



The IOE World Edible Oil Expo

The 18th China (Guangzhou) International Edible Oil Expo

12-14 June
2025

China Import and
Export Fair Complex

**CO-LOCATED
EVENTS**



**INTERNATIONAL
HEALTH**
展 覽 會



**INTERNATIONAL
Grain and Oil
EXPO** 世界粮油展



**INTERNATIONAL
GRAIN & OIL MACHINERY
EXPO** 粮油机械展

Co-organizer

China Centre for Promoting SME Cooperation and Development
International Olive Oil Council
U.S. Soybean Export Council (USSEC)
Peony Industry Development Working Committee of China
Forestry and Environment Promotion Association
Wood Oil Branch of China forestry Industry Federation
China Oils and Fats
Guangdong Provincial Association of Grain Sector
Xi'an COFCO Engineering Research and Design Institute
Guangdong Institute of Food Science and Technology

Supporting Organizations

Hunan Oil-Tea Camellia Industry Association
Hengyang Forestry Bureau of Hunan Province
Anhui Oil-Tea Camellia Association
Guangxi Association Of Grain Sector
National Association of Grain Sector of Hubei Province

Organizer

Guangzhou Yi Fan Exhibition Co., Ltd.

Supporting Companies

Xiwang Group
Yihai Kerry
Luhua Group
Standard Foods
SAMSUNG
AUSCA
SHENZHOU WOLIANG
HEBEI YUXING
Qingdao Tianxiang Foods Group
Agricultural Investment Group
Ronghai Biological
Jinsheng Group
EAGLE Brand Food
Shandong Yuhuang Grain & Oil Food Co., Ltd.
China Grain Reserves Group

Market Expectation



China's vast consumer base and rich food culture have created a diverse edible oil market. In 2023, domestic consumption reached 36.92 million tons, with per capita consumption at 25.5 kilograms. Common oils like peanut, soybean, and rapeseed have shown stable growth, while nutrient-rich emerging oils are the fastest-growing.

The increasing health awareness has driven edible oil consumption into a healthy phase, with camellia oil, olive oil, sunflower seed oil, and flaxseed oil maintaining high growth rates over the past 5-10 years. As health consciousness deepens, demand for healthy oils will continue to rise, offering significant development opportunities for health-focused edible oils.

Why exhibit

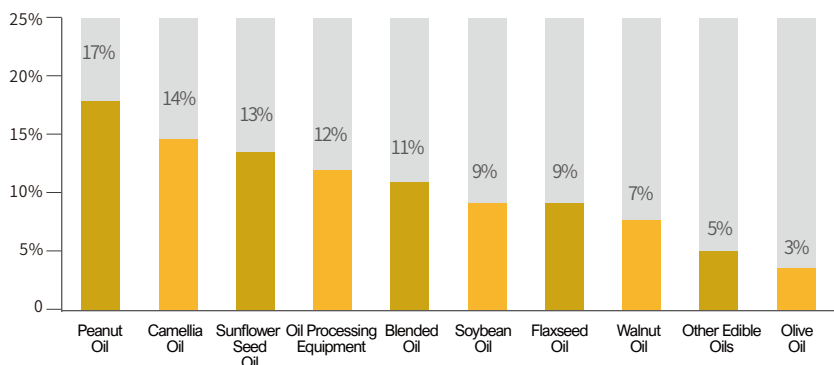
1 Supported by channel distributors, end buyers, professional service providers, and both domestic and international industry associations, the exhibition creates a comprehensive trade service chain, enabling efficient communication and cooperation within the industry.

3 A three-day trade forum for industry professionals will feature leaders and experts sharing the latest edible oil trends and market information. This event offers valuable opportunities for mutual learning, communication, and networking.

2 We specialize in one-on-one match-making, ensuring precise business connections. By facilitating pre-exhibition communication, we understand buyers' needs and invite them to meet exhibitors at booths or designated areas, enhancing efficiency and boosting the success of transactions.

4 A special Edible Oil Awards ceremony will be held to promote and recognize innovative products in the global edible oil industry. It brings together outstanding businesses and provides a platform for communication and collaboration, aiming for mutual success.

Exhibit Categories



Renown Brands



All Medias Public

IOE International Edible oil EXPO continues to innovate the communication content and communication form. By radiating more than 100 industry media all over the world, it timely promotes the latest highlights and trends of IOE world oil Expo, takes multiple measures to strengthen the international voice, comprehensively spreads the super strength of IOE China, and continues to expand the global influence of the exhibition.

80,000+

WeChat Official Account Fans

300,000+

Mobile Text Messages

40,000+

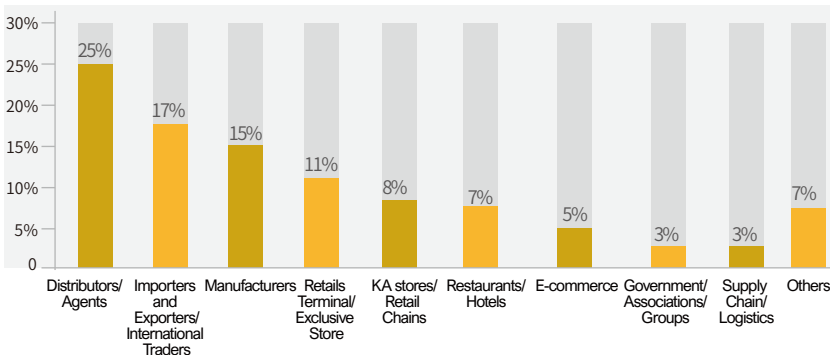
Short Video Platform Followers

300+

Strategic Partnership Media

Visitor Review

Visitor Types



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 HOTEL THE 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

Community Retailers

Temu Grocery Shopping, Meituan Youxuan, Pupu Supermarket, Taobao, Freshippo, JD Home, Dingdong Grocery Shopping, Yonghui Life

Imported Food & Health Food Distributors/Traders

Suning, JD, SFbest, Suning Group Buying, Alibaba, Ali Health, Sendtou, Guangdong New Supply and Marketing Tianrun E-commerce Co., Ltd.

Chain supermarket

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

Offline stores

Guangzhou City: Yishanxian Grain and Oil Store | Fushangfu Grain and Oil Store | Hongdi Grain and Oil Store | Muji Sheng Grain and Oil Store | Suixing Grain and Oil Store | Hongshengxing Grain and Oil Store | Dongxian Grain and Oil Store | Qingping Grain and Oil Store | Hezai Grain and Oil Store | Huijuan Grain and Oil Store | Xinmo Grain and Oil Store | Guiyang Grain and Oil Store | Jenan Grain and Oil Store | Xinhui Grain and Oil Store | Dunhui Grain and Oil Store | Pangzi Grain and Oil Store | Li Haichang Grain and Oil and Grocery Store | Zaoquan Grain and Oil and Grocery Store | Minixiang Grain and Oil Store | Zhao Qiubao Grain and Oil Store | Tianyun Grain and Oil Store | Yinhua Grain and Oil Store | Jiali Grain and Oil and Grocery Store | Dianyong Grain and Oil Store | Xubo Grain and Oil Store | Xinguang Grain and Oil Store | Wangguo Grain and Oil Store | Huilong Grain and Oil and Grocery Store

Exhibits Categories

Edible Oils

Peanut Oil, Rapeseed Oil, Soybean Oil, Corn Oil, Blend Oil, Palm oil, Sunflower Oil, etc.

Healthy Oils

Olive Oil, Camellia Oil, Linseed oil, Corn germ oil, Peony seed oil, Wheatgerm Oil, Garlic Oil, Coconut Oil, Grape seed Oil, Camellia Oleifera Seed Oil, Indigo Oil, Rice Oil, Perilla Oil, Safflower seed Oil, Seabuckthorn Oil, Pumpkin Oil, Walnut Oil, Almond Oil, Sesame oil, Edible Fish Oil, Acer Truncatum Bunge Oil, Shiny-leaved yellowhorn oil, Canola Oil, etc.

Machinery & Equipment

Oil Equipment, Bottle Blowing Machine, Labelling Machine, Filling Machine, Pressure Filter, Conveying Equipment, Dryer, Centrifugal Machine, Mixer, Oscillating Screener, Crusher, Stoning Machine, Evapo-separated Machine, Reduction Drive, Condenser, Elevator, Ink-jet Printer, Filling Equipment and Assembly Line, Glass Bottle, Can etc.

Concurrent Events



Grain & Oil Award Ceremony

The ceremony gathered government leaders from various provinces and cities, consuls from different countries' 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.



“Hengyang Camellia Oil, Health Boost” Premium Product Promotion and Tasting Event

This promotion event focused on leading Hengyang camellia oil to broader markets both domestically and internationally. During the event, representatives from Hengyang camellia oil companies delivered presentations, product briefings, and new product launches. Additionally, the Hengyang Camellia Oil Industry Association and representatives of purchasers signed production and sales cooperation agreements on-site.



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.

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

Premium booth with corner
USD 3,968/9sqm

Facilities

3mX3mX3.5m(H)
1 information counter
1 display cabinet
1 meeting table
4 chairs
1 dustbin
Carpet
1 electric socket (220v and 500w)



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

Standard booth with corner
USD 2,750/9sqm

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	The third front page	USD2,000
Back cover	USD4,300	Inside specified color page	USD1,200
Title page cover	USD2,300	Inside color page	USD1,000
The second front page	USD2,000		

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

E-Exhibition Catalog: inside color page USD1000

Contact Us

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