



中国国际进口博览会
CHINA INTERNATIONAL
IMPORT EXPO

Exhibitor & Exhibit Information of the Third China International Import Expo

General No. 1

Food and Agricultural Products (No. 1)



新 时 代 ， 共 享 未 来
NEW ERA, SHARED FUTURE



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Foreword

The Second China International Import Expo (hereinafter referred to as the "CIIE") has been successfully held from November 5 to 10, 2019. It realizes the "continued success in the years to come" based on the first CIIE: a total of 181 countries, regions and international organizations, over 3,800 enterprises and more than 500,000 domestic and overseas buyers have participated in the second CIIE, with a cumulative intended turnover of USD 71.13 billion achieved, 23% higher than that of the previous session.

With the purpose of creating a world-class exhibition, the preparation work of the third CIIE is in steady progress. Currently, numerous Fortune Global 500 enterprises, industry leaders and "hidden champions" have registered to participate in the third CIIE, demonstrating the strong attraction of this event.

Exhibitors and buyers are core resources of the CIIE. Timely and effective matchmaking of exhibitors and buyers is of great significance on taking full use of the CIIE as an international purchasing platform and promoting "first-class outcomes" for the CIIE. To provide the relevant exhibitor information for buyers in

a timely manner and enrich exhibitor-buyer matchmaking method prior to the third CIIE, introduction to exhibitors and their exhibits in each exhibition area will be given in addition to information provided by exhibitors themselves. By this way, buyers will be able to learn about exhibitors' information and smoothly conduct matchmaking negotiation.

Welcome to the third CIIE!



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Introduction to Exhibition Area

The Food and Agricultural Products Exhibition Area is one of Enterprise and Business Exhibition's exhibition areas with the largest area and most exhibitors from the widest range of countries. It reflects the highest level of global food sector and builds a professional trading platform for international food markets.

The Food and Agricultural Products Exhibition Area is planned to cover an area of 90,000 square meters during the third CIIE. In addition to exhibits like meat and dairy products, organic food and prepackaged food will also be displayed to advocate green, healthy and safe production of agricultural products. At that time, enterprises from more than 100 countries will exhibit organic and healthy "local specialties" and all kinds of processed foods integrated with modern science and technology. The exhibitors include not only the enterprises on the list of Fortune Global 500 and industrial leaders, but also representative enterprises from countries and regions along the "Belt and Road" and emerging market economics. While expanding their market

share in China, they will gather the strength of the whole industry chain to continuously improve the scientific and technological content in their products, to provide Chinese consumers with diversified innovative products. To give full play to the role of the CIIE as a platform, the related ministries of the country and business associations will hold a number of supporting activities related to the theme of the exhibition area to provide exhibitors and buyers with relevant policy information and dynamic conditions of food and agricultural products industries.



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50N Natural Ecology Group Ltd.

◆ Brief Introduction to Exhibitors

Headquartered in Vancouver, Canada, 50N Natural Ecology Group Ltd. is an enterprise integrating marine natural aquaculture, marine wild fishing, the research, development, production and sales of nutritious food, and it has participated in the CIIE for two consecutive years. Its main products include the maple sap, a specialty of Canada, and aquatic products such as salmons, oysters and lobsters. It boasts a strong R&D team consisting of nutritionists.

Contact: INFO@50N.CA

◆ Highlights

Maple Sap

The maple sap, extracted from the maple, is the tissue liquid of the maple. It is rich in vitamins, minerals, and electrolytes and low in calories and sugar, and it contains no preservatives and artificial colors at all. As the maple sap contains electrolytes, it is regarded as a kind of sports drink, which can provide people after strenuous exercise with the nutrients needed, and can also be used to make coffee, tea, smoothies and fruit juices and used for cooking. Studies have shown that the maple sap has nutritive

value for the elderly, children and pregnant women.



Picture 1: Maple Sap

Cold-pressed Virgin Flax Oil from Canada

Originated from the Frigid Zone at high latitude in Canada, this natural product is the pollution-free, nutritious and healthy virgin oil that is pressed at a low temperature. The content of linolenic acid is 57%. It's conducive to promoting immunity, protecting eyesight, reducing blood fat, lowering blood pressure and stabilizing blood sugar.



Picture 2: Cold-pressed Virgin Flax Oil from Canada

Oats from Canada

As a nutritious grain, oat contains the most protein among the cereal crops, and eight essential amino acids to human body, whose constitution is relatively balanced. As the content of lysine is higher than that in the wheat flour and rice, it facilitates the absorption of other amino acids in diet. Furthermore, the content of tryptophan is also rich. The oat contains a low content of sugar, which belongs to polysaccharide derived from fructose. Hence, it is a great food for diabetics. With the features of high protein and low carbohydrate, it contains abundant dietary fibers, which are able to absorb surplus cholesterol in human body and emit it out. The diet containing oats is able to alleviate the influence of carbohydrate on blood sugar, conforming to modern people's demand for controlling body weight and the dietary concept of "no hate to coarse grains".



Picture 3: Oats from Canada

Dried Wild Sea Cucumber from Canada

Growing in the deep ocean without pollution, the wild sea cucumber of a high nutritional value contains various substances and nutrient elements, including rich protein, polysaccharide, saponin, arginine, nicotinic acid, potassium and nickel, which has the functions of relieving fatigue and recovering energy.



Picture 4: Dried Wild Sea Cucumber from Canada



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Milk New Zealand Dairy Ltd.

◆ Brief Introduction to Exhibitors

As a widely known dairy company from New Zealand, Milk New Zealand Dairy Ltd. has participated in the CIIE for two consecutive years. Milk New Zealand Dairy Ltd. is known for the brands like Theland. The subordinated Theland Farm Group has 29 brand-owned pastures, which is located at 40 ° south latitude in the core dairy area, and covers an area of 180,000 *mu*. It is one of the largest brand-owned pastures in New Zealand. The first natural grazing 3F standard farm milk source (Free outside, Fresh Theland pasture and Farm to glass) verified by the New Zealand state-owned laboratory has got the official authentication of production source from AsureQuality, a New Zealand food safety company. Through the current three major business models of "global resources synergy", "connection between the overseas farm and supermarket" and "full process digital brand service", high-quality goods have been provided for countries across the globe and along the "Belt and Road".

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◆ Highlights

Theland Farm Fresh Milk Powder

The exhibit is 100% originally imported from New Zealand. The new category of "instant fresh milk" is the first natural grazing 3F standard farm fresh milk powder verified by the New Zealand state-owned laboratory.

A major breakthrough has been achieved for this product regarding the milk source. The farm is located beside Lake Taupo, which is praised as the "paradise for dairy cows". Instead of being kept in captivity, the cows here are free-range farming, making the quality of milk higher than the EU standard and New Zealand standard. With the unique brand-owned pasture and leading production process, milk can be delivered from the pasture to factory within one hour, which ensures the freshness and safety of the milk powder. By adopting non-high temperature process, fresh milk can be directly sprayed into powder at one time so that more active nutrients can be kept, creating a new "fresh" experience of "like drinking fresh milk". Through introducing a full process digital supply chain system and applying AsureQuality to verify the source of production, the traceability from the source to table can be achieved.



Picture 5: The Gift Product for the Third CIIE - Theland Farm Fresh Milk Powder

Flexibly Customized Intel Mode

In order to celebrate the third CIIE, a new flexibly customized service of combining 3F milk source + customized service has been launched. Just like the "Intel" of chip, new products and services with individual needs are tailored for buyers and platform. With the unique "mode of connecting the overseas farm and supermarket", a differentiated commodity supply chain and fully empowerment for sales platform can be built to meet the individual needs for trading-up market and sinking market, opening up a new area for cooperation.



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Fonterra Co-operative Group Limited

◆ Brief Introduction to Exhibitors

Fonterra Co-operative Group Limited (hereinafter referred to as "Fonterra"), a dairy enterprise based in New Zealand, has participated in the previous two sessions of the CIIE as a globally leading enterprise of dairy export and milk processing. Fonterra has been partnering with abundant world-leading food enterprises, with its private dairy brands distributed to regions including New Zealand, Australia, Asia, Africa, Middle East and Latin America. With the business experience in Greater China for over 40 years, Fonterra locates the largest and most significant market in China.

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◆ Highlights

Tip Top Ice Cream

Boasting a reputation online, Tip Top Ice Cream from New Zealand is a time-honored brand for 83 years. It has been granted the laurel of the Supreme Award as the highest award in the industry of ice cream for three times. In New Zealand where the population only registers 4.8 million, 40 million liters of Tip Top ice cream are consumed every year. Tip Top Ice

Cream selects the authentic dairy ingredients and fresh fruits totally original in New Zealand without any artificial color, essence or preservative. It is imported with original packaging from New Zealand.



Picture 6 & 7: Tip Top Ice Cream



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Wilmar International Ltd.

◆ Brief Introduction to Exhibitors

Established in 1991, Wilmar International Limited is a multinational group in integrated agribusiness of grain & oil, which ranks the 258th among the Global Fortune 500 in 2019. Wilmar International has engaged in the CIIE for two consecutive sessions. Wilmar International, with more than 90,000 staff across the world, has established over 900 processing plants worldwide, among which most are located in countries and regions along the "Belt and Road" in Asia and Africa. Operating such businesses as oil palm cultivation, oilseed crushing, edible oils refining, sugar milling and refining, manufacturing of consumer products, specialty fats, flour and rice milling, oleochemicals, palm biodiesel and fertilizers, Wilmar International has stretched its distribution network to more than 50 countries and regions covering China, India and Indonesia.

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◆ Highlights

Wilmarchelsea Blackstrap Molasses

With sugarcane as the ingredient, the product is an unadulterated brown sugar produced with high-tech equipment and in standards for

refinement. As no chemical processing is involved in the entire process, most minerals in this product are maintained.

Wilmarchelsea Blackstrap Molasses contains trace elements such as calcium, iron and potassium, natural acids and pigment regulators, as well as vitamins, amino acids and antioxidants. It has unique effects for different groups of consumers.

In addition, Wilmarchelsea brown sugar features a variety of personalized flavors, including Manuka Honey Molasses and Ginger Molasses. This product is widely used in industries, including catering, baking and food processing. It is also the ingredient for brown sugar milk tea, brown sugar desserts, etc.



Picture 8: Wilmarchelsea Brown Sugar of Different Flavors

Aunty Esther's Salted Egg Potato Crisps

With salted egg as the ingredient, this product is not added with artificial seasoning, preservative and food colorants.



Picture 9: Auntie Esther's Salted Egg Potato Crisps

Meadow Fresh Walking Cow Full Cream Pure Milk, Low-fat High-calcium Pure Milk with 4.0g of Protein Per 100ml

As a native brand of New Zealand, Meadow Fresh has a superior milk source. Walking Cow is a high-end product of Meadow Fresh, featuring 130 mg/100 ml of calcium, 4.0 g/100ml of protein and no additive.

The low-fat high-calcium pure milk containing 4.0 g protein is the latest product of Meadow Fresh. Remaining 1.5 g/100ml of fat contained in original low-fat milk, this product has increased the protein content to 4.0 g/100 ml, making it appropriate for fitness lovers, dieters and the aged.



Pictures 10 & 11: Walking Cow Full Cream Pure Milk, Low-fat High-calcium Pure Milk with 4.0 g of Protein Per 100ml



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Dole Asia Holdings Pte. Ltd.

◆ Brief Introduction to Exhibitors

Founded in 1851, Dole has become one of the high-quality fruit and vegetable suppliers in the world up to now. Dole Asia, established in 1993, has participated in the CIIE for two sessions. Dole occupies a large share of the Asian market in growing and marketing of fresh fruits and vegetables. Dole has more than 30,000 acres of farmland in the Philippines for planting banana, pineapple and pawpaw, and also purchases raw materials of fruits and vegetables from its partners and independent growers.

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◆ Highlights

Dole's Philippine Hass Avocado

Dole's avocados are from its plantation at the Mindanao Island in the Philippines, which boasts fertile soil, mild climate and plentiful sunshine, suitable for the growth of avocado trees. Avocado trees are picky about their environment. By virtue of its rich experience in fruit management and growing, Dole has become the unique company to export Philippine Hass avocados in the Philippines to China on the list of *Registered Enterprise for the Import of Fresh Philippine Avocados to China 2019-2020* released

by General Administration of Customs, P.R.China on December 2, 2019.

Dole's Philippine Hass avocados are of high dry matter, fresh flavor and lingering aftertaste. Dole adheres to strict quality standards and measures to guarantee product quality, and controls quality from the plantation. Fine management on soil varies with ages of trees. Seasoned pickers carefully pick avocados from trees according to their maturity. Delivered to the package plant, avocados will be weighted, cleaned, sorted and dried, and subject to quality test again in the final packaging stage. The packaged avocados will be put into refrigerated cabinets with fixed temperature and shipped to China. Compared with avocados produced in South America, those growing in the Philippines are much fresher due to the shorter shipment time as the Philippines is close to China.



Pictures 12 & 13: Dole's Philippine Hass Avocados



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Official APP



Official WeChat

We are looking forward to seeing you at the Third CIIE.

