



渔聚广州
商通天下

FISH EXPO

GUANGZHOU 2019



The 27th GUANGZHOU FAIR

CHINA INTERNATIONAL (GUANGZHOU) FISHERY & SEAFOOD EXPO 2019

2019年中国(广州)国际渔业博览会

Date: August 23-25, 2019 Venue: China Import & Export (Canton Fair) Complex



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FISHEX IN GUANGZHOU, LINKING YOU TO THE WORLD

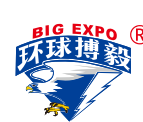
Honorary Guidance Unit : Administration of Ocean and Fishery of Guangdong Province

Hosted By : Guangzhou Municipal People's Government
Guangdong Aquatic Products Marketing and Processing Alliance

Co-organizer : Cold Chain Logistics Committee of China Federation of Logistics & Purchasing

Organizer : Guangzhou Boyi Global Exhibition Co., Ltd

Organizer:



ORGANIZATION

Supported By:

- ★ National Agriculture Ministry
- ★ Department of Agriculture of Guangdong Province
- ★ State Oceanic Administration

Guide Unit:

- ★ Administration of Ocean and Fishery of Guangdong Province

Hosted By:

- ★ The People's Government of Guangzhou Municipality
- ★ Guangdong Aquatic Products Processing and Marketing Alliance

Co-organizer:

- ★ China Logistics and Purchasing Federation Cold Chain Logistics Professional Committee

Co-organizer:

- ★ The People's Government of Guangzhou Municipality
- ★ Guangzhou Cooperation Office
- ★ Information Office of The People's Government of Guangzhou Municipality
- ★ Guangzhou Municipal Development Reform Commission
- ★ Economic and Trade Commission of Guangzhou Municipality
- ★ Foreign Affairs Office, the People's Government of Guangzhou Municipality
- ★ Taiwan Affairs office of Guangzhou Municipal People's Government
- ★ Food and Drug Administration of Guangzhou Municipality
- ★ China Council for the Promotion of International Trade Guangzhou Branch
- ★ Guangzhou Entry-Exit Inspection and Quarantine
- ★ Bureau of Agriculture of Guangzhou Municipality
- ★ Guangzhou Customs
- ★ Guangdong Refrigeration Industry Association
- ★ Guangdong Ocean Association
- ★ Guangdong Fishing Vessel and Fishery Machinery and Fishery Tool Association
- ★ Guangdong Marine and Fishery Technology Promotion Station
- ★ Guangdong Aquatic Products Chamber of Commerce
- ★ Shenzhen Fishery Trade Association
- ★ Tainan Aquaculture Fisheries Development Association
- ★ Zhengjiang Aquatic Products Processing and Marketing Alliance
- ★ National Federation of Industry and Commerce of Aquaculture Fresh Aquaculture Professional Committee
- ★ Jiangsu Hongze Lake Fishery Administration Commission Office
- ★ Hainan Aquatic Products Processing and Marketing Alliance
- ★ Fujian Aquatic Products Processing and Marketing Alliance
- ★ Henan Fisheries Association
- ★ Zhuhai Agricultural Products Circulation Association
- ★ Zhoushan Seafood Exporting Association
- ★ Ningde Fisheries Association
- ★ Maoming Tilapia Association
- ★ Fisheries Association of Jiujiang Town, Nanhai District, Foshan City

Overseas Support:

- ★ Ecuador Fishery Chamber
- ★ Australian Consulate General in Guangzhou
- ★ Baja California's Government of Mexico
- ★ Canada West Sea Trade Association For the Advancement of Production
- ★ Argentina Ministry of Agriculture and Animal Husbandry and Fishery
- ★ India Marine Product Export Development Authority
- ★ Iceland Fishery Development Authority
- ★ Thailand Frozen Food Association
- ★ Vietnam Fishery Association
- ★ Korea Fisheries Association
- ★ Burma Fisheries Association
- ★ Philippine Fishery Development Authority

Organizer:

- ★ Guangzhou Boyi Global Exhibition Co.,Ltd



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EXHIBITION INTRODUCTION

To expand the global seafood trade, promote the fishery industry upgrade. The 5th China International(Guangzhou) Fishery &Seafood Expo (FISHEX)、 The 5th China International(Guangzhou)Cold Chain Equipment and Fresh Logistics Exhibition (CICCE) and China (Guangzhou) International Catering Supply Chain Exhibition 2019 (CSCE) will be held in Guangzhou Canton Fair Complex on August 23-25th,2019 , A District.The exhibition will be held at the same time as the 27th Guangzhou Fair, as the largest and most professional fishing fair in South china, and the exhibition is dedicated to building the platform of international fishery and aquatic industry exhibition trade, trade negotiation and information exchange.It is the world's high-quality fishery products into the Chinese market, Guangdong market, export trade the best platform.

China, as a big country of aquatic products production, trade and consumption, has the world's largest production volume, with 9.2365 million tons of import and export of aquatic products in 2017. As one of the most developed regions in china, Guangdong has a total of 8.946 million tonnes of aquatic products in 2017 Guangdong Province. It is China's top aquatic products base and one of the intensive export commodities base, and the world's most important aquatic products processing trade center.



REVIEW

We proudly hosted some distinguished guests: Guangdong Marine and Fisheries Bureau Deputy Director Hong WeiDong,Guangxi Marine and Fisheries Bureau Deputy Director Zhang Guochen ,Guangzhou Vice Mayor Liming,Guangzhou Cooperation Office Director Liao Yuxun,Consulate General of Ecuador in Guangzhou Consul General Mr.Alvaro, and other Chinese and foreign guests.

The exhibition attracted 586 enterprises from 25 countries and more than 30 regions, with a total exhibition area of 30,000 square meters, we hosted 15,121 professional buyers and 44,879 general visitors from 90 countries and regions.Moreover, the size of Catering Chain, Food and Agricultural Products Expo on the first floor was 85000 sqm with 1326 exhibitors and 132180 visitors. In the summation of Guangzhou Fair it has covered a total exhibiting area of 150,000 square meters and the visitors reached 210,000.

The exhibition held the "Belt and Road Country production and marketing docking conference", "Pearl River Cold Chain Summit Forums ", "China International (Guangzhou)Fishery&Seafood Expo Business Cooperation Signing Ceremony" , "Aquatic Products Technology Promotion Meeting", "Global Seafood Tasting Meeting", "Excellent Exhibitors Selection Activities" and so on, the scene effect is very enthusiastic!



EXHIBITS PROFILE

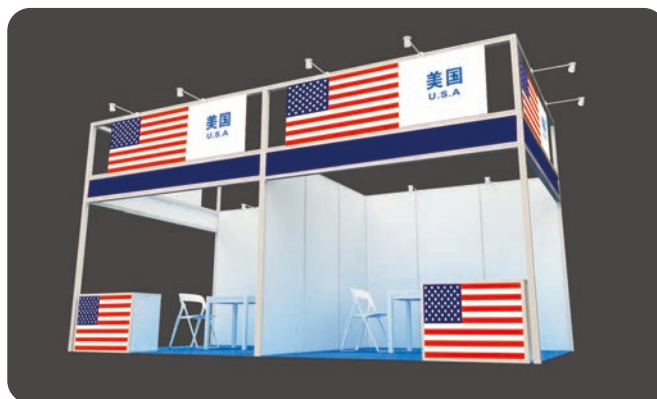
- 1. All kinds of fishery aquatic products, fresh sea products, frozen goods, dry goods, deep processing of aquatic products, Aquatic Crafts, etc.
- 2. Aquaculture technology and equipment, fodder, medicine, distant ocean fishing appliance and equipment, distant ocean storage & transportation equipment, comprehensive utilization of aquatic technology and equipment, recreational fishery equipment, fresh-keeping technology & equipment, etc.
- 3. Aquatic products processing equipment, packaging equipment, refrigeration equipment, cold chain logistics equipment, aquatic testing equipment, etc.
- 4. Seafood products agents, fishery market information services, import and export goods inspection and quarantine, aquaculture industry project cooperation, etc.



PARTICIPATION COST

Item	Unit Price	Description
Standard Shell Scheme	USD 3500 / 9m ²	Including 9sqm floor space, wall partitions, fascia board, carpet, 2 fluorescent lights, 1 information counter, 2 folding chairs, 220V power point.
Indoor Raw Space	USD 350 / m ² (min. 36m ²)	Minimum 36sqm, including floor space, 24hrs cleaning service & security

Note : Corner Stand should add 10% of standard booth cost





SCHEDULE

- Move in:** August 21-22,2019 9:00am-17:00pm
- Exhibition Time:** August 23-24,2019 9:00am-17:00pm
August 25,2019 9:00am-16:00pm
- Move out:** August 25,2019 4:00pm-8:00pm



ADVERTISEMENT PROGRAMS

1.Exhibitors Catalog Advertisement

Front Cover Page	/Version	25000RMB	148 (w) x210 (h) mm
Back Cover Page	/Version	20000RMB	148 (w) x210 (h) mm
The Back of Front Cover Page	/Version	15000RMB	148 (w) x210 (h) mm
The Back Page of Back Cover Page	/Version	10000RMB	148 (w) x210 (h) mm
Inside Color Page	/Version	5000RMB	148 (w) x210 (h) mm
Inside Across Color Page	/Version	10000RMB	296 (w) x210 (h) mm
Inside Page without Color	/Version	2500RMB	148 (w) x210 (h) mm

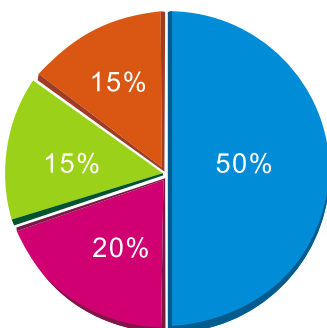
2.Comprehensive Advertisements

Exhibitor card/Visitor card	40000 pieces	30000 RMB	One company only
Ticket	10000 pieces	5000 RMB	One company only
VIP invitation	1000 pieces	10000 RMB	
Floor Advertisement	/sqm	1200 RMB	
Forum	40 min	8000 RMB	
Product promotion	40 min	15000 RMB	
Recycle bags: distribute to exhibitors and visitors for putting brochures or catalogs inside. Specification (tentative): 41cm(l), 31cm(w) price: 60000 RMB =20000 pieces			



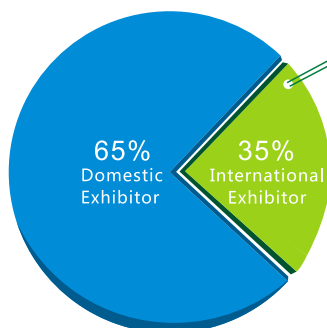
DATA ANALYSIS

► Industries of Exhibitors



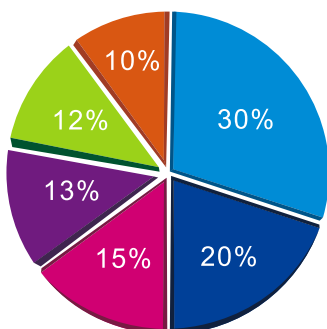
- Aquatic products, frozen seafood 50%
- Alive fish 20%
- Refrigeration, processing and fishing equipment 15%
- Aquaculture medicine, technology and equipment 15%

► Regional Breakdown of Exhibitors



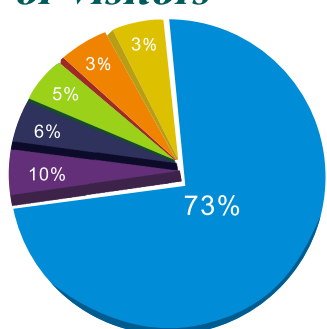
The United States, Canada, Ecuador, Mexico, Argentina, Russia, Latvia, Spain, Norway, Britain, France, New Zealand, Iran, Turkey, Oman, South Africa, Senegal, Pakistan, Malaysia, India, Singapore, etc.

► Industries of Visitors



- Catering 30%
- Trader 20%
- Wholesalers 15%
- Supermarket 13%
- Processors 12%
- Food circulation 10%

► Regional Breakdown of Visitors



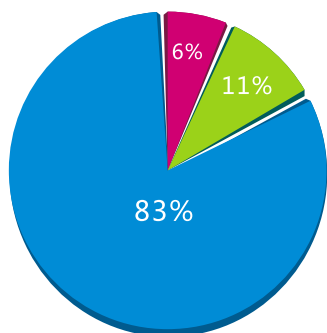
Visitors of FISHEX 2018 came from China, Ecuador, Malaysia, China Hong Kong, Australia, Singapore, Iran, Tunisia, South Africa, Brazil, Australia, kyrgyzstan, Russia, Italy, Canada, Indonesia, Arab, myanmar, Thailand, Sri Lanka, maldives, India, Pakistan, Vietnam, Colombia, Chile, the Netherlands, dubai, Bangladesh, South Korea, Sudan, India, Japan, the Philippines, China Macau, China Taiwan and other countries and regions.



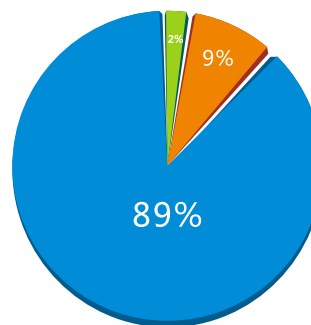


SATISFACTION FEEDBACK FROM EXHIBITORS AND VISITORS

Exhibitors'feedback On The Exhibition Visitors'feedback On The Exhibition



■ 83% Satisfied
■ 11% Need to improve
■ 6% General

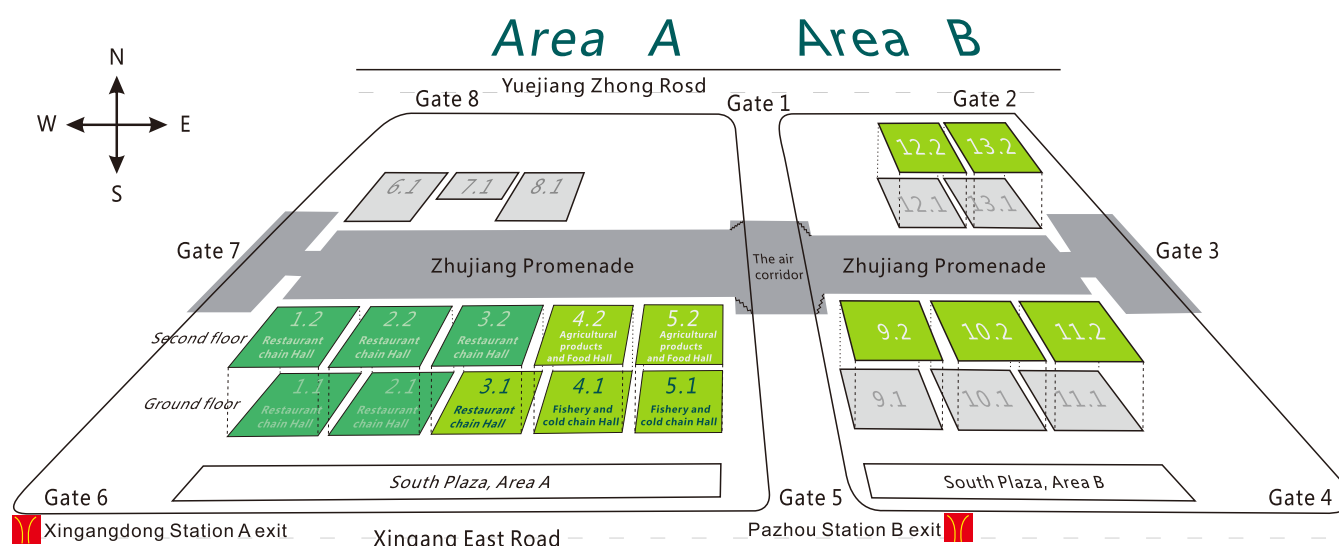


■ 89% Satisfied
■ 9% Need to improve
■ 2% General



5 REASONS FOR EXHIBITING AND VISITING

- 1. A B2B platform that can not be missed.
- 2. An international and professional fishery & seafood expo.
- 3. Fishery cold chain summit forums were held at the same period, leading industry development.
- 4. The organizing committee has a strong buyer database.
- 5. Guangzhou is the capital of exhibition in the world with the most advanced exhibition hall.



China Import&Export (Canton Fair) Complex

Address : No.380,Yuejiang Zhong Road,Guangzhou

The Largest Fishery and Seafood Exposition in Southern China

Thanks to the pavilions as follows (a part)



China



Oman



Pakistan



Ecuador



South Korea



Malaysia



Mexico



South Africa



Norway



Senegal



Thailand



Spain



Singapore



New Zealand



India



Britain



Vietnam



Guangxi Pavilion



Beihai Pavilion



Wenzhou Pavilion



Jiangsu Pavilion



Dalian Pavilion



Fujian Pavilion



Maoming Pavilion



Shaoguan Pavilion



Shunde Pavilion



Yangjiang Pavilion



Jiujiang Pavilion



Zhuhai Pavilion



Zhanjiang Pavilion



Dongguan Pavilion



Meizhou Pavilion



Huizhou Pavilion



Raoping Pavilion



Guangzhou Pavilion



Qingdao Pavilion

Previous exhibitors' comments :

▪ Jingdong.com :

The quality of this year's Fishex has improved a lot! The organizing committee is working hard !

▪ Commercial Officer of the New Zealand Consulate General in Guangzhou Li Zhixin :

The current Fishex has greatly improved in terms of scale and quality of exhibitor and buyers! participated in various activities of the Fishex for two consecutive days!

▪ Oman exhibitors :

Thanks to the organizing committee, this exhibition was very successful. The first day of the exhibition we got a huge order !

▪ Vice President of Guangdong Heshishuichan Co., Ltd Wang Dingwang :

Guangzhou Fishex is the largest aquatic product display platform in South China. It provides a one-stop procurement service for the South China catering industry, promotes the docking between the supply and demand sides, clears the product distribution channels, and reduces the marketing cost !

▪ Lv Wei, general manager of Dalian Fugu Group :

The booth location is very good, there are many professional buyers, and the circulation channels for entering the South China market has been opened. The puffer fish has a large market in South China and it' s loved by the customers!

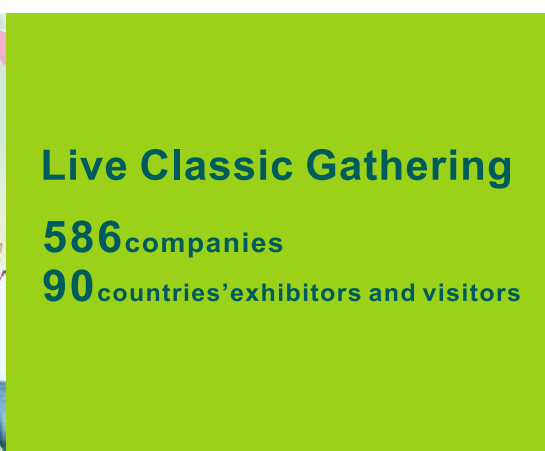
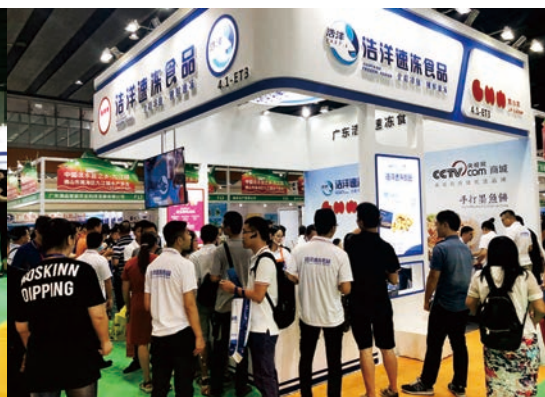
▪ Director of Marketing Department of Guangzhou Bingquan Refrigeration Equipment Co., Ltd. :

It' s the first time I participated in the Fishex Expo as an ice cube sponsor, the good resault was unexpected. Many aquatic product exhibitors are very interested in our equipment. I am very grateful to the Fishex Expo for providing such a good platform. We will continue to participate next year !

■ Thanks to the exhibitors as follows (a part) ■







ORGANIZER CONTACT INFORMATION

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