FMA CHINA
Golden Commercial

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2016 第2届

中国国际食品、肉类及水产品展览会

The 2nd China International Food, Meat and Aquatic Products Exhibition 2016

暨进出口食品政策与法律法规交流会

And International Import & Export Food Policy, Laws and Regulations Summit

2016年06月14日-16日 | 上海新国际博览中心-中国

June 14-16, 2016 | Shanghai New International Expo Centre-CHINA

中国上海市浦东新区龙阳路2345号 | 2345 Longyang Road, Pudong New Area Shanghai P.R.China










FMA CHINA
采购交易会作为
商务部与国家质检总局
重点支持展会活动

批准单位 | Approved by:

中华人民共和国商务部 | Ministry of Commerce of the People's Republic of China

国家质量监督检验检疫总局 | General Administration of Quality Supervision, Inspection and Quarantine

支持单位 | Supported by:

中国国家认证认可监督管理委员会 | Certification and Accreditation Administration of the People's Republic of China(CNCA)

主办单位 | Hosted by:

中国出入境检验检疫协会 | China Entry & Exit Inspection and Quarantine Association

承办单位 | Organized by:

上海高登商业展览有限公司 | Shanghai Golden Commercial Exhibition Co., Ltd.

协办单位 | Co-organized by:

国家质检总局标准法规中心 | General Administration of Quality Supervision, Inspection and Quarantine-Standard Regulations Center

各地检验检疫局 | Inspection and Quarantine Bureau from all Provinces and cities

各地检验检疫协会 | Inspection and Quarantine Association from all Provinces and cities

高登商业
Golden Commercial



展会概括 | Exhibition Background

中国国际食品、肉类及水产品展（简称FMA CHINA）是经国家质检总局与国家商务部批准并给予支持的重要会展活动，作为中国食品、肉类、水产品与乳品行业的专业国际贸易采购交易会与海外企业拓展中国市场的重要平台。该FMA CHINA展会是在为更好的贯彻国务院总理李克强在主持召开国务院第二十九次常务会议上提出的“稳定国内需要的资源进口，合理增加与群众生活密切相关的牛羊肉、水产品等一般消费品进口”的会议精神背景下而召开的国际贸易活动，活动目的是主要帮助海外相关组织与企业如何在中国获得市场准入以及如何拓展中国市场提供绿色通道与合作平台。首届FMA CHINA已于2015年06在上海成功召开，总展出面积超过25000平米，展会共吸引来自德国、法国、西班牙、丹麦、巴西、澳大利亚、美国、挪威等近十个国家近千家进口食品、肉类、水产及乳品等领域优秀供应商前来参展与近三万名国内外食品饮料领域的专业买家亲临现场参观采购。其中国内外知名企业包括；德国Toennies、丹麦Danish Crown、巴西BRF、JBS、法国Cooperl、Sodiaal、Lactalis、中粮集团、上海水产集团、丹夫集团等企业。展会同期举办了国际进出口食品政策与法律法规交流会、国际航空食品与配餐高峰论坛、国际跨境电商与金融支付论坛、法国乳品专场推荐论坛、中国进口食材品鉴会、航空食品与用品买家见面会及上海沪商节等多场论坛活动引起众多国际组织与行业同仁的关注。

The China International Food, Meat & Aquatic Products Exhibition (FMA CHINA) is a significant exhibition approved and supported by the Ministry of Commerce of the People's Republic of China and the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China, which also serves as a professional international sourcing fair in Chinese Food、Meat、Aquatic and Dairy Industry as well as an important platform for foreign enterprises to expand market in China. In order to further carry out the conference spirit “Stabilize the domestic needed resources imports, Reasonably increase the imports of general consumer goods closely related to people’s life like beef, mutton and aquatic products, etc.” proposed by Premier Li Keqiang on the 29th Executive Meeting of State Council, FMA China serves as an international business event, mainly aiming to provide a green channel and cooperation platform to assist relevant overseas organizations and enterprises how to gain market access and develop Chinese market. The first FMA CHINA had been held successfully in Shanghai in June, 2015, with an exhibition area of more than 25,000 square meters, which has attracted excellent suppliers in the fields of import food、meat、aquatic and dairy products from a dozens of Countries like Germany, France, Spain, Denmark, Brazil, Australia, United States, Norway, etc. to participate in the fair and nearly 3,0000 domestic and overseas professional buyers to visit the fair, The well-known enterprises at home and abroad include: Toennies, Danish Crown, BRF, JBS, Cooperl, Sodiaal, Lactalis, COFCO, SFGC, DANCO group, etc. The concurrent events include “International Import & Export Food Policy, Laws and Regulations Summit”, “International Aviation Food and Catering Summit”, “International Cross-border Ecommerce & Payment Summit”, “France Dairy Special Recommendation Summit”, “China Import Food Tasting and other food recommendation Summit”, “Aviation Food Buyer’s Sourcing Meeting”, and “Shanghai Businessman Festival”, etc., which has raised a great concern from multiple international organizations and industry colleagues.















FMA CHINA 2016

新的机遇 | New Opportunities

为能更好给国内外食品、肉类、水产及乳品企业搭建一个宣传、展示与合作的平台和好的市场营销途径，高登商业与中国出入境检验检疫协会将于2016年06月14-16日继续在上海新国际博览中心召开“2016第二届中国国际食品、肉类及水产品展览会暨中国进出口食品政策与法律法规交流会”。预计2016 FMA CHINA展会规模及观众数量同比有较大的提升，参展商数量同比增长80%，专业观众数量同比增长120%。展会将以上海为窗口依托强大的中国市场需求，全力打造成亚太地区顶级影响力的进口食品、肉类、水产及乳品行业盛会，展会计划在原有的基础上大幅度提升展会规模、档次及专业买家的邀请。该展会将是世界各国食品、肉类、水产及乳品企业交流学习、经贸洽谈、业务拓展、提升品牌的难得机遇。我们相信，FMA CHINA2016必将为中外参展企业带来更多收获和更大欣喜。

In order to provide a publicity, display and cooperation platform and great marketing channel for domestic and overseas food、meat、aquatic and dairy enterprises, Golden Commercial and the China Entry & Exit Inspection and Quarantine Association will hold “The 2nd China International Food, Meat & Aquatic Products Exhibition 2016” and “The 2nd International Import & Export Food Policy, Laws and Regulations Summit” in Shanghai New International Expo Center on June 14-16, 2016, which is estimated to be a larger ascension on Expo Scale and Audience with a year-on-year growth of 80% exhibitors and 120% professional visitors. Based in Shanghai—the international window of China and relying on the strong China market demands, FMA CHINA endeavors to build the top influential event of Import Food , Meat, Aquatic, & Dairy product industries in Asia-Pacific regions, which is planning to significantly enhance the exhibition scale, level as well as professional buyer invitation. The event is a life-time opportunity for worldwide Food、Meat、Aquatic & Dairy enterprises to learn & exchange, negotiate in economy & commerce, develop business and enhance brand reputation. We believe that FMA CHINA will bring greater success and achievements for China and foreign exhibitors

同期活动 | Concurrent Event

第二届国际进出口食品政策与法律法规交流会由国家质检总局-中国出入境检验检疫协会主办将于2016年6月13日继续在上海召开，交流会将一如既往的针对世界各国进出口食品的法律法规、质量安全控制以及对华出口政策进行宣讲与解析，就海外相关组织与企业如何在中国获得市场准入以及如何拓展中国市场提供绿色通道与合作平台。活动期间将有国家质检总局、农业部、卫计委、海关总署、国外政府、技术专家、行业组织及企业代表前来参会。

Hosted by the China Entry & Exit Inspection and Quarantine Association, the 2nd International Import & Export Food Policy, Laws and Regulations Summit will continue to be held in Shanghai on June 13, 2016, which will as always preach and analyze International Import & Export Food Policy, Laws and Regulations, Quality and Safety Control & Export-to-China policies as well as provide a green channel and cooperation platform to guide relevant overseas organizations and enterprises how to gain market access and develop Chinese market. During the event, representatives from the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China, Ministry of Agriculture, Health, Population and Family Planning Commission, General Administration of Customs, Foreign Governments, Technical experts, Industry organizations & Enterprises will attend the summit.

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展出大类 丨Major Exhibits

各类食品饮料、肉及肉制品、水产品、乳及乳制品、茶与咖啡、水果、蔬菜、坚果炒货、葡萄酒及烈酒、跨境电商、加工技术及包装设备、检测仪器设备与材料等。

All kinds of food and beverage, meat & meat products, aquatic, milk & dairy product, tea and coffee, fruit, vegetable, nuts, wine and spirits, Cross-border Ecommerce, processing technology and packaging equipment, detecting instrument and material, etc.

参展费用 丨Participation Fees

•国际标准展位：

A：国内企业 ：16800.00/展期（RMB） 3m×3m

B：国外企业： 4800.00/展期（USD） 3m×3m

标准展位（包括：三面白色壁板、中（英）文楣牌制作、咨询桌一张、折椅二张、地毯满铺、展位照明、220V/5A电源插座一个、废纸篓一个。）

•室内光地：

A：国内企业：1500（RMB）/平方米

B：国外企业： 480（USD）/平方米

注：（最少36平方米起租）“光地”只提供参展空间，不包括展架、展具、地毯、电源等。

•International Standard Booths:

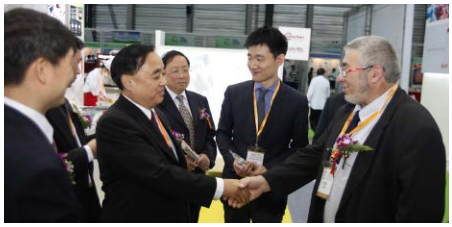
For overseas enterprises: USD 4800/Expo; 3m×3m

Each standard booth consists of 3-sided white partitions, bilingual fascia board, 1 information counter, 2 folding chairs, fully-floored carpet, 2 arm spotlights, 1 220V/5A power socket and 1 wastebasket.

•Indoor Raw Space:

For overseas enterprises: USD 480.00/Sq.m.

Note: The raw space (minimum 36 sq.m.) only supplies a show space excluding stand frames, show equipment, carpet and power supply, etc.







目标观众 丨Target Audiences

•各国食品、肉类、水产品及乳品相关组织与协会、各国驻华机构、商贸机构、国际买家中国采购办、国际商贸机构等；

•食品、肉类、水产品及乳品行业的经销商、代理商、贸易商、进口商、制造商及电商；商场、超市和专卖店的采购人员和品质检验人员等；餐饮酒店、西餐厅的采购人员等；消费者以及其他相关人士等。

•大型超市和普通超市：大型超市和普通超市采购中心、食品、肉类、水产品及乳品采购经理、大型超市和普通超市经理等；

•咖啡厅、酒店和餐厅：各大酒店及夜总会及餐厅、连锁餐厅和连锁酒店等；

•免税经营行业：免税经营者、船具商、免税店、具有采购部门的航空公司、铁路公司、具有采购部门的邮轮和渡轮公司等。

•电子商务行业：食品、肉类、水产品及乳品网站设计师、此类网站的食品、肉类、水产品及乳品买家等。

•All related international industry organizations and associations in the field of food and beverage, meat, aquatic, dairy product, International organizations based in China, business and trade organizations, China purchasing offices of international Traders, International business and trade organizations, etc.

•Dealers, agencies, traders, importers, manufactures & E-Commerce from food, beverage, aquatic & dairy industries, Purchasing officer and QA personnel from shopping malls, supermarkets and exclusive agencies, Purchasing agent from dining hotels and western restaurants, Customers and related personnel, etc.

•Large supermarkets and ordinary supermarkets: Large supermarkets and ordinary supermarkets purchasing center , Purchasing managers from Food、Meat、Aquatic and Dairy products industries, Managers from Large supermarkets and ordinary supermarkets;

•Coffee bars、hotels and restaurants: All hotels and night club and restaurants, chain restaurants and chain hotels;

•Duty free industry: Duty free operator, ship chandler, Duty free stores, Airline Company、 Railway Company、Cruise Company with purchasing departments, etc;

•E-commerce industry: Web Designers in the field of Food and Beverage, Meat, Aquatic, Dairy products, Buyers of Beverage, Meat, Aquatic, Dairy products websites etc.

如欲订“FMA CHINA 2016”展位和了解更多信息，请通过以下联络方式:
To reserve the booth of “FMA CHINA 2016” or learn more information, please contact:
地址: 中国(上海)自由贸易试验区马吉路2号2001-2002室（200131）
Add: Room 2001-2002, No.2, Maji Road, Pilot Free Trade Zone, 200131, Shanghai, P.R.China
手机/Mobile:（86）180-1946-9351 传真/Fax:（86-21）5013-1761 E-mail: goldenexpoamanda@163.com

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精彩回顾 丨Event Highlight

















