

Oil China with B2B, B2C, O2O to Chinese Market



May 18, 19, 20 & 21, 2015
Beijing & Shanghai

Oil China 2015



April 18, 2015
10th China International Olive Oil Competition
Beijing, China



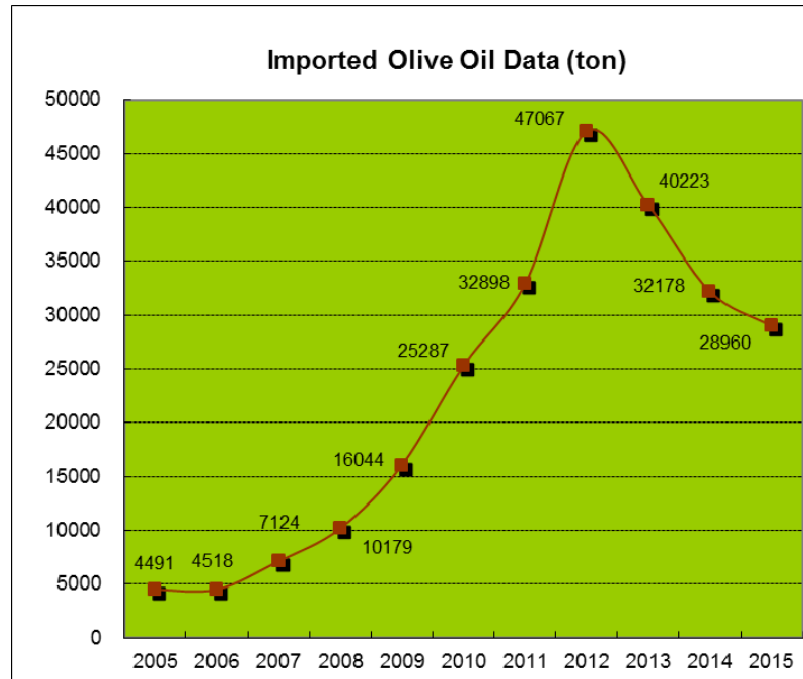
www.eoliveoil.com
www.oilchinaexpo.com

Organized by
Regalland 金万洲

China—is still your target market

China is the very huge market for olive oil, because China has over 9.6 million square kilometers equal to the whole Europe and most of important, over 1.3 billion people in China who pay more attention to consume the imported olive oil in daily life sustainability.

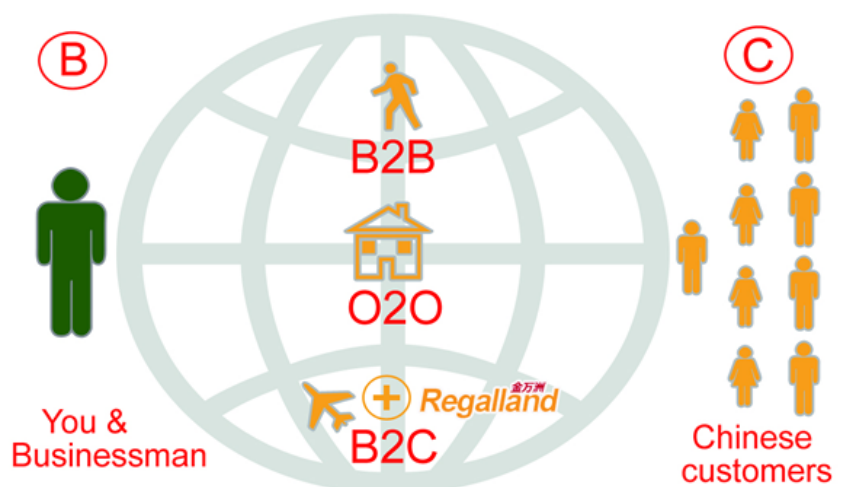
According to the right graph, since 2005 to 2012 the average proportion of imported olive oil has been keeping the increases nearly 30% per year. Since 2013 till now, Chinese market is in the adjustment stage along with Chinese economy and politics and you will find the trend is going down from the graph, but it is temporary situation in China, in the following 3-5 years it will grow up, and 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 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, Guangzhou, Shenzhen, Tianjin and other large and middle cities.

Oil China 2015 with B2B, B2C and O2O

Chinese economy is entering into the “**NEW NORMAL**” situation and is in the adjusting period, so Oil China 2015 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: 2015 10th Oil China Competition in April

2015 10th 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 and www.oliveoilife.com in English and Chinese
- To display your olive oil at the showcase during 2015 Oil China
- To attend at the Awarding Ceremony 2015 to receive the certificate and prize

If you want to join in Oil China Competition 2015, please submit your application form before April 18, 2015. For more details, please find them from the attachment or visit www.eoliveoil.com.

SECOND Part: 2015 Oil China Trade Show & Tasting

To save your time and have more business opportunities from all China, as the professional organizer, we will assist you on using your **ONCE** business trip to cover 2 remarkable and business cities in China – Beijing and Shanghai from North region to East region.

Thanks to the previous 9-year experiences and market survey, we trust that it is time to strengthen the B to B meeting in the regional markets and promote olive oil in all over China, so the following planned schedule for your reference and we sincerely welcome you to join in this trade show:

Beijing Show

Date: May 18 & 19, 2015

Place: Four Seasons Hotel

Shanghai Show

Date May 20 & 21, 2015

Place: Four Seasons Hotel

The above B2B events for you

We shall hold Oil China Beijing Show & tasting, Oil China Shanghai 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.



>> The Participating Fee and Travel Service Fee

Place	The Participating Fee	Travel Service Fee	Local Visiting Tour
Beijing (2 days)	Euro 1500 per table	Euro 1200 per person	Euro 100 per person
Shanghai (2 days)	Euro 1500 per table	Euro 1600 per person	Euro 100 per person

Note:

1. **Free Opportunity:** two people of each exhibitor will be allowed to join in the local visiting tour in Beijing and Shanghai and the local visiting service includes that we will show you to visit local supermarket, store and restaurant in Beijing and Shanghai (the fee is euro 100 per person per city).
2. **New Discount:** if you join in the above events before **February 28, 2015**, you will get 10% discount of all total costs
3. The Participating Fee including one table (1m x 0.76m) with table sign, plastic or paper glasses, bread, water, tasting guide and related service and so on
4. The Travel service fee including hotels, local flights, meals and airport pickup

>> The full Schedule of Oil China 2015

Date	Event	Remark
April 18	2015 Oil China Competition	the deadline for registration
May 17	Beijing Registration	
May 17	Welcome Dinner	
May 18	The Opening & awarding Ceremony	The winners of Oil China Competition will be present for the certificate and prize
May 18	The local visiting tour at night	to visit supermarket, store and so on
May 18 & 19	Beijing Trade Show & Tasting	2 days
May 19	Flight to Shanghai in the evening	
May 20	The local visiting tour at night	to visit supermarket, store and so on
May 20 & 21	Shanghai Trade Show & Tasting	2 days
May 22	Leave or the arrangement by yourself	

Another Opportunity ---- Oil China with B2C and O2O

Along with the rapid Custom clearance and faster carriage transportation, Besides B to B channel, we have found B to C business model will be easier and will one of your business to expand

Chinese market, and it will bring wonderful business opportunity with 1.3 billion people and it will be exciting, most of important, we will assist you on finding Chinese buyers, making the order, tracking the order and returning the feedback of Chinese customers, so the purpose of B to C as follows:

- To test Chinese market and the consumption power of Chinese consumers
- To promote and show your brands and company in China
- To directly sell your products to Chinese people (to get B to C business model)
- To find your Chinese agents (to archive B to B business model)
- To prepare for the establishment of your office or branch in China (to get real O to O (Online to Offline) business model)

On the basis of B2C model, you may develop O2O business in China by yourself or our service, so if you have the details about B2C and O2O, please contact us to have the B to C business program which will show you how to deal with the whole procedures from your country to China.

>> 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 9-year's 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.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 2015.



- To be public about Oil China 2015 through www.oliveoilife.com.

>>The History of Oil China

As the leading olive oil & edible oil exhibition in Chinese market, Oil China has 9 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....**

>> The Registration Fee of 2015 Oil China Competition

This result of this competition will be public during Oil China 2015. The relevant Fee as follows:

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

Remarks: The exhibitors of Oil China 2015 or the former participants will get a **50%** discount of the participation basic fee;

>> 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) Website Ad. and Hand Bag

- Banner with the company link (200 pixel x 80 pixel):Euro 1000 per year (banner in www.eoliveoil.com)
- Back Cover of Bag (297mm x 350mm) Euro 2500 per 2000 bags (the total of bags 6000)



>> 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 March 01, 2015 your booking will be accepted.

>> Any Enquiry, please Contact:

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