



**CIFFA**

## 1. About CIFFA

CIFFA is the official and impressive virtual exhibition and matchmaking of food and agricultural products in China.

China has the world's largest market of imported food. In the first three quarters of 2021, China imported 101.41 billion US dollars of food, with a year-on-year increase of 29.8%, and the demand is increasing. However, due to the impact of COVID-19, there are some restrictions that Chinese importers are hard to overcome to take part in off-line exhibitions, especially the ones outside of China, and vice versa. To connect exporters directly with Chinese importers, wholesalers and distributors, China Council for the Promotion of International Trade (CCPIT) Information Center will organize the virtual B2B trade show -- the 3<sup>rd</sup> CHINA ON-LINE IMPORT FAIR & MATCHMAKINGS OF FOOD & AGRO-PRODUCTS (CIFFA III) from Feb 28th, 2022 to Feb 28th, 2023.



CIFFA I & II were completed in 2021 with great commercial success and with the participation of over 50 exhibitors from Russia, Italy, Turkey, Romania, Dominica, Brazil, Mexico, Mongolia Uzbekistan, Iran, Ecuador and other countries. This digital



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exhibition was visited by over 2000 Chinese trade visitors, with about 150 B2B matchmakings held, and nearly 1000 digital business cards were exchanged between exporters and importers. These numbers are definitely the confirmation of success of this digital exhibition and highlight the leading role of CIFFA in the food and agricultural product industry in China.

The registration link is <https://ciffa.fastexpo.cn/>

## 2. Exhibit Category

- (1) Grain and staple food
- (2) Vegetables and fruits
- (3) Meat and seafood (fresh / frozen)
- (4) Milk and dairy product
- (5) Wine and beverage
- (6) Snack food
- (7) Healthy food
- (8) Edible oil
- (9) Other related products



## 3. Why Exhibit

### (1) SHOWCASE YOUR NEW PRODUCTS

To showcase your new products to targeted visitors and decision-makers. Demo your products to 50,000+ buyers.

### (2) BUILD NEW CONTACTS

Secure new clients and distributors! Direct access to buyers, thousands of high-quality attendees, and decision-makers in your industry.

CIFFA opens its gate exclusively for trade visitors and bulk buyers. To reach high



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potential buyers and expand your business network in the Chinese market, you can talk with buyers on-line instantly. Enjoy the benefits of CIFFA, and have face-to-face meetings virtually despite the travel restrictions and uncertain challenges.

### (3) GENERATE MORE SALES LEADS FOR YOUR BUSINESS

To have numerous opportunities to meet face to face virtually with target buyers who actively look for suppliers. B2B matchmakings will be arranged by the organizer with CN-EN translation service.

### (4) PROMOTE YOUR BRAND

To build your brand awareness and strengthen your business relationship with new and existing clients. CIFFA is more than a 3-day event. It's a marketing strategy that help build your visibility in China through multi-channel marketing for 365 days a year. Your exhibits will be promoted through CIFFA, CCPIT's [www.tradeinvest.cn](http://www.tradeinvest.cn) and other social media including Wechat and Chinese Tiktok for whole **ONE YEAR!**

### (5) UPDATE INDUSTRY TRENDS

To update industry trends and market knowledge of Chinese market, and to develop strategic new business partnerships. Exhibitors will have access to training courses on Chinese market and policies of imported food and agricultural products in China, and communicate with Chinese distributors and e-commerce platforms to understand Chinese consumers' consumption habits.

### (6) TAKE PART IN TRADE SHOW COST-EFFECTIVELY AND HIGH-EFFICIENTLY.

No international business trip! No quarantine isolation! Just visit CIFFA anywhere, anytime and meet more potential buyers.



#### (7) TRANSLATION SERVICE AVAILABLE.

We will manually translate your information into Chinese, and provide CN-EN translation service during online matchmakings. More accurate!

Start your year with CIFFA III, the international food and agricultural products trade show held at the beginning of 2022. This early exhibition date enables trade visitors and exhibitors to plan all seasonal businesses perfectly. Don't miss any opportunities! The quickest, easiest and most reliable way to do business in China. CIFFA is a must-attend event for all professionals in the food & agricultural product industry.

#### **4. About CCPIT information center**

Founded in 1952, China Council for the Promotion of International Trade (CCPIT) is the largest foreign trade and investment promotion agency in China, with over 1,000 national sub-branches, 38 overseas representative offices and more than 250,000 member companies. CCPIT also participates in World Expo on behalf of the Chinese government, and supports China International Import Expo (CIIE) and China International Fair for Trade in Services (CIFTIS).

CCPIT Information Center is a wholly state-owned high-tech enterprise at the state-level directly affiliated to CCPIT, specializes in international trade and investment consulting and provides trade and investment matchmakings of 800,000 times per year. It operates a number of new media platforms, including official website of CCPIT, WeChat official account, and Trade and Investment Network, etc. It provides professional consulting services for foreign enterprises to enlarge market or invest in China, with more than 250,000 active enterprise users covering all types of industries.

CCPIT Information Center can provide the following services to help you expand



market in China.

## 1. Promotion through Media Channels

- (1) Product promotion at professional international trade platforms, including trade and investment network's website, WeChat public account, Chinese version of TIKTOK account, Toutiao account etc.
- (2) Targeted promotion and marketing. Product information will be disseminated among food and agricultural companies by WeChat groups and emails.
- (3) Operation of social media accounts in China. We can register and manage your account at Chinese major social media platforms such as WeChat, Toutiao, Weibo, Douyin (Chinese version of TIKTOK). We will translate the advertisement text into Chinese, create, edit and publish Chinese text content for product promotion, and create short videos for your products.
- (4) Develop enterprise-specific WeChat mini-programs for enterprise and product promotion;
- (5) Construction and operation of your website in Chinese Mandarin.
- (6) advertise at your targeted media channels

## 2. Promotion by Market Events

- (7) Hold product promotion and marketing activities, including online and offline promotion meetings, tasting meetings, B2B matchmaking meetings etc.
- (8) Assist exporters to contact with Chinese e-commerce platforms, supermarkets, wholesalers, distributors, etc., and organize virtual face to face negotiation meetings.
- (9) On behalf of overseas exporters, participate in online and offline exhibitions in China, collect customer information, and arranging business meetings between exporters and importers.
- (10) translation service



### 3. Consulting Services

- (11) Consulting services for overseas companies who want to enter Chinese market, including certification, custom access consulting;
- (12) Training courses on Chinese market access requirements and market conditions;
- (13) China Enterprise Credit Investigation Report (Standard Edition);
- (14) Legal contract review;
- (15) Trademark registration;
- (16) Related commercial legal consulting services.

### 5. Exhibitor's Rights and Cost At CIFFA III

No.	service	250 USD (bronze)	600 USD (silver)	1000 USD (gold)	2000 USD (diamond)
1	exhibits and exhibitors' logos be shown at the exhibit and exhibitor columns of CIFFA website	√	√	√	√
2	exhibits information be posted at banner of CIFFA website	×	×	×	√
3	exhibits information be posted once at trade column of TradeInvest web (professional trade and investment platform in China)	√	√	√	√
4	ads at the advertising space of TradeInvest web's right side	×	×	×	6 months
5	exhibits information be promoted at wechat account of TradeInvest web	√	√	√ (as headlines once)	√ (as headlines three times)
6	exhibits information be promoted at Douyin account	×	√	√	√



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	of TradeInvest web(Chinese Tiktok)				
7	exhibits information be promoted at Toutiao account of TradeInvest web(famous new media in China)	√	√	√	√
8	exhibits information be disseminated to the high quality buyers through email and wechat groups of importers	√	√	√	√
9	communicate with Chinese buyers instantly at CIFFA's website	√	√	√	√
10	One-to-one virtual matchmaking meetings with interpretation (English-Chinese)	×	√ ( two meetings )	√ ( five meetings )	( eight meetings )
11	Translate exhibitors' company introduction and exhibits( English to Chinese )	√	√	√	√
12	Training classes about Chinese market and custom requirements on imported food and agricultural products	√	√	√	√
13	On-behalf of exhibitor , organizer of CIFFA III participates in one offline exhibition of food and agricultural products in China to promote exhibits and collect buyer information ( refer to Note One )	×	×	√	√
14	consultation about entering Chinese market (including authentication, custom access)	×	×	×	√
15	Credit report of one Chinese company (standard version, in English )	×	×	×	√ ( one )



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Note: (1) The offline exhibition that the organizer of CIFFA III will take part in on-behalf of gold and diamond exhibitor in CIFFA III, is determined by the organizer of CIFFA III , and the gold and diamond exhibitors are notified in advance. The offline exhibition booth is one standard booth(9\*9m<sup>2</sup>), and the organizer of CIFFA III is responsible for the operation and management of the exhibition booth. Gold and diamond exhibitors in need share this standard booth, they must provide promotional materials (electronic version) in advance. In view of the impact of covid-19, samples mailed overseas are temporarily not accepted. At the offline exhibition, what the organizer of CIFFA III will do includes: promoting exhibitors and their products, collecting buyer information and providing it to exhibitors after the exhibition, assisting in arranging online video negotiations between the two parties, providing booth photos and other information on the exhibition site.

For more information, please contact us.

Contact: Lisa Wang, CCPIT information center

Tel: +86 10 82217954

Email: wangxicui@itc.ccpit.org

Whatsapp/wechat:15010321706