2019 World Honey & Bee Products Show

2019 国际蜂产品展销会

November 15-18 (4 days), 2019
Changsha International Conference and Exhibition Center, Hunan China

China is your huge potential Market for honey with bee products and beekeeping technology and equipment, and also you may DISPLAY & SELL your products directly and easily

Chinese Honey Market

Chinese Honey domestic consumption has been ranked first in the world. China is the world's largest country of beekeeping, honey production and export country, but also the power consumption of honey. Honey as China’s vast territory and rich nectar source, which will have huge potential domestic consumption market with large population and the improvement of people’s living standard.

According to the National Bureau of statistics data show that China's honey production increased in the past 10 years, to expand the domestic market has laid a foundation. In recent years, the domestic market share is growing. (to see the table below)
2001-2017 China's honey exports and the proportion of domestic sales (units: 10,000 tons)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Yields</th>
<th>Export</th>
<th>Proportion of Export</th>
<th>Domestic Consumption</th>
<th>Proportion of Domestic Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>25.2</td>
<td>10.7</td>
<td>42.4</td>
<td>14.5</td>
<td>57.5</td>
</tr>
<tr>
<td>2002</td>
<td>26.5</td>
<td>7.6</td>
<td>28.67</td>
<td>18.9</td>
<td>71.33</td>
</tr>
<tr>
<td>2003</td>
<td>29.9</td>
<td>8.4</td>
<td>28.1</td>
<td>21.5</td>
<td>71.9</td>
</tr>
<tr>
<td>2004</td>
<td>29.3</td>
<td>8.2</td>
<td>28.0</td>
<td>21.1</td>
<td>72.0</td>
</tr>
<tr>
<td>2005</td>
<td>29.32</td>
<td>8.8</td>
<td>30.0</td>
<td>20.5</td>
<td>70.0</td>
</tr>
<tr>
<td>2006</td>
<td>33.3</td>
<td>8.1</td>
<td>24.3</td>
<td>25.2</td>
<td>75.7</td>
</tr>
<tr>
<td>2007</td>
<td>35.4</td>
<td>6.4</td>
<td>18.1</td>
<td>29.0</td>
<td>81.9</td>
</tr>
<tr>
<td>2008</td>
<td>40.0</td>
<td>8.5</td>
<td>21.25</td>
<td>31.5</td>
<td>78.75</td>
</tr>
<tr>
<td>2009</td>
<td>40.2</td>
<td>7.2</td>
<td>17.91</td>
<td>33.0</td>
<td>82.09</td>
</tr>
<tr>
<td>2010</td>
<td>40.1</td>
<td>10.1</td>
<td>25.1</td>
<td>30.0</td>
<td>74.9</td>
</tr>
<tr>
<td>2011</td>
<td>43.1</td>
<td>9.98</td>
<td>23.15</td>
<td>33.12</td>
<td>76.85</td>
</tr>
<tr>
<td>2012</td>
<td>44.8</td>
<td>11.0</td>
<td>24.55</td>
<td>33.8</td>
<td>75.45</td>
</tr>
<tr>
<td>2013</td>
<td>45</td>
<td>12.5</td>
<td>27.7</td>
<td>33.8</td>
<td>75.1</td>
</tr>
<tr>
<td>2014</td>
<td>46.82</td>
<td>13</td>
<td>28</td>
<td>33.84</td>
<td>72.2</td>
</tr>
<tr>
<td>2015</td>
<td>50.5</td>
<td>14.48</td>
<td>28.6</td>
<td>35</td>
<td>69.3</td>
</tr>
<tr>
<td>2016</td>
<td>70</td>
<td>12.83</td>
<td>18.3</td>
<td>40</td>
<td>57.1</td>
</tr>
<tr>
<td>2017</td>
<td>47</td>
<td>12.93</td>
<td>27.5</td>
<td>35</td>
<td>72.5</td>
</tr>
</tbody>
</table>

From this table, in 2001, honey production was 252000 tons, and export was 107000 tons and about 145000 tons are for the domestic market of consumption. By 2016, the yield of honey...
Production was 700,000 tons, and 128300 tons is for export, the volume of the domestic consumption is about 400000 tons, which is 2.75 times of the domestic sales in 2001. If each person buys 0.5 kg honey, over 1,300,000,000 Chinese people need over **650,000 tons, so it is an Amazing Amount!**

**Imported Honey in China**

Because of some fake honey products in China, some Chinese people love to buy imported honey, and those imported honey are more and more popular and are easy to be sale in China. The following data is about 2013-2017 imported honey from Chinese Customs, and you will some benefit for you.

<table>
<thead>
<tr>
<th>Year</th>
<th>Import (KG)</th>
<th>Amount (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>6,770,478</td>
<td>70,100,000</td>
</tr>
<tr>
<td>2017</td>
<td>5,660,034</td>
<td>91,297,418</td>
</tr>
<tr>
<td>2016</td>
<td>6,031,955</td>
<td>72,771,567</td>
</tr>
<tr>
<td>2015</td>
<td>6,517,661</td>
<td>74,819,215</td>
</tr>
<tr>
<td>2014</td>
<td>5,791,684</td>
<td>58,629,975</td>
</tr>
<tr>
<td>2013</td>
<td>4,856,713</td>
<td>42,932,079</td>
</tr>
</tbody>
</table>

These imported honey are respectively from New Zealand (Manuka), Australia, Germany, Thailand, France, Russia, Malaysia, Chile, Italy, Portugal, Swiss, UK, Spain, Canada, Greece, Taiwan Region, Kyrgyzstan, Austria, Mexico, Bulgaria, Turkey, Hungary and Brazil

Note: more details about the import data, please visit [www.chinaagtradefair.com](http://www.chinaagtradefair.com).

**Our Favorable Service**

We would like to invite you and other bee keepers (producers or exporters) of honey and bee products from all over the world to join in 2019 World Honey & Bee Products Show in November in China.
Here, you can **DISPLAY & SELL** your honey and bee products directly to Chinese importers, distributors, consumers and honey enthusiasts. To assure you to attend this show successfully, we will provide the following treatments for you:

1. To be easy to send your products to China by our forwarder
2. To have **6sqm, 9sqm and 18sqm** booths for you and you may share them with other bee keepers
3. To organize Chinese buyers to buy your products in your booth
4. To assist you on selling your products by internet (B2C business project)
5. To show you to visit Chinese bee farms
6. To hold Special Honey & Bee Products Press Release

**Space Rental:**

1. **Space Rental** *(include 2 steps as follows)*

   (A) **1st Step: Raw space rental (minimum 6 square meters)**
   - 1 side open (min 6 sqm)  USD 300 per sqm
   - 2 sides open (min 18 sqm) USD 350 per sqm.
   - 3 sides open (18 sqm ~ 72 sqm) USD 400 per sqm
   - 4 sides open (36 sqm ~ 72 sqm) USD 450 per sqm
   - 3 or 4 sides open (72 sqm more) USD 420 per sqm

   (B) **2nd Step: Stand equipment (not inclusive of raw space rental, see the right pictures)**
   - Basic Standard Package (min.: 6 sqm): USD 60 per sqm
   - Senior Standard Package (min.: 9 sqm): USD 90 per sqm
   - Luxury Standard Package (min.:12 sqm): USD 120 per sqm

**Remarks:**
1) If you book no more than 18 sqm raw space, you must additionally rent the stand equipment, so the total cost is \( A+B \).

2) Before **June 01, 2019** booking your space, you will have one of the following favorable treatments:
   - 10% discount of the raw space rental
   - 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 1500
   - Inside front cover (210mm x 140mm)  USD 2000
   - 1st right hand page (210mm x 140mm)  USD 2500
   - Inside Double 4C pages (280mm x 210mm)  USD 2800
   - Inside back cover (210mm x 140mm)  USD 1900
   - Outside back cover (210mm x 140mm)  USD 3000

2) **Ticket and Hand Bag**
   - Back Cover of Ticket (210mm x 95mm, 100000p) USD 2500 per 20000p
   - Back Cover of Bag (297mm x 350mm, 6000 bags) USD 2500 per 2000 bags

3) **Advertisement on the official website**
   - One AD banner (216pix x 60pix) on the official website for 1 year USD 1000

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. USD 2000 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 1 hour, and it could be adjusted when you have other requirement. Before **August 01, 2019** your booking will be accepted.

### Exhibits of Scope:

**Bee Products:**
Honey, hive, propolis, bees wax, royal jelly, bee pollen,
Bee venom and other bee products and food;

**Technology and Materials:**
Beehive, bee car, beekeeping equipment, car, materials, accessories and technology and so on
Note:

2019 World Honey & Bee Products Show is
The part of 2019 16th China International Agricultural Trade Fair

This trade fair is directly organized by the Ministry of Agriculture, P. R. China