The 9th China (Guangzhou) International Edible Oil & Olive Oil Exhibition 2015

Date: June 4-6, 2015  Venue: China Import & Export Fair Complex

【Invitation Letter】

【The Largest, most professional, most authoritative edible oil exhibition in China】

Organizer:
- China National Food Industry Association;
- Guangzhou Import Food Quality Management Association
- China Agricultural Economy Development Association;
- Guangdong Healthy Food Industry Association
- Guangzhou Yifan Exhibition Service Co., Ltd
- Chinese Cereals And Oils Association Oil and Fat Processing Sub-Association;

Supporters:
- ProChile;
- The General Consulate of The Public of Turkey;
- International Olive Oil Council
- The Spanish Chamber of Commerce in China;
- Colombia Chamber of Commerce in China;
- European Chamber,
- National Chamber of Exporters of Sri Lanka,
- Zhejiang Province Tea Industry Association;
- Anhui Province Tea Association
- Hunan Province Forestry Industry Association
- Guangxi Tea Industry Association

Support Enterprises:
COFCO, Yihai Kerry, Luhua Group,
Xiwang Group, Three-star Group, LongDa Foodstuff Group

Sponsors: Guangzhou Yi Fan Exhibition Service Co., Ltd

【Exhibition Introduction】

1. IOE had been successfully held for eight editions, attracts most excellent overseas and domestic edible oil and olive oil manufacturers, importers and exporters, agents and distributors participate, has been recognized the largest, most professional, most authoritative edible oil industry exhibition. After so years accumulation, the organizing committee have a huge database of professional audiences, organizers invite the visitors by multiple methods like phone call, SMS, email, etc

2. One of the IOE organizers, Chinese Cereals and Oils Association Oil and Fat Processing Sub-Association (CCOA) is an affiliated institution of State Administration of Grain (SAG). CCOA has more than 140 group members, which is the national authority academic organization for edible oil industry in China. CCOA take "Service develop the association" for the purpose, help enterprise utilize new technology and advanced management mode, promote industry international communication, and promote the healthy development of industry.

3. From 2014, The International Olive Oil Council support the exhibition as a guilder to held conference and activities to standardize the China olive oil market with IOE organization, our aim is to provide the most professional platform for the overseas edible oil manufacturers and exporters, and set up the international standard of high quality olive oils in China market.

4. Exhibition centre introduction: China Import and Export Fair Complex (Pazhou Exhibition Centre) covers a total area of 700,000 square meters which is the largest exhibition centre in Asia, with the most advanced facilities, highest level, satisfying the large international commodities fair, large trading exhibition which need the comprehensive, multifunctional, high standards. Pazhou exhibition hall is the new image of the city and is one of the landmark building and tourism scenic spots, has the complete supporting facilities and convenient transportation.

5. IOE has received the support from Guangdong Foreign Economic and Trade Office, Guangzhou Foreign Trade Bureau and Municipal People's Government and relevant departments. And it will report the whole process through GZTV, Southern TV, Guangzhou Daily, Southern Metropolitan News, Phoenix TV, and Hong Kong Ta Kung Pao etc and put up numerous ads on bus and in the open air. That will attracts 100,000 professional audiences from main land and overseas to come to purchase.

6. The exhibition organizer will post and give out more than 500,000 tickets to invite professional person. What's more, we will pay a visit and call the professional visitors who located on the Pearl River Delta.
7. With the support of chamber of commerce, the organizing committee of IOE will invite the profession attendees from Taiwan, Hong Kong, and Macau. With the support of foreign consult in Guangzhou and oversea exhibition organizing companies, the organizing committee will invite the visitor groups from ASEAN (the Association of Southeast Asian Nations), South Korea, Japan, the United States, the European Union, the Middle East, the African union (AU).

8. The organizers will organize the supermarkets and whole-sale markets to purchase, such as Trust-mart, Wanjia Supermarket, Parknshop, Hongcheng Market, Jusco, Jillian, Xinyijia Sup ermarket, Markro, Guangzhou Grain and Oil Wholesale Market, Guangzhou Ruibao Grain and Oil Wholesale Market, Guangzhou Dongwang Food Wholesale Market, southern Guangzhou Food Wholesale Market, Guangzhou Baiyunshan Agricultural Production General Market, Guangzhou Three-one Food Wholesale Market, etc.

9. We have specialized media like newspaper, magazine & websites to promote our exhibition.

**International Reputation:**

- IOE is not only a brand event is committed to promote the development of trade exchanges to provide a full range of services for exhibitors, and winning widely praise.

- Mr.Constantin Ckioussis, Consultate General of Greece in Guangzhou Said: "To learn more about olive oil market in China and contact more potential customers, the exhibition create a platform for Greek company to launch the market in China. Our Greek exhibitors are very satisfied with the show, we met many good importers and distributors during the exhibition. I recommend IOE to More Greek companies to participate in this exhibition next year."

- Mr.Ender Gunduz, Head of the Promotion Unit of International Olive Oil Council said: "IOE is the biggest and best edible oil exhibition which focus on the olive oil sector, we are willing and open to cooperate with IOE, will be the show back up to provide more standards and international information, held more conference and presentation to modify the Chinese olive oil market together"

- Ms. Lintjee Salamon, Marketing Director of Indonesia palm oil Best Industry Group said: "The show gave us more information about the edible oil market tendency in China, we got good potential partners from the show, will introduce more companies in palm oil industry to participate in this exhibition."

- Wang Hong Wei, Brand Manager of Yihai Kerry: "IOE is the biggest and one of the most important events in China Edible Oil Industry, which bring together all the leading enterprises, every year we participate in the show to promote our new brand and we will support this show as we always did in the future."

- Ashok, General Manager from Lagar de Quiros S.L said: "This is the forth time we participate in IOE, we got a great success in this exhibition. This year we bring a new brand from Spain and we find the agent again. Many thanks to exhibition committee; we will take part in the following exhibitions."
Exhibition scale covered 15000sqm, 513 exhibiting companies participated last exhibition, Companies from more than 38 countries and regions: Greece, Spain, Italy, Turkey, Tunisia, Chile, France, Australia, Syria, Portugal, Morocco, Algeria, Lebanon, Jordan, Argentina, Malaysia, etc.

More than 300 well known international brands:
HIPPOCRATES, Ennea, Sovena, Best Industry Group, CHO Group, Enjoi Ltd, Antic, Encebras, Oro Melido, Don Marcelo, Fruto Del Sur, Kaijue, Fenka, Modeyo Group, Unique, Olympus, Pasahan Group, AGRIC, Lam dew, mino, Betis, BORGES, ebest, Detuhome Spain S.L.U, DIAMANDINO, xiboke, REDISLAND, Latzimas, 8 Olivos Blend, Solde Atacama-Frantoio, Zeitun, O’Fenicia, Delieli etc.

More than 1200 well known domestic brands:
COFCO, Yhai Kerry, Luhua Group, Xiwang Group, Three-star Group, LongDa Foodstuff Group, Jinflongyu, iuhua, jinding, fulimen, xiwang, changshouhua, meishike, longda, taitaile, kangyida, laoshugen, Tibetan characteristic industry, lintou group, the first factory, yingqi, fuxiao oil, dongfangyuye, dasanxiang, zyezhiying, shanhetang, etc.

There were about 28287 professional visitors during last exhibition, including 19561 domestic visitors, 8726 foreign visitors and 476 conventioneers. It is expected to have 30% growth of audiences in 2015.

### Exhibition Products

1. Edible Oil: peanut oil, soybean oil, rapeseed oil, corn oil, palm oil, coconut oil, blend, sunflower seed oil, etc
2. Special oil: olive oil, camellia oil, corn wheat germ oil, wheat oil, amaranth grass embryo oil, garlic oil, coconut oil, grape seed oil, wild camellia oil, rape oil, camellina blue oil, rice bran oil, Perilla oils, Safflower oil, Pumpkin seed oil, Selenium oil, Seabuckthorn oil, ShanCangZi nucleoli oil, nucleoli walnut oil, and almond oil, etc
3. Edible Oil and production packing equipment: Filter, dryer, centrifuge, vibration, crusher, stone-broken machine, removing stone machine, evapo-separated machine, Deceleration machine, condenser, stranding cage, stranding- wing cage, flat- wing cage, hoister, canning equipment and bottle blowing machines, printing machines, labeling machines and packing assembly lines, etc
4. Oil new achievements: new product and oil refinery recycling

### Exhibition condition

The enterprise has the Business License, Exhibition Products Certification, and Original Certification.

### Exhibition Booth & Fees

- **Raw Space:** USD300/ sqm (the minimum area is 36sqm)
  (Raw space will be charged construction management fees: RMB28/sqm, No facilities will be offered to Raw space)
- **Luxury Booth:** USD3280/booth (9 sqm) for one-side open, USD3608 for corner booth.
  Facilities: Two/three partitions, name banner(signage), 1 reception desk, 1display cabinet, 1 glass round table, 4chairs, 1dustbin, 6 spotlights, two or three displays, 1 electric socket(220V,500W)
TO: Trade Show Manager
FROM: Yuki Lee 86-15989294692  ioechina@yeah.net

Raw Space Price:
USD300/㎡ (the minimum area is 36㎡)
Raw space will be charged construction management fees: USD 5/㎡.
No facilities will be offered to Raw space Booth.

Standard Luxury Booth Price:
USD3280/booth (3*3=9㎡)
Corner booth will be charged 10% extra fee.
Facilities:
Two/three partitions, name banner/signage),
1 reception desk, 1 display cabinet,
1 glass round table, 4 chairs, 1 dustbin,
2 lamps, two or three displays,
1 electric socket(220V,500W)

Application procedure
1. The applicants receive the invitation and fill it out.
2. The finished application should send to the organizing committee in form of fax or letter (with official seal).
3. The organizing committee will verify the qualifications of the applicants and pre-assigned the booths and fax the Notification Form for Pre-Assign Booths to applicants.
4. The applicants should pay within the time stipulated in the Notification Form for Pre-Assign Booths and fax the bank remittance receipt together with the Notification Form for Pre-Assign Booths to organizing committee for reference.
5. The organizing committee sends the Booth Confirmation Letter to the exhibitor once the payment is confirmed.
6. Exhibitors can set-up booths on set-up day with the Booth Confirmation Letter.

Concurrent Activities
1 Edible oil industry development forum
2 Olive oil competition & culture festival
3 Camellia oil industry submit conference
4 High quality products awards ceremony

Olive Oil Competition

As part of 9th IOE China 2015, 2015 International Olive Oil Competition -China(Guangzhou) (here in after “2015 IOE Oil Olive Oil Competition”) will be held in June 4-6, 2015 and organized by Guangzhou Yifan Exhibition Service Co., Ltd.The Administration Committee of “2015 IOE Olive Oil Competition” is under supervised by Chinese Cereals And Oils Association, China Agricultural Economy Development Association & Guangdong Healthy Food Industry Association. The juries’ panel consist international and domestic experts. Including juries from Italy, Spain, Greece, Tunisia, Chile, etc.

Certification for Participation: Only “Extra Virgin Olive Oil” in original bottles is certified for participation. The submitted olive oil must correspond to the Chinese legislation or the related standards of IOC as well as the regulations valid in the production countries.

Registration & Fees: Each participant must send the samples following by courier and/or post by April 30 2015 to the committee office.

Participation Register Fees: USD 500 (include VAT) – Non Exhibitors; USD 350 (include VAT) – Exhibitors
Handling fee: USD 150 (include VAT) – Non Exhibitors; USD 100 (include VAT) – Exhibitors

Classifying & Certificates: Only “Extra Virgin Olive” can participate in the competition. Award categories divided into extra virgin olive oil and organic extra virgin olive oil, the prize including:

1. Golden Prize
2. Silver Prize
3. Copper Prize
4. High Quality Prize

Contactor: Ms. Yuki Lee 86-15989294692 86-20-61089351
E-mail: ioechina@yeah.net YF-Exhibition www.ioechina.org
TO: Trade Show Manager  FROM: Yuki Lee 86-15989294692  ioechina@yeah.net

|| Awards Activities ||
All the exhibitors can participate in the award activities; there will be High Quality Products Gold Award, High Quality Products Silver Award, High Quality Products Award (Please contact with Exhibition Committee for details)

|| Exhibition Schedule ||
Move-in Date: June 2-3, 2015 (9:00—17:00)
Exhibition Date: June 4-6, 2015 (9:00—17:00)
Move-out Date: June 6, 2015 (17:00) (Note: The application deadline for this exhibition is Apr 28, 2015)

|| Committee office ||
Guangzhou Yi Fan Exhibition Service Co., Ltd
Address: Room 201, Yin Yan Building, No.25, Yan ling Road, Guangzhou, Guangdong, China Post Code: 510507
Contactor: Ms.Yuki Lee  Mobile: +86-15989294692  Tel: +86-20-61089351  Fax: +86-20-61089459
Website:www.ioechina.org  E-mail: ioechina@yeah.net

|| Floor Plan ||

[Image: Floor Plan diagram]
TO: Trade Show Manager
FROM: Yuki Lee 86-15989294692 ioechina@yeah.net

IOE The 9th China(Guangzhou) International Edible Oil and Olive Oil Exhibition 2015

Date: June 4-6, 2015 Venue: China Import &Export Fair Complex, Area C

Exhibition Application Form (Contract)

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Postal Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contactor</td>
<td>Mobile Phone</td>
<td>Website</td>
</tr>
<tr>
<td>Phone</td>
<td>Fax</td>
<td>E-mail</td>
</tr>
<tr>
<td>Main Products:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

We need ___(amount) visiting tickets to invite the potential clients.

Exhibition Format

<table>
<thead>
<tr>
<th>Hall</th>
<th>Booth Type</th>
<th>Booth Number</th>
<th>Costs:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement: Catalogue version , Others:</td>
<td>Costs:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seminar/ Promotion Forum:</td>
<td>Times</td>
<td>Costs:</td>
<td></td>
</tr>
<tr>
<td>International Olive Oil Competition samples</td>
<td>Costs:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total costs:</td>
<td></td>
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</tbody>
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Payment Time: ___________________ Payment Methods ( ) T/T

Payment Information

| Beneficiary: Guangzhou Yifan Exhibition Service Co.,Ltd. |
| Receiver Address: Room 201-219,Yinyan Building, No. 25-27 Yanling Road, Guangzhou |
| Receiver Bank: Bank of China, Guang Zhou Yan Ling Building Sub-branch |
| Bank Address: No., 29, Yan Ling Road, E. Guangzhou |
| Account NO: 6535 6068 2725 |
| Bank Code:(SWIFT BIC): BKCHCNBJ400 |

Remarks

- Complete this form, fax or E-mail to organizing committee, exhibitors pay exhibition fees to the designated account of the committee within three work days, then fax the original payment remittance to 020-61089459,61089469(If the exhibitor fail to timely payment, the committee have the right to cancel the scheduled booth).
- Only the fees confirmed, the reservation is available and irrevocable. Exhibition fees will not be refunded except the organizing committee submitted the reasons for withdrawal.
- The exhibitor takes the responsibility for its qualification, activities, product’s legitimacy and the security of the stuff, the economic activities in the process of exhibition is none of the business with the organizing committee. The organizing committee has the final right to explain the document.

Committee:
Guangzhou Yifan Exhibition Service Co., Ltd
Ms. Yuki Lee
Tel: +86-20-61089351
Fax: +86-20-61089459
E-mail: ioechina@yeah.net
Web: www.ioechina.org

Applicants: (seal):
Manager (signature):
Date: