



The 5th Sichuan Agricultural Expo

Sichuan Profile



Sichuan: Commercial and trade center - History: The trade center in western China

- Located in the intersection between The One Belt One Road and The Yangtze River Economic Belt
- The essential traffic corridor, connecting north to south, west to east.
- GDP in 2016: RMB 3.2 trillion, **6th** in the nation, **1st** in Western China

Sichuan: The first choice in Western China for investing

- Population: More than 90 million, covering 0.3 billion consumers in Western China
- The largest raw materials and production factors market
- The essential commodities trade center in Western China

Enormous Market Potentiality

- In 2016, in Sichuan Province reached total volume of retail sales of consumer goods **RMB 1.55019 trillion**, increasing 11.7% from the previous year
- Total import and export volume reached **USD 49.33 billion**

Sound Momentum in Opening Up

- Trade relations with over 210 countries and regions
- 16 countries set consulates Chengdu
- 2016 entry and exit numbers among 5 million person-time





Aviation hub in Western China

Shuangliu International Airport

- The best handling capacity in central and Western China during the past 10 years
- 95 domestic and international lines
- Direct flights to Europe: Paris, Amsterdam, Frankfurt, London, Moscow and Prague
- Visa-free 72 hours for 51 countries

The second international airport construction will be finished in Chengdu in 2019, which makes Chengdu the third largest city with cross-regional airport

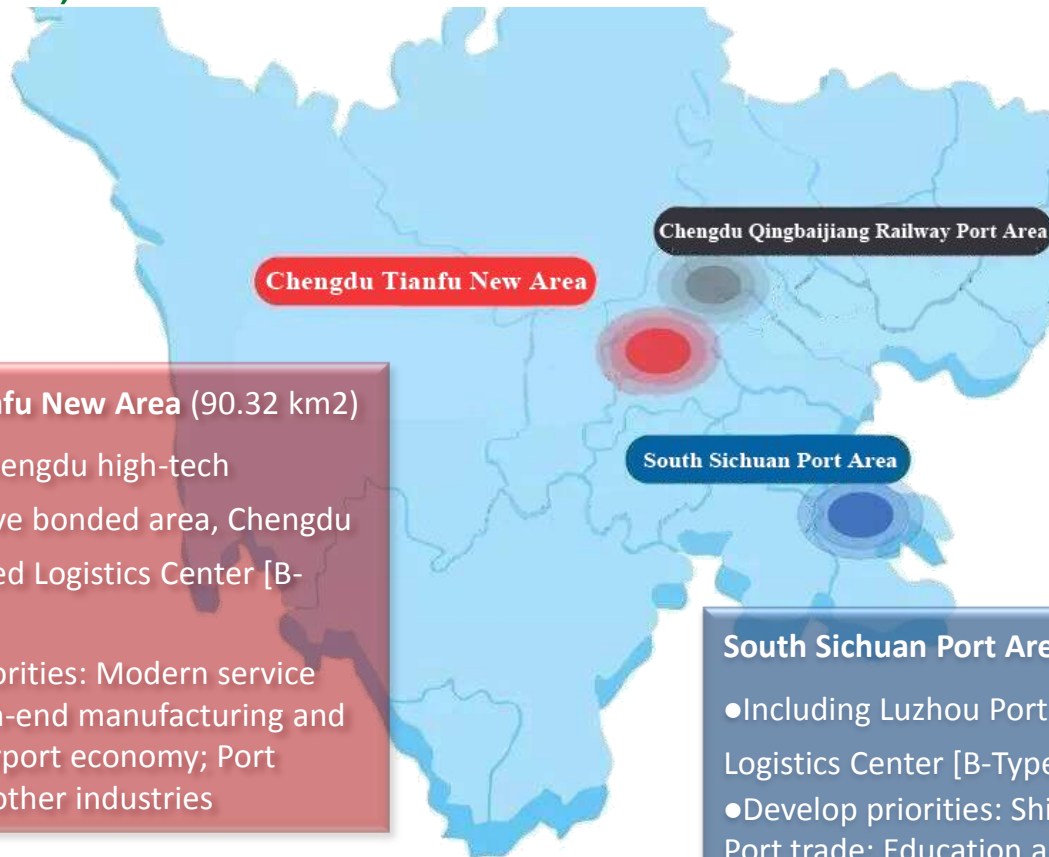
China Railway Express · Chengdu Europe Express

- Number of runs in 2016 : 460
- Plan in 2017: 1000 runs for roundtrip trains
- Chengdu – Lodz (Poland) Line has been operated in 2013, now has been extended to Kutno (Poland), Nuremberg (Germany), Tilburg (Netherlands) and other European cities
- Advantages in speed, stability and safety

Sichuan Profile



China (Sichuan) Pilot Free Trade Zone



Chengdu Tianfu New Area (90.32 km²)

- Including Chengdu high-tech comprehensive bonded area, Chengdu Airport Bonded Logistics Center [B-Type]
- Develop priorities: Modern service industry; High-end manufacturing and High-tech; Airport economy; Port services and other industries

Chengdu Qingbaijiang Railway Port Area

Chengdu Qingbaijiang Railway Port Area (9.68km²)

- Including Chengdu Railway Port Bonded Logistics Center [B-Type]
- Develop priorities: International commodity distribution; Bonded logistics warehousing; International freight forwarding; Vehicle imports; The characteristics of financial and other port services

South Sichuan Port Area

South Sichuan Port Area (19.99 km²)

- Including Luzhou Port Bonded Logistics Center [B-Type]
- Develop priorities: Shipping logistics; Port trade; Education and medical and other modern service industry; Equipment manufacturing; Modern medicine; Food & beverage and other advanced manufacturing and characteristic industries

Sichuan Agricultural Industry Profile



Agricultural industry in Sichuan

- Agricultural industry is one of dominant industries in Sichuan
- Total agricultural population: 65 million
- **The cultivated land:** 59.907 million mu (39,938 km²), 8.2% of the total area
- The main grain crops: cereal, beans and potato. The commercial crops: oilseed rape, mulberry, fruit, tea, vegetable, tobacco leaf, fiber crops, medicinal material, flower and production forest
- **Forestry and vegetation:** one of five major forest districts in China, which reserves more than 10,000 species of higher plants, taking up about one third of total, ranking **2nd** in China.
- **Livestock and poultry resources:** one of the five major pastoral areas, which contains 49 species of livestock and poultry, 313 million mu (208,6 million km²), Pigs, cattle, small livestock and poultry are mainly raised in basin, while yak and sheep are fed on plateau and in alpine areas.
- **Aquatic resources:** 3.583 million mu (2,388.6 km²) is available for feeding, comprising lakes, reservoirs and other suitable fishing surfaces accounted for 1.37 million mu (913 km²) and suitable fishing paddy field has reached 100 million mu (6,666.7 km²). National leading level in fish farming technology; fish cultured in paddy field and reservoir yield ranking **1st**.
- 58,000 farmer cooperatives
- 3854 agricultural products processing enterprises above above designated size, with a total industrial output value of RMB 1.05 trillion

Food processing industry in Sichuan

- Since 2010, Sichuan food processing industry has been ranked top 3 in China
- Food and beverage industry as one of the 7 advantage industries of Sichuan
- Pillar industries :Chinese spirits, meat, grain and oil and feed

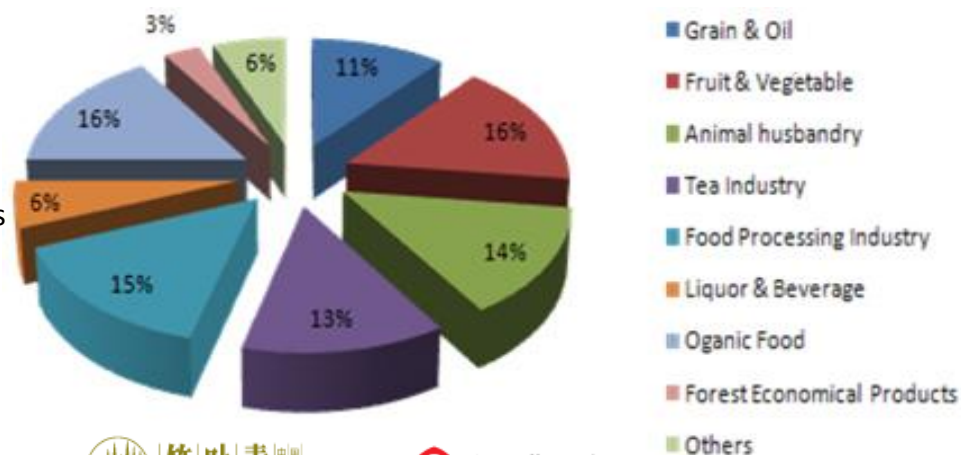
Review of the 4th SCAE



One of **the 3 large-scale exposition** held by Sichuan under the approval of the state government . The 4th SCAE were hold during the same period with the 16th Western China International Fair (Show-in-show)

Exhibition

- **Exhibition area: 30,000 m²**
- **Exhibitor: + 2100** enterprises from 21 provinces(autonomous regions, municipalities)
- **Public visitors: + 300,000** person-time



MORE...

Buyer & Professional Visitor

- About **200 large circulation enterprises** attended the expo as purchasers.
- Signed **314** cooperation/investment projects; total investment value is **RMB102.29 billion**; the volume of signed procurement trading is **RMB18.64 billion**



Year	Session	Overview	Exhibition Scope
2013	1 st	<p>The 1st SCAE was hosted by Sichuan Provincial Government , as a show-in-show held with the 14th Western China International Fair.</p> <p>Exhibition area: +10,000m²</p> <p>Exhibitors: +600 enterprises</p>	<ul style="list-style-type: none"> ●Characteristic agricultural products ●Modern agricultural machinery ●Tea industry ●Rural tourism
2014	2 nd	<p>The 2nd SCAE was hosted by Sichuan Provincial Government , as a show-in-show held with the 15th Western China International Fair</p> <p>Exhibition area: 23,200m²</p> <p>Exhibition sectors: organic products, grain and oil, tea industry, animal husbandry, fruit and mushroom, traditional Chinese medicine</p> <p>Exhibitors: 915 enterprises</p> <p>Professional buyers: +200 trade distribution enterprises</p>	<ul style="list-style-type: none"> ●Food & beverage ●Liquor ●Characteristic agricultural products ●Agricultural technology ●Organic ●Grain and oil ●Tea industry ●Animal husbandry
2015	3 rd	<p>The 3rd SCAE was hosted by Sichuan Provincial Government , Thailand was the Guest of Honor Country, Ya’an City was the City of Honor. Exhibitors from 28 countries and regions participated in, which is including Thailand, Israel, America, Canada, France, Spain, Hungary, etc.</p> <p>Exhibition area: 60,000m²</p> <p>Exhibition Pavilions: New Agricultural Business Entities, Agricultural Cooperation, Tea Industry Cooperation</p> <p>Exhibitors: +3000 enterprises</p> <p>Professional visitors & buyers: +10,000</p>	<ul style="list-style-type: none"> ●Food & beverage ●Liquor ●Characteristic agricultural products ●Agricultural technology ●Tea industry ●Forest industry ●Rural financial

The 5th SCAE



Exhibition Name

The 5th Sichuan Agricultural Expo

Time & Venue

Time: 2-5, November, 2017

Venue: New International Convention & Exposition Center · Chengdu Century City, Sichuan.

Scale of Exhibition



60,000 m² Exhibition Area



+2,000 Exhibition Enterprises



40,000 Professional Visitors & Buyers

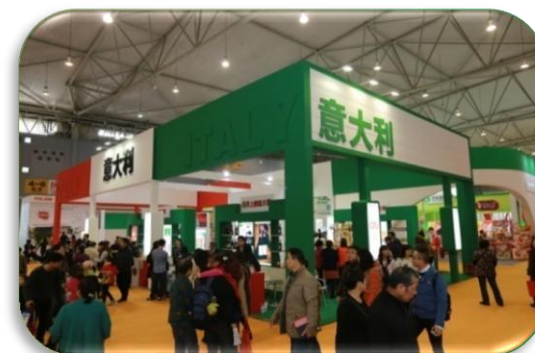
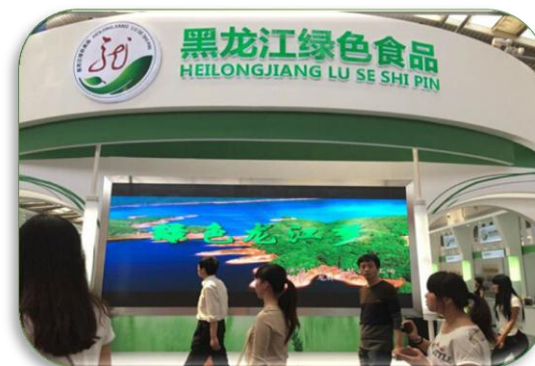


250,000 Public Visitors

Booth Price

Standard Booth (3mX3m, 9m²): RMB7,600/set, USD1,104/set

Raw Space: RMB650/m², USD95/m² (36 m² at minimum)





Organizational Structure

Hosts

- Sichuan Provincial People's Government

Supporters

- Office of the Central Rural Work Leading Group
- Ministry of Agriculture
- All-China Federation of Industry and Commerce
- All China Federation of Supply and Marketing Cooperatives

Organizers

- Sichuan Provincial Committee of the Communist Party of China's Rural Work Committee
- Sichuan Bureau of Expo Affairs
- Sichuan Provincial Agricultural Department
- Sichuan Provincial Department of Commerce
- Sichuan Provincial Investment Promotion Bureau

Co-organizers

- CPC Sichuan Provincial Committee Taiwan Office
- Sichuan Provincial Economic and Information Commission
- Science & Technology Department of Sichuan Province
- Forestry Department of Sichuan Province
- Administration of Quality and Technology Supervision of Sichuan Province
- Administration of Traditional Chinese Medicine of Sichuan
- Sichuan Provincial Federation of Supply and Marketing Cooperatives

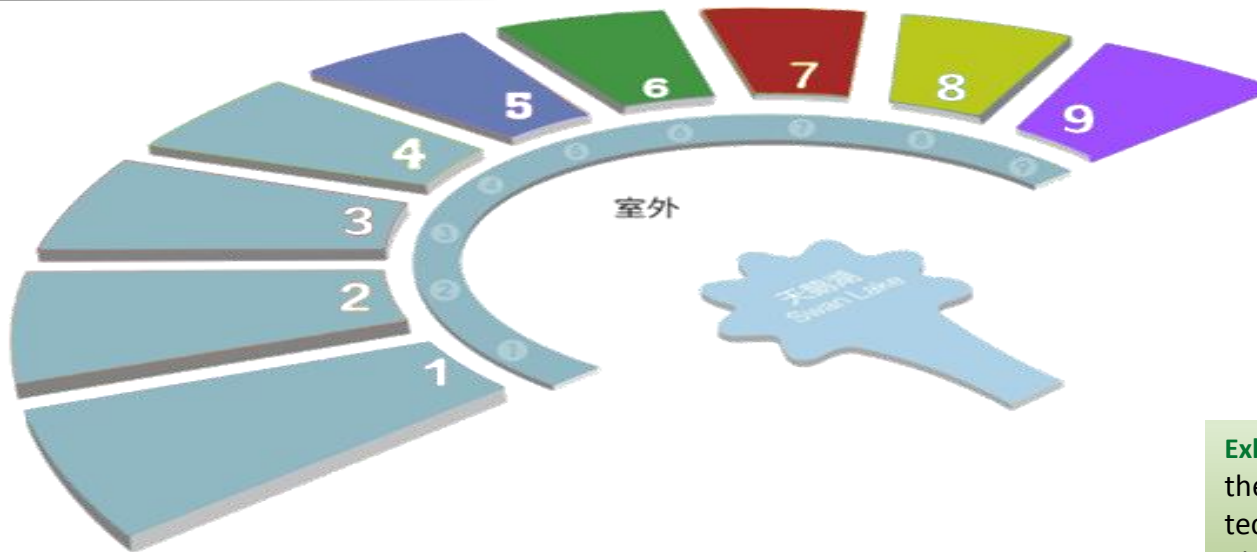
Executive Companies

- Sichuan International Exhibition Co., Ltd.

The 5th SCAE



Layout & Pavilion



Exhibition area of 60,000m²

5 Forest Food

6 Agricultural Cooperation

7

8 New Agricultural Business Entities

9

Exhibition Sectors

- International Cooperation: Guest of Honor Sector, “Belt and Road Initiatives” countries sector, Euro countries sector, ASEAN countries sector, South Asia countries sector, Occidental countries sector, Oceania countries sector, etc.
- National agricultural cooperation

Exhibits

the characteristic agricultural resources, technology and products, E-commerce platforms and international logistics of various countries and regions.

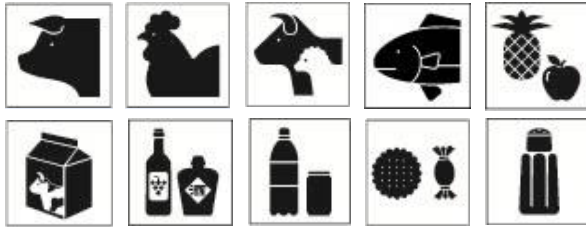
Imported

- Livestock - Dairy Product - Meat & Meat Product
- Fruit & Vegetable
- Food & Beverage -Liquor (wine, beer, etc)
- Food processing & Packaging Machinery
- Agricultural Investment Project
- Agricultural Technology
- etc.

The 5th SCAE



Buyer & Professional Visitor



- Related chambers of commerce and associations and their members.
- Agricultural products circulation market and large chain supermarkets, commercial agents and dealers in Free Trade Zone, distributors local specialized markets.
- Large scale breeding enterprise, Agricultural and food products processing enterprises.
- E-business operators.
- Individuals engaged in crops planting and livestock raising.
- Agricultural institutions, agricultural research institutions.
- Group purchasers.

The 5th SCAE



Major Activities

- The 5th Sichuan Agriculture Cooperation Development Conference
- Promotion and Signing Ceremony of Agricultural Investment
- Sourcing Fair and Signing Ceremony of Agricultural Products
- Rural E-commerce Forum
- Specialized Activities for Guest of Honor
- Specialized Activities for Province of Honor
- Specialized Activities for City of Honor
- E-commerce Carnival of Agricultural Products
- New Product / New Technology Launch Event



Media Partners



MORE....



Supporting Activities

Match Meeting (Overseas section)

Time: 3 Dec. 2017

10:00-11:00 (1st Section)

11:20-12:20 (2nd Section)

Venue: Activity Area inside the exhibition center (TBC)

Scale: 50 enterprises as professional buyers

1st Section:

Buyers: Import trade enterprises

Suppliers: Overseas food manufacturer, overseas food export merchant

2nd Section

Buyers: Supermarkets, Hotels, Restaurants

Suppliers: The agent of imported food & beverage, seafood, condiment, liquor, etc.

Content: The committee will arrange the suppliers to have the negotiation with 3-5 buyers one-to-one, and the time of each negotiation is 15-20 minutes.

Services: The committee will arrange the negotiation time and match the trade between buyers and suppliers in advance. Specially-assigned person will record the negotiation condition and make a statistics.





Supporting Activities

Wine Tasting

Time: 3 Dec. 2017

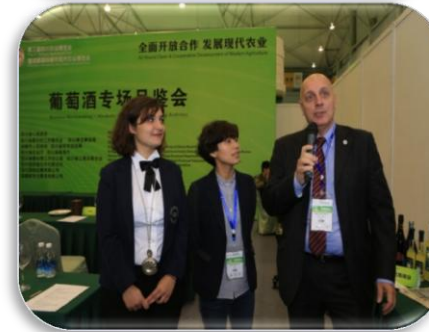
15:00-16:30

Venue: Activity Area inside the exhibition center (TBC)

Scale: 80-100 (exhibitors, experts, dealers, importers, etc)

Content: The committee will provide wine tasting and show area for the wine companies who attend the exhibition, and each company could promote their products in 5-10 minutes. The committee will invite 5-7 experts of wine tasting to give their comments on the tasting site, and they also will invite wine agents, dealers and fans come to the tasting site.

Ways to participate: The exhibitors should provide the information of their products to the committee for purpose that the committee could advertise the activity content and wine information in advance. The tasting site will provide the tables, chairs, paper, pens and water (The drinking utensils should be prepared by the exhibitors). The activity form would be used as the settled position, promotion on site and flowing tasting.





Media Publicity

● Pre-exhibition :



● During the exhibition : media interview





For exhibition:

Ms. Yun WAN, Ms. Juefei LI



+86-28-86210563, +86-13568822577

+86-18683258181



wanyun@wcif.cn

lijuefei@wcif.cn

For visiting:

Mr. Hai TAO, Mr. Zhiyu LIU

+86-28-86210204, +86-18628255260

+86-15881666561

taohai@wcif.cn

liuzhiyu@wcif.cn