

Organizing Committee of China Yangling Agricultural Hi-tech

Invitation Letter to the 24th CAF

China Yangling Agricultural High-tech Fair (short for the CAF) is sponsored by Ministry of Commerce, Ministry of Science and Technology, Ministry of Agriculture, State Bureau of Forestry, State Intellectual Property Office, Chinese Academy of Sciences, as well as Shaanxi Provincial Government, supported by China Rural Technology Development Center, China National Agricultural Development Group Corporation, UNFAO and UNIDO, annually held in Yangling(the China state level agricultural hi-tech industries demonstration zone).

The fair has so far the biggest comprehensive agricultural fair in China. Each year, the fair would attract more than 1.6 million visitors and businesspersons, including 100,000 professional ones with average total turnover value exceeding RMB 10 billion Yuan in each session.

The CAF has gained much reputation worldwide, and has been improved internationally. And more and more countries are participating in the event. A total of 36 countries and regions participated in the 23rd CAF in 2016. The CAF has become the stage for international agricultural cooperation and communication.

The 24th CAF will be held on 5-9th, Nov. 2017 in Yangling. The main activities include International Agricultural Cooperation and Communication, Seminar on Modern Agriculture Theory, Characteristic Modern Agriculture Exhibition, Agriculture Scientific and Technological Achievements Information Publishing, Projects Investment and Technical Trade, Agricultural Technical Consultation and Training, Awards, etc.

We sincerely invite you to participate in the 24th China Yangling Agricultural Hi-tech Fair!

Attachment: profile of the 24th CAF

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Your sincerely

Organization Committee of the CAF

Attachment:



The 24th China Yangling Agricultural Hi-tech Fair

Time: 5-9th, Nov. 2017

Add: Yangling Agricultural Hi-tech Demonstration Zone, Yangling Agricultural Technology Exhibition Center

1. Authorized by State Department of People' Republic of China

Sponsor:

Ministry of Commerce, Ministry of Science and Technology, Ministry of Agriculture, State Bureau of Forestry, State Intellectual Property Office, Chinese Academy of Sciences, Shaanxi Provincial Government.

Supporter: Ministry of Education, Ministry of Water Resources, State Bureau of Foreign Experts, National Supply and Marketing Cooperation, China Association for Science and Technology, Association for Relations Across the Taiwan Strait

Co-sponsor:

Ministry of Education, P. R. China, Ministry of Water Resources, P. R. China, State Administration for Industry and Commerce, China Food and Drug Administration, Taiwan Affairs Office of the State Council, State Bureau of Foreign Experts, P. R. China, All-China Federation of Supply and Marketing Cooperation, China Association for Science and Technology, Association for Relations across the Taiwan Strait

Schedule:

End for register, 30th, Sep. 2017;

Prepare for exhibition, 25th, Oct. - 4th, Nov. 2017;

Register, 31st, Oct. - 4th, Nov. 2017;

Exhibition, 5-9th, Nov. 2017;

2. Exhibition Survey

China Yangling Agricultural Hi-tech Fair (short for the CAF) was started in 1994. The CAF was authorized by 19 state ministries and Shaanxi Provincial People's Government, co-sponsored by 8 foreign organizations, organized by Shaanxi Provincial People's Government, hold in Nov. every year in Yangling Demonstration Zone. The CAF is one of "the four largest technological fairs" supported by Chinese government, the special fair for agriculture, country and peasant.

The CAF is the largest professional agricultural fair in China. Number of persons exceeded 1.6 million every session, among them 100 thousand were professional persons. Trade volume had exceeded 10 billion RMB every time.

In recent years, "one village one category international conference", "China-Canada agricultural technology innovation week", "China-Australia agricultural cooperation week",

“China-Israel agricultural cooperation week”, “Yangling international cooperation week”, “Asia-Pacific agricultural products processing forum” were convoked one after another. The CAF is more effective on the world, more international and attract more countries. A total of 55 countries participated in the CAF in 2016. The CAF has become the stage for international agricultural cooperation and communication.

The 24th CAF will be held on 5-9th, Nov. 2017 in Yangling. The activities of the 24th CAF includes: international agricultural cooperation and communication, modern agricultural theory seminars, characteristic agriculture exhibition, agricultural scientific research achievements information publishing, projects investment and technical trade, agricultural technical consultation and training, award, etc. The fair area is composed by professional negotiation and international exhibition hall (A Hall) , modern agriculture exhibition hall (B Hall) , characteristic and elite agriculture exhibition hall (C Hall) , practical technology hall(D Zone) , agricural machinery observation zone(E Park) , western fruit industry vising area (F park) , entrepreneurship pastoral experience area (G park) , agricultural electrical business experience area (H park) , self-produced agricultural products marketing area (I park), modern agricultural demonstration park (J park) . The indoor exhibition area is 62, 000m², which content 2020 indoor booths and 120, 000m² outdoor exhibition fields.

3. Region Advantage

- ✧ Yangling is the only state level agricultural hi-tech industry demonstration zone in China
- ✧ Yangling is the birthplace of China agricultural civilization
- ✧ Yangling is locate in the middle of Shaanxi Guanzhong plain, 82 km western to Xi'an city(ancient capital of 13 dynasties), 84 km eastern to Baoji city(a traditional industry city), 70 km to Xianyang international airport. Eurasian Continental bridge-China Longhai railway and Lianhuo highway pass through Yangling region, so Yangling has convenient traffic.
- ✧ The state technological trade export innovation base.
- ✧ The only western experimental park for agricultural cooperation between two sides of the straits.
- ✧ The first experimental park for state circular economy.
- ✧ Center city in Guanzhong-Tianshui economic zone.

4. Review of the 23rd CAF

The 23rd China Yangling CAF was held on 5-9th, Nov. 2016 in Yangling demonstration zone, Shaanxi province. More than 2000 units from 36 countries and 1 international organization such as Germany, America, Italy, Israel, Australian, British, etc. and 30 Chinese provinces, municipality, autonomous region, Hong Kong and Taiwan exhibited their products or technology, and more than 7500 new breeds, new technologies, new products were showed on the fair. More than 1.65 million persons came to see the fair in the days. 160 domestic and foreign medium came to Yangling and reported the fair in detail.

The 23rd CAF had 6 sections such as international cooperation and communication, exhibition, information publish of scientific and technological achievements, agricultural

technology consultation and training, awards, etc. The exhibition includes four indoor exhibition halls and agricultural machinery observation zone, western fruit industry visiting area, entrepreneurship pastoral experience area, agricultural electrical business experience area, self-produced agricultural products marketing area, modern agricultural demonstration park. And with 2020 indoor standard booths. The total turn volume of the project contract money was 116.78 billion RMB.

Table 1 Data statistics of the former CAF

Time	1994	1995	1996	1997	1998	1999	2000	2001	2002
Exhibition area	6,800 m ²	6,300 m ²	6,800 m ²	7,200 m ²	7,200 m ²	7,500 m ²	26,000 m ²	30,000 m ²	32,000 m ²
Booth num	380	350	380	400	400	420	1,094	1,508	1,563
Num of units	320	350	350	360 (4 foreign)	370(8 foreign)	400(6 foreign)	800(18 foreign)	1,030(45 foreign)	1,068(105 foreign)
Visitor num	120 thousand pt	300 thousand pt	300 thousand pt	350 thousand pt	500 thousand pt	700 thousand pt	1.2 million pt	1.30 million pt	1.46 million pt
Deal volume (RMB)	0.73 billion	0.887 billion	0.748 billion	0.76 billion	1.5 billion	1.719 billion	13.3 billion	15.2 billion	19.6 billion

Table2 Data statistics of the former CAF

Time	2003	2004	2005	2006	2007	2008	2009	2010	2011
Exhibition area	30,000 m ²	30,000 m ²	35,000 m ²	40,000 m ²	60,000 m ²	60,000 m ²	47,000 m ² (non outdoor area)	90,000 m ² (indoor) 32,000 m ² (outdoor)	110,000 m ² (indoor) 62,000 m ² (outdoor)
Booth num	1220	1037	1059	1480	1495	1507	1592	1680 (none agricultural machinery exhibition area)	1750 (none agricultural machinery exhibition area)
Num of units	965(82 foreign)	928(102 foreign)	962(102 foreign)	1364(114 foreign)	1420(120 foreign)	1440(120 foreign)	1500(120 foreign)	more than 1500 (118 foreign), 990 m ² outdoor	more than 1600 (166 foreign), 990 m ² outdoor
Visitor num	0.85 million pt	1.10 million pt	1.20 million pt	1.5 million pt	1.47 million pt	1.55 million pt	1.5 million pt	1.6 million pt	1.6 million pt

Deal volume (RMB)	15.616 billion	16.78 billion	18.8 billion	19.89 billion	20.33 billion	21.696 billion	22.68 billion	26.44 billion	56.58 billion
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Table3 Data statistics of the former CAF

Time	2012	2013	2014	2015	2016
Exhibition area	110,000 m ² (indoor) 62,000 m ² (outdoor)	157,000 m ²	157,000 m ²	157,000 m ²	182,000 m ²
Number of Booth	1775 (none agricultural machinery exhibition area)	1750 (none agricultural machinery exhibition area)	1700 (none agricultural machinery exhibition area)	1700 (none agricultural machinery exhibition area)	2020 (none agricultural machinery exhibition area)
Number of units	more than 1700 (158 foreign booths)	more than 1700 (161 foreign booths)	more than 1700 (125 foreign booths)	more than 1700 (125 foreign booths)	more than 2000 (200 foreign booths)
Number of Visitors	1.6 million pt	1.6 million pt	1.65 million pt	1.65 million pt	1.7 million pt
Deal volume (RMB)	82.12 billion	91.34 billion	100.78 billion	110.59 billion	116.8 billion

5. Contents of the 24th CAF

1. Agricultural Achievement Exhibition for Countries in One Belt and One Road
2. Agricultural High-tech Exhibition
3. Agricultural Practical Technology (Products) Exhibition
4. Integrative Exhibition of Agricultural Industrialization
5. Agriculture Service Industry Exhibition

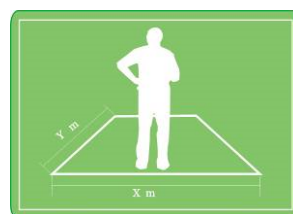
6. Purchaser will be invited in the 24th CAF

Large agricultural industrial enterprise; national reclamation system enterprise; producer and seller of stock breeding, food processing, forest industry and gardening, seeds industry, agricultural mechanism, agricultural materials; chain seller, agent, importer and exporter, investment dealer, etc.

7. Standard Booth Fee



Standard booth



Free area

Attachment of the standard booth :3 sides boarding, lintel board, 1 table, 2campstools, 2 lights, 1 paper dustbin.

Table 2: Standard booth fee

Booth type	price
International standard booth(3 x 3)m ² (A/B/C Hall)	¥ 5,300.00 Yuan
Outdoor area (D zone)	Outer shelf: ¥ 130.00 Yuan / m ² Inside shelf: ¥ 150.00 Yuan / m ²

8. Activities of the Fair

- ✓ International Agricultural Cooperation and Communication
- ✓ Seminar on Modern Agriculture Development
- ✓ Group Exhibition between National Agricultural Science and Technology Parks Alliance and New Rural Development Research Institute Alliance of Colleges and Universities
- ✓ Characteristic Modern Agriculture Exhibition
- ✓ Characteristic Modern Agriculture Exhibition Information Publishing of Agricultural Brand Standards Achievement
- ✓ Consulting and Training on “Agriculture, Rural, Farmers”
- ✓ Projects Merchants and Transaction in Technology
- ✓ Awards

9. Forum

- ✓ 2017 Yangling Modern Agricultural Summit
- ✓ 2017 Yangling International Agricultural Scientific and Technological Forum
- ✓ China and Foreign Farmer’s Foundation Forum
- ✓ Investment Environment Promotion and Projects Negotiation Conference for Countries in One Belt and One Road
- ✓ Round-table Conference of Agricultural Cooperation for Countries in One Belt and One Road
- ✓ The Exhibition on Agricultural Achievement for Countries in One Belt and One Road
- ✓ The Exhibition on Agricultural Achievement for Countries in One Belt and One Road
- ✓ Ministerial Seminar on Dryland Agricultural Economy Management for Developing Countries

10. Service List for Exhibitor

service items:

- ✓ introduction about 300 words of the exhibitor will be offered on the fair publish
- ✓ organize sign conference for exhibitor

- ✓ organize products introduction and promotion conference, prepare rooms for information publish conference
- ✓ offer reference of technology and product patent application
- ✓ telephone and internet service in the exhibition booth
- ✓ room and board contact service
- ✓ pick up service in the railway station and airport
- ✓ exhibition equipment transporting service
- ✓ sale agent service after the CAF

11 Contact Us

China Yangling CAF committee

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