



The 18th Guangzhou International High-Quality Rice and Brand Grains Exhibition



China Centre for Promoting SME Cooperation and Development China Chamber of Commerce of I/E of Foodstuff, Native Produce and Animal By-products (CNFA)

China Information Industry Association Grain and Agriculture

Jiangxi Grain Industry Association Asian Rice Merchants and Specialists Association

Guangzhou Yi Fan Exhibition Co.,Ltd.

Food Administration of Hubei Province National Association of Grain Sector of Hubei Province National Association of Grain Sector of Huaian City Guangxi Association Of Grain Sector 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 Bureau of Agriculture and Rural Affairs of Panjin Agricultural Investment Group Industrial Investment Group Beidahuang Group Donggang Liaogang Rice Making Factory

(The above list is in no particular order)









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.

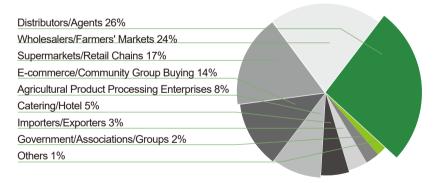
Exhibition Advantages

- ♦ The exhibition, with 17 sessions of experience, integrates four major functions: channel maintenance, trend release, industry exchange, and trade transactions. It leads industry trends, empowers the global food consumption market, and helps enterprises explore domestic and international markets, seizing development opportunities.
- Our extensive database covers distributors, agents, buyers, supermarkets, organic food markets, specialty stores, catering, hotels, e-commerce, and more. Our market specialists ensure audience quality by personally inviting and following up with key buyers, offering personalized exhibitor recommendations and comprehensive procurement services.
- We specialize in targeted invitations for different themes, industries, and channels. We have strong connections with food producers, distributors, wholesalers, retailers, government agencies, supermarkets, hotels, and other venues. By collaborating with their procurement departments, we attract professional attendees and organize group visits and procurement activities.
- Notification and visitation documents are issued to relevant companies and organizations through national and local government authorities and industry associations.
- ♦ To promote outstanding products, the organizing committee collaborates with authoritative institutions to host the Food and Grain & Oil Awards ceremony, providing a platform for industry communication and mutual success.
- Strategically partnering with over 300 leading domestic and international media outlets, major portals, and industry media, we create a broad and influential media matrix. The exhibition is extensively covered through news, short videos, photos, interviews, and live broadcasts, ensuring maximum impact for exhibitors.

Exhibition Review 2024

South China 67% East China 8% North China 6% Central China 6% Southwest China 5% Hong Kong, Macao and Taiwan 3% Northeast China 2% Overseas 2% Northwest China 1%

Types of Visitors



Renowned Brands



VIP Buyer Groups

Famous Chef Committee of China Cuisine Association

Guangdong Yangsheng Culture Association

GuangDong Food Circulate Association

Guangdong Organic Agriculture Association

Guangdong Province Guangning Tea Trade Association

Guangdong Province Sihui City Food Industry Association

Guangdong Healthy Diet Culture Association

Guangzhou TV "Meeting Quality Ingredients" Catering Procurement Group

GUANGZHOU CITY FOOD ENTERPRISES ASSOCIATION

Guangzhou Area Food and Drink Trade Association

Guangzhou Panyu Restaurant & Catering Association

Guangzhou Yuexiu Restaurant & Catering Association

Guangzhou 007 Culinary Elite Association

Guangzhou Nansha Food Industry Association

Guangzhou Panyu Food and Beverage Chamber of Commerce

Guangzhou Liwan Alcohol Industry Association

Guangzhou Baiyun Food Industry Association

Guangzhou Huadu Distinct Catering and Hotel Association

Shenzhen Organic Products Industry Association

Foshan Shunde Longjiang Catering Industry Association

Foshan Shunde Jun'an Catering Industry Association

FOSHAN HOTELTHE SAME TERAD OR BUSINESS CHAMBER OF COMMERCE

Foshan Nanhai District Catering Industry Association

Foshan Gaoming Dining Profession Association

Foshan Nanhai District Le Cong Food Association

FOSHAN SHUNDE RONGGUI RESTAURANT ASSOCIATION

Foshan Daliang Food & Tourism Promotion Association

FOSHAN SHUNDE XINGTAN DIETARY ASSOCIATION

FOSHAN SHUNDE DIETETIC ASSOCIATION

THE ASSOCIATION OF HOTEL, FOOD & BEVERAGE ZHANQING

Heshan City Catering Industry Association

Jiangmen Cuisine Association

Zhongshan Cuisine Association

QINGYUAN FOOD CULTURE INDUSTRY ASSOCIATION

The Chef Association of Zhuhai

Key Buyers





Concurrent Activities



Grain & Oil Award Ceremony

The ceremony gathered leaders from various provinces and cities, consuls from consulates in Guangzhou, distinguished experts and scholars, dozens of domestic and international industry associations, research institutions, higher education institutions, and industrial organizations. The event connected hundreds of top influencers and industry media from around the world, bringing together elites to empower the grain and oil industry and promote its vigorous development in China. During the opening ceremony, the organizing committee presented awards for Outstanding Product Gold Award and Top Ten Brands, among others.

Hebei Branded Agricultural Products (Guangzhou) Special Promotion Conference

This Promotion Conference was hosted by the Department of Agriculture and Rural Affairs of Hebei Province and organized by the Bureau of Agriculture and Rural Affairs of Xingtai Municipality. A total of 36 enterprises participated in the event, showcasing over 150 high-quality agricultural and grain & oil products. This event not only demonstrated the superior quality and brand strength of Hebei's agricultural products but also provided new opportunities for Hebei's agricultural and grain & oil product enterprises to expand their domestic and international markets and broaden their sales channels.



Exhibits Categories

	
Rice	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.
Grain	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.
Rice Made Product	Rice noodles, organic rice noodles, rice vermicelli, glutinous rice balls, rice cakes, rice bran oil, rice protein, and other deep-processed rice products.
Rice Storage and Packaging Equipment	Storage equipment, packaging equipment, inspection instruments, rice deep processing equipment, and safe grain storage systems.
Rice Processing Equipment	Elevator, pre-cleaning machine, vibrating sieve, destoner, magnetic separator, color sorter, huller, polisher, etc.

Stand Prices & Facilities





Raw space USD 330/sqm

Premuim booth with one side open USD 3,608/9sqm

Premuim booth with corner USD 3,968/9sqm

Standard booth with one side open USD 2,500/9sqm

Standard booth with corner USD 2,750/9sqm

Facilities

Location close to the entrance/exit or main corridor Exhibitors bear the cost of booth construction

Facilities

3mX3mX3.5m(H)

- 1 information counter 1 display cabinet
- 1 meeting table
- 4 chairs
- 1 dustbin
- Carpet

1 electric socket (220v and 500w)

Facilities 3mX3mX2.5m(H)

- 1 information counter
- 2 chairs
- 2 fluorescent lamps
- 1 dustbin
- Carpet
- 1 electric socket (220v and 500w)

Visitor Guide Ad.		
Front cover	USD4,600	
Back cover	USD4,300	
Title page cover	USD2,300	
The second front page	USD2,000	
The third front page	USD2,000	
Inside specified color page	USD1,200	
Inside color page	USD1,000	

Other Advertisement			
Exhibitor badge	(single page)	USD5,000/per Color printing	
Visitor badge	(single page)	8,400/per Color printing	
Gift bag	(single color printing)	USD3,400/2000 bags	
Visiting Ticket Bac	k Adv(single page)	USD850/5000 pieces	
Visiting invitation I	etter (back cover)	USD1,650/2000 pieces	
Ground Stickers		USD 1,000/per	
Visitors/Exhibitors Badge Rope Adv. (Logo Single Face)			

Product Introduction Meeting				
Exhibitors	USD1,800/Session (30 mins)			
Non-Exhibitors	USD3,600/Session (30 mins)			
Appoint hours should be charged USD1,000				
(Please contact us for more information.)				

E-Exhibition Catalog inside color page USD1000

Contact Us

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