

Oil China for you to enter into Big Chinese Market



Oil China 2019

14th China International Edible Oil & Olive Oil Exhibition
China International Edible Oil & Olive Oil Summit Forum

MAY 14-16, 2019 SNIEC Shanghai, China

Being the PART of SIAL China 2019 is the Asia's Largest Food Expo



14th China
International Olive Oil Competition
April 01, 2019 Beijing, China

www.eoliveoil.com
www.oilchinaexpo.com



Organized by

金万洲
Regalland

Highlights of Sial China & Oil China

Sial China is Asia's Largest Food Innovation Exhibition-Inspire the Future of Food Business

Asia's largest and the 4th biggest food innovation exhibition in the world, SIAL China 2018 concluded at Shanghai New

110,635
Professionals

3,400
Exhibitors

162,000
SQM

13
Halls

International Expo Center on May 19th with a record number of visitors, exhibitors and exhibition squares. Altogether, 3,400 exhibitors (+6% vs 2017) presented their latest products and food trends from 67 countries all over the world, attracting 110,635 professionals (+9% vs 2017). This year's SIAL China took place at 13 halls with 149,500 square meters (+8% vs 2017). SIAL China has further deepened its dedication on profession, internationality and commerce.

Oil China focus on edible oil and olive oil sectors since 2005 and is one of the famous edible oil expo in the world. Oil China has some specialized events like edible oil forum, edible oil food matching, edible oil marketing summit, olive oil competition, olive oil tasting and training.

As the leading edible oil & olive oil exhibition in Chinese market, Oil China has 13 years great experiences with about 4200 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 (JOOEA)
- Tunisian Packaging Technical Centre (PACKTEC)
- Aegean Olive And Olive Oil Exporters' Association
- China Council for Promotion of International Trade (CCPIT)
- Gansu Longnan Municipal Government
- Agricultural Trade Promotion Center, the Ministry of Agriculture
- The Consortium Guarantee Quality Extra virgin Olive Oil
- Chile Asociación Nacional de Productores de Aceite de Oliva (CHILEOLIVA)
- China Oil & Fat Society
- Academy of State Administration of Grain, China

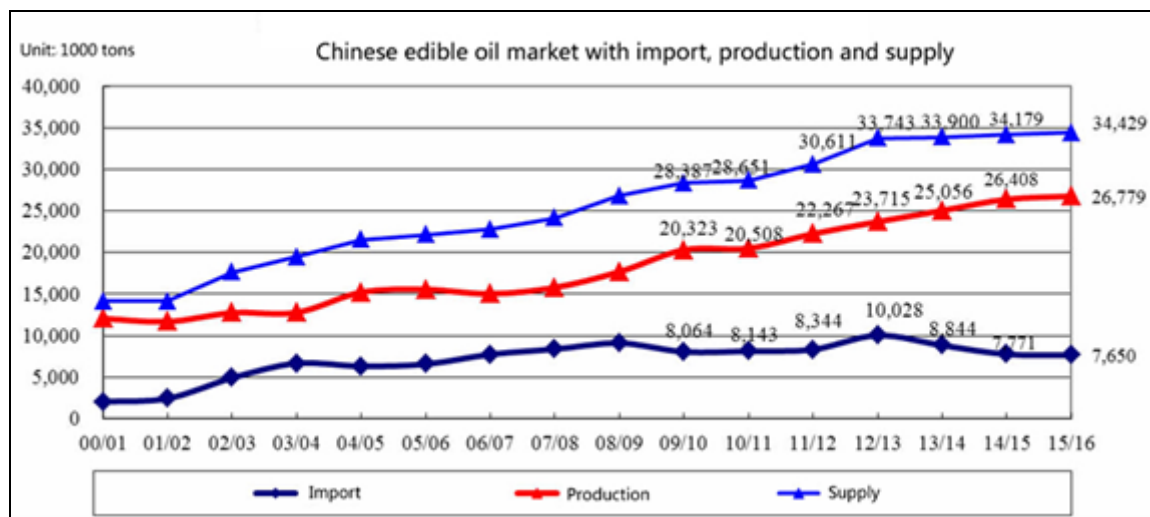


The Embassies of Spain, Greece, Italy, Tunis, Portugal, Australia, Jordan, Syria, Turkey, Argentina, France, South Africa, Lebanon and so on

>> 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 80% of the consumption of the edible oil, and the food industry occupies about 15%.

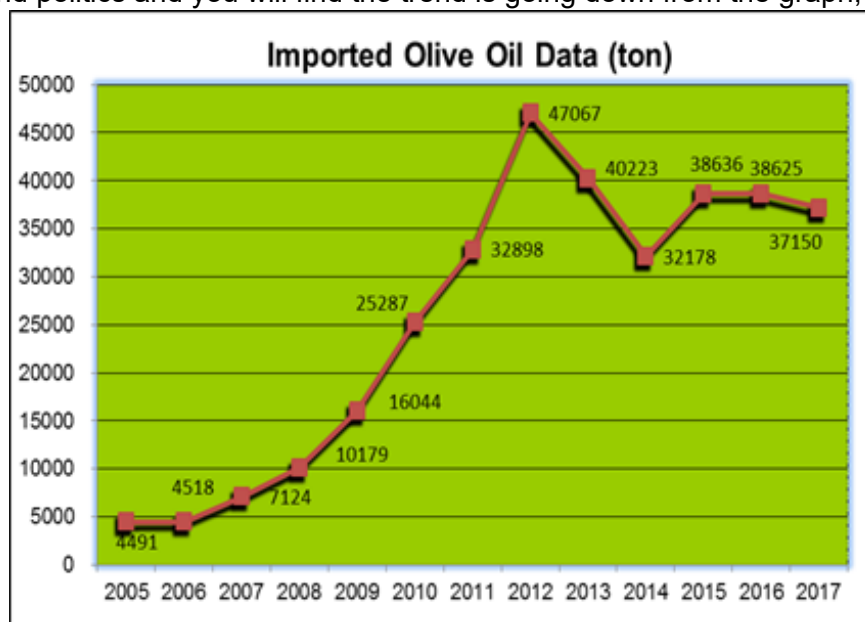
Chinese huge market is opening for you and it is time to expand your business to China.



>> 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 40000 tons olive oil will be imported to China in 2018, and the curve means the market is getting stable. 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.

China is still your target market in the future.

>> Oil China 2019 Includes:

Chinese economy still continues to be in the adjusting period, but Chinese people more and more care about the quality of edible oil and olive oil comparing with the price, so more business opportunity will be found from Oil China 2019 that will provide the following target business service for you to expand your business in China:

One Part: 14th Oil China Competition

2019 14th 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 or 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 2019 Oil China in May
- To attend at the Awarding Ceremony 2019 to receive the certificate or prize

If you want to join in Oil China Competition 2019, please submit your application form before **April 01, 2019**. For more details, please visit www.oilchinaexpo.com or www.eoliveoil.com.

Second Part: 2019 Oil China Trade Show & Tasting in Shanghai

Date: May 14-16, 2019

Venue: Shanghai New International Expo Center, China (SNIEC)

Add: No.2345 Longyang Road, Pudong New District, Shanghai, China

To book your stand in Shanghai in order to meet TOP 200 Chinese importers of edible oil and over 100,000 trade visitors and promote your brands

Third Part: China International Edible Oil & Olive Oil Forum

Date: May 14-16, 2019

Venue: Shanghai New International Expo Center, China (SNIEC)

To join in these events to show your company and promote your products and brands

Includes:

1. Chinese edible oil industry Report
2. Imported olive oil market Report



3. Buyers and Sellers Meeting with Chinese Importers
4. Edible oil Matching Food Workshops
5. Olive oil Tasting
6. Edible Oil Brand Promotion & conference
7. **1st China Training Course of Olive Oil Tasters** (sponsor opportunity with Euro 3000 per sponsor)

>> 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 or food like condiments, wine, vinegar and so on.

>> 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 edible oil and 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 Quality Daily, Xin Min Evening Paper and so on.
- Through EDM, email group, Wechat, qq, weibo and new medias to invite trade visitors
- To be public about Oil China 2019 through www.oliveoilife.com.

>> Related Fee Instruction:

(1)Type one :Stand Show

A. Application Registration Fee

- Applicant registration fee: USD 531 / Euro 460
- The co-exhibitors' registration fee: USD 250 / Euro 220 per company

Including:

- Listed in the Show Directory
- Listed in the Website with a link to your website
- Invitation: Unlimited e-cards
- Free participation in the Innovation Competition and other conferences
- Exhibitor registration and administrative fees
- Exhibitor's badges (1 badge per sqm)
- A copy of the Show Directory
- Exhibitor Online Area access

To share business opportunity and also to save the cost for you and your co-exhibitor



Senior Standard Package

B. Raw Space Rental

Raw space rental (minimum 6 square meters)

- 1 side open (min 6 sqm) USD 350 / Euro 300 per sqm
- 2 sides open (min 18 sqm) USD 420 / Euro 360 per sqm.
- 3 sides open (18 sqm ~ 72 sqm) USD 462 / Euro 400 per sqm
- 4 sides open (36 sqm ~72 sqm) USD 510 / Euro 450 per sqm
- 3 or 4 sides open (73 sqm more) USD 462 / Euro 400 per sqm
- multilevel stand (36 sqm or more) USD 690 or Euro 600 per sqm



Luxury Standard Package

C. Stand Package Equipment

- Senior Standard Package (min.: 6 sqm): USD 115 / Euro 100 per sqm
 - Luxury Standard Package (min.:12 sqm): USD 162 / Euro 140 per sqm
- Note: please see the right pictures for your reference

D. Special Stand Construction Equipment

- Special Stand Construction Equipment (Min.:18 sqm) USD 200 / Euro 173 per sqm
- Please see the right picture or the annex-1 in the end
- If you have more special request about your stand, please contact us.

Remarks:

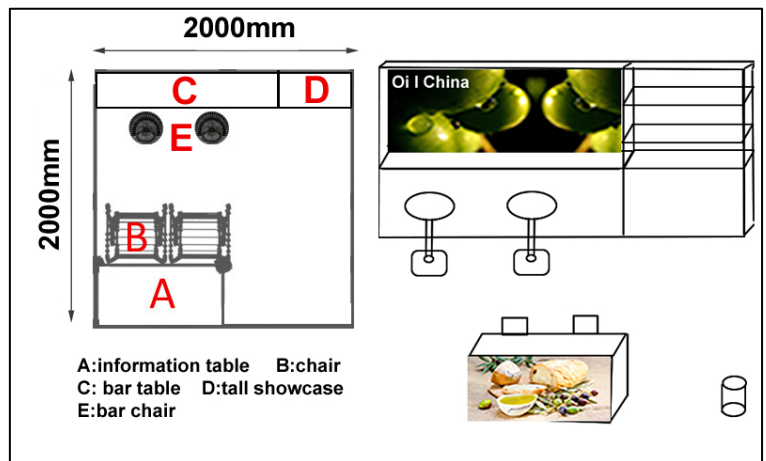
- Stand package equipment is Not inclusive of raw space rental and Stand package equipment is compulsory for stands below 36sqm, so the total cost is **A+B +C or D**
- Before **October 01, 2018** booking your space, you will obtain one of the following favorable treatments:
 - The application registration fee for the direct exhibitor and the co-exhibitors
 - Your banner (216pix x 60pix) will be present at the official website in 1 year
 - One 1m x 2.5m poster on the outside wall of the meeting room
- Those sponsor opportunities will be more favorable for you or your partners.**



Special Stand Design-36sqm

(2) Type 2: Table Show

- The cost for the table show: USD 2200 / Euro 1800 per table with 4sqm space (see the right photo)
- Table show including 1 information table, 2 chairs, 2 bar chairs, 1 tall showcase, 1 bar table and 1.5 m poster walls



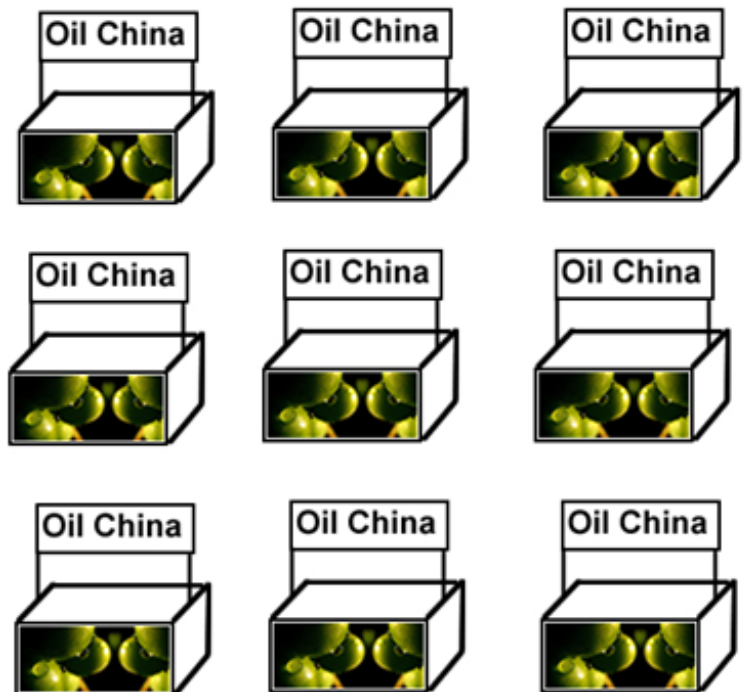
(3) Type 3: Tasting Show

- The cost of tasting show: USD 1200 / Euro 1000 per tasting table with two bar chairs including 10 minutes tasting meeting to show your products to Chinese importers and distributors (see the right photo)

>> Advertisement Opportunity

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

- Full 4C page (210mm x 140mm) USD 2900 / Euro 2500
- Inside front cover (210mm x 140mm) USD 4100 / Euro 3600
- 1st right hand page (210mm x 140mm) USD 4600 / Euro 4000
- Inside back cover (210mm x 140mm) USD 3450 / Euro 3000
- Outside back cover (210mm x 140mm) USD 5700 / Euro 5000



2) Ticket and Hand Bag

- Back Cover of Ticket (210mm x 95mm, 100000p) USD 4600 / Euro 4000 per 20000p
- Back Cover of Bag (297mm x 350mm, 6000 bags) USD 4600 / Euro 4000 per 2000bags

3) Advertisement on the official website-www.oilchinaexp.com

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

4) The advertisement on the walls of the meeting room

- The poster on inside walls: USD 290 / Euro 250 per 1m x 1.6m
- The poster on outside walls: USD 560 / Euro 500 per 1m x 2.5m

Note: Other advertisement opportunities will be found on the Exhibitor Service Manual.

>> China International Edible Oil & Olive Oil Summit Forum

We sincerely want to provide this platform for you to meet and connect with Chinese importers, distributors, agents, purchasing managers of restaurants and other traders, and also we will invite some

experts, scholars and professors to introduce Chinese market of edible oil and olive oil to learn more about Chinese market and then you will know how about Chinese market and how to expand your business. We would like to invite to join in the following events for your promotion and also will provide one projector, one or two microphone and other facilities for you to use.



**Product Press Conference USD1150 / Euro 1000
per 30 minutes**

- The meeting room with facilities like projector, microphone, desks and chairs for you to use
- Simultaneous interpretation (English and Chinese, if you want other language, please contact us firstly)
- 50-100 invited attendees and the list of the attendees will be for you
- The web page in the official website for you to promote your products and this press conference in two months before Oil China

Olive Oil Tasting USD1450 / Euro 1250 per 40 minutes

- The meeting room with facilities like projector, microphone, desks and chairs , cups with breads and apples for you to use
- The waiters service
- Simultaneous interpretation (English and Chinese, if you want other language, please contact us)
- 50-100 invited attendees and the list of the attendees will be for you
- The web page in the official website for you to promote your products and this press conference in two months before Oil China

Edible Oil Matching Food Workshop USD3000 / Euro 2700 per 2 hours

- The meeting room with facilities like projector, microphone, desks and chairs , the electricity cooking facilities for you to use
- The waiters service
- Simultaneous interpretation (English and Chinese, if you want other language, please contact us)
- 50-100 invited attendees and the list of the attendees will be for you
- The web page in the official website for you to promote your products and this press conference in two months before Oil China



Note: More sponsor opportunities will be found from the above about the sponsors

>> Sponsor Opportunity

TOP Sponsor: USD 100,200 / Euro 86,800

(only 1 sponsor)

- 168 sqm raw space with 4 open sides
- 4 hours Meeting Room with the invited attendees for you
- Simultaneous interpretation (your language and Chinese)
- 7m x 2.5m Advertisement Poster on the outside walls of the meeting room
- Application Registration fee with your co-exhibitors' registration fee
- One 4 color page advertisement on the official catalogue
- The Forum exclusively entitled with your company, brand or organization
- The list of the attendees of the forum
- One tall showcase in the meeting room to show the sponsor's products
- The advertising banner on the official website: www.oilchinaexpo.com in 1 year
- Your events will be shown in the official website in advance



The Meeting Room

Note: the extra construction cost of your stand is about USD 33,600 / Euro 29,120 for your reference

Diamond Sponsor: USD 49,600 / Euro 43,000 (4 sponsors)

- 84 sqm raw space with 4 open sides
- 2 hours Meeting Room with the invited attendees for you
- Simultaneous interpretation (your language and Chinese)
- 6m x 2.5m Advertisement Poster on the outside walls of the meeting room
- Application Registration fee with your partners' registration fee
- One 4 color page advertisement on the official catalogue
- Logo and your company/organization's name on the forum board panel
- The list of the attendees of the forum
- One tall showcase in the meeting room to show the sponsor's products
- The advertising banner in the official website: www.oilchinaexpo.com in 1 year
- Your events will be shown in the official website in advance

Note: the extra construction cost of your stand is about USD 16,800 / Euro 14,600 for your reference

Platinum Sponsor: USD 42,000 / Euro 36,100 (5 sponsors)

- 72 sqm raw space with 3 open sides
- 1 hour and 30 minutes Meeting Room with the invited attendees for you

- Simultaneous interpretation (your language and Chinese)
- 5m x 2.5m Advertisement Poster on the outside walls of the meeting room
- Application Registration fee with your partners' registration fee
- One 4 color page advertisement on the official catalogue
- Logo and your company/organization's name on the forum board panel
- The list of the attendees
- One tall showcase in the meeting room to show the sponsor's products
- The advertising banner on the official website: www.oilchinaexpo.com in 1 year
- Your events will be shown in the official website in advance

Note: the extra construction cost of your stand is about USD 14,400 / Euro 12,500 for your reference

Gold Sponsor: USD 30,000 / Euro 26,000 (6 sponsors)

- 54 sqm raw space with 3 open sides
- 1 hour Meeting Room with the invited attendees for you
- Simultaneous interpretation (English and Chinese)
- 4m x 2.5m Advertisement Poster on the outside walls of the meeting room
- Logo and your company/organization's name on the forum board panel
- Application Registration fee with your partners' registration fee
- The list of the attendees
- The sponsor's products will be shown at the tall showcase in the meeting room
- The advertising banner on the official website: www.oilchinaexpo.com in 1 year
- Your events will be shown in the official website in advance

Note: the extra construction cost of your stand is about USD 10,800 / Euro 9,360 for your reference

Silver Sponsor: USD 26,600 / Euro 23,000 (8 sponsors)

- 48 sqm raw space with 3 open sides
- 40 minutes Meeting Room with the invited attendees
- Simultaneous interpretation (English and Chinese)
- 3m x 2.5m Advertisement Poster on the outside walls of the meeting room
- Logo and your company/organization's name on the forum board panel
- Application Registration fee with your partners' registration fee
- The list of the attendees
- The sponsor's products will be shown at the tall showcase in the meeting room



The Meeting Room

- The advertising banner on the official website: www.oilchinaexpo.com in 1 year
- Your events will be shown in the official website in advance

Note: the extra construction cost of your stand is about USD 9,600 / Euro 8,320 for your reference

Bronze Sponsor: USD 21,000 / Euro 18,000 (9 sponsors)

- Application Registration fee with your partners' registration fee
- 36 sqm raw space with 3 open sides
- 30 minutes Meeting Room with the invited attendees
- Simultaneous interpretation (English and Chinese)
- 2m x 2.5m Advertisement Poster on the outside walls of the meeting room
- Logo and your company/organization's name on the forum board panel
- The list of the attendees
- The sponsor's products will be shown at the tall showcase in the meeting room
- The advertising banner on the official website: www.oilchinaexpo.com in 1 year
- Your events will be shown in the official website in advance

Note: the extra construction cost of your stand is about USD 7,200 / Euro 6,240 for your reference

>> Any Enquiry, please Contact:



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Annex-1 Special Stand Construction Design

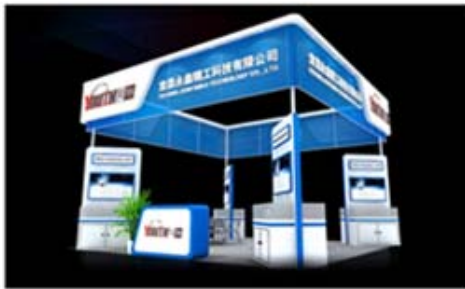
Non contractual pictures for your reference,
so please send your detailed request to the organizer to have the new design for you



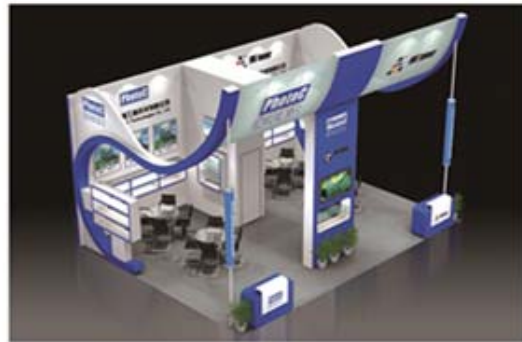
The wooden structure design of 18sqm



The wooden structure design of 36sqm



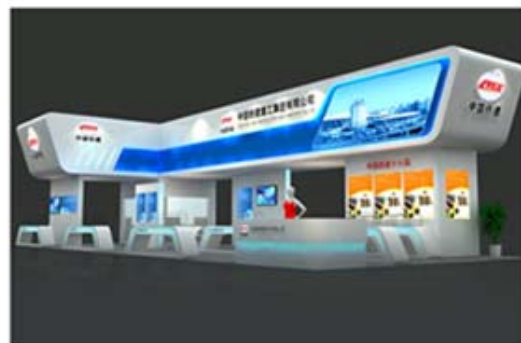
The wooden structure design of 48sqm



The wooden structure design of 54sqm



The wooden structure design of 72sqm



The wooden structure design of 84sqm