

**More Business Opportunities from Chinese Market and Agricultural Industry**  
**China - the World's Biggest Emerging Market**



# **11<sup>st</sup> China Agricultural Trade Fair**

**2013 第十一届中国国际农产品交易会**

**November 30 - December 03, 2013**

**Wuhan International Expo Center, Wuhan, China**

**Organizer:**

- Ministry of Agriculture, P.R. China

**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
- Wuhan Municipal Government

**Event Operators:**

- Beijing Regalland Convention & Exhibition Co., Ltd.
- CCPIT-Specialized Sub-Council of Agriculture

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

**In Conjunction with:**

- China International Agricultural Technology and Equipment Fair

## Advantage of CATF 2013

CATF, a state-level agriculture trade exhibition with over 10 years' experiences and great service

### Brand Advantages:

- Leading and professional trade fair that
- Only and directly organized by the Ministry of Agriculture
- 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.
- Attention to directors from departments of government, reporters and media
- Over 10 years' accumulation and survey on agricultural market
- Offering more business opportunities for you to establish the long-term relation with the officials from the ministries
- Providing the direct business site for suppliers and purchasers
- Covering all areas of China and strong market influence by increased exhibitors and visitors per year
- Meeting with TOP 500 Chinese corporations and importers of agricultural industry

## CATF 2013



2013 11st China Agricultural Trade Fair is the directly organized by the Ministry of Agriculture and is fully officially supported by the National Development and Reform Commission of China, Ministry of Finance of China, Ministry of Commerce of China, General Administration of Quality Supervision, Inspection and Quarantine of China, China Council for the promotion of International Trade, General Administration of Quality Supervision, Inspection and Quarantine, P.R.

China and Hubei Province Municipal Government. China AG Trade Fair 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. China AG Trade Fair 2013 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 and associations.

### Trade visitors

Invite target visitors through all kinds of channels according to the exhibitors' conditions.

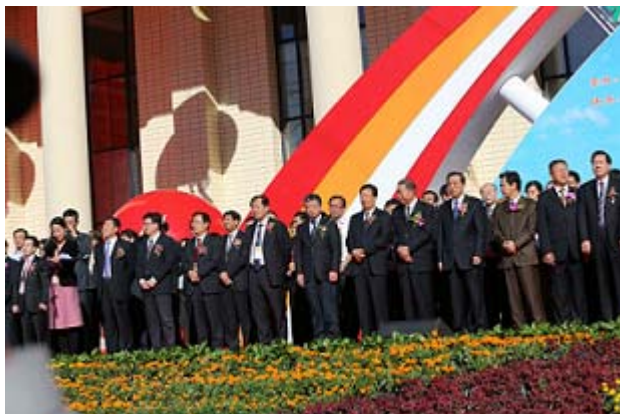
Chinese and neighboring countries' producers, traders, importers, wholesalers, agents, dealers and other professional organizations; purchasers from agricultural product wholesale market, chain supermarket, etc.

**Exhibitors** involve 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 overseas enterprises, etc.

**Exhibits of scope:** Agro-products, Food & Beverage, Animal Husbandry & Aquatic Products, Agro-input, Agro-technology and Agro- machinery.

## The Wonderful 10<sup>TH</sup> CATF 2012



Over 200 VIPs were present at CATF 2012 and they included the deputy Minister of Chinese Government, the presidents of related ministries, the mayors and other senior officials.

Over 2,500 exhibitors from 22 countries covered over 43,500 sqm (Indoor Area: 26,500 sqm and Outdoor Area: 17,000 sqm). Over 70,000 visitors from 40 countries visited 37 pavilions including 34 Chinese provinces pavilions, agricultural machinery

Zone, Agricultural Products Sale Zone and International Show Zone. Over 750 reporters from 25 countries and 210 media have attended over 30 events, i.e. Buyer's Trade Day, Country Leader's Special Visit, and Signing Ceremony of Concluding Transactions.

10<sup>th</sup> CATF 2012 includes 8 exhibition areas with 43,500 square meters, which contains comprehensive area, professional area, international area, agricultural technology area, etc. Over 2,000 enterprises consists of 35 delegations from 34 Provinces (Autonomous Regions, Municipalities) of China, Xinjiang Production and Construction Corps, Taiwan and a great number of 22 countries from America, Switzerland, the UK, Holland, Canada and Hungary participate in CATF 2012. 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 15,000 purchasing managers from Canada, USA, India, UK, Pakistan, Philippine and China, especially group purchasing corporations, chain supermarkets, agricultural product wholesale marketers and import & export groups came to the exhibition.

Nearly 100 billion RMB (about 17 billion US Dollars) have been transacted during CATF 2012, and those transactions have been involved in agricultural materials, agricultural machineries, and agricultural products. Over 3,300 exhibit varieties have been shown and included Agro-products, Food & Beverage, Animal husbandry & Aquatic products, Agro-Technology 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 2010 China's economy will be still the region of the fastest growing economies in the world, with 8% gross domestic product growth. After the entry into WTO, the government reduces the agriculture tariff. It is expected that the average tariff rate of agricultural has reduced to below 15%

in 2009. It means Chinese consumer could enjoy cheaper oversea agriculture products while the average income level keeps increase.

## Chinese Agricultural Industry

To cope with the global financial crisis, the 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 billions farmers, so it is very important for Chinese government keeping the stable economical 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.



## The Agriculture Sector in Hubei Province

Hubei, as a big producer of agricultural products in the central-southern part of China, has been committed to modernizing its agricultural industry over the past years. With the rapid economic development, Hubei has gradually gained its competitive advantage in crop planting, aquatic products and vegetables. In 2012, the total output of agricultural products realized an increase in value of 284.8 billion RMB, a 4.7% rise over the previous year. Moreover, as new technology was introduced in the production process, recent years have witnessed a quick upgrade in the machinery, increase in product variety and product's added value. The future of development of the agriculture sector in Hubei could be even more prosperous than ever before.

## 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 free benefits:

- 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
- Free entry of buyer's products information on the fair's official website for one year.



## 2013 Exhibition Information

### Date & Venue:

- Date: November 30 – December 03, 2013
- Venue: Wuhan International Expo Center
- Address: No.619 Yingwu Avenue, Hanyang District, Wuhan, China.
- Google Map URL: <http://goo.gl/maps/3Gaot>

### 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, 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, Aquaculture products
- **Agro-input:** Agrochemical, Fertilizer, Seed



- **Agro-Technology and Agro- Machinery**

### **Space Rental:**

- **Option 1: Standard Booth: USD 300 per sqm**

**Remark:** Minimum 12 sqm, Basic fittings, for standard booth include: Exhibit space, Sign panel in Chinese & English, One 5amp/220v electrical outlet, two fluorescent lights, one information counter, Walls on three sides, Carpeted floor, two chairs, Daily booth cleaning, and one wastepaper basket. Two Official Catalogues

- **Option 2: Raw Space: USD 270 per sqm**

**Remark:** Minimum 36 m<sup>2</sup>. Additional raw exhibit space is available. Price includes exhibitor services.



Note:

- The Deadline of Application: **August 10, 2013**
- Early bird: before **July 1, 2013** booking your space, you will obtain 10% discount of the above

**Enquiry, please contact:**

**Regalland** 金万洲

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