



INTERNATIONAL
Grain and Oil
EXPO 世界粮油展



INTERNATIONAL
RICE & GRAINS
EXPO 大米杂粮展

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

**12-14 June
2025**

**China Import and
Export Fair Complex**

**CO-LOCATED
EVENTS**



INTERNATIONAL
OIL EXHIBITION
IOE 世界油博会



INTERNATIONAL
GRAIN & OIL MACHINERY
EXPO

Co-organizer

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 Branch
Jiangxi Grain Industry Association
Asian Rice Merchants and Specialists Association

Organizer

Guangzhou Yi Fan Exhibition Co.,Ltd.

Supporters

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
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

(The above list is in no particular order)



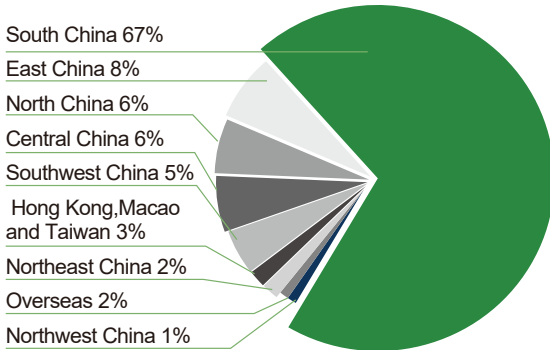
According to research conducted by institutions, the market size of China's rice industry reached 723.4 billion yuan in 2022, with an average annual growth rate of 1.09% over the past five years. It is projected that the national rice market size will reach 741.3 billion yuan in 2023. With the continuous 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

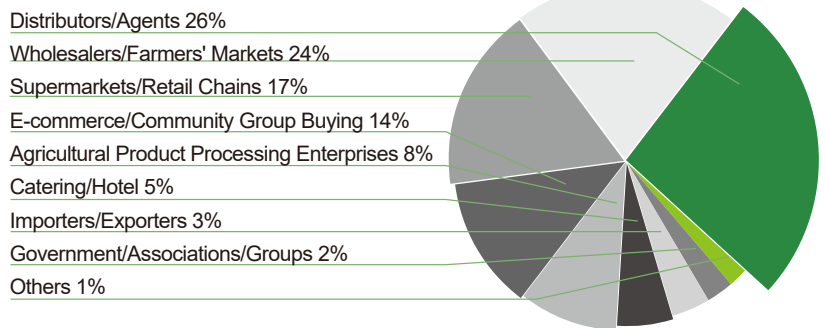
- ◆ The exhibition, with 17 sessions of experience, integrates four major functions: channel maintenance, trend release, industry exchange, and trade transactions. It leads industry trends, empowers the global food consumption market, and helps enterprises explore domestic and international markets, 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

Visitors by Region



Types of Visitors








Renowned Brands



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	Facilities Location close to the entrance/exit or main corridor Exhibitors bear the cost of booth construction
	Premium booth with one side open USD 3,608/9sqm	Facilities 3mX3mX3.5m(H) 1 information counter 1 display cabinet 1 meeting table 4 chairs 1 dustbin Carpet 1 electric socket (220v and 500w)
	Premium booth with corner USD 3,968/9sqm	
	Standard booth with one side open USD 2,500/9sqm	Facilities 3mX3mX2.5m(H) 1 information counter 2 chairs 2 fluorescent lamps 1 dustbin Carpet 1 electric socket (220v and 500w)
	Standard booth with corner USD 2,750/9sqm	

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 Back Adv (single page)	USD850/5000 pieces
Visiting invitation letter (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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