



November 19<sup>th</sup> - 21<sup>st</sup> 2015  
Shanghai International Exhibition Center  
[www.ifreshfair.cn](http://www.ifreshfair.cn)

# 7<sup>th</sup> iFresh China Fruit & Vegetable Expo

*The **leading** trade exhibition  
in **mainland China** for the global producers,  
distributors, service provider and retailers of  
**fruit and vegetables.***



## Host

China Fruit Marketing Association  
iFresh Information Ltd



## Organizer

China Fruit Marketing Association Shanghai Office



## Supporter

China Vegetable Marketing Association  
Shaanxi Fruit Association  
Zhejiang Fruit Marketing Association  
Shanghai Food Safety Association  
Shanghai Melons And Fruits Association  
Shanghai Vegetable and Edible Fungi Industrial Association  
Shanghai Xijiao International Agricultural Center  
Shanghai Central Agricultural Products Wholesale Market  
Shanghai Shanhua Fruit Wholesale Market  
Shanghai Huizhan Fruits Vegetables Market  
Shanghai Longwu Fruit And Vegetable Wholesale Market  
Shanghai Jiangqiao Vegetable Wholesale Market  
Jiaxing Fruit Wholesale Market  
Nanjing Zhongcai Agricultural Products Wholesale Market  
Hangzhou Fruit Group Co.,Ltd



# Exhibition Profile

iFresh China Fruit & Vegetable Expo is the Leading trade exhibition in Mainland China for the producers, distributors, service providers and retailers of fresh fruit and vegetables.

iFresh China will be held in 19th-21st November 2015 in Shanghai International Exhibition Center; an exhibition area is 10,000 square meters with over 350 exhibitors and 12,000 professional visitors. Reverse Purchase Meeting and China Fruit Marketing Congress will be held to create the annual integration grand meeting .

iFresh China focuses on the trade matching of fresh fruit and vegetables and fresh technology presentations ; Shanghai is viewed as a center to spread all over China especially Shanghai Free Trade Zone established. iFresh is committed to helping the excellent domestic and foreign growers and agencies to introduce to large buyers, while also helping technology suppliers to present the advanced method to Chinese professionals.



# Exhibition Scope

- Fresh fruit
- Fresh vegetable
- Fresh-cut and convenience items
- Exotic produce, organic produce
- Packaging, grading, sorting
- Produce handling and storage
- Quality control, technical services
- Dry fruits & vegetables
- Jam & juice
- Computer and internet solutions
- Marketing, market research, consultancy
- Cultivation systems, seeds and plant material
- Transport and logistical systems
- Cold-chain technology and equipment
- Government / promotion agency
- Media
- Frozen fruits & vegetables
- Canned fruits & vegetables

# Visitors' scope

Fruit & Vegetable Importers/Fruit & Vegetable exporters / Distributors / Wholesalers

Retail sector: Supermarkets / Hypermarkets / Fruit & Vegetable Stores

Growers

Hotels / Restaurants / Caterers

Fruit Processing & Packaging & Preservation

Fruit & Vegetable Associations

Government & Trade Associations

Cultivating

Logistics / Cold Chain Supplier / Storage

Seed and seeding & Pollen



# Last Show Report

Last iFresh Shanghai Expo invites 317 exhibitors and 8767 professional visitors from 15 countries, such as Thailand, New Zealand, America, Australia, Peru, Egypt, Germany, South Africa, India, Malaysia, and China.

## Statistics of exhibitors and visitors quantity:

Categories of Participator	Total	Domestics	Foriegn
Quantity of Exhibitors & suppliers	427 companies	329 companies	98 companies
Purchasers	302 companies	237 companies	65 companies
Professional visitors	8767 people	6896 people	1871 people
Audience of purchase meeting	2348 people	1967 people	381 people

## Analysis of Visitors

Last iFresh Shanghai Expo attracted total 8767 professional visitors which from Australia, Korea, America, Germany, Argentina, Netherlands, Singapore, England, Malaysia, Canada, India, South Africa, Egypt, Greece, Peru, Chile, Israel 17 countries and Hong Kong, Taiwan, 25 domestics provinces. 94% of the audience in the exhibition said, they received sufficient market information and would like to visit the next exhibition.



# 2015 7<sup>th</sup> [iFresh China]

—Theme Activities

## 3rd Reverse Purchase Meeting

Reverse Purchase Meeting invites a number of high-quality domestic buyers and provide them with a fixed negotiation; the suppliers carry the samples and catalogs to communicate with other buyers face to face to promote the company's products. Reverse Purchase Meeting can effectively help you to improve the efficiency and save transaction costs directly to find the new customers, get orders quickly, and understand the needs of buyers and the latest market trends.



### Why expect 3rd Reverse Purchase Meeting?

Billions of fruit and vegetable purchase orders

#### 5 special workshop

Importers,  
Large supermarkets,  
wholesale markets & dealers,  
fresh e-business & tv shopping,  
catering & juice processing

400 purchasing managers,  
wait for a hundreds of suppliers

## Buyers List(invited):

#### Supermarket

Wal-Mart  
Carrefour  
METRO  
Tesco  
YH Supermarket  
City Shop  
RT-Mart  
Auchan China  
Nonggongshang  
JMS Supermarket  
Jiajiayue supermarket  
Xinhuaadu Supermarket  
DN-MART  
Golden Eagle  
ja-e  
Shenzhen Pagoda  
Tianjin Xianyouduo Fruit Chain  
Xianfeng Fruits Chain

Hangzhou Xingbang  
Hangzhou Zugeng  
Shanghai Mellpen  
Guangzhou Lunong  
Chaoyang fruit  
u.life  
Shanghai YUHUA  
Zhejiang Puhui Datong  
Beijing Fu Rong Xiang  
GuangZhou Freshpac  
Wuxi Nongda  
Jiaxing Dongwang  
Zhajiang Douli yuan  
Shunca  
Hailiang  
CIDOKO  
JIAGUO  
Shanghai Guangyu

#### Famous Importer

Dole  
Shanghai Nongfu  
Shanghai ChiBin  
Shanghai BoTao  
Shanghai Sunfruit  
Shanghai Yuqian

#### Famous Fresh e-commerce

Fruitday.com  
benlai.net  
yummy77.com  
sfbest.com  
FieldsChina.com  
womai.com



# 7th China Fruit Marketing Congress

China Fruit Marketing Congress 2015, will bring together 350 participants from major chain hypermarket, distributors, agents, importers, exporters and growers of fresh fruits and vegetables, to discuss the subjects such as " 2015 -2016 forecast to fruit growing and analysis for market trends" , " The great opportunities to development on fruit trade by Shanghai Free Trade Area Zone" "How to take the sustainable road of link between farmers and supermarkets" and " How to ensure the safety and quality of fresh fruits and vegetables from all aspects of the supply chain" for the purpose of common vision of the future development trend of the Asian fresh fruits and vegetables!



**Mr Yu Huiyong,**

President of Pagoda Everyone's Garden,

"Analysis the enterprise culture behind the thousands of stores"



**Mr Vicent Yeh,**

Senior Fresh Director of Wal-mart,

"Forward-Looking of Retail, Strategy and tactics of Wal-mart in Fruit & Vegetable industry"



**Mr Yu Huafeng,**

Founder of Original life.net ,

"Original spirit of original life net and O2O idea"



**Mr Pan Liwei,**

Manager of Zespri China



**Mr Liu Zijie,**

General Manager of Goodfarmer

# iFresh Wonderful Night & Awards

We invited exhibitors and members of “iFresh Fruit Industry Leaders Club” to be our honored guests of iFresh Wonderful Night. Meanwhile, we release the “Top 10 most popular fruit brands in Shanghai”.



# Exhibition Participation Cost

Space	Service	Fee
<b>Standard Booth (9 m2)</b> 	Includes an information desk,two chairs,two spotlights,a trash can,one 5A/220V British single-phase socket	<b>USD 2,250</b>
<b>Advanced Booth (9 m2)</b> 	Includes an information desk,a round table,Four chairs,Six spotlights,a trash can,one 5A/220V British single-phase socket	<b>USD 2,500</b>
Raw Space (about 18 m2)	Raw space without any setup.Including 1 free ticket to Reverse Purchase Meeting and China Fruit Marketing Congress.	<b>USD 200/M2</b>
Remarks		
1.Corner Fee:Add up 10% of space fee 2.Co-Exhibitor Fee:Add up USD 500 per company		
Reverse Purchase Meeting	China Fruit Marketing Congress	<b>Sponsorship</b> <b>1、 Advertisement Fee on Exhibition Catalog</b> Inside Front Page: USD 3,000 Head Page: USD 2,500 Back Cover: USD 3,000 Full Page: USD 1,000 <b>2、 Other Sponsorship</b> Bag_Full Page: USD 5,000 Badge_Back Side: USD 1,700 Layard_Logo: USD 2,500 Flag: USD 1,000
<b>USD 500/person</b>	<b>USD 700/person</b>	

# Famous Importers of Mainland China Attending iFresh

Chongqing Cough Agricultural Products Co.,Ltd  
Hubei Longshang Agricultural Development Co.,Ltd  
Alibaba Group  
52Fruits E-commerce  
Shanghai Yiguo E-commerce Co.,Ltd  
Guangzhou Xin Sheng Fresh Fruit Trading Co.  
Hangzhou Fruit Group Co.,Ltd  
Shanghai City Supermarket Co.,Ltd  
Zhejiang Pu Hui Da Tong Co.,Ltd  
Shanghai Fruits Co.,Ltd  
Full Yuan Fruit Trading Co.,Ltd  
Shanghai Zhaoxin Tradig Co.,Ltd  
Carrefour China  
Auchan (China) Investment Co.,Ltd  
TESCO  
Lianhua Supermarket Holdings Co.,Ltd  
Dole  
Hunan Greenery Fruit Supermarket Co.,Ltd  
FEILDS  
NGS Supermarket Group Co.,Ltd  
Hailiang Healthy Food Group  
SunKing Fruits e-Commerce (SH) Co.,Ltd  
Walmart China  
METRO  
Shanghai Lemeng Information Technology Co.,Ltd  
Shenzhen Pagoda Orchard Industrial Development Limited Company  
Shanghai Bo Tao Fruit & Vegetable Co.,Ltd  
COFCO WOMAI (Shanghai) Trading Co.,Ltd  
China Resources Vanguard Co.,Ltd  
Shanghai Lotus Supermarket Chain Store Co.,Ltd  
Shanghai NongFu Fruit Co.,Ltd  
Shanghai Zhenhai International Trade Co.,Ltd  
Zhejiang Jiaying Yongan Fruit  
Zhejiang Jiaying Xingrong Fruit Wholesale Company  
Jiaying Juncheng Fruit Wholesale Company  
Jiaying Xinglong Fruit  
Pengcheng Wanda Beijing Fruit Co.,Ltd  
China Resources Ng Fung Agricultural Produce (Shenzhen) Limited  
Rainbow Department Store Co.,Ltd  
Shanghai Langding Industries Co.,Ltd  
Beijing Benlai Technology Co.,Ltd  
Xintai Guopin Company  
Xiangumai E-commerce  
Shanghai SAPIV Trading Co.,Ltd  
Taina International Fruits (Beijing) Co.,Ltd  
Guangxi Pingxiang City Ancheng Import & Export Trading Co.,Ltd  
Jiaying Huatong Fruit  
Yeshi Brother Fruit Supermarket China (Hangzhou) Co.,Ltd  
Chengfa Fruit Co.,Ltd

Lantao Shanghai Great Harvest International Co.,Ltd  
GMS  
Shanghai Yechen Industry Co.,Ltd  
China (Hangzhou) Qunfeng Fruit Chain Co.,Ltd  
Shanghai Fruitday E-commerce  
Shanghai Yummy77 Internet Technology Company Limited  
Shanghai Peng Sheng Industrial Co.,Ltd  
Golden Wing Mau  
Jiaying Weihua Fruit Wholesale Company  
Jiaying Fengming Fruit Wholesale Company  
Guangdong Zhxing Runfeng Food Co.,Ltd  
Hangzhou Guopin Group  
Shanghai Supafresh Food Co.,Ltd  
Yuhua  
Shanghai Yin Run Trading Co.,Ltd  
Guangzhou Shunda Trade Co.,Ltd  
Chongqing Cheng Xin Fruit Co.,Ltd  
Wuxi Nongda Int'l Trading Co.,Ltd  
Shanghai Yuqian Trade Co.,Ltd  
Shanghai Longwu Fruit Co.,Ltd.  
Shanghai Yu Hua Fruits Co.,Ltd  
Shanghai Pu Nan Agricultural Wholesale Market  
Dalice Qingdao Trading Company Limited Qingdao Representative Office  
AP-EF E-commerce Platform  
Shanghai Agricultural Commodities E-Commerce Co.,Ltd  
Shanghai Agricultural Products Center Wholesale Market Management Co., Ltd  
Shanghai Riverstone Fruits Co.,Ltd  
Agrade Shanghai Company Limited  
Shanghai Guoyun Fruit Co., Ltd  
City Super Shanghai Limited  
Bubugao Trade Chain Share Co.,Ltd  
Dalian Yidu Group Co.,Ltd  
Sichuan Yuwang Ecosystem Agriculture Development Co.,Ltd  
Shanghai Esen Agro Products & Technology Development Co., Ltd  
Wantong Fruit Wholesale Company  
Goodfarmer  
Xingbang Fruit  
Shanghai Grandfruit Import & Export Co.,Ltd  
Jiaying Yonghao Fruit Wholesale Company  
Jiaying Tianshun Fruit Company  
yhd.com  
BBCA International co., ltd  
Berda Fruit Co., Ltd  
Tianbao Green Foods  
Dalian Xing Ye Yuan Agricultural Products Ltd  
Guangzhou Jiangnan Fruit & Vegetable Wholesale Market Co.,Ltd  
Shanghai Shanhua Fruit Wholesale Market

Shanghai Liangyou Group  
Shanghai Xijiao International Agricultural Product Trade Co.,Ltd  
Shanghai Oheng Import & Export Co.,Ltd  
Nanchang Shenzheng Agricultural Center Wholesale Market  
Shanghai Huizhan Fruits & Vegetables Market Management Co.,Ltd  
Global Andes Company Limited  
Gold Anda Agri  
Jiangxi Yang's Fruits Co.,Ltd  
Jining Haijiang Trading Co.,Ltd  
Luscious Fresh Co.,Ltd  
Metspan Hongkong Limited  
Shanghai PacWest Trading (Shanghai) Co.,Ltd  
Shanghai Byfresh International Co.,Ltd  
Xi'an Ruhao E-commerce Co.,Ltd  
Xi'an Fuling Agricultural Products Co.,Ltd  
Shaanxi Delibang Organic Agriculture Co.,Ltd  
Shaanxi Haisheng Fresh Fruit Juice Co.,Ltd  
Xi'an City Shanmei Fruit Co.,Ltd  
Shaanxi Jiuzhou Longteng Investment Group Co.,Ltd  
Xi'an 900H E-commerce  
Xi'an College Students' E-commerce  
Xiaohu Fruit  
Xinxiang Fruit  
Zhanmin Fruit  
Chengcheng Fruit Trading Club  
Leijianzhong Fruit  
Hongxin Fruit  
Luochuan Feng's Fruit Co.,Ltd  
Jianmin Fruit  
Fenglaiyun Fruit  
Shaanxi Zehua Fruit Cooperative Co.,Ltd  
Chengxin Fruit  
Shaanxi Benteng Fruit  
Shaanxi Yifa Fruit  
Jiangsu Jialiang Technology Co.,Ltd  
Shaanxi West Dali County 35 Fruit  
Shaanxi Xiaokang Fruit  
Luochuan Tongrui Trading Company  
Shaanxi Hongshitou Trading Co.,Ltd  
Shaanxi Longxin Fruit  
Xi'an Weiye Fruit Co.,Ltd  
Fresh Fruit Chain Store  
Shaanxi Yuandong Fruit Co.,Ltd  
Shaanxi Runchi Fruit Trading Co.,Ltd  
Xi'an Heping Fruit Co.,Ltd  
Freshgo  
Sunyuki  
Chongqing Hong Jiu Fruit Co.,Ltd  
Chengdu Jingshen Trading Co.,Ltd  
Sichuan Junxiao Trading Co.,Ltd

## Contact us

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