

China International Import Fresh Food Logistics Congress 2015 & ACCC VIP Shippers' Club Press Conference

Perspectives

- Policy-driven custom clearance for fresh food
- Global challenges and opportunities for China
- International combined transport for import
- Whole traceability for food safety
- Optimized solution for a win-win situation

Time: Oct. 19-21, 2015

Venue: Pudongxinqu District. Shanghai

Supervisors

- China Communications and Transportation Association
- China National Food Industry Association

Organizer

- China Communications and Transportation Association
- Agricultural Cold Chain Professional Committee of China Communications and Transportation Association

Co-organizers

- Advanced Media
- ACCC VIP Shippers' Club
- Adelson Strategies
- Shanghai JJJS Supply Chain Management Cor., Ltd.



About Us

- Agricultural Cold Chain Committee(ACCC) was approved and established by the China Communications and Transportation Association.
- In terms of articles and responsibilities, ACCC will boost the cold chain logistics industry via the ways of industry's policy, regulation, standard formulation, conference and exhibition organization, journal publish, technical innovation and members' interest safeguard. Aiming at the promotion of cooperation, ACCC just like a bridge and tie between cold chain logistics in China and that in the rest of the world.

About the Congress

- Impacted by macro policies and market demands, cold chain logistics industry will keep a 25% annual growth in China. The market size will reach 470 billion in 2017.
- However, due to a lack of professional cold chain equipment in a long time, cold-chain circulation rate for fruits and vegetables, meat, and aquatic products is only 5%, 15%, 23% respectively, resulting in a corresponding loss of over 100 billion RMB. Therefore, cold chain logistics is in an urgent need for development.
- In the principle of "Efficient circulation creates fresh life", China International Import Fresh Foods Logistics Congress 2015 & ACCC VIP Shippers' Club Press Conference will be held in Shanghai from Oct. 19-21. We invite outstanding enterprises from the industry to explore international circulation of fresh products, promote international trade cooperation and create more collaboration opportunities for fresh food shippers and cold chain logistics enterprises.

Highlights

3 Major Categories ---

Imported Meat, Aquatic Products, Fruits and vegetables From Country of Origin

To be specific :

- Imported Fruits and Vegetables: apple, mangosteen, durian, cherry, and vegetables, etc.
- Imported Meat: beef, chicken, lamb, pork, etc.
- Imported Aquatic Products: shrimp, fish, shellfish, etc.



300+Shipper Participants

- Domestic and foreign exporters from country of origin, Chinese importers, distributors, fresh food supermarket, international food producers and fresh food e-commerce suppliers.

100+Logistic Suppliers

- Major international freight forwarders, cold chain logistics and transport companies, large cold storage and refrigerated trucks companies, international liner owners, medium and large domestic cold chain transport, cold storage, and refrigerated trucks companies.

30+Famous Speakers From the Industry

- CEO, founders, leaders, experts and elites from government, associations, industry enterprises will gather together and discuss international and domestic trends of fresh food, circulation solutions, domestic cold chain cost structure and reduction, and share foreign advanced modes.



Multiple Social Gathering

- We will hold rather private high-end social gatherings for you to interact with professionals and elites. This is also an opportunity to showcase corporate image, expand and negotiate businesses.



One-on-One Talks

- Request to the organizer → Organizer books an one-on-one talk → Confirm the time one day before the congress
- Participants → Onsite meeting room → Negotiate on the one-on-one talk
- Duration: 20-45minutes → Organizer follows up the client after the congress → Recommend clients with the same demand within 3 months

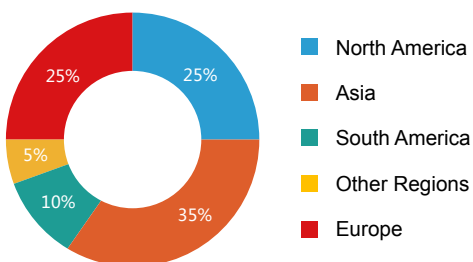
Who to Participate

- **Fresh Food Suppliers and Production Base Direct Suppliers:** Fruit Day, Yiguo, YHD Fresh, Feiniu, Ucaiyan, Benlai, Yummy77, Fields, Miao.tmall, Sunning Fresh, Tuotuo, Tony's Farm, HiQuality, etc.
- **O2OFresh Supermarkets:** Vanguard, Tesco, Carrefour, Metro, Wal-Mart, Lianhua, Wumart, Yonghui, etc.
- **Meat:** Yurun, Zhongpin, Jinluo, JBS, Cooperl, etc.
- **Aquatics:** Zhangzi Island, SFGC, ZGSC, Biayang, Homely, etc.
- **Fruit and Vegetable:** Zespri, Lenovo-Joyvio, Fmart, GoodFarmer, Dole, Yidu, etc.
- **Cold Chain Logistics Providers:** Cold chain logistics, cold storage and fresh packaging enterprises, etc.

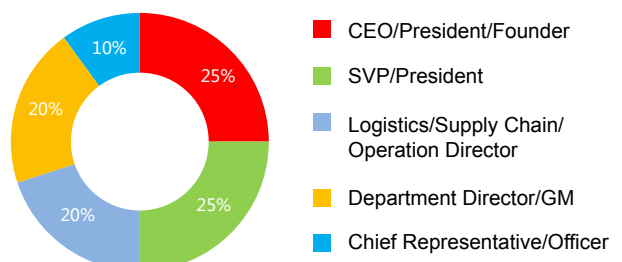
Why to Participate

- **Chinese Fresh Food Importers, Distributors, Fresh Supermarkets and E-commerce Suppliers:** Enjoy keynote speeches, understand the status quo and future of fresh food import and cold chain solution; Meet foreign exporters, expand supply network of production base fresh suppliers; Meet cold chain logistics suppliers, such as cold chain logistics, deepfreeze and fresh packaging enterprises.
- **Foreign Fresh Exporters:** Understand the current situation and policy of China's fresh food import; Meet Chinese importers, fresh supermarkets and e-commerce suppliers and distributors.
- **Cold Chain Logistics, Cold Storage and Fresh Packaging Enterprises:** Understand the current situation and policy of China's fresh food import, and shippers' cold chain solution. Matchmaking with shippers' enterprise and have an one-on-one talk session.

Participants Distribution



Participants Position



What we Provide

Before

Post demands for participants, and make match meeting with potential clients and partners onsite.

Onsite

Know the recent policy and trend about fresh trade and cold chain logistics; Have one-on-one meeting with your clients and partners; Seek more business opportunities.

After

Send event analysis report for all participants within 3 month; Assist participants to reach more relevant clients, partners and build business relations with them.

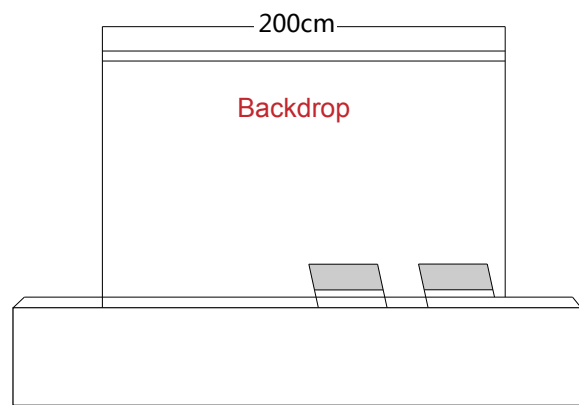
How to participate:

• Booth:

Standard Booth (\$3,500)

Size: 200cm (L) * 50cm (W)

Package: 2 chairs, one backdrop with
200cm(L)*200cm(H), 2 lamps



• Conference Delegate

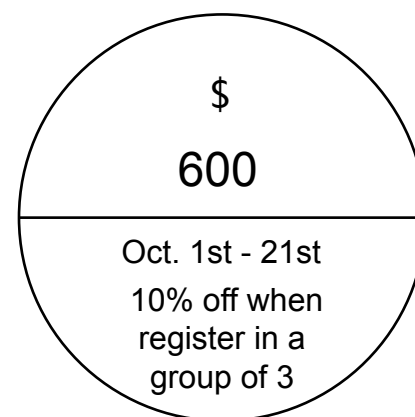
Early Bird Price



Normal Price



Onsite Price



• Sponsor Opportunities:

• Official Sponsor Opportunities

• **Diamond** Sponsor → only 1 available

• **Platinum** Sponsor → only 2 available

• **Gold** Sponsor → only 3 available

• Other Sponsorship Opportunities:

• Welcome Dinner

• VIP Lounge

• Conference Bag

• Luncheon

• Breakfast & Coffee Break

• Publication

• Conference Badge & Lanyard

• Conference Session

• Contact Us :

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Topics Preview

Oct. 19

ACCC VIP Shippers' Club Press
Conference (14:00–20:00)

Oct. 20

- On Policy

1. Chinese import fresh food inspection policy interpretation
2. Chinese import fresh food market demand analysis and future
3. Shanghai FTZ import fresh food customs clearance policy interpretation

- Q & A

1. Imported fresh food market access policy
2. Customs commodity inspection policy on imported fresh food
3. Shanghai FTZ imported fresh food policy

- Sub-forum 1: International cold chain logistics solutions discussion on imported fruits and vegetables, meat and aquatic products

Keynote Speech

Cold chain logistics of Chinese imports of fruits and vegetables, meat and aquatic products - status quo and future trends

Panel Discussion 1

Ensure a high-quality supply chain of fresh products

Panel Discussion 2

Door to door transportation - from the first mile since the country of origin to the last mile before the Chinese consumer

- Sub-forum 2: Fresh Food Traceability

1. Experience and effect of fresh food safety traceability in supervision
2. Create the whole industry chain and realize a full controllable food safety management
3. Best practice in food traceability

- Sub-forum 3: Fresh Food E-Commerce Supplier Development

1. Problems in global sourcing from country of origin in Chinese fresh food e-commerce suppliers
2. Challenges and difficulties in cooperation between foreign origin exporters and Chinese fresh food e-commerce companies

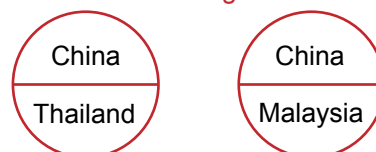
- Partial pre-invitation speakers:

- China Communications and Transportation Association
- China National Food Industry Association
- General Administration of Quality Supervision
- Inspection and Quarantine of the PRC
- Marketing Department of the Ministry of Agriculture
- Shanghai Customs
- JMU
- Yurun Group
- Fruit Day
- Yiguo
- Tootoo
- HiQuality
- FreshDirect

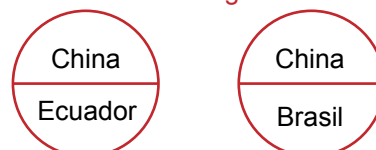
Oct. 21

- Matchmaking Session

Southeast Asia Matchmaking Session



South America Matchmaking Session



North American Matchmaking Session

