



**世界粮油展**  
International Grain and Oil Exhibition



**INTERNATIONAL  
RICE & GRAINS  
EXPO 大米杂粮展**

# The 17<sup>th</sup> Guangzhou International High-Quality Rice and Brand Grains Exhibition

**14-16 June  
2024**

**China Import and  
Export Fair Complex**

## CO-LOCATED EVENTS



**INTER  
HEALTH  
EXPO**



**INTERNATIONAL  
OIL EXHIBITION  
IOE 世界油博会**



**INTERNATIONAL  
GRAIN & OIL MACHINERY  
EXPO**

## Co-organizers

China Information Industry Association Grain and Agriculture Branch  
China Association for Technical Supervision Information  
Standardization Administration of Small-scale Production Areas  
Guangdong Province Grain Industry Association

## Organizer

Guangzhou Yi Fan Exhibition Co., Ltd



**YFZL**  
**亿帆展览**  
YIFAN EXHIBITION

## Supporters

National Association of Grain Sector of Hubei Province  
National Association of Grain Sector of Huaian City  
National Association of Grain Sector of Guangxi Province  
Administration of Grain of Guangxi Zhuang Autonomous Region  
Guangxi Fragrant Rice Industry Alliance  
Department of Agriculture and Rural Affairs of Hebei Province  
Department of Agriculture and Rural Affairs of Jiangxi Province  
Department of Commerce of Jilin Province, China  
National Association of Grain Sector of Jilin Province  
Bureau of Agriculture and Rural Affairs of Yongxiu County  
The People's Government of Quanzhou County  
Xiantao Rice Industry Association

## Support Enterprises

COFCO Corporation  
Yihai Kerry  
SHENZHOU WOLIANG  
Bureau of Agriculture and Rural Affairs of Panjin  
Agricultural Investment Group  
Man Xiang Yun Tian Agriculture  
Industrial Investment Group  
Beidahuang Group  
Donggang Liaogang Rice Making Factory  
China Grain Reserves Corporation  
Hengda Grain and Oil



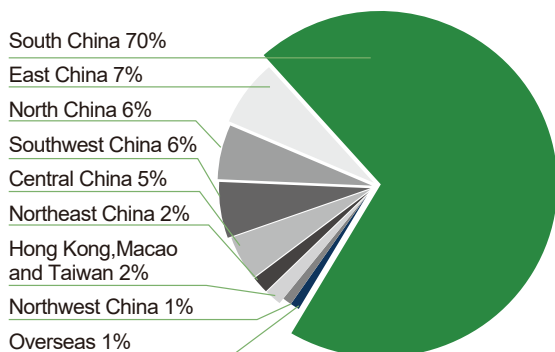
According to research conducted by institutions, the market size of China's rice industry reached 723.4 billion yuan in 2022, with an average annual growth rate of 1.09% over the past five years. It is projected that the national rice market size will reach 741.3 billion yuan in 2023. With the continuous improvement of the national economy and consumer demand, premium rice has gradually gained popularity among young consumers with strong purchasing power. The demand for rice continues to grow, and the market size and potential are expanding rapidly, providing favorable conditions for the development of branded rice. The competition in the rice market has entered the era of brand competition.

## Exhibition Advantages

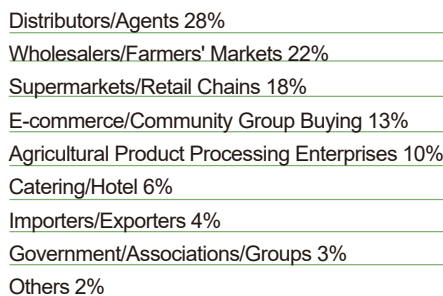
- ◆ The exhibition has gone through 16 sessions of accumulation, integrating four major functions: channel maintenance, trend release, industry exchange, and trade transaction. It leads the development trend of the industry, empowers the upgrade of the global food consumption market, and enhances the future vitality of the industry. It helps enterprises explore both domestic and international markets and seize industry development opportunities.
- ◆ Our extensive database covers distributors, agents, buyers, supermarkets, organic and green food distribution markets, specialty stores, catering and hotel industry, e-commerce, and other sectors. Our dedicated market specialists ensure the quality of the audience by personally inviting and following up with key buyers and their significant procurement plans. We provide personalized recommendations of exhibitors to meet their specific needs and offer comprehensive exhibition procurement services.
- ◆ We specialize in personalized and targeted invitations for audiences from different themes, industries, and channels. We have established strong connections with various food production companies, food distribution agents, wholesale and retail businesses, government agencies, supermarkets, hotels, and other consumer venues. Through collaborations with their procurement departments, we attract professional attendees to register and participate in the event. Additionally, we organize group visits and procurement activities through external partnerships to enhance the overall exhibition experience.
- ◆ Notification and visitation documents are issued to relevant companies and organizations through national and local associations, as well as local government departments and regulatory authorities.
- ◆ To promote and recognize outstanding products in the industry, the organizing committee collaborates with authoritative institutions to host the Food and Grain Awards ceremony. The aim is to gather excellent business enterprises and provide a platform for communication and exchange within the industry. By supporting each other, the goal is to achieve mutual success and benefit.
- ◆ We have established strategic partnerships with over 100 domestic and international mainstream media outlets, large-scale portals, and more than 200 industry-specific media platforms, creating a comprehensive and influential matrix for multi-channel promotion. Through news articles, photographs, interviews, live broadcasts, and other channels, we provide comprehensive and three-dimensional coverage of the exhibition, ensuring that exhibitors maximize their participation and achieve the desired outcomes.

## Exhibition Review 2023

## Visitors by Region



## Types of Visitors



## Renowned Brands





## VIP Buyer Groups

Famous Chef Committee of China Cuisine Association  
Guangdong Provincial Association of Grain Sector  
GuangDong Food Circulate Association  
Global e-commerce (Shenzhen) Co., Ltd.,  
Hong Kong International of China Commerce Community Association  
Guangdong East Chamber of Commerce of Importers & Exporters  
Guangzhou Cuisine Association  
China Guangzhou Western Food Association  
Guangzhou Food Industry Association  
Guangzhou Area Catering Trade Association  
Shenzhen Food Industry Association  
Shenzhen Cuisine Association  
Shenzhen Catering Service Trade Association  
Jiangmen Cuisine Association  
Foshan Gaoming Dining Profession Association  
GZPY Restaurant & Catering Association  
Dongguan Grain Association  
Foshan Nanhai Catering Service Industry Association  
Huizhou Food Industry Association  
Shenzhen Food Industry Association  
Wengyu County agricultural production and Processing Industry Association

Guangzhou Food Industry Association  
Shunde Restaurant Association  
Yangjiang Cuisine Association  
Yunfu Dietetic Association  
Zhanjiang Cook Association  
Zhuhai Restaurant Association  
Heshan Dietetic Association  
Qingyuan Cuisine Association  
Caozhou Cuisine Association  
Dongguan Lawei Industry Association  
Shunde Dietetic Association  
Huizhou Cuisine Association  
Heyuan Cuisine Association  
Guangdong Agriculture Industrialization Association  
Guangning Food and Beverage Association  
HongKong Cooking Association  
Sihui Restaurant Association  
Heshan Dining Industry Association  
Guangdong Julonghui Catering Association  
Zaoqing Cook Association  
Luoding Catering Business Association

Guangning Cook Association  
Huajji Catering Association  
Shaoguan Catering and Cuisine Association  
Nanhai Food and Beverage Association  
Shenzhen Food and Beverage Association  
Xintan Food and Beverage Association  
Emerging Food and Beverage Association  
Shunde Longjiang Food Safety Association  
Foshan Shunde Dietetic Association  
Yangjiang Food and Beverage Industry Association  
Food Tourism Promotion Association  
Shunde Lunjiao Dietetic Association  
Shunde Ronggui Restaurant Association  
Le Liu Street Dietetic Association  
Zhongshan City Catering Chamber of Commerce  
Sha Xi Gourmet Cultural Association  
Meizhou Dietetic Association  
Le Cong Food Safety Association  
Foshan Shunde Cook Association

## Key Buyers

### Community Retailers

Temu Grocery Shopping, Meituan Youxuan, Pupu Supermarket, Taobao, Xingsheng Selected, Freshippo, JD Home, Dingdong Grocery Shopping, Yonghui Life, Dmall, RT-FRESH

### Chain supermarket

Samsclub, CR Vanguard, Guangzhou Baijia Super Market Co., Ltd., Freshippo, Watsons, 7 FRESH, 7-Eleven, Changdachang Super Shopping Plaza Co., Ltd., Guangdong Xiyangyang Convenience Store Co., Ltd., Guangdong Shengjia Supermarket Co., Ltd., Guangzhou Grandbuy Co., Ltd., Dongguan Tianfu Convenience Store Co., Ltd., Guangzhou Aozhixing Trade Development Co., Ltd., Guangzhou Mopark Department Co., Ltd., Guangzhou C-Store Chain Ltd.

### E-commerce/ Cross-border E-commerce

Suning.cn, Ymatou, China Fresh Forum, JD, Suning Group Buying, EasybuyCN, Alibaba.com, Ali Health, Kaola.com, Sendtuo, KZJ Health, Guangzhou Bestine Network Technology Co., Ltd., Guangdong New Supply and Marketing Tianrun e-commerce Co., Ltd., Tangou e-commerce (Yingde) Co., Ltd., Shenzhen Qianhai Xinyou Haitao Cross Border e-commerce Co., Ltd.

### Imported Food & Health Food Distributors/Traders

Hengjun Youpin (Shenzhen) Trading Co., Ltd., Lsf Co. Limited, Green Forest (Shenzhen) Import and Export Trade Co., Ltd., Shantou WIN Resources Trading Co., Ltd., Shenzhen Olead Food Co., Ltd., Shenzhen Wealthwin Trading Co., Ltd., ShenZhen BaiQian Commercial and Trading Co., Ltd.

## Concurrent Activities



### Food & Grain Award Ceremony

The Food & Grain Award Ceremony aims to highlight the core values of brands and is committed to encouraging companies to create and innovate more high-quality brands and products. Over a hundred industry authorities, including members of the Chinese Academy of Engineering, influential leaders, experts, scholars, and representatives from enterprises, attended the awards ceremony. By recognizing outstanding brands, the ceremony effectively promotes the healthy, safe, and innovative development of the food, grain and oil industry.

### Panjin Rice "Red Beach No.1" Promotion Conference




The Conference is organized by the Panjin Industrial and Commercial Federation and Panjin Agricultural Development Group Co., Ltd. It aims to promote the "Red Beach No.1" Panjin Rice to consumers nationwide. "Red Beach No.1" rice is a high-quality rice launched by the Panjin Municipal People's Government based on the principles of excellent variety, improved quality, brand building, value enhancement, and increased income for the people, following the concept of "seeds as the guide, resources as core, and key focus on branding". It represents a significant breakthrough in the field of rice.



## Exhibits Categories

<b>Rice</b>	Rice, seeds, branded rice, trustworthy rice, fortified rice, organic rice, green rice, pollution-free rice, rice-based products, instant rice, cooked rice, rice protein, rice bran oil, dietary fiber, etc.
<b>Grain</b>	Sorghum, millet, noodles, panicum miliaceum, buckwheat, oats, barley, black wheat, mung beans, adzuki beans, kidney beans, black beans, broad beans, chickpeas, specialty corn, Job's tears, sesame seeds, flaxseeds, potatoes, organic grains, etc.
<b>Rice Made Product</b>	Rice noodles, organic rice noodles, rice vermicelli, glutinous rice balls, rice cakes, rice bran oil, rice protein, and other deep-processed rice products.
<b>Rice Storage and Packaging Equipment</b>	Storage equipment, packaging equipment, inspection instruments, rice deep processing equipment, and safe grain storage systems.
<b>Rice Processing Equipment</b>	Elevator, pre-cleaning machine, vibrating sieve, destoner, magnetic separator, color sorter, huller, polisher, etc.

## Stand Prices & Facilities

	<b>Stand Type/Price</b> Raw space USD 330/sqm	<b>Facilities</b> Location close to the entrance/exit or main corridor Exhibitors bear the cost of booth construction
	<b>Stand Type/Price</b> Premium booth with one side open USD 3,608/9sqm  Premium booth with corner USD 3,968/9sqm	<b>Facilities</b> 1 information counter 1 display cabinet 1 meeting table 4 chairs 1 dustbin Carpet 1 electric socket (220v and 500w)
	<b>Stand Type/Price</b> Standard booth with one side open USD 2,500/9sqm  Standard booth with corner USD 2,750/9sqm	<b>Facilities</b> 1 information counter 2 chairs 2 fluorescent lamps 1 dustbin Carpet 1 electric socket (220v and 500w)

\*The actual facilities is subject to the exhibition contract

## Stand Prices & Facilities

Catalogue Advertisement		Other Advertisement			Product Introduction Meeting	
Front cover	USD4,600	Exhibitor badge (single page)	USD5,000/per	Color printing	Exhibitors	USD1,800/Session (30 mins)
The second front cover	USD2,000	Visitor badge (single page)	8,400/per	Color printing	Non-Exhibitors	USD3,600/Session (30 mins)
The third front cover	USD2,100	Gift bag (single color printing)	USD3,400/5THS	Total 30THS	Appoint hours should be charged USD1,000	
Inside color page	USD1,000	Visiting Ticket Back Adv (single page)	USD850/10THS	Total 300THS	(Please contact us for more information.)	
		Visiting invitation letter (back cover)	USD1,650/10THS	Total 50THS		
		Floor Sticker	USD 1,000/per			
		Visitors/Exhibitors Badge Rope Adv. (Logo Single Face)				

## Contact Us

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