



**World Ecological**

**Agricultural Products and Food**

**EXPO 生态农产品展**

# The 26<sup>th</sup> World Ecological Agricultural Products and Food Industry Exhibition 2027



**10-12 March  
2027**

**China Import &  
Export Fair Complex**

## **Host**

Center for the Promotion of Cooperation and Development of Small and Medium Enterprises  
China Entry-Exit Inspection and Quarantine Association  
Guangdong Organic Agriculture Association  
Guangdong Institute of Food Science and Technology

## **Organizer/Host**

Guangzhou Yi Fan Exhibition Co., Ltd.

## **Domestic Supporters**

Jiangxi Provincial Department of Commerce  
Department of Agriculture and Rural Affairs of Heilongjiang Province  
Linzhi Municipal Bureau of Commerce  
Hunan Provincial Forestry Bureau  
Department of Agriculture and Rural Affairs of Hebei Province  
Department of Commerce of Jilin Province  
Yongxiu County Agriculture and Rural Bureau  
Changchun Municipal Bureau of Commerce  
Commerce Department of Inner Mongolia Autonomous Region  
Wuchang Municipal People's Government  
Longnan Municipal People's Government, Gansu Province  
Qing'an County People's Government, Heilongjiang Province  
Deqin County, Shangri-La

## **International Supporters**

Aegean Exporters' Associations  
ANICAV — Associazione Nazionale Industriali Conserve Alimentari Vegetali  
Rice Exporters Association of Pakistan  
CzechTrade  
ITA - Italian Trade Agency  
ICEX - Invest in Spain  
Pro Ecuador  
InvestChile  
Ministry of Agriculture and Rural Development  
International Olive Oil Council  
Department of Foreign Trade, Thailand  
Jeollanam-do Government, Korea  
Geumsan Ginseng & Herb Development Agency  
AFSLAB (Asian Federation of Breast Organ Societies)  
The Department of Foreign Trade, Ministry of Commerce of Thailand  
Thailand-China Health Industry Development Promotion Association  
Government of Tomsk Region, Russia  
Turkey Aegean Exporters' Associations  
Jeollanam-do Government, Korea  
Geumsan Ginseng & Herb Development Agency  
CzechTrade  
Italian Trade Agency  
ICEX  
PRO ECUADOR  
InvestChile



The 26th World Ecological Agricultural Products and Food Industry Expo focuses on comprehensively advancing rural revitalization, bringing together regional public brands, geographical indication products, renowned and specialty products, and innovative deep-processed foods from across the country. The expo is dedicated to building a comprehensive exhibition platform that integrates industrial collaboration, technological innovation, and trade exchange. Leveraging the strategic location and market advantages of the Guangdong-Hong Kong-Macao Greater Bay Area, the expo helps enterprises connect both domestic and international markets, promoting the expansion of premium agricultural and food products beyond local markets and onto the global stage, while driving brand value dissemination and elevation.

## Why Exhibiting

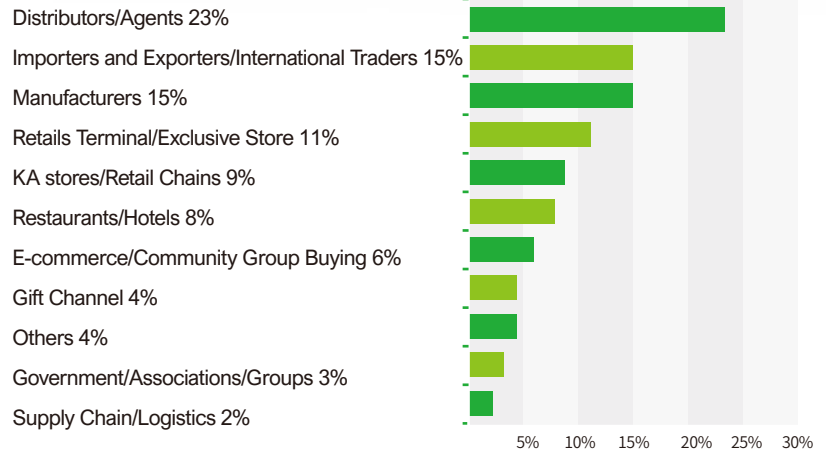
- ▶ Now in its 26th edition, this exhibition serves as a four-in-one platform for production-supply matching, trade closing, channel relationship management, and industry networking—empowering businesses to go global with confidence.
- ▶ Our targeted invitation strategy reaches Fortune 500 agribusinesses, distributors, retailers, e-commerce giants, F&B operators, and luxury hotels worldwide, creating direct pathways for exhibitors to connect with key buyers.
- ▶ We continue to welcome high-impact regional delegations from across China, while our international partnerships bring in a strong presence of global procurement professionals.
- ▶ The industry awards ceremony, co-hosted with authoritative bodies, celebrates innovation and leadership, providing a stage for peer recognition and collaboration.
- ▶ With alliances spanning 300+ media outlets—from mainstream news to industry-specific platforms—we deliver 360-degree promotional coverage to maximize your brand exposure.

## 2026 Facts and Figuresures

### Visitor Geographic Distribution



### Visitor Industry Backgrounds



## Renowned Brands and Pavilions



## VIP Buyers

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 Xingtan 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

## Key buyers include...

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.



## Conference and special events



### Agricultural New Quality Productive Forces · 2026 First Innovation and Development Forum

The forum gathered 200+ attendees from government, research, agribusiness, and investment. With a full agenda and strong outcomes, it achieved its goals of industry matchmaking, tech exchange, and project implementation.

### 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.

### 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.

## Exhibits Categories

|                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| High-Quality Agricultural Products             | Representative Green, Ecological, and Agricultural Products from Various Regions, Government Representatives from Different Provinces, National Organic Demonstration Counties/Districts, Precisely Targeted Organic Products for Poverty Alleviation, Geographical Indication Products (Ningxia Goji Berries, Camellia Oil, Wuchang Rice, Xinjiang Dates, Leling Jujubes, Huoshan Dendrobium, Huazhou Red Oranges, Fengqiu Raspberries, West Lake Dragon Well Tea, Zhengyang Peanuts, etc.), Imported Ecological Agricultural Products and Foods from Along the Belt and Road, etc. |
| Fruits and Vegetables                          | Fresh Fruit, Fresh Vegetables, Mushroom, Potatoes, Nuts, dried&dehydrated fruit, Fresh convenience products, Fresh herbs, spices, sprouts, Flower & plants, Organic products, Frozen fruits and vegetables, etc.                                                                                                                                                                                                                                                                                                                                                                     |
| Bee Products                                   | Honey, Propolis, Natural Bee Products, Processed Honey Products, Honey-Based Foods, Honey-Based Beverages, Royal Jelly Oral Liquid, Beekeeping Equipment, Beekeeping Technology, Beekeeping Machinery, Bee Product Packaging Design, Bee Product Health Chain Institutions, Beekeeping Factories, Cooperatives, etc.                                                                                                                                                                                                                                                                 |
| Antibiotic-Free Livestock and Poultry Products | Antibiotic-Free Meat such as Pork, Beef, Lamb, Chicken, Antibiotic-Free Eggs, Dairy Cows and Dairy Products, Antibiotic-Free Herbal Farming Techniques, Herbal Layer Hens, Antibiotic-Free Broiler Farming Techniques, Functional Biologic (Fermentation) Feed Antibiotic-Free Farming Techniques, Antibiotic-Free Farming Techniques for Biologic Enzymes, etc.                                                                                                                                                                                                                     |
| Organic Food                                   | All agricultural and sideline products and their processed products certified by national and overseas organic food certification organizations, including organic vegetables and grains, organic meat and poultry, organic tea, organic fresh and dried fruits, goji berries, mushrooms, organic processed foods, beverages, health supplements, and nutritional products, etc.                                                                                                                                                                                                     |
| Natural Food                                   | Rice, meat, fruits and vegetables, marine products, oils, beverages, tea (green tea, black tea, white tea, yellow tea, dark tea, organic tea, regenerated tea, extract tea, concentrated tea, health tea, blood pressure-lowering tea, etc.), dairy products, soy milk products, red dates, mushrooms, wild walnuts, hazelnuts, pine nuts, spirulina, new resource foods, vegetarian products (vegetarian ingredients, vegetarian products, health foods, vegetarian snacks, vegetarian restaurants), seasonings, etc.                                                               |
| High-Quality Food and Beverages                | Pre-packaged Food, Imported Food, Fruit Juices, Beverages, etc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Natural Eco-friendly Products                  | Domestic and Imported Natural Foods and Products, Natural Ingredients and Additives, Indigenous Ecological Foods and Products, Ecological Raw Materials and Additives, etc.                                                                                                                                                                                                                                                                                                                                                                                                          |
| Industry Chain Support                         | Biological and Organic Inputs, Pest Control Solutions, Design, Packaging, and other related products for the industry, Testing Equipment, Agricultural Information Technology, Agricultural E-commerce, and more.                                                                                                                                                                                                                                                                                                                                                                    |

## Stand Prices & Facilities

|                                                                                                                                                                                                                                                             |                                                     |                                                                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | Raw space<br>USD 330/sqm                            | <b>Facilities</b><br>Location close to the entrance/exit or main corridor<br>Exhibitors bear the cost of booth construction                                                 |
|                                                                                                                                                                                                                                                             | Premium booth with one side open<br>USD 3,608/9sqm  | <b>Facilities</b><br>3mX3mX3.5m(H)<br>1 information counter<br>1 display cabinet<br>1 meeting table<br>4 chairs<br>1 dustbin<br>Carpet<br>1 electric socket (220v and 500w) |
|                                                                                                                                                                                                                                                             | Premium booth with corner<br>USD 3,968/9sqm         |                                                                                                                                                                             |
|                                                                                                                                                                                                                                                             | Standard booth with one side open<br>USD 2,500/9sqm | <b>Facilities</b><br>3mX3mX2.5m(H)<br>1 information counter<br>2 chairs<br>2 fluorescent lamps<br>1 dustbin<br>Carpet<br>1 electric socket (220v and 500w)                  |
|                                                                                                                                                                                                                                                             | Standard booth with corner<br>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

Guangzhou Yi Fan Exhibition Co., Ltd  
19<sup>th</sup> Floor, Guangjian Building, No. 87 Tianrun Road, Tianhe District, Guangzhou, China  
Website: [www.ifechina.com](http://www.ifechina.com)

E-mail: [info@ihe-china.com](mailto:info@ihe-china.com)  
Tel: 020-88521856