

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



April 18th – 20th, 2011

Shanghai Ever Bright Convention 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:** The Ministry of Agriculture, P. R. China
Agricultural Trade Promotion Center
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
- Early Bird:** **Before October 30, 2010 (10% discount or more)**

Oil China dates back to 2005. Since then, Oil China is held annually. It's the only professional international exhibition of olive oil and edible oil that is fully supported by the Ministry of Agriculture and Agricultural Trade Promotion Center. Approved by China Council for the Promotion of International Trade (CCPIT), Oil China has been the official cooperative exhibition of various institutions, such as Embassies of Spain, Greece, Italy, and Foreign Trade Bureau of Spain, Trade Promotion Center of Greece and so on. Each year, these country pavilions will present at Oil China. It has become an international exhibition of edible oil with the largest scale and number of oil varieties. Renowned for attracting professional purchasers, distributors and audiences, Oil China has gained the attention of edible oil related corporations around the globe. It's an excellent platform for relevant parties to seek for products marketing and business cooperation.

Oil China 2011 will be held in Shanghai during 18th – 20th of April, 2011. Oil China will play an important role in promoting higher end oil consumption, thus bring additional business opportunities for exhibitors. A series of activities have been devised to give you more opportunities to demonstrate your products, gain insight to Chinese market and close sales.

>> Oil China and why in Shanghai

- Shanghai, the biggest city of China, one of the foremost world class financial and trade zones in

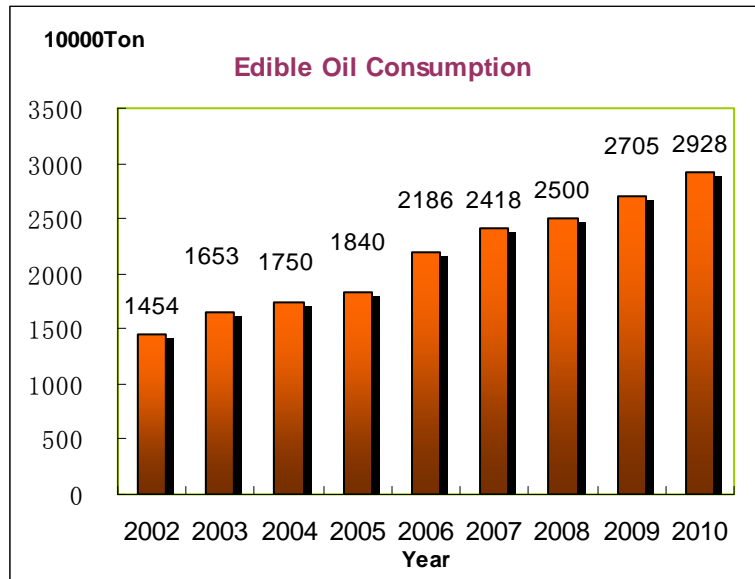
Asia, which offers the finest and best of modern facilities where located in central of eastern China, influence covers eastern China, Southern China, central China and southwest China. Meanwhile, the coming World Expo brings unlimited business opportunities.

- 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 six years great experience with over 1700 exhibitors from over 20 countries, 37,500 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

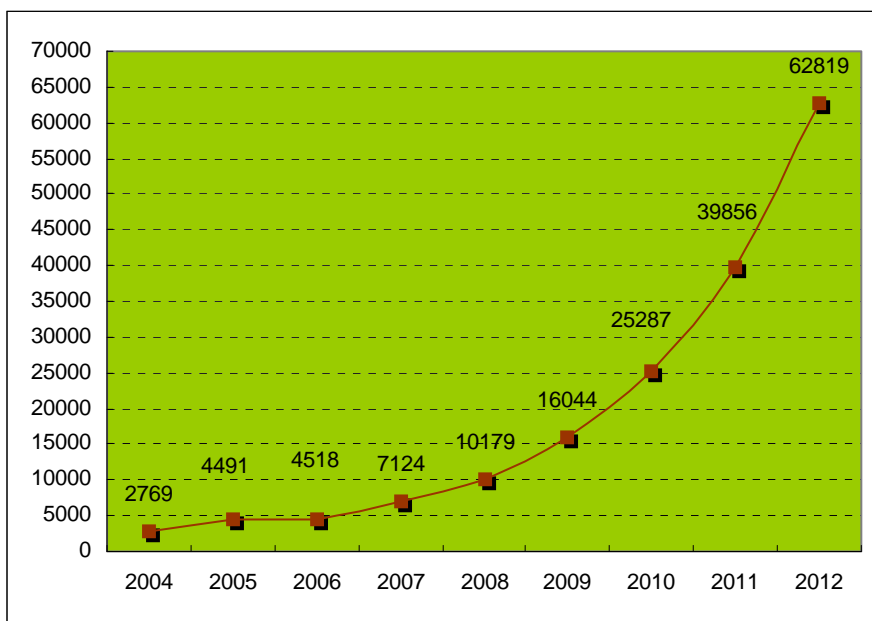
China is more and more becoming the focus of attention in the world, especially, Chinese economy keeping the increase of 7%-10% and owning 1.3 billions of Chinese people, which is expanding the local demand of all kinds of materials and food and making China little affect by the financial crisis, by 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 appears 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 6th Oil China 2010

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.

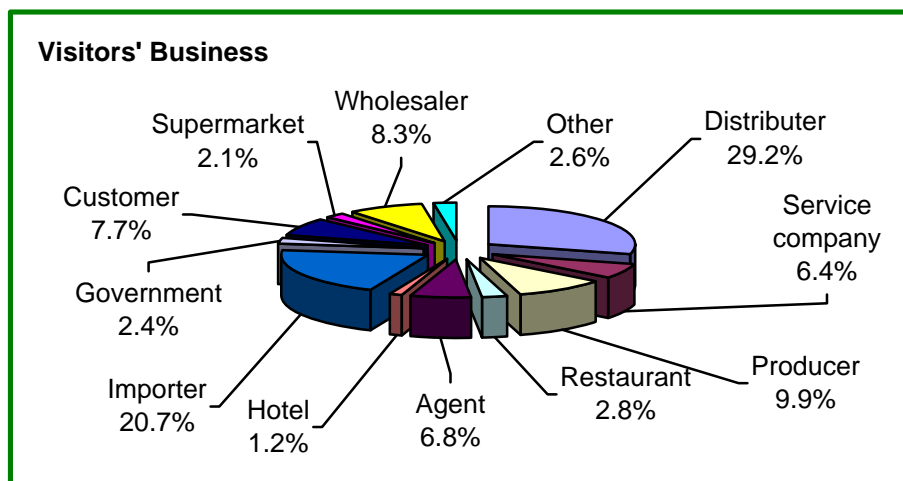
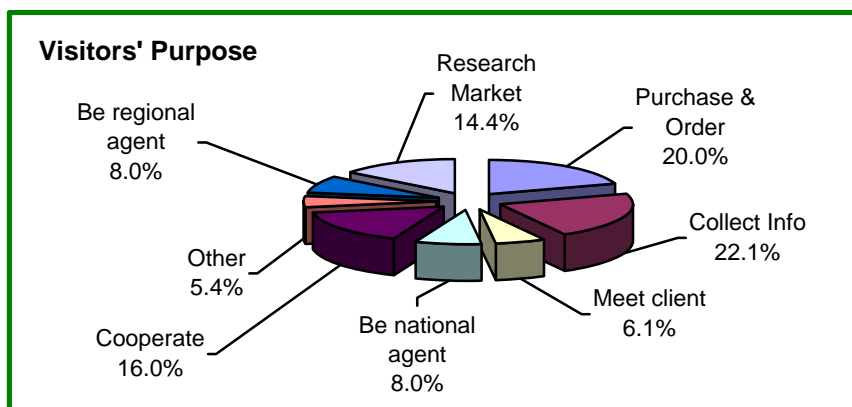
2010 6th China International Exhibition of Olive Oil & Edible Oil (Oil China 2010) was successfully held at Shanghai Exhibition Center during April 24-26, 2010. Oil China 2010 is organized by CCPIT Specialized Sub-Council of Agriculture and Beijing Regalland Convention & Exhibition Co., Ltd. It has been supported by the Ministry of Agriculture, Shanghai municipal government, Gansu Longnan municipal government, Prefecture of Heraklion from Greece, Embassy of Greece, Embassy of Spain, Embassy of Portugal, Embassy of Turkey, Embassy of Tunis, Italian Trade Commission (I.C.E.), Portuguese Olive Oil Association, and Tunisian Packaging Technical Centre (PACKTEC).

Till now, 6 editions of Oil China Exhibition have been held successfully. Oil China is the leading edible oil & olive oil exhibitions in China. Oil China 2010 has attracted more than 150 exhibitors from 20 countries and regions. Among them, there are Greece Pavilion, Portugal Pavilion, Tunis Pavilion, Australia Pavilion, and Gansu Longnan Pavilion (Chinese Olive Oil Pavilion). Trade visitors reached 7500 people. The exhibits are mainly medium-to-high-end edible oils (including olive oil, camellia oil, grape seed oil, peanut oil, and mixed edible oil) from about 500 brands. Colorful events were held during the exhibition. Compared with previous exhibitions, Oil China 2010 made a new step forward with larger exhibition area, more varieties of oils, and more colorful events.

>> 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 Japan, Malaysia, Thailand, Australia, Israel, Argentina, Portugal, Tunis, Canada, Turkey, Germany, Spain, Greece, Italy, Egypt, Chile, Syria, USA, Russia, North Africa, Indonesia, India, China, Macao, Taiwan, Hong Kong and so on. Over 95% visitors are from Chinese 30 provinces and cities. 45 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 graphs about the visitors' purpose and business sectors which are our desire for the exhibitors.



Oil China 2011 - Positive 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, Olive Oil Tasting Zone, Olive Oil Gourmet Zone, Edible Oil Knowledge Zone
4. **Related Activities:**
 - 1) Country Day (according to some Country's request)

- 2) 6th China International Olive Oil & Edible Oil Forum
- 3) 6th China International Olive Oil Competition and Awarded Olive Oil Model Show
- 4) 3rd China International Olive Oil & Edible Oil Gourmet Festival
- 5) Buyers and Sellers Meeting (BSM)
- 6) Enterprisers' Dialogue Summit

5. Promotion Plan

- To mail and distribute over 100000 visitors tickets through our 6-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, Xin Min Evening Paper, Guangzhou Daily, Shenzhen Dially 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 2011.
- To be public about 7th Oil China 2011 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
- individual customers, experts, scholars and so on

2011 Exhibition Information

1. Date & Venue:

- Date: April 18th to 20th, 2011
- Venue: Shanghai Everbright Convention & Exhibition Center (SECEC)
- Add: No.66 Cao Bao Road, Xuhui District, Shanghai 200235 China

The favorable position of SECEC



Shanghai Everbright Convention and Exhibition Center (SECEC) is the second largest exhibition center in Shanghai. Many international and national exhibition & conferences have been held in SECEC each year. 4th Oil China 2008 has ever been held in this center. This center is located in the southwest of Shanghai and near Xujiahui Commercial Center. SECEC includes one 4-star hotel, East Hall and West Hall for demonstrating new products, discussing and exchanging, catering and banquet and leisure. SECEC is not only the extremely good activity centre for exhibition, commercial affair and exchange, but also

an ideal place to carry on recreation and leisure for various circles of society. Many 4or5-star hotels, shipping mall are near SECEC, like Shanghai Everbright Int'l Hotel, Hua Ting Hotel & Towers, Regal Shanghai East Asia Hotel, Garden Avenue Hotel Shanghai, Haiyatt Hotel Shanghai, Asset Hotel, Shanghai Hong Qiao State Guest Hotel, Grand Mercure Hongqiao Shanghai Hotel Xujiahui shopping mall, Pacific Department Store, Carrfour, Metro, Ganghui Palaza, Huijin Palaza and so on.

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 (min18 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.
- 2 or 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 **October 30, 2010** 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:

- 2011 China International Exhibition of Technology & Equipment Olive Oil & Edible Oil (OilTech China 2011)

5. 2011 6th China International Olive Oil Competition (Oil China Competition)

This result of this competition will be public during Oil China 2011. 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 2011 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)

- Full 4C page (210mm x 140mm) EURO 1000
- Inside Double 4C pages (280mm x 210mm) EURO 1800
- Inside front cover (210mm x 140mm) EURO 1800
- 1st right hand page (210mm x 140mm) EURO 2000
- Inside back cover (210mm x 140mm) EURO 1600
- Outside back cover (210mm x 140mm) EURO 2500

2) Ticket and Hand Bag

- Back Cover of Ticket (210mm x 95mm) EURO 2300 per 20000 tickets (the total of tickets, 100000)
- Back Cover of Bag (297mm x 350mm) EURO 2500 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

We offer special meeting rooms for the exhibitors who wants holding own display activities. 2000 Euro will be charged for the meeting room rate which has enough space for 50-100 people and the rate also including: one projector, one or two microphone, one set of speaker and 50-100 potential customers. Rental rate is for one hour, and it could be adjusted when you have other requirement. Before February 1, 2011 your booking 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@eoliveoil.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