



第十七届中国（漯河）食品博览会

THE 17th CHINA (LUOHE) FOOD EXPO

2019年5月16-18日漯河国际会展中心

16th-18th May 2019 The International Convention and Exhibition Center of Luohe

INVITATION

邀请函

主办单位

中国食品工业协会
中国商业联合会
中国食品和包装机械工业协会

承办单位

漯河市人民政府
河南省商务厅
河南省工信委
河南省食品工业协会

执行承办

北京京展佳会国际会议展览有限公司

SPONSORS

China National Food Industry Association
China General Chamber of Commerce
China Food and Packaging Machinery Industry Association

ORGANIZERS

Luohe Municipal People's Government
Henan Provincial Commerce Department
Commission of Industry and Information Technology of Henan Province
Henan Provincial Food Industry Association

EXECUTIVE

King MICE Co., Ltd.

订展热线

13311535908



十大展区 Ten Exhibition Areas

漯河成果展区
Luohe Achievement Area

百强食品展区
Top 100 Food Area

综合展区
Miscellaneous Area

肉制品展区
Meat Products Area

食品机械展区
Food Machinery Area

国际品牌展区
International Brand Area

省市名品展区
Local Well-known Products Area

酒类饮料展区
Alcoholic and Beverage Area

休闲食品展区
Leisure Food Area

精准对接展区
Precise Matchmaking Area

配套活动 Affiliated Events

综合活动

- 名优特食品品鉴会
- 领导巡馆专场
- 开幕式暨食品产业发展趋势及信息发布会

论坛会议

- 中非跨境电商贸易洽谈会论坛
- 食品机械产业发展高峰论坛

对接发布

- 食品产业科技成果及专利项目发布对接会
- 展商新品发布会
- 厂商精准对接洽谈会

投资洽谈

- 漯河市情说明会暨项目签约仪式
- 系列洽谈对接活动

具体活动以现场安排为准

Miscellaneous Events

- Well-known, Excellence and Specialty Food Tasting Party
- Site Tour by Senior Officials
- Opening Ceremony and Food Development Trend and Information Release Meeting

Forums and meetings

- Sino Africa Cross Boarder E-Commerce Trade Forum
- Food Machinery Industry Development Summit Meeting

Matchmaking Release

- Science and Technology Achievement in Food Industry and Patented Project Matchmaking Release
- New Exhibits Release Meeting
- Precise Manufacturers and Traders Matchmaking Meeting

Investment Meeting

- Briefing on Luohe Situation and Project Signing Ceremony
- Serial Matchmaking Activity

Each particular event will be subject to revision by on-site arrangement.

宣传推广 Commercial Promotion

打造一个360度、立体化、全方位的宣传攻势，形成渗透国内外、贯穿全行业的宣传矩阵。

展前广而告之、预热造势

结合线上、线下推广，以及软文、硬广的拉动及覆盖，使展会信息、特色、亮点在很短的时间内快速传播。

展中跟踪采访、集中报道

广泛联络新闻媒体，抓取现场热点，发现新闻线索，对亮点事件、重点企业进行跟踪采访，扩大行业和社会关注度。

展后延续宣传、扩大成果

将重点参展企业、新产品、成交额以及观众感兴趣的话题进行汇总、报道，延伸展会影响。

Forging a 360-degree, 3-dimensional, full scale commercial campaign, so a commercial promotion matrix can be formed that penetrates all industries home and abroad.

Before the expo, full of advertisement coverage and heating up the momentum

Combining the online and offline promotion with the soft and hard advertisement drive and coverage, so the Expo information, characteristic, shining points can be spread in the shortest possible time.

During the Expo, follow-up of interviews and focusing on the reports

Contacting vastly the news agencies, snatching up the on-site hot spots, discovering the news clues, interviewing the highlighted events and key enterprises, so the industry and social attention degree can be expanded.

After the Expo, continuous of commercial promotion and expanding the accomplishment

Summarizing and reporting of the key Expo enterprises, new products, transaction volume and the interesting topics from the audience, so the Expo influence can be extended.

买家来源 Source of Buyers

批发市场
Wholesale markets



35.8%

经销分销商
Dealers and Distributors



22.9%

贸易公司
Trading Companies



22.9%

食品厂
Food Plants



8.5%

商场超市
Shopping Malls and Supermarkets



7.2%

其他
Others



3.8%



展览日期

Exhibition Date
2019.5.16-18

(16日专业采购商和媒体开放日，
不对普通观众开放)

(16th May is scheduled as an Open
Day for professional buyers and media
agencies, not open to ordinary audience)



展览规模

Expo Size

5万平方米

50 thousand m²



展览地点

Expo Venue

河南省漯河国际会展中心
International Convention
and
Exhibition Center
of Luohe, Henan

展位价格 BOOTH PRICE

光地：500元/m²，36m²起订；标准展位：6000元/个（9m²）

Raw Space Price: RMB 500/sqm Minimum 36sqm
Standard Booth Price: RMB 6000/Each Booth(9sqm)

其他广告位 OTHER ADVERTISING ITEMS

入场券：5000元/万张；参展证件：5000元/千张；手提袋：5000元/千个。

Ticket: RMB 5000/10000 Pcs
Credentials of the Participants: RMB 5000/1000 Pcs
Handbag: RMB 5000/1000 Pcs

推介会收费标准 STANDARD PRICE FOR PROMOTION MEETINGS

参展企业10000元/场（限1小时），非参展企业20000元/场（限1小时）。

For Exhibitors: RMB 10000/Per meeting (limited to 1 hour), For Non Exhibitors: RMB 20000/Per meeting (limited to 1 hour)

会刊广告价目表 ADVERTISING PRICE IN THE EXHIBITION CATALOGUE

封面 / Front Cover	封底 / Back Cover	跨页 / Double Spread	封二、三 / Inside Front/Back Cover	彩页 / Color Pages	黑白页 / Black / White Pages
RMB 20000	RMB 15000	RMB 10000	RMB 8000	RMB 5000	RMB 3000

HELL FOOD in 食博

创新驱动，培育食品经济发展新动能

Innovation-Driven Will Cultivate New Kinetic Energy of Food Economic Development

第十七届中国（漯河）食品博览会组委会办公室
Office of the Organization Committee of the 17th China (Luohe) Food Expo

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