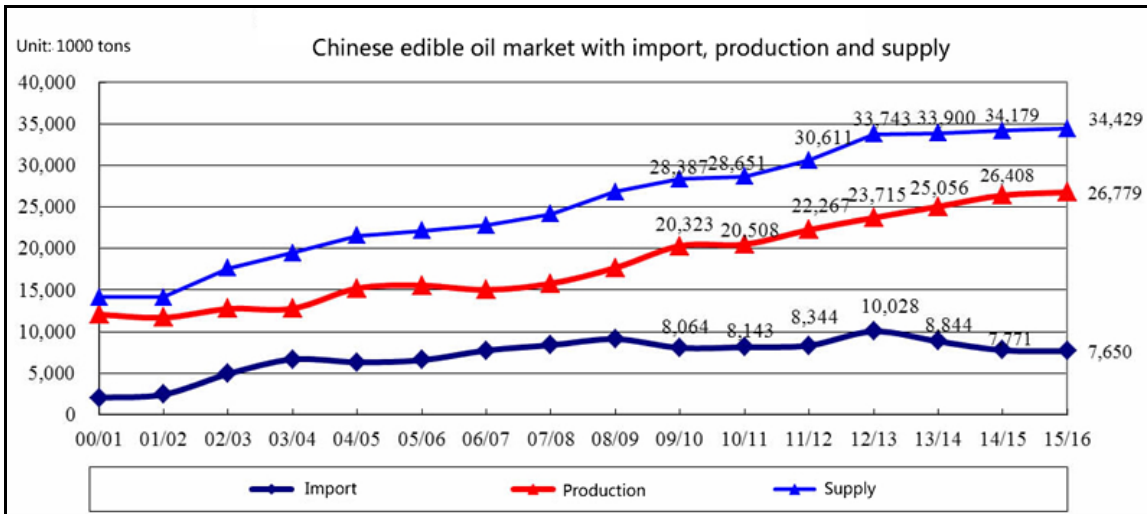
[www.oilchinaexpo.com](http://www.oilchinaexpo.com)  
[www.eoliveoil.com](http://www.eoliveoil.com)

Organized by  
**Regalland** 金万洲

Oil China Expo is the Part of 15<sup>th</sup> China International Agricultural Trade Fair which is organized by the Ministry of Agriculture

## >> Chinese Edible Oil Market

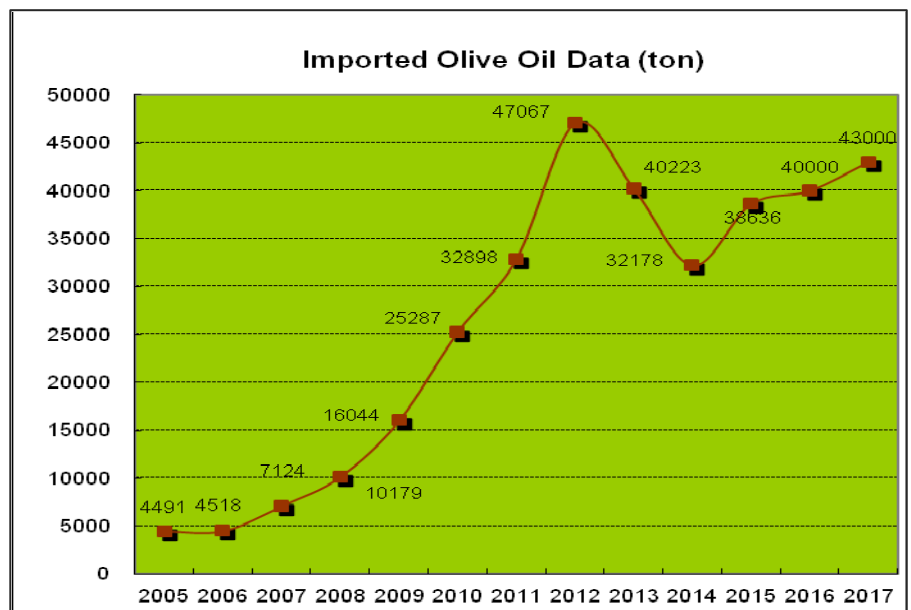
China with over 1.3 billion people has huge consumption of edible oil and along with the development of Chinese economic Chinese people focus on the quality of edible oil instead of the quantity of the edible oil and the following graph shows the calm or decline of the supply of the edible oil. Some high quality or natural edible oil have entered into Chinese market like olive oil, grape seed oil, canola oil, linseed oil, sunflower oil and so on. Home cooking and catering consumption account for over 70% of the consumption of the edible oil, and the food industry occupies about 15%. In a word, Chinese huge market is opening for you and it is time to expand your business to China.



## >> Chinese Olive Oil Market

According to the right graph, since 2005 to 2017 the average proportion of imported olive oil has been keeping the increases nearly 30% per year. Since 2013 till now, Chinese market is in the adjustment stage along with Chinese economy and politics and you will find the trend is going down from the graph, but it is the temporary situation in China. We anticipate 43000 tons olive oil will be imported to China in 2017, so China is still your target market.

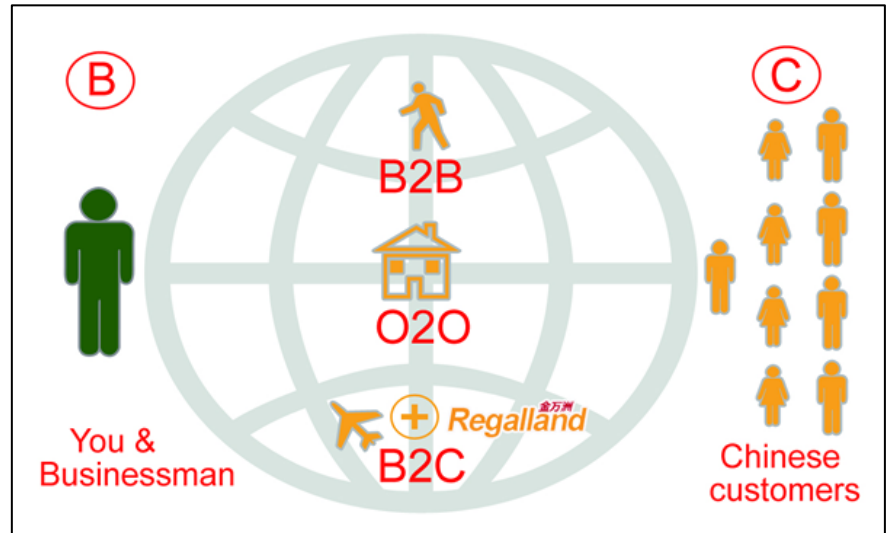
As one of the food with nutrition value, olive oil is more and more welcome in China. At present over 300-brand olive oil appears in Chinese olive oil market, which nearly 100% import from Spain, Greece, Italy, Turkey, Tunis, Portugal, Jordan, Australia, and Argentina and so



on. The main consumption cities of olive oil are Beijing, Shanghai, Guangzhou, Shenzhen, Tianjin and other large and middle cities.

## >> Oil China 2017 with B2B, B2C and O2O

Chinese economy still continues to be in the adjusting period, so Oil China 2017 will also focus on more business models for you from B2B (business to business) to B2C (business to Customer) and from B2C to O2O (online to offline). Referring to these business models, Oil China will provide the following target business service for you to expand your business in China:



## ONE Part: 2017 12<sup>th</sup> Oil China Competition in April

2017 12<sup>th</sup> China International Olive Oil Competition (for short, Oil China Competition) that is one of the most important parts of Oil China, will be held in April yearly to blind evaluate the premium olive oil from over hundreds of olive oil brands in the world and also will recommend those awarded brands to Chinese importers, distributors, dealers, chefs and managers of hotels and restaurants and the end consumers. The following wonderful business opportunities for the winners of Oil China Competition:

- To have the certificates and the awards as one of the winners of Oil China Competition
- To order many award stickers (labels) to put them on the bottles of your olive oil
- To publish the information on your olive oil and your company on the websites: [www.eoliveoil.com](http://www.eoliveoil.com) and [www.oliveoilife.com](http://www.oliveoilife.com) in English and Chinese
- To display your olive oil at the showcase during 2017 Oil China
- To attend at the Awarding Ceremony 2017 to receive the certificate and prize

If you want to join in Oil China Competition 2017, please submit your application form before **April 18, 2017**. For more details, please visit [www.eoliveoil.com](http://www.eoliveoil.com).

## SECOND Part: 2017 Oil China Trade Show & Tasting in Beijing & Shanghai

Thanks to the previous 11-year experiences and market feedback, we trust that it is time to expand your business to China, so we sincerely welcome you to join in this trade show and events in Beijing & Shanghai:

### Oil China Trade Show & Tasting in Beijing

**Date: September 21-23, 2017**

**Venue: National Agricultural Exhibition Center, Beijing China (NAEC)**

Add: No. 16 East 3<sup>rd</sup> 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 driving from Beijing Capital International Airport.

## Shanghai International Olive Oil Tasting

**Date: September 24, 2017**

**Venue: Shanghai Four Seasons 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)

Shanghai covers Eastern China and Southern

China and olive oil alone accounts for almost 40%

of total sales in these regions



### B2B with B2C events for you

We shall hold Oil China Show & tasting and Oil China Competition to assist you on expanding your business in China which has the huge market and over 1.3 billion people, Besides the above mention, you will also show your company and products in our media (official directory, show spot, websites and so on) in order to make much more Chinese traders and consumers to know all of you.

### >> Scope of Exhibits

- All types of edible oil like sunflower oil, canola oil, linseed oil, grapeseed oil, camellia oil, walnut oil, nucleolus oil, almond oil, soybean oil, palm oil, rapeseed oil, corn oil, colza oil, peanut oil, cottonseed oil, concoction oil, salad oil and so on
- Olive oil, virgin and extra virgin olive oil, organic and DOP olive oil, olive products, olive oil by products (cosmetics), technology
- Edible oil by new products, new technology, equipment and publication, services
- Other related products like condiments, wine, vinegar and so on.



**9sqm-Basic Standard Package**



**9sqm-Senior Standard Package**

### >> Space Rental:

#### 1. Special Offer (no other treatment):

**Special Table:** USD 500/Euro 480 per table (it includes one table of 100cmx50cmx80cm, two chairs, one poster board of 1m x 2.5m)

#### 2. Space Rental (include 3 steps as follows)

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

- 1 side open (min 6 or 9 sqm) USD 190 or Euro 180 per sqm
- 2 sides open (min 18 sqm) USD 210 or Euro 200 per sqm.
- 3 sides open (18 sqm ~ 72 sqm) USD 230 or Euro 220 per sqm
- 4 sides open (36 sqm ~72 sqm) USD 280 or Euro 270 per sqm
- 3 or 4 sides open (72 sqm more) USD 230 or Euro 220 per sqm



**12sqm-Luxury Standard Package**

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

- Basic Standard Package (min.: 6/9 sqm): USD 50/Euro 40 per sqm
- Senior Standard Package (min.: 9 sqm): USD 80/Euro 70 per sqm
- Luxury Standard Package (min.:12 sqm): USD 100/Euro 90 per sqm

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

- USD 500 or 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, 2017 booking your space, you will obtain one** of the following favorable treatments:
  - 15% 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 (216pix x 60pix) will be present at the official website in 1 year



## **>> Advertisement Opportunity**

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

- Full 4C page (210mm x 140mm) USD 1100 or Euro 1000
- Inside front cover (210mm x 140mm) USD 1900 or Euro 1800
- 1st right hand page (210mm x 140mm) USD 2100 or Euro 2000
- Inside Double 4C pages (280mm x 210mm) USD 1900 or Euro 1800
- Inside back cover (210mm x 140mm) USD 1600 or Euro 1500
- Outside back cover (210mm x 140mm) USD 2600 or Euro 2500

### **2) Ticket and Hand Bag**

- Back Cover of Ticket (210mm x 95mm, 100000p) USD 2200 or Euro 2000 per 20000p
- Back Cover of Bag (297mm x 350mm, 6000 bags) USD 2200 or Euro 2000 per 2000bags

### **3) Advertisement on the official website-www.eoliveoil.com**

One AD banner (216pix x 60pix) on the official website for 1 year USD 900 or Euro 800

### **4) The advertisement on the exhibition hall will be found on the Exhibitor Service Manual.**

## **>> Product Press Conference**

We offer special meeting rooms for the exhibitors who wants holding own display activities. USD2000 or Euro 1800 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 July 01, 2017 your booking will be accepted.



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## >> Visitors Profile:

The following visitors will be invited via telephone and email one by one:

- Distributors, agents, importers and traders from the local regions in the sectors of edible oil, food, health care, hotel & restaurant, gift, cosmetics, baby & infants, agedness and other related sectors;
- Purchasers & Quality observers 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

## >> Promotion Plan

- To mail and distribute over 40,000 visitors tickets through our data
- 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.budu.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 2017.
- To be public about Oil China 2017 through [www.oliveoilife.com](http://www.oliveoilife.com).



## >>The History of Oil China

As the leading olive oil & edible oil exhibition in Chinese market, Oil China has 11 years great experiences with about 3,500 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 Olive Oil Exporters Association (JOOEAA)
- 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
- 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 China. It's an excellent platform for relevant parties to seek for products marketing and business cooperation. **Have your market share, now it is the right time....**

**>> Any Enquiry, please Contact:**

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