7th iFresh China Fruit & Vegetable Expo

The leading trade exhibition in mainland China for the global producers, distributors, service provider and retailers of fruit and vegetables.

Host
China Fruit Marketing Association
iFresh Information Ltd

Organizer
China Fruit Marketing Association Shanghai Office

Supporter
China Vegetable Marketing Association
Shaanxi Fruit Association
Zhejiang Fruit Marketing Association
Shanghai Food Safety Association
Shanghai Melons And Fruits Association
Shanghai Vegetable and Edible Fungi Industrial Association
Shanghai Xijiao International Agricultural Center
Shanghai Central Agricultural Products Wholesale Market
Shanghai Shanhua Fruit Wholesale Market
Shanghai Huizhan Fruits Vegetables Market
Shanghai Longwu Fruit And Vegetable Wholesale Market
Shanghai Jiangqiao Vegetable Wholesale Market
Jiaxing Fruit Wholesale Market
Nanjing Zhongcai Agricultural Products Wholesale Market
Hangzhou Fruit Group Co., Ltd
iFresh China Fruit & Vegetable Expo is the Leading trade exhibition in Mainland China for the producers, distributors, service providers and retailers of fresh fruit and vegetables.

iFresh China will be held in 19th-21st November 2015 in Shanghai International Exhibition Center; an exhibition area is 10,000 square meters with over 350 exhibitors and 12,000 professional visitors. Reverse Purchase Meeting and China Fruit Marketing Congress will be held to create the annual integration grand meeting.

iFresh China focuses on the trade matching of fresh fruit and vegetables and fresh technology presentations; Shanghai is viewed as a center to spread all over China especially Shanghai Free Trade Zone established. iFresh is committed to helping the excellent domestic and foreign growers and agencies to introduce to large buyers, while also helping technology suppliers to present the advanced method to Chinese professionals.

Exhibition Profile

Exhibition Scope

- Fresh fruit
- Fresh vegetable
- Fresh-cut and convenience items
- Exotic produce, organic produce
- Packaging, grading, sorting
- Produce handling and storage
- Quality control, technical services
- Dry fruits & vegetables
- Jam & juice
- Computer and internet solutions
- Marketing, market research, consultancy
- Cultivation systems, seeds and plant material
- Transport and logistical systems
- Cold-chain technology and equipment
- Government / promotion agency
- Media
- Frozen fruits & vegetables
- Canned fruits & vegetables

Visitors’ scope

Fruit & Vegetable Importers/Fruit & Vegetable exporters / Distributors / Wholesalers
Retail sector: Supermarkets / Hypermarkets / Fruit & Vegetable Stores
Growers
Hotels / Restaurants / Caterers
Fruit Processing & Packaging & Preservation
Fruit & Vegetable Associations
Government & Trade Associations
Cultivating
Logistics / Cold Chain Supplier / Storage
Seed and seeding & Pollen
Last Show Report

Last iFresh Shanghai Expo invites 317 exhibitors and 8767 professional visitors from 15 countries, such as Thailand, New Zealand, America, Australia, Peru, Egypt, Germany, South Africa, India, Malaysia, and China.

Statistics of exhibitors and visitors quantity:

<table>
<thead>
<tr>
<th>Categories of Participator</th>
<th>Total</th>
<th>Domestics</th>
<th>Foreign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quantity of Exhibitors &amp; suppliers</td>
<td>427 companies</td>
<td>329 companies</td>
<td>98 companies</td>
</tr>
<tr>
<td>Purchasers</td>
<td>302 companies</td>
<td>237 companies</td>
<td>65 companies</td>
</tr>
<tr>
<td>Professional visitors</td>
<td>8767 people</td>
<td>6896 people</td>
<td>1871 people</td>
</tr>
<tr>
<td>Audience of purchase meeting</td>
<td>2348 people</td>
<td>1967 people</td>
<td>381 people</td>
</tr>
</tbody>
</table>

Analysis of Visitors

Last iFresh Shanghai Expo attracted total 8767 professional visitors which from Australia, Korea, America, Germany, Argentina, Netherlands, Singapore, England, Malaysia, Canada, India, South Africa, Egypt, Greece, Peru, Chile, Israel 17 countries and Hong Kong, Taiwan, 25 domestics provinces. 94% of the audience in the exhibition said, they received sufficient market information and would like to visit the next exhibition.
2015 7th 「iFresh China」——Theme Activities

3rd Reverse Purchase Meeting

Reverse Purchase Meeting invites a number of high-quality domestic buyers and provide them with a fixed negotiation; the suppliers carry the samples and catalogs to communicate with other buyers face to face to promote the company’s products. Reverse Purchase Meeting can effectively help you to improve the efficiency and save transaction costs directly to find the new customers, get orders quickly, and understand the needs of buyers and the latest market trends.

Why expect 3rd Reverse Purchase Meeting?

Billions of fruit and vegetable purchase orders
5 special workshop
- Importers, large supermarkets, wholesale markets & dealers, fresh e-business & tv shopping, catering & juice processing
- 400 purchasing managers, wait for a hundreds of suppliers

Buyers List(invited):

Supermarket
- Wal-Mart
- Carrefour
- METRO
- Tesco
- YH Supermarket
- City Shop
- RT-Mart
- Auchan China
- Nonggongshang
- JMS Supermarket
- Jiajaya supermarket
- Xinhua Supermarket
- DN-MART
- Golden Eagle
- ja-e
- Shenzhen Pagoda
- Tianjin Xianyouduo Fruit Chain
- Xianfeng Fruits Chain

Famous Importer
- Dole
- Shanghai Nongfu
- Shanghai ChiBin
- Shanghai BoTao
- Shanghai Sunfruit
- Shanghai Yuqian
- Hangzhou Xingbang
- Hangzhou Zugeng
- Shanghai Meilpen
- Guangzhou Lunong
- Chaoyang fruit
- u.life
- Shanghai YUHUA
- Zhejiang Puhui Datong
- Beijing Fu Rong Xiang
- GuangZhou Freshpac
- Wuxi Nongda
- Jiaxing Dongwang
- Zhaijiang Douli yuan
- Shuncai
- Hailiang
- CIDOKO
- JIAGUO
- Shanghai Guangyu

Famous Fresh e-commerce
- Fruitday.com
- benlai.net
- yummy77.com
- sfbest.com
- FieldsChina.com
- womai.com
China Fruit Marketing Congress 2015, will bring together 350 participants from major chain hypermarket, distributors, agents, importers, exporters and growers of fresh fruits and vegetables, to discuss the subjects such as "2015-2016 forecast to fruit growing and analysis for market trends", "The great opportunities to development on fruit trade by Shanghai Free Trade Area Zone" “How to take the sustainable road of link between farmers and supermarkets" and "How to ensure the safety and quality of fresh fruits and vegetables from all aspects of the supply chain" for the purpose of common vision of the future development trend of the Asian fresh fruits and vegetables!

Mr Yu Huiyong,
President of Pagoda Everyone's Garden,
"Analysis the enterprise culture behind the thousands of stores"

Mr Vicent Yeh,
Senior Fresh Director of Wal-mart,
"Forward-Looking of Retail, Strategy and tactics of Wal-mart in Fruit & Vegetable industry"

Mr Yu Huafeng, 
Founder of Orginal life.net ,
"Original sirit of original life net and O2O idea"

Mr Pan Liwei, 
Manager of Zespri China

Mr Liu Zijie, 
General Manager of Goodfarmer
iFresh Wonderful Night & Awards

We invited exhibitors and members of “iFresh Fruit Industry Leaders Club” to be our honored guests of iFresh Wonderful Night. Meanwhile, we release the “Top 10 most popular fruit brands in Shanghai”.
## Exhibition Participation Cost

<table>
<thead>
<tr>
<th>Space</th>
<th>Service</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard Booth (9 m²)</strong></td>
<td>Includes an information desk, two chairs, two spotlights, a trash can, one 5A/220V British single-phase socket</td>
<td>USD 2,250</td>
</tr>
<tr>
<td><strong>Advanced Booth (9 m²)</strong></td>
<td>Includes an information desk, a round table, four chairs, six spotlights, a trash can, one 5A/220V British single-phase socket</td>
<td>USD 2,500</td>
</tr>
<tr>
<td>Raw Space (about 18 m²)</td>
<td>Raw space without any setup. Including 1 free ticket to Reverse Purchase Meeting and China Fruit Marketing Congress.</td>
<td>USD 200/M²</td>
</tr>
</tbody>
</table>

### Remarks

1. Corner Fee: Add up 10% of space fee  
2. Co-Exhibitor Fee: Add up USD 500 per company

### Sponsorship

<table>
<thead>
<tr>
<th>Reverse Purchase Meeting</th>
<th>China Fruit Marketing Congress</th>
<th><strong>Sponsorship</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1. Advertisement Fee on Exhibition Catalog</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Inside Front Page: USD 3,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Head Page: USD 2,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Back Cover: USD 3,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Full Page: USD 1,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Other Sponsorship</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bag_Full Page: USD 5,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Badge_Back Side: USD 1,700</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Layard_Logo: USD 2,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Flag: USD 1,000</td>
</tr>
</tbody>
</table>

USD 500/person | USD 700/person
Famous Importers of Mainland China Attending iFresh

Chengfa Fruit Co., Ltd
Hubei Longshang Agricultural Development Co., Ltd
Alibaba Group
52Fruits E-commerce
Shanghai Yigou E-commerce Co., Ltd
Guangzhou Xin Sheng Fresh Fruit Trading Co., Ltd
Hangzhou Fruit Group Co., Ltd
Shanghai City Supermarket Co., Ltd
Zhejiang Pu Hui Da Tong Co., Ltd
Shanghai Fruits Co., Ltd
Full Yuan Fruit Trading Co., Ltd
Shanghai Zhaoxin Trading Co., Ltd
Carrefour China
Auchan (China) Investment Co., Ltd
Website: www.ifreshfair.cn
Email: fair@ifreshinfo.com
Fax: 86-21-51861532
Tel:  86-21-55895685, 86-21-55895686

Contact us
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Website: www.ifreshfair.cn

Shanghai Liangyou Group
Shanghai Xiaojie International Agricultural Product Trade Co., Ltd
Shanghai Cheng Import & Export Co., Ltd
Nanchang Shenzheng Agricultural Center Wholesale Market
Shanghai Huizhan Fruits & Vegetables Market Management Co., Ltd
Global Andes Company Limited
Gold Anda Agri
Jiangxi Yang’s Fruits Co., Ltd
Jining Haijiang Trading Co., Ltd
Luxurious Fresh Co., Ltd
Metspan Hongkong Limited
Shanghai PacWest Trading (Shanghai) Co., Ltd
Shanghai Byfresn International Co., Ltd
Xi’an Ruhao E-commerce Co., Ltd
Xi’an Fulling Agricultural Products Co., Ltd
Shaanxi Delbang Organic Agriculture Co., Ltd
Shaanxi Haisheng Fresh Fruit Juice Co., Ltd
Xi’an City Shannmei Fruit Co., Ltd
Shaanxi Jiuzhou Longfeng Investment Group Co., Ltd
Xi’an 900th E-commerce
Xi’an College Students’ E-commerce
Xiaohu Fruit
Xinxiang Fruit
Zhanmin Fruit
Chengcheng Fruit Trading Club
Leijianzong Fruit
Hongxin Fruit
Luochuan Fengxi Co., Ltd
Jiannin Fruit
Fengliuyan Fruit
Shaanxi Zehu Fruit Cooperative Co., Ltd
Cenghui Fruit
Shaanxi Bentege Fruit
Shaanxi Yifa Fruit
Jiangsu Jialiang Technology Co., Ltd
Shaanxi Xiaokang Fruit
Luochuan Tongli Trading Company
Shaanxi Hengshou Co., Ltd
Shaanxi Longxin Fruit
Xi’an Weiyue Fruit Co., Ltd
Fresh Fruit Chain Store
Shaanxi Yuandong Fruit Co., Ltd
Shaanxi Runchi Fruit Trading Co., Ltd
Xi’an Heping Fruit Co., Ltd
Freshgo
Sunnyuki
Chongqing Hong Jiu Fruit Co., Ltd
Chengdu Jingshen Trading Co., Ltd
Sichuan Junxiao Trading Co., Ltd