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Guangdong-ASEAN Agriculture

Trade Fair China and ASEAN Cooperate
to Share Agricultural Development

2019 May 30 to June 2
Guangdong · Zhanjiang





Profile of the Fair

Guangdong-ASEAN Agriculture Trade Fair is a regional and international business and trade exhibition platform serving the initiative of "The Belt and Road", the "13rd Five-Year Planning" agricultural development planning and structural reform of agricultural supply side. It aims to popularize the green agricultural production mode, promote integrated development of primary, secondary and tertiary agricultural industries, and propel agriculture to develop towards industrialization, modernization and branding, as well as to contribute to agricultural exchange and cooperation between Guangdong and ASEAN countries for co-development.





Duration

May 30 to June 2, 2019 (Thursday to Sunday)

Main exhibition hall

Zhanjiang Olympic Center Stadium

Exhibition sub-area

Core Area of Modern Agriculture Demonstration on Leizhou Peninsula in Guangdong Province

Sponsors

Guangdong Agriculture Industrialization Association
Guangdong Zhanjiang Nongken Group

Organizers

Zhanjiang Tourism Investment Group Co., Ltd.

Co-organizers

Guangdong Zhenchuang International Exhibition Co., Ltd.
Guangdong Dingxian Agricultural Investment Co., Ltd.

Profile of Zhanjiang

Located at the junction among Guangdong, Hainan and Guangxi, the southwestern city of Guangdong province Zhanjiang is a key node for Guangdong to dock with ASEAN, Hainan FTZ and Guangdong-Hong Kong-Macao Greater Bay Area. It has non-stop flights to Bangkok in Thailand, Phnom Penh, Hong Kong, Guangzhou and other 40 Chinese cities. The port of Zhanjiang is an import-export port with sea transportation lines directly reaching a great many ASEAN countries. The HSR there can directly connect to Guangzhou and Shenzhen, etc. With a population of more than 8.3 million, it is a big agricultural city in Guangdong and famous base for transporting the southern vegetables to the northern China, supplying substantive agricultural products to domestic and foreign markets. As the import port designated by the ASEAN countries, Zhanjiang backed by the duty-free policy is a regional logistics distribution center of agricultural products in Guangdong.

Exhibition review

2016 ASEAN Agriculture Trade Fair was themed on "Innovative Agriculture and Green Sharing".

- 23 participating and exhibiting countries, 867 exhibitors including 237 foreign ones.
- Professional audience of 16,000 men times, viewers and shoppers of 180,000 men times, making it the largest agricultural exhibition with the highest internationalization degree and the most active business and trade activities in history in Zhanjiang.

2017 ASEAN Agriculture Trade Fair was themed on "Innovative and Green Brand".

- 31 participating and exhibiting countries, 963 exhibitors including 269 foreign ones.
- Professional audience of 18,000 men times, viewers and shoppers of 200,000 men times

2018 ASEAN Agriculture Trade Fair was themed on "Revitalize Village and Cooperate with ASEAN".

- 32 participating and exhibiting countries, 1,062 exhibitors including 311 foreign ones.
- Professional audience of 21,000 men times, viewers and shoppers of more than 200,000 men times

	2016	2017	2018		2016	2017	2018
Exhibiting country	23	31	32	Exhibit	4323	4954	5517
Exhibiting Enterprise	867	963	1062	Foreign Product	1421	1608	1859
Foreign Enterprise	237	269	311	Transaction Amount (Hundred Million Yuan)	25.7	28.9	30
Proportion in Total of Exhibitors	27.3%	27.9%	29.1%				

Exhibition scope

Exhibition scope of main exhibition hall:

Grain and oil products: Grain, edible oil, flour products and related products.

Fruit and vegetable products: Melons, fruits (mainly imported tropical fruits, domestic tropical and subtropical fruits, etc.) and vegetables and related deep-processed products, edible mushrooms, native products, equipment and related products of agricultural products preservation, packaging, logistics and processing, etc.

Livestock products: Livestock and poultry products, meat and dairy products, honey, feedstuff, veterinary medicine.

Tea products: Tea, tea set, tea health products, tea packaging equipment and related products.

Green food: Nuisance free agricultural products, green food, organic food.

Processed products: Frozen food, tinned food, seasonings, beverages.

Snack food: Sugar food, meat poultry and fish food, puffed grain food, deep-fried nuts and kernels, deep-fried potato food, deep-fried grain food, dried fruits and vegetables.

Agricultural technologies: Popularization of technologies of animal husbandry planting, cultivation, processing, packaging, preservation, detection, etc., transformation of practical agricultural technologies, new-type plant protection, plant protection machinery, water-saving irrigation, aerial pesticide spraying, etc.

Smart agriculture: Internet + modern agriculture, agricultural finance and insurance, package design, brand promotion, smart agricultural system, cold-chain logistics, etc.

Integrated services: Displaying agricultural information consultation, finance, insurance, law, agricultural education and training, enterprise brand marketing service, etc.

Exhibition scope of sub-area:

Core Area of Modern Agriculture Demonstration on Leizhou Peninsula in Guangdong Province: Popularization of scientific knowledge of modern agriculture, ecofallow agricultural sightseeing, machinery of planting, plant protection, reaping and irrigation and drainage, etc.

Professional forum

Related professional forums will be held, which will invite experts and entrepreneurs, etc. to exchange and discuss about the new models and new paths for development of brand agriculture.



Business and trade activities

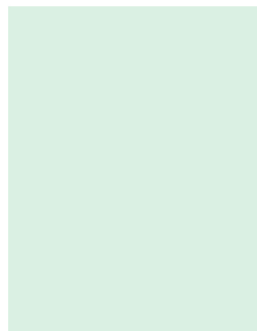
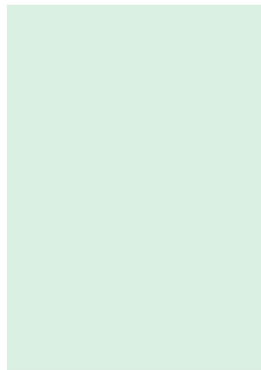
There will be pitch meeting of famous, special, high-quality and new agricultural products of Zhanjiang, comprehensive pitch meeting of Zhanjiang Poverty Relief Office, comprehensive pitch meeting of agricultural reclamation, pitch meeting themed on Suihua's "cereals cultivated in black soil in cold areas to go to south China", pitch meeting of Rongshui's special agricultural products, and multiple products pitch meetings, tasting activities, match&negotiation meetings between purchasers and suppliers, etc.



Exhibition scale

Exhibition scale: The fair covers 30,000sqm in total and is expected to have more than 1,000 exhibitors, 20,000 men times of professional audience, and more than 250,000 men times of audience in the public open days.

Exhibitors: Leading agricultural enterprises, famous listed enterprises, innovative agricultural enterprises, creative agricultural enterprises, agricultural research institutions and colleges, agricultural industry associations, big specialized households of planting and cultivation, investors and operators of leisure farm, other domestic and foreign business and trade groups.



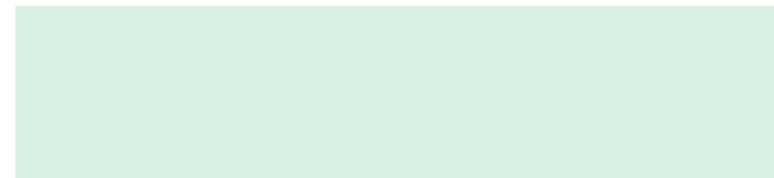
Propaganda and promotion

Mainstream media: Guangdong-ASEAN Agriculture Trade Fair will be widely propagandized and promoted in domestic and foreign mainstream media including People.com.cn, China News Service, Southcn.cn, Xinhuanet.com, Nanfang Daily, Zhanjiang Daily, Zhanjiang Evening News, Zhanjiang TV Station, etc.

New media: Headlines Today, Kuaibao.qq.com, Sina, Netease, Tencent, official website of Guangdong ASEAN Agriculture Trade Fair, WeChat, etc.

Urban ads: Urban ad boards, LED screens, bus body ads, bus station ads, ads atop taxicabs, etc.

Field atmosphere building: Field decoration, modeling, exhibition boards, guidance boards, banner ads, field broadcasting, etc. for the main exhibition hall and the exhibition sub-area.



Registration ways:

Registration way of exhibition:

1. By fax: The exhibitors please fill in "Application Form of Exhibition", stamp seal and fax it to Preparatory Committee of Agriculture Trade Fair. Fax number: +86 0759-3160992;

By email: The exhibitors please fill in "Registration Form of Exhibition", stamp seal and send it to the email of Preparatory Committee of Agriculture Trade Fair. Email: zhanjiangasean_atf@163.com

2. Download Application Form of Exhibition from <http://www.gaae.org.cn/>

3. Please provide enterprise qualification documents such as photocopy of business license, company profile, and exhibit materials, etc.

4. Closing date for registration: May 1, 2019. For details, please contact Exhibitor Recruitment Department of Agriculture Trade Fair: Tel.: +86 0759-3160666, 3160777

5. After confirming the exhibition qualification, the Preparatory Committee will notify the enterprise in writing or via email and arrange the booth according to the information confirmed. The Preparatory Committee reserves the right to confirm, change and arrange booths.

Registration way of participation:

1. By fax: Please fill in "Registration Form of Professional Audience" and fax it to Preparatory Committee of Agriculture Trade Fair. Fax number: +86 0759-3160992;

By email: The exhibitors please fill in "Registration Form of Professional Audience" and send it to the email of Preparatory Committee of Agriculture Trade Fair. Email: zhanjiangasean_atf@163.com

2. Download Registration Form of Professional Audience from <http://www.gaae.org.cn/>

3. For details, please contact Exhibitor Recruitment Department of Agriculture Trade Fair: Tel.: +86 0759-3160666, 3160777

4. After receiving the "Registration Form of Professional Audience", the Preparatory Committee will confirm it and then provide supporting services such as certificate fabrication, reservation of transportation and room, trade match-making and exhibition activities, etc.

FIELD PLANNING MAP

