

# 第七届中国（潍坊）国际农产品贸易对接会 暨2014潍坊国际品牌食品博览会

The 7<sup>th</sup> China (Weifang) International Agro-products Trading Fair(CIAT) &  
The 2014 Weifang International - Brand Foodstuffs Expo

7th to 9th, November 2014  
Weifang, Shandong, China



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## 主办单位 ( Hosted by)

世界批发市场联合会亚太地区工作组 : Asia – Pacific Regional Working Group of World Union of Wholesale Markets

全国城市农贸中心联合会: China Agricultural Wholesale Markets Association

山东省潍坊市人民政府: The Municipality of Weifang, Shandong Province, China

## 承办单位(Organized by)

中国食品谷项目协调推进领导小组办公室 : China Food Vally Project Office

山东省潍坊市会展办 : Exhibition Office of Weifang, Shandong

在商务部的支持下，农贸会至今已成功举办六届，作为全国内贸系统唯一国家级农产品贸易对接会，也是亚太地区农产品流通行业的国际交流盛会，农贸会有效的推动亚太地区的农产品流通，增进了行业间的交流与合作，为亚太地区农产品流通发展起着非常重要的作用。

With the support of the Ministry of Commerce of People' s Republic of China, the China International Agro-products Trading Fair has been held for 6 times in a row. As the only national agro-products trading fair in China' s domestic trade system, CIAT is also an International exchange gathering for the Asia-Pacific Agro-products Distributional Industry. It has never ceased to facilitate the circulation of agro-products, the exchange and cooperation in the region.

本届展会设有1000个展位，展出面积超过2万平方米。参展范围涵盖农、林、牧、渔行业的名优特新产品。参展、参会企业面向全国从事农产品生产、加工、流通的企业、协会和农民专业合作社。此外，农贸会作为商务部重点支持展会，对参展符合条件的中小商贸企业，予以参展费用70%的补助。

CIAT 2014 will boast 1,000 booths with a whole area of more than 20,000 square meters. Exhibition scope is comprehensive, covering special high-quality new products from Agriculture, forestry, animal husbandry, fishery industry. Meanwhile, CIAT is supported by the MOFCOM, so 70% of exhibition fare subsidies will be granted to the qualified SMEs.

农贸会将邀请来自政府部门领导及国内外行业专家、全国农产品批发市场负责人及经销商、中国和亚太各国及港澳台地区的农产品生产和加工企业负责人、连锁超市采购负责人等近500人参会参展。

More than 500 professional purchaser will organized to participate by the organization committee, traders and markets managers from China' s main wholesale markets, chain-stores and supermarkets purchasing managers and also officials from the governments, experts from home and abroad and production and processing enterprises from China and other Asia-Pacific countries.

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## 商务部引导支持展会

全国农产品流通行业品牌展会

## 亚太地区农产品流通品牌展会

全球农产品贸易合作交流平台



◆ **第二届中国农产品批发市场行业年会**  
暨第三届农产品采购商大会

◆ **三绿工程宣传推广活动**

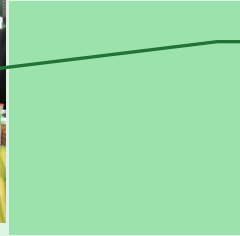
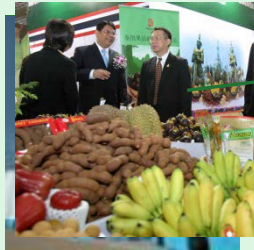
◆ **国际品牌食品推广活动**

◆ **农贸会获奖产品颁奖**

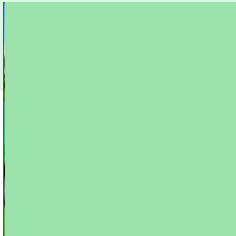
# 往届回顾 / History



**北京** 2000余家批发市场及经销商与300多个基地县、50多家设施设备供应商现场展示、洽谈  
**Beijing** More than 2,000 traders from wholesale markets met with over 300 production bases and 50 plus facility suppliers.



**郑州** 400多家参展商，五万多人次观展洽谈，达成实现直接、间接贸易额30多亿元  
**Zhengzhou** over 400 exhibitors and 50,000 visitors with direct and indirect trade worth 3 billion RMB.



**福州** 本届农贸会展出规模达2万2千平方米，特设了有机食品展区、海峡两岸农产品洽谈展区  
**Fuzhou** Fair covered an area of 22,000 m<sup>2</sup>, with Organic Food Pavilion and Agricultural products of Taiwan Straits Pavilion.

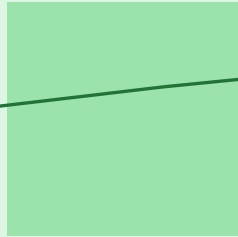


# 往届回顾 / History



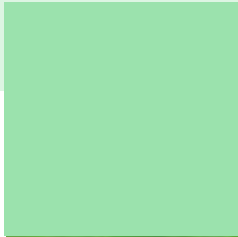
**温岭** 展会面积12000平方米，共有9个国家和地区  
的220家企业参展，展位总数达480个

**Wenling**, an exhibition area of 12,000 m<sup>2</sup>,  
220 companies from 9 countries covered 480  
booths.



**昆明** 展会面积2.6万平方米，展位总数达2200  
个，有来自12个国家和地区的1800家企业参展

**Kunming**, an exhibition area of 26,000 m<sup>2</sup>,  
1800 companies from 12 countries and  
regions covered 2200 booths.



**潍坊** 展会共有545家单位参展，其中境外45家  
单位参展，标准展位799个，特装展位41个

**Weifang**, 545 companies participated with  
45 of them from outside China. 799 standard  
booths and 41 specially-decorated booths.

## 展馆介绍



### 举办品牌展会经验丰富 Abundant experience

先后承接了十几个具有影响力的展会，累积使用展览面积20多万平方米，累计接待观众近百万人次，接待来自大陆和台湾的6000多家企事业单位和政府部门参展。

Several influential exhibitions has been taken place in this 200,000 m<sup>2</sup> hall with millions of visitors in total and over 6000 companies exhibited here.

右靠有“东方迪斯尼”之称的富华游乐园；南临潍坊市政府机关大楼和人民广场；背倚五星级富华大酒店，周围绿地环绕，环境优美。距潍坊市汽车站、火车站仅10分钟车程，距潍坊国际机场20分钟车程，距青岛流亭国际机场仅1小时车程，距济南遥墙国际机场1.5小时车程。近邻济青高速公路14号出入口，交通十分便利

## 交通便利 / Convenient transportation

With Fuhua Amusement park to the right, and municipality office and People' s Square to the south, the Fuhua Exhibition Center is only 10 minutes' away from the local train and bus station, 20 minutes' away from Weifang Airport and only 1 hour drive away from Qingdao Airport and 1.5 hour drive away from Jinan Airport.

## 展馆介绍



富华国际展览中心外观设计采用潍坊传统“沙燕”风筝为造型，整体造型优美、气势恢宏，是潍坊城市建设标志性建筑之一。主体建筑面积为36,500平方米，室内展览总面积达到27,000平方米，可容纳1200个国际标准展位，室外展览面积近19,000平方米，有7,000平方米的室外中央广场和1,760平方米的序厅。展馆内水、电、中央空调、电话线、网络系统等基本配套设施完善，餐厅、会议室、商务中心、鲜花租赁、物品搬运等配套服务设施齐全。



# 参展指南/Guide for Participation

**展览时间**：2014年11月7日至9日

Time: 7<sup>th</sup> to 9<sup>th</sup> November, 2014

**地 点**：山东潍坊市富华国际会展中心

Venue: Fuhua International Exhibition Center, Weifang, Shandong

**展品范围**：畜禽类、果蔬类、水产品类、林产品类、粮油类、茶叶类：其他各类名优农副土特产品等。

**Exhibition Scope**: F&V, Aquatic and poultry products, grain and edible oil, tea stuffs, and other kinds of local fine products.

**展位规格及费用标准**：标准展位价格（3m×3）：4800RMB/个

**标准展位配置**：（1）一桌二椅、三面楣板、日光灯、电源；

（2）在展会会刊上收录参展单位及产品信息。

**Standard booth**: 4800 RMB / 3m \* 3m

1) 1 desk, 2 chairs, three-side fascia boards, fluorescent lamp, electricity supply;

2) Company and products information listed into the Brochure of the Exhibition.



# 参展指南/Guide for Participation

**光地**：450RMB/平米36平米起租，光地不含任何物品。

Bare Floor: 450RMB/square meter, minimum: 36m<sup>2</sup>。

**专业观众构成**：将邀请全国农产品批发市场，经销贸易商，批发商，大型商业零售连锁超市，酒店餐饮企业，进出口商，投资商及相关政府机构、金融、新闻媒体、行业专家和科研机构等近500人的专业采购团体参会。

Professional Visitors: Almost 500 professional purchasers from wholesale markets, chain-stores, hotels, restaurants, importers and exporters, investing companies, the press and institutions will be organized.

**参展资格审查**：参展企业需提供生产许可证、卫生许可证、产品质量检验合格证和营业执照等证照资料。

Exhibitors qualification: Exhibitors shall provide Production licenses , health permits , product quality inspection certificate and business license etc.,

**参展程序**：填写《参展报名表》，加盖公章后传真或邮寄至组委会，经审查同意参展后5日内将参展费全额汇至指定帐户。

Participation procedures: Fill the registration form and mail it to the organization committee with company seal on it. Within the 5 days after the approval from organization committee the exhibition fees shall be remitted to the designated account.

# To Exhibitors 展商服务

- ✓ 展会提供统一展品存储地点，提货需出示身份证，提货需填写参展商品出库单。

The organization will provide storage. One should provide ID and fill a out-storage form to retrieve the products to be exhibited.

- ✓ 组委会统一搭建标准展位，空地由展商自行搭建，组委会可推荐搭建商。

All booths are standard, empty floor shall be decorated by exhibitors, and organization committee may provide construction partners information.



## 联系方式 Contact us

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<http://nmh.cawa.org.cn/>

