

China - the largest Import Market for All Products and Service



20th China International Agricultural Trade Fair (CATF) **2023 第二届中国国际农产品交易会**

November 9- 12, 2023 (4 days)

Qingdao Cosmopolitan Exposition, Shandong, China

Organizers:

- Ministry of Agriculture and Rural Affairs of the People's Republic of China
- Shandong Provincial People's Government

Sponsors:

- National Development and Reform Commission, P.R. China
- Ministry of Finance, P.R. China
- Ministry of Commerce, P.R. China
- General Administration of Quality Supervision, Inspection and Quarantine, P.R. China
- China Council for the Promotion of International Trade (CCPIT)
- Changsha Municipal Government
- Qingdao Agricultural Committee
- The people's Government of Qingdao

Event Operators:

- Beijing Regalland Convention Exhibition Co., Ltd.
- CCPIT-Specialized Sub-Council of Agriculture
- Agricultural Trade Promotion Center, Ministry of Agriculture

Website: [**www.chinaagtradefair.com**](http://www.chinaagtradefair.com)

In Conjunction with:

- China International Agricultural Technology and Equipment Expo
- China International Food Expo



Brand Advantages:

China International Agricultural Trade Fair, for short “**CATF**”, a state-level international agriculture trade fair with over 19 years’ experiences and great business platform for you all:

- The leading and professional trade fair that is the only and directly organized by the Ministry of Agriculture
- Providing the direct business site for suppliers and purchasers
- Meeting with **TOP 500** Chinese corporations and importers of agricultural industry
- Meeting with over 5000 producers, exporters, manufacturers, farmers and importers from all over China
- Offering more business opportunities for you to establish the long-term relation with the officials from the ministries
- Covering all areas of China and strong market influence by increased exhibitors and visitors per year
- Officially supported by over eight ministries, such as Ministry of Finance of China, National Development and Reform Commission and Ministry of Commerce of China, etc.
- To meet to the directors from departments of government, reporters and media
- Over 19 years’ accumulation and survey on agricultural market
- The platform for meeting potential business partners and attracting investment and cooperation
- It is possible to sell your products and technology directly on the site and Chinese government encourages the import of all products and service

2023 Professional Pavilions:

1. 33 Provincial Products Pavilions including Taiwan & Xinjiang
2. International Show Pavilion
3. Modern Agricultural Equipment & Technology outside Pavilion
4. Tea Section Pavilion
5. Seafood and Aquatic Pavilion
6. Fruits & Vegetable Pavilion
7. Agricultural Geographical Indication show area
8. Veterinary Supplies and Veterinary Drugs Pavilion
9. Green Pesticides and agrochemicals Pavilion
10. National Modern Agricultural Demonstration Pavilion





11. Others

Highlights of CATF 2023

- **Natural and Health food** like fruits, tea, grain, oil and fat, olive oil, honey, wine, nuts, food and so on
- **Seafood and Marine Products**
- **Agricultural Information** focuses on information technology application in agricultural industry and modern agriculture, like Internet use, e-commerce, cloud computing, big data, IT solutions and so on.
- **Breeding** like seed cultivation; animal breeding, selective breeding and gene
- **New Pesticides and Fertilizer** like green pesticides, organic fertilizer, natural fertilizer, water soluble fertilizer, high effective fertilizer and so on
- **New technology and equipment and accessories, and testing materials and instruments** for monitoring of crops and animal diseases and epidemics

CATF 2023

CATF is a cannot-be-missed time for marketing and opportunities for all companies in the sector of agriculture industry, food industry, agricultural machinery industry and related industries. **CATF 2023** will provide the most direct and efficient site for communicating and trading between suppliers and purchasers, and also meeting with the officials, decision makers from the national and local governments, departments & associations.



Trade visitors

Invite target visitors through all kinds of channels according to the exhibitors' conditions. Chinese and neighboring countries' producers, traders, importers, wholesalers, agents, investors, dealers and other professional organizations; purchasers from agricultural product wholesale market, chain supermarket, etc.

Exhibitors involve international enterprises and Chinese top 500 domestic enterprises, key leading enterprises of agricultural industrialization, export trade companies of agricultural products, agricultural product importers and exporters, foreign capital and joint ventures enterprises, famous and etc.

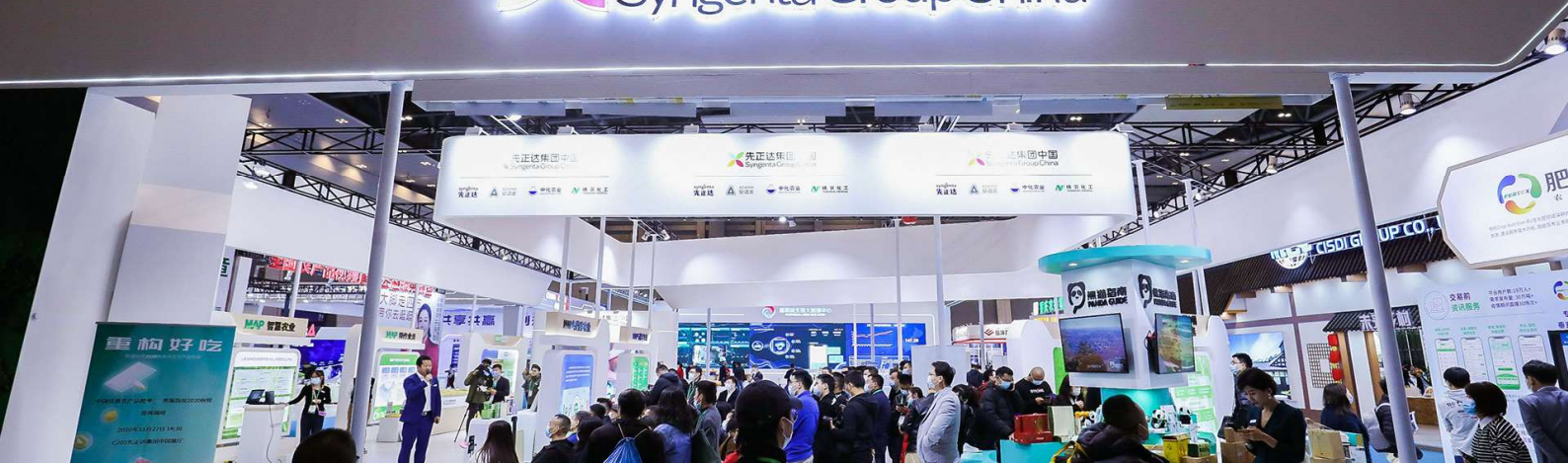


The History Data of CATF

Year	City	Space (sqm)	Number of Exhibitors	Number of Visitor/Traders
2022(19 th)	Chengdu, Sichuan	200,000	20000	350,000/40,000
2020(18 th)	Chongqing	220,000	12000	300,000/35,000
2019(17 th)	Nanchang, Jiangxi	130,000	8000	250,000/23,000
2018(16 th)	Changsha, Hunan	113,000	4000	400,000/50,000
2017(15 th)	Beijing	50,000	2500	200,000/80,000
2016 (14 th)	Kunming, Yunnan	70,000	3100	400,000/100,000
2015 (13 th)	Fuzhou, Fujian	120,000	5000	200,000/30,000
2014(12 th)	Qingdao, Shangdong	60,000	3000	110,000/21,000
2013 (11 st)	Wuhan, Hubei	120,000	4000	100,000/20,000
2012 (10 th)	Beijing	45,000	2500	60,000/30,000
2011 (9 th)	Chengdu, Sichuan	60,000	2700	70,000/20,000
2010 (8 th)	Zhengzhou, Henan	100,300	3000	65,000/25,000
2009 (7 th)	Changchun, Jilin	380,000	5000	40,000/90,000
2008 (6 th)	Beijing	35,000	2000	50,000/30,000
2007 (5 th)	Jinan, Shandong	60,000	1500	30,000/20,000
2006 (4 th)	Beijing	30,000	2000	40,000/30,000
2005 (3 rd)	Beijing	30,000	1700	55,000/33,000
2004 (2 nd)	Beijing	30,000	1500	45,000/28,000
2003 (1 st)	Beijing	30,000	1200	60,000/35,000

The Wonderful Edition of 19th CATF 2022

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Over 400 VIPs were present at CATF 2022 and they included the deputy Minister of Chinese Government, the Presidents of related ministries, the mayors and other senior officials. Over 20,000 exhibitors from 40 countries covered over 200,000 sqm (Indoor Area: 190,000 sqm and Outdoor Area: 10,000 sqm). Over 400,000 visitors from 50 countries visited 45 pavilions including 34 Chinese provinces Pavilions, Fruit and Vegetable Pavilion, Green Pesticides and agrochemicals Pavilion, Seafood & fishery Products Show area, Agricultural Products Sale Zone, International Show Zone and other 12 specialized show zones. Over 2000 reporters from 33 countries and 220 media have attended over 80 events, i.e. Buyer's Trade Day, Country Leader's Special Visit and Signing Ceremony of Concluding Transactions. Exhibitors are key leading enterprises in the process of agricultural industrialization in all provinces of China, enterprises with products have certification of contamination - free farming produce, green food and organic food; large or medium-sized export trade companies of agriculture products, foreign capital and joint ventures enterprises, famous overseas enterprises, etc. Exhibiting products include various agricultural products in planting, animal husbandry and aquatic industries, etc. along with agricultural science and technology projects, agricultural machinery, commerce and communication and other agriculture relevant service items.



Over 40,000 purchasing managers from Russia, Chile, Kazakhstan, India, USA, India, Turkey, Australia, Indonesia and China, especially group purchasing corporations, chain supermarkets, agricultural product wholesale marketers and import & export groups came to the exhibition. Nearly 50 billion RMB (about 7 billion US Dollars) have been transacted during CATF 2022, and those





transactions have been involved in agricultural materials, agricultural machineries, and agricultural products. Over 100,000 exhibit varieties have been shown and included Agro-products, Food & Beverage, Animal husbandry & Aquatic products, Agro-Technology, Agro-Equipment and Agro-input.

Chinese Market

Over 1.3 billion Chinese consumers are more and more aware of the health and nutrition. They require the food is safety with good quality and rich nutrition. The demanding for the high quality food is very high, especially from overseas. Since 2005 the import of foreign food keeps the proportion of 15%, and in 2008 the figure has reach 20.8% from the data of Chinese Custom. It is forecasted that in 2020 China will become the world's largest country of import food consumption. Therefore, there are lots of opportunities in china's agriculture market. In 2023 China's economy will be still the region of the fastest growing economies in the world, with 6.5% gross domestic product growth. After the entry into WTO, the government has reduced more the agriculture tariffs. It means Chinese consumer could enjoy cheaper oversea agriculture products while the average income level keeps increase.

China's Agricultural Industry

Chinese government is actively putting more funds to strongly develop the following aspects:

- Farm and cropland construction with high standard
- Farm irrigation construction
- Agricultural circulation basic establishment
- Bio-environment construction
- Mechanization of farming
- The allowance for purchasing premium seeds, agricultural instruments and machineries and other agricultural materials

China has about 0.9 billion farmers, so it is very important for Chinese government keeping the stable economic development, and there will be wide business opportunities in the sector of Chinese





agricultural industry. The latest system of land innovation that promulgated by Chinese government will permit those farmers to sell the privileges of land managements, which will help to establish much more modern farms of intensive cultivation and mechanization. In this case, China will need more agricultural instruments and machineries relating with cultivation, irrigation, maintain and so on.

Shandong Agriculture

Shandong is one of the major agricultural provinces in China, with its rich agricultural resources and good agricultural foundation, and it has always been outstanding in terms of total agricultural output value. In 2021, the total agricultural output value of Shandong exceeded 581.456 billion RMB (80 billion USD), showing a continuous positive development momentum.

Agricultural technology upgrading:

Shandong actively promotes the upgrading of agricultural technology and invests a lot of resources in agricultural science and technology research and development. New planting technology, the application of agricultural machinery and equipment and the promotion of agricultural informatization has provided strong support for the increase of crop yield and efficiency, and contributed to the rapid growth of total agricultural output value.



Development of characteristic industries: Shandong agriculture focuses on the development of characteristic industries and cultivates and strengthens a number of agricultural product brands with local characteristics. The popularity and influence of Weifang vegetables, Yantai apples, Tai'an pork and other characteristic agricultural products in the market have been continuously improved, which has promoted the continuous growth of the total agricultural output value.



Rural financial support: Shandong pays attention to the role of finance in agricultural development, increases support for rural financial institutions, and broadens financing channels for farmers. Financial support has made it easier for farmers to obtain credit, expanded the scale of agricultural production, and effectively promoted the growth of total agricultural output.

Agricultural supply-side reform: Shandong actively promotes agricultural supply-side structural reform, improves the adaptability and competitiveness of agricultural supply by eliminating backward production capacity, optimizing the structure of agricultural product varieties, and improving the quality of agricultural products, thereby promoting the rapid growth of agricultural output value.

Export expansion of agricultural products: Shandong's agricultural exports continued to increase, and actively expanded the international market. It not only increases the added value of agricultural products, but also drives the coordinated development of the upstream and downstream of the agricultural industrial chain, creating favorable conditions for the growth of total agricultural output value.

International Buyer Program (IBP)

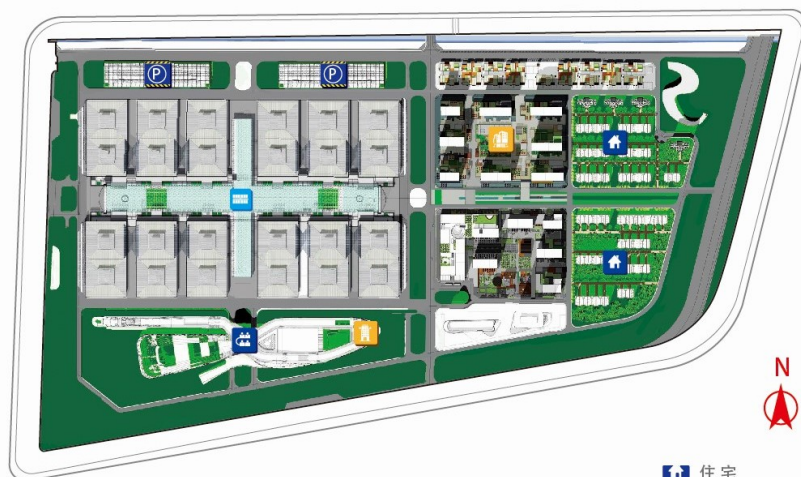
IBP is designed to help international buyer groups make purchases at the fair. As a member of international buyer group, you will receive many valuable benefits free of charge:

- Free purchase news release at major medias
- Meet with qualified Chinese sellers, representatives and distributors selected by Chinese agricultural trade specialists.
- Travel subsidy to big buyers or buyer-group organizers, including free hotel accommodation and local transportation (*temporary term*)
- Free entry of buyer's products information on the fair's official website for one year.

2023 Exhibition Information

>> Date & Venue:

- Date: November 9-12, 2023
- Venue: Qingdao Cosmopolitan Exposition, Shandong, China (QDSJBLC)



- Address: 7777 Binhai Avenue, Huangdao District, Qingdao, Shandong Province, China
- Bing Map: please click "[QDSJBLC](#)" to have the detailed position

>> Exhibits Profile

- **Agro-products:** Grains, Cash crops, Fruits & vegetables, Seeds, Edible oil, Edible fungus, Dried fruits & nuts
- **Food & Beverage:** Conventional foods, Instant foods, Snacks, Healthy foods, Frozen foods, sea foods, Canned foods, Baby foods, Candy, Condiment, Fruit juices, Wines
- **Animal Husbandry & Aquatic Products:** Embryo, Breeder, Feeds, Meat products, Poultry products, Dairy products, Fishery products, Seafood and so on
- **Agro-input:** green pesticides, Agrochemical, Fertilizer, Seed, breeding and so on
- **Agro-Technology and Agro- Machinery**
- **Agricultural Information,** automatic control software, internet of things, e-commerce, cloud computing, big data, IT solutions and so on

>> Space Rental:

1. Space Rental (include 2 steps as follows)

(A) 1st Step: Raw space rental (minimum 9 square meters)

- 1 side open (min 9 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)

- Basic Standard Package (min.: 9 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

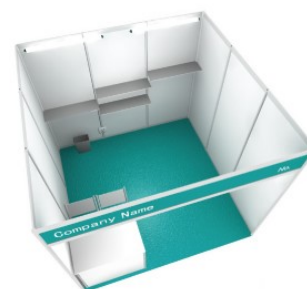
Remarks:

- 1) If you book no more than 36 sqm raw space, you must additionally rent the stand equipment, so the total cost is **A+B**.
- 2) Before **August 01, 2023** booking your space, you will have one of the following favorable treatments:
 - A 10% discount for 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



Basic Standard Package



Senior Standard Package



Luxury Standard Package

- 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-www.chinaagtradefair.com

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 Promotion Opportunity

We offer special meeting rooms for the exhibitors who wants holding own display activities. USD 2500 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 **October 01, 2023** your booking will be accepted.

>>Enquiry, please contact:



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