

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



April 24th – 26th, 2010

Shanghai Exhibition Center, Shanghai China

- 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
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 November 30, 2009 (the 10% discount or more)**

Oil China, the leader of olive oil and edible oil international exhibition in China, which based on promote healthy life and push the oil industry in China. The 6th Oil China is being organized on 24th-26th of April, 2010 in Shanghai Exhibition center. Oil China is famous as its professional organizing right trade visitors and plays a vital role in supporting and enriching the olive oil and edible oil industry, driving innovation, building business communities worldwide. There has never been a more exciting or rewarding time to participate for your global business.

>> Oil China and why in Shanghai

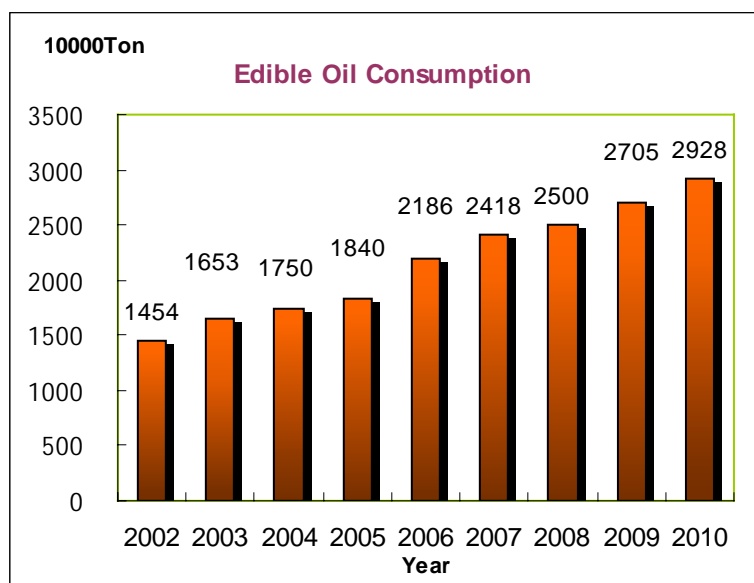
- Shanghai, the biggest city of China, one of the foremost world class financial and trade zones in Asia, which offers the finest and best of modern facilities where located in central of eastern China, influence covers eastern China, Southern China, central China and southwest China. Meanwhile, the coming World Expo brings unlimited business opportunities.
- Fast economic developing, high life quality improvement make people more focus on the healthy care, especially in the eating and diet sector. Natural and healthy edible oil is certain highly meet the requirement of the people needs.
- Oil China has five years great experience with over 1500 exhibitors from over 20 countries, 30,000 trade visitors participated the event. It is developing fast year by year and became the top brand for the olive oil and edible oil. Oil China widely covered over 10 different sectors to follow closely to the

professional event. Visitors from edible oil, food, farm goods, fast-moving consumer goods, catering, retailers and specialist retail chains, mother and baby care, bulk shopping, beauty and healthy care, medicare, personal products, etc. It would provide an effective platform for building business communities in Shanghai.

Oil China, under the amazing potential market environment, supported by domestic and international enterprises with the professional organization offering: generate publicity, demonstrate products, build business communities, increase sales, meet new prospects, develop relationships with your customers, professional industry learning, and etc. Also Oil China will use different channel to promote the products suit to the target customer following the edible oil classification. Make sure every target customer get right information to maximize supporting and enriching the industry. Earn your market share, Now is the time....

>> Chinese Edible Oil Market

China is more and more becoming the focus of attention in the world, especially, Chinese economy keeping the increase of 7%-10% and owning 1.3 billions of Chinese people, which is expanding the local demand of all kinds of materials and food and making China little affect by the financial crisis, by contraries, Chinese demand for all kinds of materials and food will give foreign enterprises more and more business opportunity. According to the data from the custom and the forecast of related organizations, From 2002 to 2008, Chinese edible oil consumption keeps the raise of average 8%, and according to this percentage, in 2010 the consumption of edible oil will reach 29,000,000 ton, and the proportion of import edible oil is rising rapidly and is about 20%-50%, especially, bean oil, palm oil, colza oil, olive oil, grape seed oil, avocado oil and other edible oil. The following graph for your reference:

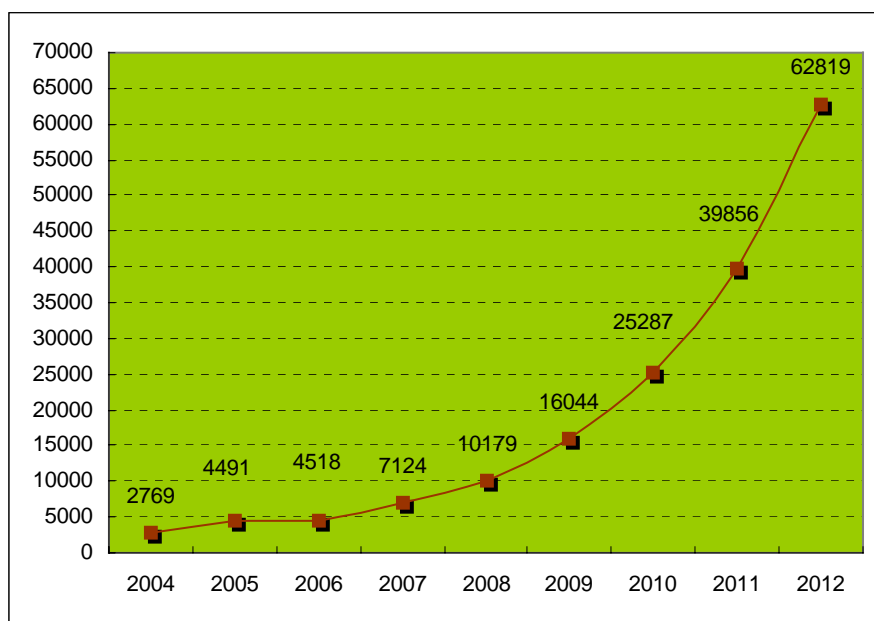


It is forecasting that in 2015 the consumption of edible oil will reach 30,000,000 ton and the average per person will also reach 20 kg (in 2008 15 kg per person). Over 60% of the above-mention consumption will completely rely on the import of edible oil because of the decrease of planting area and the limited yield of oil crops. In a word, Chinese huge market is opening for you and it is time to expand your

business to China.

>> Chinese Olive Oil Market

As one of the food with nutrition value, olive oil is more and more welcome in China. At present more than 200-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 2004 the average proportion of import olive oil has been keeping the increases nearly 60% per year. With the same rate till to 2010 that World Expo will be held in Shanghai it will be over 25,000 tons. Along with the upgrade of the living level of Chinese people with the progress of health consciousness, olive oil will have the larger scale in Chinese edible oil market.



>> Report about Oil China 2009

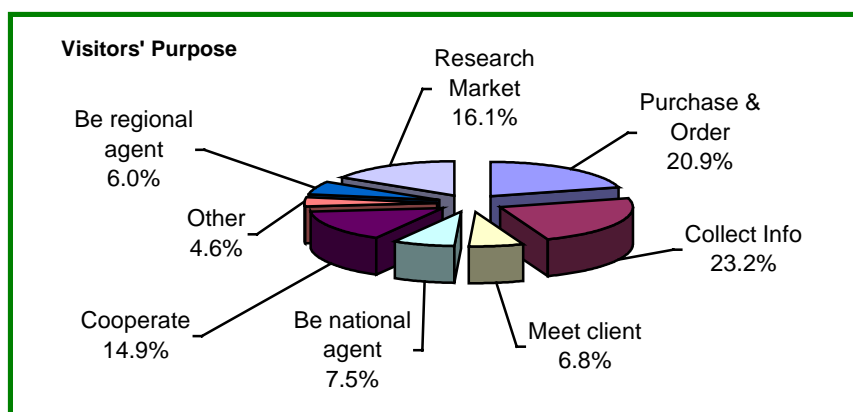
Oil China, as the only, professional international exhibition of olive oil and edible oil in China, Oil China offers the most direct and efficient business site for between the producers, exporters with the importers, traders, dealers, and agents to meet each other, achieve the cooperation and expand the influence of olive oil brands, and also would make consumers learn more about the knowledge of olive oil & edible oil and build up the favorable consumption concept of olive oil and edible oil.

At present, in Chinese market 100% olive oil is imported from the countries in Mediterranean Sea and other countries, so the financial crisis has influence the scale of Oil China Exhibition, in this case, Turkey Pavilion, Jordan Pavilion, Syrian Pavilion could not be present at 5th Oil China 2009 that has been held from March 15th to 17th in Beijing. As the only and professional exhibition, 5th Oil china 2009 has attracted 95 exhibitors and about 6700 visitors from Spain, Greece, Italy, Australia, Israel, Argentina, Portugal, Tunis, Turkey, Egypt, Chile, Syria, Jordan, Peru, Saudi Arabia, Korea, China, Hongkong, Japan and so on. Besides Spanish Pavilion and Greek Pavilion, the first public presence of Portuguese Pavilion with 5 Portugal famous companies organized by Portuguese olive oil association surprised the visitors and

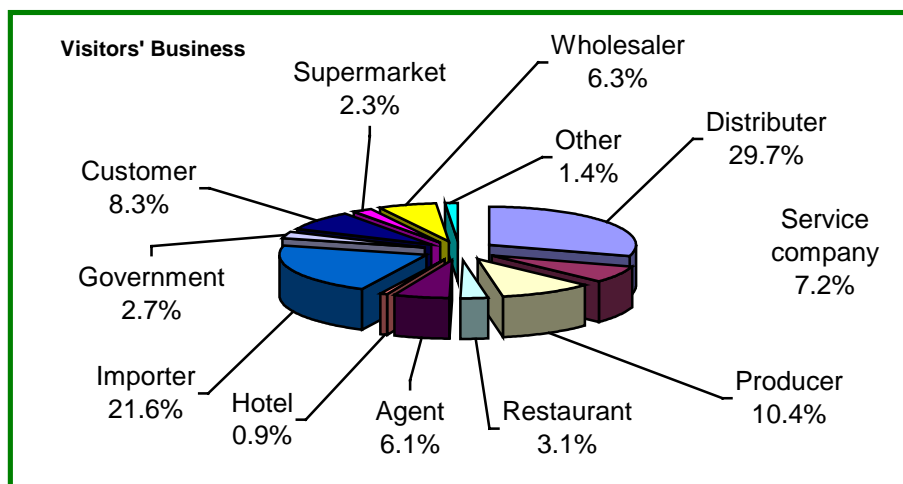
other exhibitors, and the brilliant Pavilion designed image of Portuguese Pavilion almost caught each visitor's eyes.

>> Feedback from the visitors

According to the statistics from the specialized data company, about 6700 visitors from 30 countries and regions attended this exhibition like Korea, Japan, Malaysia, Singapore, Thailand, Spain, Greece, Italy, Australia, Israel, Argentina, Portugal, Tunis, Turkey, Egypt, Chile, Syria, Peru, Saudi Arabia, Korea, China, Hongkong and so on. 94% 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 75% visitors' business are involved in olive oil, which are our desire for the exhibitors.



Oil China 2010 - 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
4. **Related Activities:**

- 1) Country Day (according to some Country's request)
- 2) 5th China International Olive Oil & Edible Oil Forum
- 3) 5th China International Olive Oil Competition and Awarded Olive Oil Model Show
- 4) 2nd China International Olive Oil & Edible Oil Gourmet Festival
- 5) Report Conference of Past and future 5-year Situation of Chinese Olive Oil Market
- 6) Buyers and Sellers Meeting (BSM)
- 7) Enterprisers' Dialogue Summit

5. Promotion Plan

- To mail and distribute over 100000 visitors tickets through our 5-year's data
- 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 2010.
- To be public about 6th Oil China 2010 through www.oliveoilife.com.

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

2010 Exhibition Information

1. Date & Venue:

- Date: April 24th to 26th, 2010
- Venue: Shanghai Exhibition Center
- Add: No.1000 Yan'an Middle Road, Jing An District, Shanghai 200040 China

The favorable position of Shanghai Exhibition Center

Shanghai Exhibition Centre (SEC) is located at the bustling downtown area in the centre of Shanghai near the Jin An Temple which has a rare advantage of easy traffic access and a well-developed surroundings. The building style is very special and classical. Some famous business plazas, top-grade real estates, star hotels, consulates and business streets are near



SEC, for example, Shanghai Business City, Henglong plaza, Meilongzhen plaza, Zhongxin plaza, the Portman Ritz-Carton, JW Marriott Hotel, Radisson Hotel and so on. SEC is an economic entity specializing in offering large-scale conference and exhibition services with ample parking.

2. Scope of Exhibits

- Soybean oil, corn oil, colza oil, peanut oil, cottonseed oil, concoction oil and salad oil
- 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, seabuckthorn pulp oil, seabuckthorn seed oil garlic oil and so on.
- 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 desired space; Step 2: choose your stand equipment)

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:

- 1) Before **November 30, 2009** 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
- 2) If you only book the raw space, please contact us to get some pictures about **Special construction** cases for your reference.

4. Other Related Exhibition:

- 2010 China International Exhibition of Technology & Equipment Olive Oil & Edible Oil (OilTech China 2010)

5. 2010 5th China International Olive Oil Competition

This result of this competition will be public during Oil China 2010. 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 2010 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 2000 per 20000 tickets (the total of tickets, 100000)
- Back Cover of Bag (297mm x 350mm) EURO 2000 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 EURO2000 and will be floating in accordance with the exhibitor's concrete request. Before **February 1, 2010** booking press conference will be accepted.

Enquiry, please Contact:

Beijing Regalland Convention & Exhibition Co., Ltd.

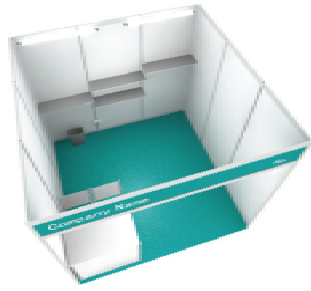
Add: Room No.438 Jin Ou Building, An Zhen Li,
Chao Yang District, Beijing 100029 China

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

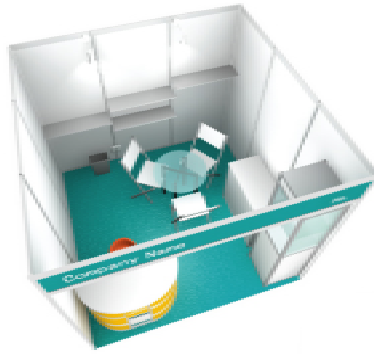
Website: www.eoliveoil.com E-mail: info@oliveoil.com

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