



Organised by

ASIAFRUIT



**FRESH PRODUCE
FORUM CHINA**

Fresh Produce Forum China

新鲜果蔬行业中国高峰论坛

China's leading international
trade conference

国际贸易会议专注中国市场

23-25 MAY 2017

HANGZHOU CHINA

中国杭州

From seed to retail! Connect with
the key decision makers in China's
fresh fruit and vegetable business.



Find out more at fpf-china.com



- Quality conference content
- Focus on big issues affecting trade in China
- Connect with key decision makers in China
- Reputation in publishing, conference and exhibition
- Hangzhou is becoming the new-business, hi-tech hub for China
- It's Eastern China's middle-class mega-city of more than 21m people
- The Gateway to Eastern China in Shanghai's fast-growing hinterland
- Close to the massive new produce import market at Jiaxing opening in 2018

China conference powered
by Asiafruit Magazine and
ASIA FRUIT LOGISTICA



• EXHIBIT

ASIA FRUIT LOGISTICA, Asia's premier fresh fruit and vegetable trade show in Hong Kong, is the organiser of Fresh Produce Forum China expo.

Exhibiting at Fresh Produce Forum China gives you an opportunity to raise your company profile and get close to more than 200 local and international fresh produce industry leaders and decision-makers.

- showcase and promote your products and services
- increase sales
- generate new contacts
- build a quality database in China's many regional and growing markets

EXHIBITION STAND: @USD3,000

- Shell Scheme, size 6m² (3x2m)



fpf-china.com

• SPONSOR

Becoming a sponsor of Fresh Produce Forum China will raise your brand profile and highlight your company as a leader and industry driver. The conference and expo event brings together decision makers from throughout China's fresh fruit and vegetable business, and from across the world.



PLATINUM: US\$12,000

- General sponsor benefits
- Specific sponsor benefits:
 - 5 free delegate passes to entire conference Programme
 - 5 free retail customer passes to entire conference programme
 - 2 expo stands (total 12sqm)
 - 1 full-page advert in the FPFC preview issue of Asiafruit Magazine
 - 1 full-page advert in the FPFC 2017 Delegate Handbook
 - Special sponsorship benefits*



GOLD: US\$9,500

- General sponsor benefits
- Specific sponsor benefits:
 - 4 free delegate passes to entire conference programme
 - 4 free retail customer passes to entire conference programme
 - 1 full-page advert in the FPFC preview issue of Asiafruit Magazine
 - 1 full-page advert in the FPFC 2017 Delegate Handbook
 - Special sponsorship benefits*



SILVER: US\$7,000

- General sponsor benefits
- Specific sponsor benefits:
 - 3 free delegate passes to entire conference programme
 - 3 free retail customer passes to entire conference programme
 - 1 full-page advert in the FPFC preview issue of Asiafruit Magazine
 - 1 full-page advert in the FPFC 2017 Delegate Handbook
 - Special sponsorship benefits**



BRONZE: US\$5,000

- General sponsor benefits
- Specific sponsor benefits:
 - 2 free delegate passes to entire conference programme
 - 2 free retail customer passes to entire conference programme
 - 1 half-page advert in the FPFC preview issue of Asiafruit Magazine
 - 1 half-page advert in the FPFC 2017 Delegate Handbook

GENERAL SPONSOR BENEFITS

- Company logo on all promotional materials
- Company logo with hyperlink on www.fpf-china.com
- Insertion of one corporate brochure or gift in Delegate Bag
- Company logo on conference stage banner & onsite signage
- Company profile in FPFC 2017 Delegate Handbook

SPONSORSHIP ITEMS

* PLATINUM & GOLD SPONSOR ITEMS

Networking Break, Delegate Lunch, Delegate Handbook, Delegate Bag, Badge Lanyards, Excursion

** SILVER SPONSOR ITEMS

Official Delegate List, Pocket Programme, Welcome Refreshments, Stationery Items, Gift, USB Sticks, Delegate WiFi Access, Simultaneous Translation

• DELEGATE PRICES

DELEGATE
RATE
EARLY BIRD*

*available until
April 28 2017

- USD 270
- CNY 1,700

DELEGATE
RATE
STANDARD

- USD 300
- CNY 2,000

• VENUE

Fresh Produce Forum China takes place at **JW Marriott Hotel Hangzhou**.

It is centrally located in downtown within easy access to West Lake, shopping, metro and railway station. Hangzhou Xiaoshan International Airport is only 30 km drive away and easy connection from Shanghai Hongqiao International Airport and Shanghai Pudong International Airport. For maximum networking ensure you stay at the conference hotel and benefit from preferential rates exclusive for Fresh Produce Forum China delegates.

To book your hotel accommodation go to fpf-china.com

HANGZHOU – CHINA'S EAST COAST POWERHOUSE

Hangzhou is home to many millions of China's new middle-class consumers. This second-tier mega-city and conurbation of more than 21m people in Shanghai's hinterland has become China's new-business hi-tech hub.

Our two-day forum brings together the key decision makers from across China's fresh produce business to network and debate the biggest trends affecting the China market.

