



INTERNATIONAL
Grain and Oil
EXPO 世界粮油展



INTERNATIONAL
RICE & GRAINS
EXPO 大米杂粮展

The 20th Guangzhou International High-Quality Rice and Brand Grains Exhibition

**10-12 March
2027**

**China Import and
Export Fair Complex**

**CO-LOCATED
EVENTS**



Hosts

China Centre for Promoting SME Cooperation and Development
CHINA ENTRY-EXIT INSPECTION AND QUARANTINE ASSOCIATION

Organizer

Guangzhou Yi Fan Exhibition Co.,Ltd.

Supporters

Bureau of Grain of Hubei Province
Grain and Material Reserve Bureau of Guangxi Zhuang Autonomous Region
Department of Agriculture and Rural Affairs of Hebei Province
Department of Agriculture and Rural Affairs of Jiangxi Province
Department of Commerce of Jilin Province
Yongxiu County Agriculture and Rural Bureau



The 20th Guangzhou International High-quality Rice & Brand Grains Exhibition brings together innovative achievements from across the entire industry chain, including rice, coarse grains and staple foods, rice-based products, rice storage and packaging equipment, and rice processing machinery, both from domestic and international sources. Leveraging the strategic advantage of the Guangdong-Hong Kong-Macao Greater Bay Area and South China as a major rice distribution hub, the exhibition precisely invites tens of thousands of buyers from around the world, establishing an efficient trade platform for the rice and coarse grains industry and driving its transformation and upgrading toward greater branding, premium positioning, and international reach.

Why Exhibit

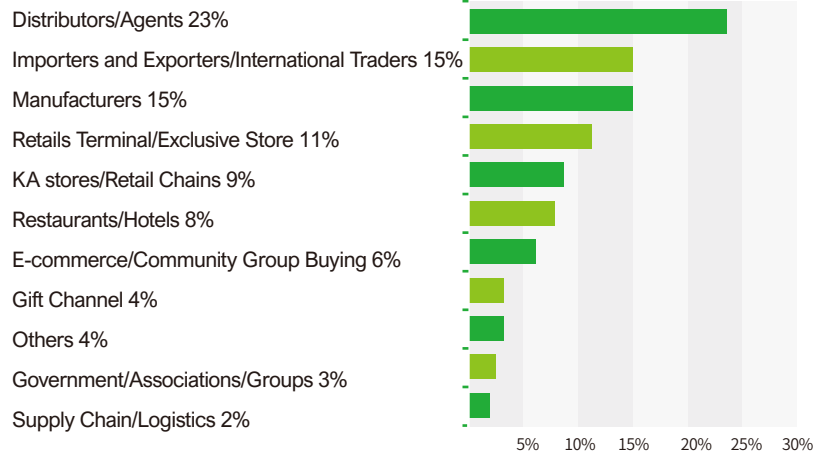
- ◆ Now in its 19th edition, this exhibition has matured into a premier platform for the rice and coarse grains sector, seamlessly combining channel relationship management, trend forecasting, industry networking, and trade deal-making.
- ◆ Our extensive buyer database spans distributors, supermarkets, wholesale markets, hospitality buyers, and e-commerce players, ensuring precise matchmaking and market development support for every exhibitor.
- ◆ The organizing committee, together with industry authorities, presents an awards ceremony to celebrate excellence, offering a stage for product showcase and industry-wide recognition.
- ◆ With strategic media alliances covering 300+ outlets at home and abroad, we deliver 360-degree promotional coverage to maximize your brand exposure and returns.

Exhibition Review 2026

Visitor Geographic Distribution



Visitor Industry Backgrounds



Featured Brands



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 Yuexiu 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 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
Foshan Shunde District Ronggui Catering Industry Association
Foshan Shunde District Daliang Food and Tourism Promotion Association
Foshan Shunde District Xingtian Catering Industry Association
Foshan Shunde District Catering Industry 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

(The above list is in no particular order.)

Key Invited 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 Activities



Jilin Qianguo County Premium Agricultural Products Promotion Conference (Guangzhou)

Qianguo County, located in the heart of the Songnen Plain, boasts four golden agricultural assets — cold-region black soil, weakly alkaline soil, ecological water systems, and grassland pastures. As a national commodity grain base and green agriculture demonstration zone, this event will showcase its premium traceable agricultural products, connect government, enterprises, and buyers, and drive Qianguo's quality products into the South China market.



Exhibits Categories

Rice	Paddy rice, seeds, branded rice, assured rice, nutrient-fortified rice, organic rice, green rice, pollution-free rice, rice-based foods, instant rice meals, cooked rice, rice protein, rice syrup and oil, dietary fiber, etc.
Coarse Grains and Staple Foods	Sorghum, millet, noodles, broomcorn millet, buckwheat, oats, barley, black wheat, mung beans, adzuki beans, kidney beans, black beans, broad beans, chickpeas, specialty corn, coix seeds, sesame, flaxseed, tuber crops, organic coarse grains, etc.
Rice-Based Products	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 machinery, and grain storage safety systems.
Rice Processing Equipment	Elevators, pre-cleaners, vibrating screens, destoners, magnetic separators, color sorters, huskers, polishers, 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 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)

Advertising Rates

Visitor Guide Ad.		Other Advertisement		Product Introduction Meeting	
Front cover	USD4,600	Exhibitor badge (single page)	USD5,000/per Color printing	Exhibitors	USD1,800/Session (30 mins)
Back cover	USD4,300	Visitor badge (single page)	8,400/per Color printing	Non-Exhibitors	USD3,600/Session (30 mins)
Title page cover	USD2,300	Gift bag (single color printing)	USD3,400/2000 bags	Appoint hours should be charged USD1,000	
The second front page	USD2,000	Visiting Ticket Back Adv (single page)	USD850/5000 pieces	(Please contact us for more information.)	
The third front page	USD2,000	Visiting invitation letter (back cover)	USD1,650/2000 pieces		
Inside specified color page	USD1,200	Ground Stickers	USD 1,000/per		
Inside color page	USD1,000	Visitors/Exhibitors Badge Rope Adv. (Logo Single Face)			
				E-Exhibition Catalog	
				Inside color page USD1000	

Contact Us

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