



## 2012 China Beijing International Ice Cream Exhibition 2012 中国北京国际冰淇淋展览会

Time: April 7-9, 2012

Venue: China International Exhibition Center (Beijing)

### **Preface:**

Food In recent years, frozen drinks & Frozen foods are developing rapidly in the domestic food industry, and China's vast frozen drinks & Frozen foods are luring many of the gold diggers. Since the 1990s' in our country, production of the ice cream dairy, known as the "the King of the beverage " is increased by annual rate about 10%. For China's cold drink market in recent 10 years, production has increased by nearly 12 times from dozens of varieties to more than 3000 kinds. Beijing Shanghai, Guangdong, are the highest concentration of ice-cream sales, accounting for about 30% of the national sum. In the next 5-10 years, the industry revenue will still maintain a growth rate of over 20%.

At present, ice cream per capita consumption level is about 1 kg in China, and there's great gap with that of the United States and other developed countries with per capita annual consumption of 40 kilograms. With the national economic development and improvement the quality of people's lives in China, the ice cream will be the common consumable. The purpose of consumption of ice cream will change from summer cooling in the past into a habit of consumption regardless of the season.

To tie in with China's rapid development of Ice Cream, to introduce and recommend domestic and foreign advanced technology and equipment and provide a stage for the enterprises in this industry, 2012 China International Ice Cream Exhibition will be held on April 7-9, 2012 in Beijing with a total of 800 booths. Ten thousand domestic and overseas machinery production suppliers to cold food and ice cream raw material will be invited to the Exhibition to visit and negotiate. During the same period of the Exhibition, a variety of professional and technical seminars will be organized and planned, also thematic forums and technical presentations on market hotspots. An Ice Cream feast is waiting for you!

### **ORGANIZING UNITS**

- China National Food Industry Association (CNFIA)
- Beijing Gold Trade International Exhibition Co., Ltd

### **Co-organizer:**

- Association for Healthcare Foodservice
- China Food Newspaper、China Food Quality Newspaper.....

### **Organized by:**

- Beijing Gold Trade International Exhibition Co., Ltd

- Jingmao Exhibition Service (Shanghai) Co., Ltd.
- Market Development of China National Food Industry Association

## Schedule

- **Construction:** April 5 - 6, 2012
- **Exhibition:** April 7 - 8, 2012 (09:00 - 17:00)  
April 9, 2012 (09:00 - 16:00)
- **Dismantling:** April 9, 2012 (16:00 - 21:00)

## Scope of Exhibits:

### ● Manufacture furnishings for ice cream

equipment for ice cream and cold drinks, ice cream coagulating machines, popsicle machines, ice stick machines, cold drink machinery, purification equipment, fresh-keeping and refrigeration equipment, ice machines, auto cutting machine, set filler machine, ice cream pattern loader, margarine and butter quick freeze machines etc.

### ● New technology finished products : Ice cream, cold drink etc

### ● Packaging, Printing and Processing Facilities

Auto packaging machine for ice cream, moulds for products in wafer roll and ice cream egg rolls; eatable cup maker, crispy coating machine; assemble line for plastic cup and soft packaging, high efficient cup maker, compound soft packaging; plastic sealing and trademark printing, automatic coding machine, all kinds of disinfection machines, disinfection pot, high quality refining machine, gel grinder, wafer and sweet roll baking machine, machine for ice cream outer coating.

### ● Flavors, Fragrance, additives and supplement

Specific herbs, Flavors and Fragrance for ice cream, compound dairy stabilizer for ice cream, natural coloring materials, diet coloring materials, sweetening substances, lactic acid bacteria, specialized & condensed milk essence, special ice cream protein powder & bean powder, other supplements include potato powder, malt essence, fresh cream, dried cheese element, primary dairy products, dairy purification powder, natural fruit powder, chocolate plate, coffee bean, coffee powder, coco fat substitute, nuts, dried fruit etc

### ● Store and transportation equipment

refrigerator car, refrigerated store and freezing cabinet

## Exhibition Highlights

△ Professional exhibition platform of ice cream was set up by state authority, and the organizers will provide quality service for ice cream exhibitors and visitors.

△ Authoritative organizer in the industry and professional team; The sponsor has more than 10 years of operating experience in exhibition, has established long-term cooperative relations with many government agencies, domestic and international trade associations, and organized a number of excellent domestic brands show, such as EPTTEE China Environmental Protection Exhibition, CWS China Water Show, CF China FOOD Show, CHINA CBBE Exhibition, etc. More than 10 exhibition groups are organized each year to participate overseas well-known exhibitions;

△ A large database of resources (more than 300 thousands) accumulated over the years through the main sponsors directly mail the invitations, tickets, etc. to the target audience of this exhibition; ● to publicize and promote this exhibition through the foreign professional media; ● to publicize and

promote this exhibition through hundreds of domestic professional media, ●to publicize and promote this exhibition through national mass media; ● The Organizing Committee will regularly go to the related domestic bases, related exhibitions and seminars for a large-scale publicity; ● During the preparations, to promote the Exhibition in all major cities by holding press conferences, and customers talkfest.

### **Participation Fee:**

- **Standard exhibition booth:** 9 m<sup>2</sup> (3mx3m); domestic enterprises: standard booth 8800 RMB / unit; joint adventure enterprises /special decoration standard booth 11800 RMB / unit, foreign enterprises: 3000 USD / unit; an additional of 10% will be charged for booths with both openings;
- **Empty exhibition space (at least 36 m<sup>2</sup> to be leased):** Domestic enterprises: 9,000 RMB / m<sup>2</sup>, joint venture enterprises: 1200 RMB / m<sup>2</sup>; foreign-funded enterprises: 300 USD / m<sup>2</sup>;
- Professional seminar / technical exchange fair / new products releasing conference: Cost ¥ 10000 RMB at each show/ half an hour, The sponsor will provide the supporting facilities and supplies such as the sites, lights, sound, projectors, tables and chairs and assist the enterprise giving the speech to organize the audiences
- Ads : Please contact the Organizing Committee for sponsoring the Exhibition and related activities,

### **The Advantages of the Exhibition**

- Organization's Advantages: professional associations cooperate with well-known exhibition companies, professional conference organizations cooperate to create the industry's most authoritative platform for the exchange.
- Full-service, to ensure the interests of both exhibitors and visitors. Call Center is set up for the audience - "one to one" telephone invitation, to ensure the number of audience. Organizers set up the audience call center, professional team of point-contact each of the policy makers in target audience, make clear of what the enterprise needs; all-round, multi-channel information release integrated with a large database systems and the global cold chain industry network resources. Thousands of copies of newsletters of the Exhibition will be sent to the target audiences by fax, direct mail, postal direct mail, email, direct mail, professional journals, mobile phone text messages, major industry conferences, events on-site publicity release channels. Business Matching - supply and demand sides made appointment to discuss on the Exhibition and improve effect. Business matching services will be conducted one month before the Exhibition. By then, we will pass the professional audiences information to the exhibitors (service providers)who meet the requirements, so that both supply and demand party can have full access to each other before the Exhibition, thus to increase the success rate and efficiency of business negotiation during the Exhibition.
- Exhibition collection celebration, recognition and evaluation, seminars and forums, special procurement fair, talkfest as a whole, rich content, a grand gathering that can not be missed.

### **Promotion of the Exhibition**

- Directly mail invitation of Exhibition, and tickets, etc. to the target audience through the large database of resources (Article 30 thousand) that the organizer has accumulated over the years;
- Publicize and promote the Exhibition through foreign professional media;
- Publicize and promote the Exhibition through hundreds of domestic professional media;
- Publicize and promote the Exhibition through domestic mass media;
- The Organizing Committee will regularly make large-scale promotion to relevant domestic bases,

related exhibitions and seminars;

- During the preparation, promotion will be done by holding a press conference in all major cities and other customers talkfest.

### **Visitors' organization:**

The Exhibition will focus on inviting the major cold drink, frozen food production and wholesale distributors at home and abroad, cold stores, cafes, teahouses, restaurants, shopping malls, supermarkets, stores, hotels, guesthouses, freezing and refrigeration technology and cold chain transportation-related businesses, high-level consumption groups, and other industries and individuals, general manager, deputy general manager, purchasing director, market development director and other professionals and agents, distributors and purchasing groups. Letter of invitation will be sent to invite them to discuss, taste and order, and participate in academic exchanges and the introduction fair of new products and technologies.

### **Participation Procedure**

- 1.** Please fill out the "Exhibitor Application Form" for exhibitor with official seal, send or fax it to the organizing committee. Remit the participation cost to the designated account of organizing committee in 5 days. The allocation of exhibition position will be made according to the sequence order of the payment. It will be stopped until there is no vacant seat left.
- 2.** After the exhibitor remits the money, he should fax or mail the bank remittance to the organizing committee for the verification. The finance department of the organizing committee will make out an invoice for the exhibitor who has paid all the money in 5 days. For the exhibitor who has only paid the deposit, the organizing committee will negotiate the concrete matters of invoice with the exhibitor.
- 3.** All exhibitors must be the companies which have got legal power of operation in Chinese territory, any units and individuals can not bring fake and forged products to the exhibition, otherwise the organizing committee will have the right to cancel its participation right in the exhibition.

### **Liaison Department of the Organizing Committee:**

**Add:** A/10, Huading Tower, No.2368 West Zhongshan Road, Shanghai, China.

**Postcode:** 200235

**Add:** Room 2705, G Block of city one 48#, Wangjing West Road, Beijing, China .

**Postcode:** 100102

**Tel:** 86-10-84414052 84414061/62 Fax: 86-10-84414057 86-21-51567146

**E-mail:** fengfeng99@VIP.163.com

**Official website:** [http:// www.IceCream-expo.com](http://www.IceCream-expo.com)