



**CIFFA**

# MANUAL

## 2<sup>nd</sup> CHINA ON-LINE IMPORT FAIR & MATCHMAKINGS OF FOOD & AGRO-PRODUCTS

Time: Nov 15<sup>th</sup> - Dec 3<sup>rd</sup>, 2021

Organizer: Information Center, China Council for the  
Promotion of International Trade (CCPIT)



# WHO ARE BUYERS

CIFFA



Chinese importers, distributors,  
supermarkets, chain stores,  
e-commerce platforms,  
industry wholesalers,  
processing manufacturers,  
catering institutions  
and other procurement bodies.

0 0 0  
0 0 0  
0 0 0  
0 0 0



## WHO ARE BUYERS



### Where are buyers from?

- Accumulated more than 350 registered quality buyers from 1<sup>st</sup> CIFFA.
- More than 5,000 companies we served in trading business.
- Buyers from large domestic exhibitions like CIE, CANTON FAIR.
- Hundreds of CCPIT' s provincial and regional sub-councils who closely contact with local companies.
- CCPIT' s industry sub-councils who have good cooperation with leading food industry companies.
- Advertising we promoted via web and other social media including wechat and Chinese Tiktok.

2/6



# FACTS OF 1<sup>st</sup> CIFFA

CIFFA

## Part of the exhibits



grain

vegetables and fruits

meat and seafood

milk and dairy products

wine and beverage

snack food

edible oil

other related products

4/6



# EXHIBITION FEE

CIFFA

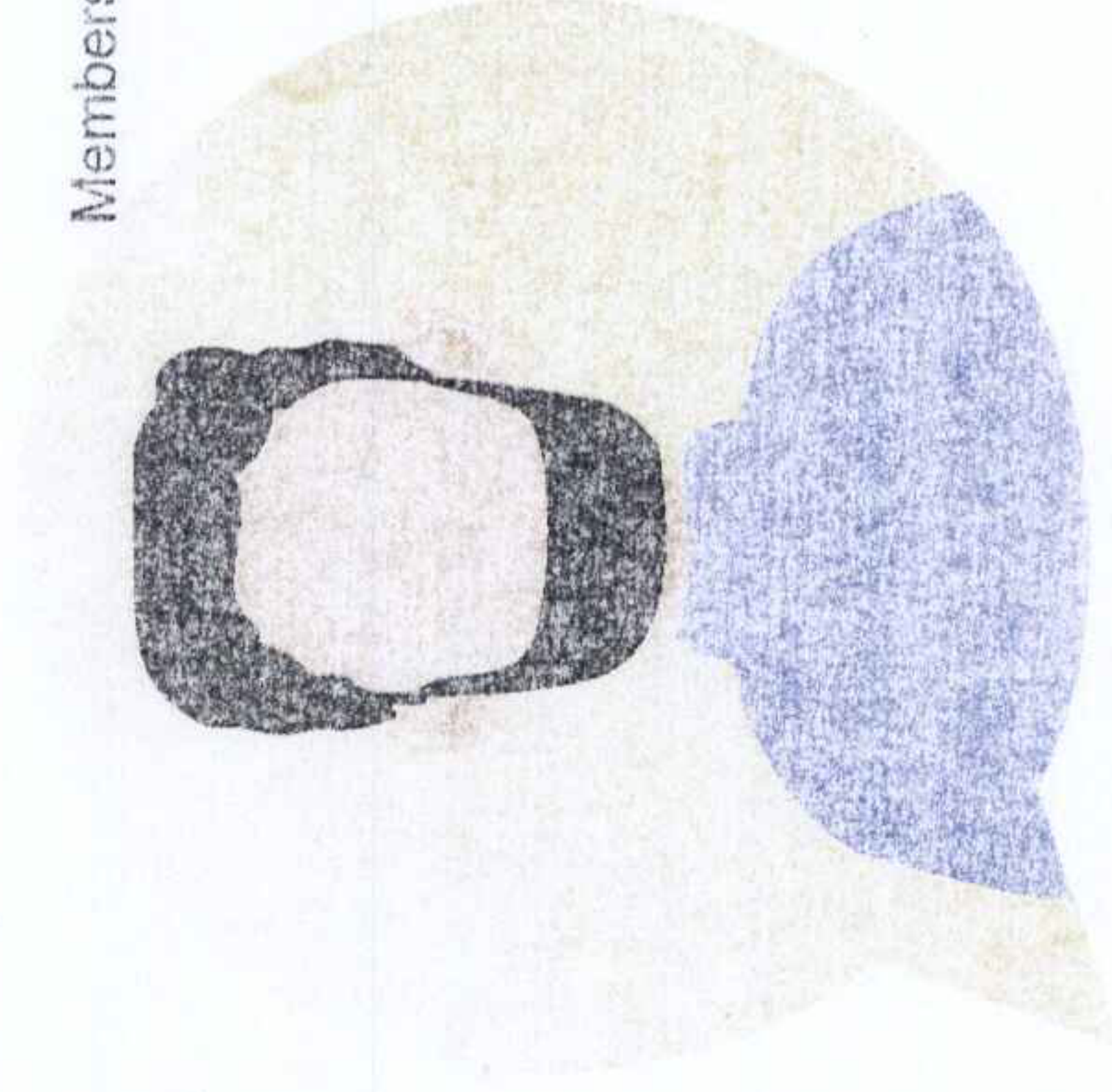


**Diamond exhibitor: USD 1,000**  
(USD 800 for 1<sup>st</sup> CIFFA exhibitors)



**Gold exhibitor: USD 500**  
(USD 450 for 1<sup>st</sup> CIFFA exhibitors)

Membership



5/6



# EXHIBITION FEE



| No. | Service                                                                                             | Gold exhibitor                          | Diamond exhibitor                   |
|-----|-----------------------------------------------------------------------------------------------------|-----------------------------------------|-------------------------------------|
| 1   | exhibits shown on CIFFA's website                                                                   | ✓                                       | ✓                                   |
| 2   | exhibitors recommended on CIFFA's homepage                                                          | ✗                                       | ✓                                   |
| 3   | exhibits recommended on CIFFA's homepage                                                            | ✗                                       | ✓                                   |
| 4   | exhibits' video broadcasted on CIFFA's homepage                                                     | ✗                                       | ✓                                   |
| 5   | exhibit translation (EN-CH)                                                                         | ✓<br>translation of exhibits' name only | ✓<br>translation of all information |
| 6   | one-to-one matchmakings                                                                             | ✗                                       | ✓                                   |
| 7   | Speech at product promotion conference                                                              | ✓                                       | ✓                                   |
| 8   | Online interaction with buyers (online inquiry)                                                     | ✓                                       | ✓                                   |
| 9   | advertisement on <a href="#">TRADEINVEST.CN</a> for 180 days (link to exhibitors' official website) | ✗                                       | ✓                                   |
| 10  | advertisement on TikTok China (DOUYIN)                                                              | ✗                                       | ✓                                   |
| 11  | Exhibits posted on <a href="#">TRADEINVEST.CN</a>                                                   | ✓                                       | ✓                                   |
| 12  | Online exhibiting training                                                                          | ✓                                       | ✓                                   |
| 13  | Free legal service                                                                                  | ✓                                       | ✓                                   |

5/6