



The IOE World Edible Oil Expo

The 20th China (Guangzhou) International Edible Oil Expo

10-12 March
2027

China Import and
Export Fair Complex

CO-LOCATED EVENTS



INTERNATIONAL Grain and Oil EXPO 世界粮油展

Hosts

China Centre for Promoting SME Cooperation and Development
CHINA ENTRY-EXIT INSPECTION AND QUARANTINE ASSOCIATION
International Olive Oil Council
U.S. Soybean Export Council
Guangdong Institute of Food Science and Technology

Supporting Organizations

Hunan Oil-tea Camellia Industry Association
Hengyang Forestry Bureau, Hunan Province
Anhui Oil-tea Camellia Association

Organizer

Guangzhou Yi Fan Exhibition Co., Ltd.

Supporting Companies

Xiwang Group
Yihai Kerry
Luhua Group
Standard Foods
Sanxing Group
AoJia Grain and Oil
Shenzhou Woliang
Hebei Yuxing
Qingdao TIANXIANG
Agricultural and Food Investment Holdings Group
Ronghai Biotechnology
Jinsheng CEREALS and OILS Group
Jiuliang Food
Yuhuang Grain & Oil
Laoshunxiang

Market Prospect



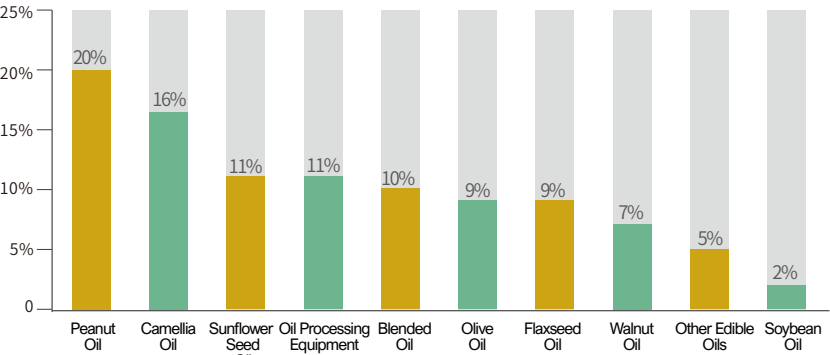
With a vast population and a long-standing culinary culture, China has developed a massive edible oil market. In 2025, domestic edible oil consumption reached 36.63 million tons. While traditional oils like peanut, soybean, and rapeseed oil remain steady, nutritionally enriched and scientifically blended emerging oils are the fastest-growing segment.

Percapita consumption dropped by 0.8 kg year-on-year in 2025, signaling a health-driven transition. Consumers are increasingly favoring "less oil, better oil, and healthier oil." Categories such as camellia oil, flaxseed oil, rice bran oil, and sunflower seed oil have posted strong compound growth over the past 5–10 years. Going forward, oils that align with quality and health expectations will see substantial market potential.

Why exhibit

- ◆ The exhibition leverages a wide network of professional buyers both domestically and internationally, along with strong support from leading industry associations and authorities. It aims to foster efficient communication and collaboration across the entire industry chain.
- ◆ A dedicated buyer-matching program is tailored for exhibitors. By identifying procurement needs in advance, the program facilitates targeted business matchmaking and in-depth negotiations during the show.
- ◆ A series of forums and seminars will focus on key industry topics, inviting leading experts and executives to share the latest trends, market insights, and emerging opportunities—creating a valuable platform for learning, networking, and exchange.
- ◆ To promote and recognize innovation in the global edible oil sector, a special awards ceremony will be held to showcase breakthrough products and highlight the industry's achievements, driving collective growth and mutual success.

Exhibit Categories



Featured Brands



The above are selected brands from previous expos.

All Media Coverage

IOE International Edible oil EXPO continues to innovate the communication content and communication form. By radiating more than 300 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+

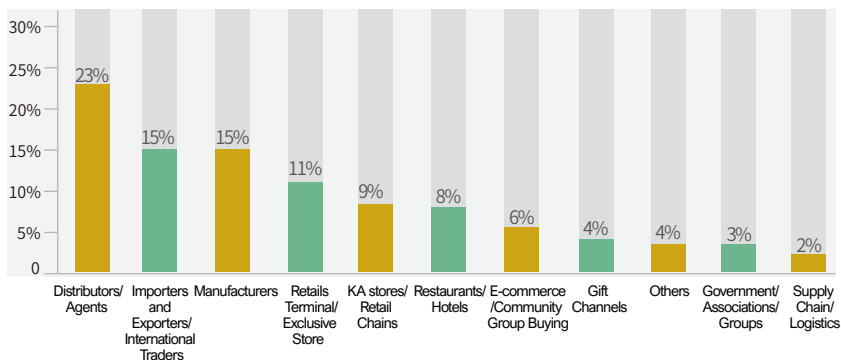
Short Video Platform Followers

300+

Strategic Partnership Media

Visitor Review

Visitor Industry Backgrounds



VIP buyer groups

Guangdong Food Circulation Association
 Guangdong Organic Agriculture Association
 Guangdong Sihui Catering Industry Association
 Guangdong Healthy Diet Culture Association
 Guangzhou Catering Industry Association
 Guangzhou Panyu District Catering Industry Chamber of Commerce
 Guangzhou Yuexi District Catering Industry Chamber of Commerce
 Guangzhou Nansha District Catering Industry Association
 Guangzhou Panyu District Catering Industry Chamber of Commerce
 Guangzhou Liwan District Liquor Association
 Guangzhou Baiyun District Food Association
 Guangzhou Huadu District Hotel and Catering Association
 Foshan Shunde Longjiang Catering Industry Association
 Foshan Shunde District Ronggui Catering Industry Association
 Foshan Shunde District Daliang Food and Tourism Promotion Association

Foshan Shunde District Xingtan Catering Industry Association
 Foshan Shunde District Catering Industry Association
 Foshan Shunde Jun'an Catering Industry Association
 Foshan Catering Industry Chamber of Commerce
 Foshan Nanhai District Catering Industry Association
 Foshan Gaoming Catering Industry Association
 Foshan Shunde District Lecong Food Association
 Zhaoqing Hotel and Catering Industry Association
 Heshan Catering Industry Association
 Jiangmen Cuisine Association
 Zhongshan Cuisine Association
 Qingyuan Food Culture Industry Association
 Zhuhai Chefs Association

Key Buyers

With a deep-rooted national sales network, the show connects exhibitors with bulk buyers including distributors, agents, traders, retailers, supermarket chains, and hospitality professionals through targeted one-on-one meetings. It also integrates new retail platforms such as e-commerce, community group-buying, social commerce, and franchising, offering companies diversified channels to broaden their market presence.



Concurrent Events

获奖企业

中粮福临门食品营销有限公司
海南澳斯卡国际粮油有限公司
湖南华油茶业科技股份有限公司
河内泰粮油业股份有限公司



Opening Ceremony and Awards Ceremony

attended by provincial and municipal leaders, consuls from foreign consulates in Guangzhou, senior experts and scholars, and representatives from dozens of industry associations, research institutions, and universities worldwide. The event brought together hundreds of top industry experts and media professionals, empowering the grain and oil sector and driving its development in China. The organizing committee presented the High-Quality Product Gold Award and Top Ten Brands during the ceremony.



Livestream E-commerce & Private Domain Channel Sourcing Matchmaking Meeting

The expo closely followed industry trends, hosting sourcing matchmaking sessions and livestream sales events. KOLs and group-buying leaders from Yinqu Yansuan, Songshu Youpin, Xijiang Youpin, Zhenxi Aigou, and Kailun Food Group Purchasing shared their product selection needs, criteria, and cooperation models, helping exhibitors accelerate their digital marketing transformation.



The 2026 Inaugural Forum on Innovation and Development of New Quality Productive Forces in Agriculture

This forum brought together over 200 participants, including representatives from government authorities, research experts, leading agricultural enterprise executives, and industrial investment managers. The full agenda was substantive, resources were highly concentrated, and outcomes were fruitful, successfully achieving the event's goals of industry networking, scientific and technological exchange, and project implementation.

Exhibits Categories

Edible Oils	Peanut Oil, Rapeseed Oil, Soybean Oil, Corn Oil, Blend Oil, Palm oil, Sunflower Oil, etc.
Premium Nutritional and 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.

Booth Types, Prices, and 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	

Advertising Rates

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		

Contact Us

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