

Oil China – Your Business Promotion Partner in China
The Leading and Profession Exhibition of Olive Oil & Edible Oil

5TH
Year
Anniversary
Oil China 五周年庆典

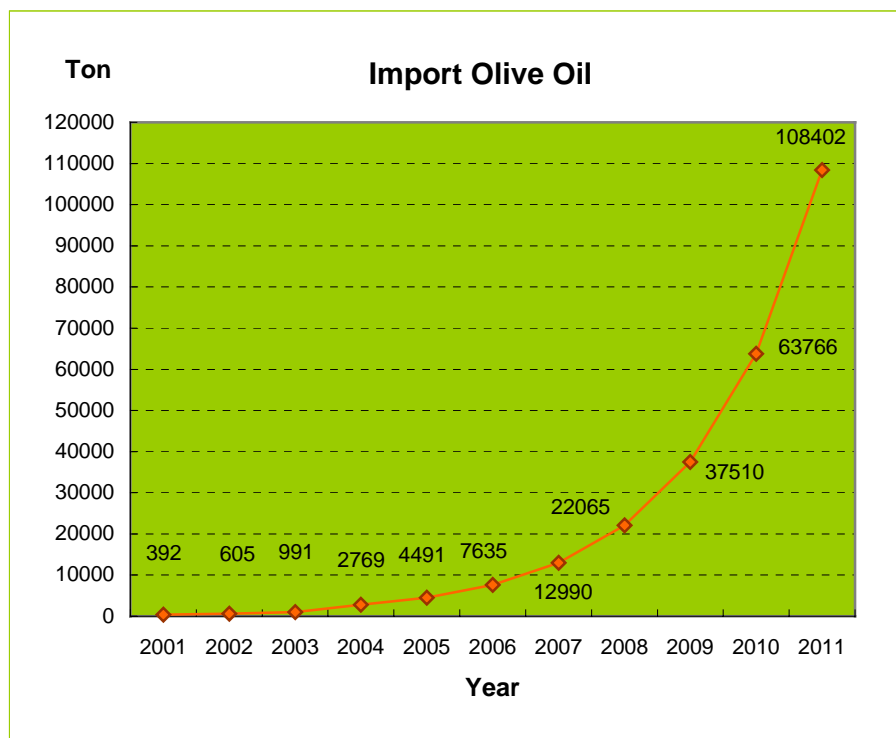
**Oil China 2009**
Beijing
5th China International Exhibition of Olive Oil & Edible Oil

March 15th – 17th, 2009
Beijing, China World Trade Center

- Approved by:** China Council for the Promotion of International Trade (CCPIT)
China Chamber of International Commerce (CCOIC)
- Organizer:** CCPIT Specialized Sub-Council of Agriculture
- Co-Organizer:** Beijing Regalland Convention & Exhibition Co., Ltd.
- Supporters:** Agricultural Trade Promotion Center, the Ministry of Agriculture
Chinese Cereals and Oils Association (CCOA), Oil & Fat Association
Chinese Academy of Forestry
China Olive Oil Club
China Cereal & Oil Market Newspaper
China Oil & Fat
- Official Website:** www.eoliveoil.com www.oilchinafair.com www.oliveoilife.com
- Early Bird:** **Before October 30, 2008 (10% discount and more)**

Chinese Olive Oil Market

Chinese market, especially Chinese olive oil market, is becoming the focus of attention all over the world and China's market is fully open to the world. Though there are some the adaptable regions of olive growing in the western China, but olive in China cannot be planted widely for lack of the planting technology, olive seeds, fund, technicians and many other reasons. At present the olive planting area accounts for 20,000 hectare and those olives trees are young and little olives are fructiferous and in autumn, so at present more than 100-brand olive oil appear in Chinese olive oil market, which nearly 100% import from Spain, Greece, Italy, Turkey, Tunis, Portugal, Jordan, Australia and so on. The main consumption cities of olive oil are Beijing, Shanghai, Shenzhen, Guangzhou, Tianjin and other large and middle cities. According to the following graph, since 2001 the average proportion of import olive oil has been keeping the increases over 70% per year. With the same rate till 2008 that Beijing will hold Olympic Games, the amount of import olive oil will reach 20000 tons and till to 2010 that World Expo will be held in Shanghai it will be over 60,000 tons. The success of 2008 Beijing Olympic Games will enlarge the amount of olive oil consumption. China is the booming Market for olive oil and the scale will be larger. In a word, it is right time to expand your business in China.



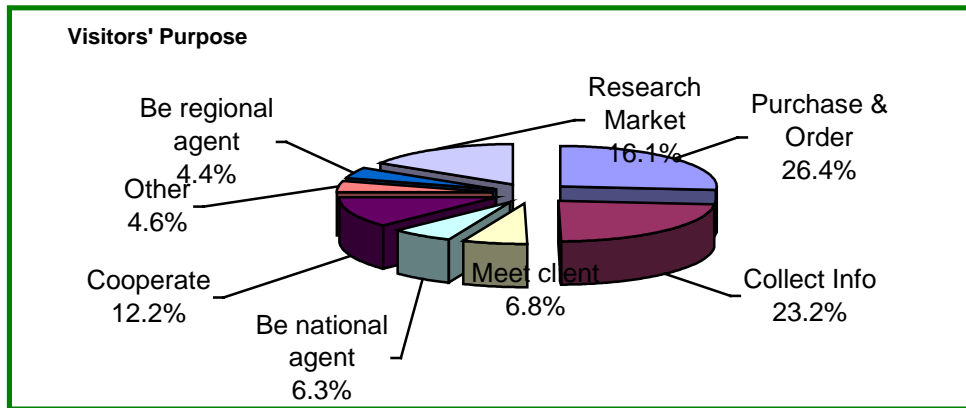
Report about Oil China 2008

Oil China, as the only, professional international exhibition of olive oil and edible oil in China, Oil China offers the most direct and efficient business site for between the producers, exporters with the importers, traders, dealers, and agents to meet each other, achieve the cooperation and expand the influence of olive oil brands, and also would make consumers learn more about the knowledge of olive oil and build up the favorable consumption concept of olive oil. With the great official support and participation from Ministry of Agriculture, China Council for the Promotion of the international Trade, Embassy of Greece, Embassy of Jordan, Jordan Prince Abbas Bin Ali, Embassy of Spain, Instituto Espa ol de Comercio Exterior, Hellenic Foreign Trade Board, Italian Trade Mission, Jordan Olive Products Exporters Associations, Aegean Exporters Association, The Government of Wu Du, Gansu Province and Shanghai Society of Grain and Oil, around 150 companies from 15 countries and regions like Greece, Italy, Spain, Turkey, Australia, Chile, Egypt, Portugal, Syria, Tunis, Israel, New Zealand, China, USA, Germany, Hong Kong have participated in this exhibition, especially Greece, Spain, Jordan, Turkey and Italy have participated in this exhibition in the form of National pavilion. Greek Pavilion with 23 exhibitors, as the largest pavilion has caught more visitors' eyes.

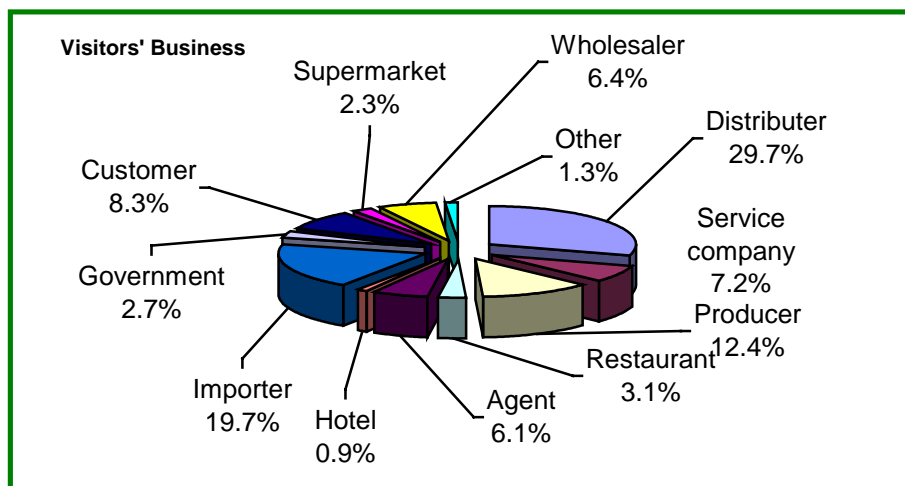
Feedback from the visitors

According to the statistics from the specialized data company, about 5800 visitors from 32 countries and regions attended this exhibition like Korea, Japan, Malaysia, Singapore, Thailand, Canada, Russia, UK, USA, Mongolia, Taiwan, Hong Kong, France, Israel, Egypt and so on. 95% visitors are from Chinese 30 provinces and cities. 50 reporters relating to edible oil, food, nutrition, health, medicine, life, catering, hairdressing, women, elders, economics, culture and related industries and publics have visited and reported this exhibition. From the following graph you will find that 95% visitors wish to accomplish the following purposes: to get more information or to be the national or regional agents or to be cooperation

or to purchase or order or to research market.



From the following graph over 88% visitors' business are involved in olive oil, which are our desire for the exhibitors.



Oil China 2009 with 5 years anniversary - Wonderful Plan

1. **Focus:** olive oil and the culture, nutrition and function of olive oil
2. **Target group:** Traders, Importers, dealers, reporters, potential consumers
3. **Layout:** Country Pavilion, Culture Zone and Olive Oil Tasting Zone, Olive Oil Gourmet Zone

Geographical Indications Show Zone

4. Related Activities:

- 1) Country Day (according to some Country's request)
- 2) 5th China International Olive Oil Forum
- 3) 4th China International Olive Oil Competition and Awarded Olive Oil Model Show
- 4) 2nd China International Olive Oil Gourmet Festival
- 5) Report Conference of Past and future 5-year Situation of Chinese Olive Oil Market
- 6) Med Sea Wonderful Dance Performance
- 7) Welcome Dinner and Closing Ceremony Dinner
- 8) Banquet on Doing Olive Oil Business in China
- 9) Chinese Olive Projects Investment Conference
- 10) Buyers and Sellers Meeting (BSM)
- 11) Beijing Market Evening Touch

12) International Symposium on Promoting Geographical Indications for olive oil (GI)

5. Promotion Plan

- To mail and distribute over 100000 visitors tickets
- To hold press conference about the exhibition and industry;
- Through some public and professional media to promote Oil China and the knowledge of olive oil, for example, Xin Hua News Agency, China Oil & Fat, China Cereal & Oil Market Newspaper, Cereal & Oil Technology, www.google.com, China food business Website, China Oil & Fat Information Website, China Business Newspaper, China Consumption Daily, China Consumer Day, China Quality Daily, Beijing Evening Daily, Xin Min Evening Paper, Guangzhou Daily, Shenzhen Daily and so on.
- Chinese Cereals and Oils Association, China Vegetable Oil Association, China Olive Oil Club, Trading Promotion Center of the Ministry of Agriculture and other related associations and organization will invite their members to visit Oil China 2009.
- To hold 2009 National Olive Oil Knowledge Contest will be helpful to invite more trading visitors.

6. Visitors Profile:

- Distributors, agents, importers and traders from China and neighboring countries in the sectors of edible oil, food, health care, hotel & restaurant, gift, cosmetics, baby & infants, , agedness and other related sectors;
- Purchasers & Quality observer from department store, supermarket, food store, edible oil store and other stores;
- CEO, Purchasing managers, cooks and chefs from restaurants, hotels, bars
- Olive oil lovers, individual customers, experts, scholars and so on

2009 Exhibition Information

1. Date & Venue:

- Date: March 15th to 17th, 2009
- Venue: Beijing, China World Trade Center
- Add: No.1 Jian Guo Men Wai Avenue, Chaoyang District, Beijing 100004 China

The favorable position of China World Trade Center

China World Trade Center (**CWTC**) occupies a prime location in the heart of Beijing's Central Business District. Standing at the junction of No.1 Jianguomenwai Avenue, Beijing's main business thoroughfare, and the East Third Ring Road, a major urban transit corridor, the complex is a mere 20-minute drive away from Capital International Airport. With direct links to the Guomao fly-over, the subway and public transport along East Chang An Avenue, **CWTC** is easily reached from all directions. It is strategically located at the Central Business District designated by the Beijing Municipal Master Plan. **CWTC** has become a showcase for China's reform and opening and is widely reputed as "The Place Where China Meets The World". **CWTC** is very near Tian An Men Square that is China's biggest and authoritative square. Some famous 4-star and 5-star hotels, restaurants and superior business office buildings are near **CWTC**, and nearly each countries' embassies and some famous bars are near **CWTC**, and even the branches of some 500 world's biggest enterprises are near **CWTC**.



2. Scope of Exhibits

- Olive oil, virgin and extra virgin olive oil, organic and DOP olive oil, olive products, olive oil by products (cosmetics), technology
- Other special type edible oil, camellia oil, grape seed oil, safflower seed oil, nucleolus oil, almond oil, pumpkin oil, garlic oil and so on.
- Soybean oil, corn oil, colza oil, peanut oil, cottonseed oil, concoction oil and salad oil
- Edible oil by new products, new technology, equipment
- Publication, services
- Other related products like wine, vinegar and so on.

3. Space Rental (Step 1:choose your space; Step 2:choose your fitted package)

A) Raw space rental (minimum 9 square meters)

- 1 side open (min 9 sq.m.) Euro 220 per sq.m.
- 2 sides open (min 18 sq.m.) Euro 240 per sq.m.
- 3 sides open (from 18 sq.m. to 72 sq.m.) Euro 280 per sq.m.
- 4 sides open (from 36sq.m. to 72 sq.m.) Euro 360 per sq.m.
- 3 or 4 sides open (73 sq.m. or more) Euro 260 per sq.m.

B) Stand equipment (not inclusive of raw space rental cost, see details on annex 1)

- Basic Standard Package (minimum: 9 sq.m.): Euro 40 per sq.m.
- Senior Standard Package (minimum: 9 sq.m.): Euro 80 per sq.m.
- Luxury Standard Package (minimum: 12 sq.m.): Euro 100 per sq.m.

Remarks:

Before **October 30, 2008** booking your space, you will obtain one of the following favorable treatments:

- 10% discount of the raw space rental
- One 4C page of the official catalogue (the price of full page 4C is Euro 1000) for free
- Your banner (50px x100 px) linking with your website will be present at the official website in one year

4. Other Related Exhibition:

- 2009 China International Exhibition of Technology & Equipment Olive Oil & Edible Oil (OilTech China 2009)

5. 2009 4th China International Olive Oil Competition

This result of this competition will be public during Oil China 2008. The relevant Fee as follows:

- The Participation basic fee: EURO 220 (include VAT) per participant
- The Handling fee: EURO 150 (include VAT) per extra virgin olive oil

Remarks: The exhibitors of Oil China 2009 or former participants will get a **50%** discount of the participation basic fee;

6. Advertisement Opportunity

1) Official Catalogue (the size of 210mm x 140mm)

- Bookmark with string (150mm x 50mm) EURO 1000
- Full 4C page (210mm x 140mm) EURO 1000
- Inside Double 4C pages (280mm x 210mm) EURO 1800
- Inside front cover (210mm x 140mm) EURO 1600
- 1st right hand page (210mm x 140mm) EURO 1800
- Inside back cover (210mm x 140mm) EURO 1500
- Outside back cover (210mm x 140mm) EURO 2000

2) Ticket and Hand Bag

- Back Cover of Ticket (210mm x 95mm) EURO 1000 per 20000 tickets (the total of tickets, 100000)

- Back Cover of Bag (297mm x 350mm) EURO 1000 per 2000 bags (the total of bags, 6000)

3) The ad. on the exhibition hall will be found on the Exhibitor Service Manual.

7. Product Press Conference

If you wish to promote your product or your company through the press conference, we will provide the following service for you:

- 50-100 sqm meeting room;
- One projection set
- One microphone and sound box
- 50-100 related visitors, reporters
- 1 hour per conference

The service fee per conference is EURO 1000 and will be floating in accordance with the exhibitor's concrete request. Before **January 1, 2009** booking press conference will be accepted.

Enquiry, please Contact:

Beijing Regalland Convention & Exhibition Co., Ltd.

Add: Room No.438 Jin Ou Building, An Zhen Li,

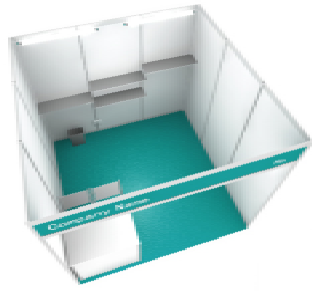
Chao Yang District, Beijing 100029 China

Tel:0086 10 64416542, 64414996 Fax:0086 10 64412631

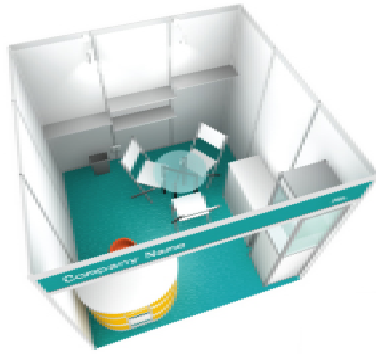
Website: www.regalland.com E-mail: regalland@regalland.com

Annex-1

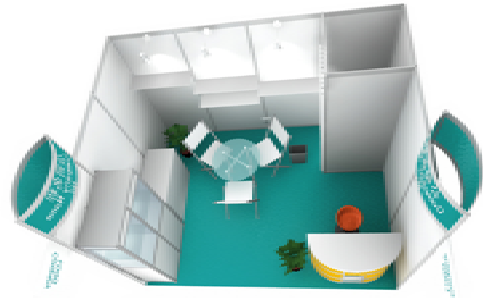
(Non contractual pictures)



Basic Standard Package



Senior Standard Package



Luxury Standard Package

| Item | Basic Standard Package | Senior Standard Package | Luxury Standard Package |
|-----------------------------------|------------------------|-------------------------|-------------------------|
| Price | Euro 40 per sq.m. | Euro 80 per sq.m. | Euro 100 per sq.m. |
| Minimum surface | 9 sq.m. | 9 sq.m. | 12 sq.m. |
| Partition walls | Yes | Yes | Yes |
| Carpet | Yes | Yes | Yes |
| Fascia Name (1) | 1 | 1 | 1 |
| Company signage | • | • | 1 panel |
| Lights (2) | 2 lamp lights | 2 spotlight | 3 spotlight |
| Electricity and power plug | 1 x 13 amp | 1 x 13 amp | 1 x 13 amp |
| Exhibit Table | 1 | 1 | 1 |
| Round table | • | 1 | 1 |
| Chairs (3) | 2 | 3 | 3 |
| Information counter | • | 1 | 1 |
| Bar stool | • | 1 | 1 |
| Waste paper basket | 1 | 1 | 1 |
| Flat shelves (4) | 4 x 1m | 4 x 1m | 4 x 1m |
| Tall showcase (5) | • | 1 | 1 |
| Lockable storage | • | • | 1 (1m x 1m) |
| Potted plants (6) | • | • | 2 |
| Stand cleaning | 3 days | 3 days | 3 days |

Remark: (1) 1 fascia names per 1 open side;(2) Additional 1 light per 3 sqm; (3) Additional 1 chair pre 3 sqm; (4) Additional 1 shelf per 3 sqm;(5) Additional 1 showcase per 6 sqm; (6) Additional 1 potted plant per 6 sqm