

3. Booth

Booth Types	Booth No.	Quantity	Price (Unit)	Double outlet	subtotal (€)
Standard Booth			€1,900	Charge additional 10%	
BareSpace(Minimum 36 m ²)			€180 / m ²	N/A	
Total	€				

Standard Booth Equipment: Four Folding Chair, One Negotiation Table, One Information Desk, One 3-Layer Showcase, Two Daylight Lamps, One Rubbish Bin, Carpet.

Bare Space:N/A

4. Payment:

Name of Beneficiary	Guangzhou Fuya Exhibition Co.,Ltd
A/C No. of Beneficiary	36020 134192 00513274
Name of Beneficiary Bank	INDUSTRIAL AND COMMERCIAL BANK OF CHINA, GUANGDONG PROVINCIAL BRANCH GUANGZHOU TIANHE SUB-BR
Swift Code	ICBKCNBJGDG

We apply for 2010 CIFE participation as above and herein remits the application form.

Person responsible for application: _____

Date: _____

Seal:



2010 中国（广州）红酒及烈酒展览会

2010 China (Guangzhou) Wine & Spirit Exhibition

Time: May 13th, ~May, 15th, 2010

Venue: China Import and Export Fair (Pazhou) Complex

Organizations:

✧ Sponsor :



中国食品土畜进出口商会

CFNA (The China Chamber of Commerce of Import and Export of Foodstuff, Native Produce & Animal By-Products)

✧ Co-sponsor:



广州福亚展览有限公司

Guangzhou Fuya Exhibition Co.,Ltd

✧ Supporting Media:

Wine-info.com

redwinelife.com

cnwine.cn

Chinaliquor.net

New Food Magazine

Weekly Magazine of 《Candy.Wine.Tobacco 》

《China Wine》

《Huaxia Wine Daily》

Exhibition tenet:

Build the optimal platform for wine import & export trading, promote the communication of wine culture in the global.

About Wine EXPO:

In order to promote the wine trading in the global, and strengthen the communication of wine industry, the organizing committee of China International Foodstuff (Guangzhou) Exposition (Abbr. CIFE), the biggest foodstuff exhibition in South China, decide to held 2010 China (Guangzhou) Wine & Spirit Exhibition at the same time with 2010 CIFE

In the past CIFE, wine & spirits accounted for more than 35% of exhibits, including wine, Champagne, Shirley, Sparkling wine, Whisky, Brandy, Vodka, Rum, Tequila etc. With this good development trend and some exhibitors' requirement, committee organizing dedicated to build a professional area for trading and communication for wine industry that is "China (Guangzhou) Wine&Spirit Exhibition.

China----The biggest market for wine

China's wine consumption has been continuously increasing since the late 1990's. The per capita consumption of wines rose from 0.29 liters in 2002 to 0.7 liters in 2008, represented a greatly increasing and potential market. In 2008, China's imported value of wine is 0.25 billion dollar, a 43.48% increasing than the

imported value of 2007. Besides, The IWSR estimate that the global total consumption of wine will reach 0.24 billion hl in 2010, representing a 9.15% increasing, but, China's wine consumption will come to 5.6 million hl, representing a 36% increasing in 2010. China will be the biggest market for wine.

Guangzhou---The biggest showcase of wine

- Guangdong province, where capital city Guangzhou located, is the most dynamic economic region in China today. The GDP of Guangdong Province in 2007 reached CNY 3.0606 trillion, with a growth rate of 14.5%, exceeding the average value of "four small dragons" in Asia (Hong Kong, Taiwan, Singapore, and Korea). Guangdong has large consumption ability in liquor.
- According to 2007 statistics, the amount of the annual consumption of liquor in Guangdong up to 26 billion, of which red wine, wines, and spirits accounted for 23% of country's total consumptions, liquor annual consumption reach 700 thousand tons, the annual beer market consumption reach up to more than 2 million tons.
- There are 130000 enterprises engaged in liquor trade in Guangdong, with the open concept to market, a huge consumer groups, a variety of consumer-level, high consumption potential, as well as tolerance consumption concept.

2008 CIFE Wine & Spirit Area

In the 2008 CIFE, Wine & Spirit's show area was nearly 2000 sq.m. China's top 10 wine producing regions and 6 oversea pavilions joined in this show area. It was Korea, France, Spain, America, Portugal, Australia etc. It seems that there is a good development trend towards Wine & Spirit through 5 years' CIFE. So, in 2010 CIFE, Wine & Spirit will be held as a sub-exhibition of CIFE, aiming to build a more professional and a bigger showcase for wine, to present the best trading and communication platform for wine importers and wine exporters.

Wine & Spirit

➤ **Imported wine:**

Wine: Wine, Champagne, Shirley, Sparkling wine, Sweet wine, Vermouth, Peter Snow liqueur etc.

Spirit: Whisky, Brandy, Vodka, Rum, Tequila etc.

Others: Ratafee, Beer, Alcoholic-drink etc.

➤ **Domestic wine:** White wine, Beer, Brandy, Liqueur, Yellow wine, healthy- wine etc.

➤ **Wine Tool:** Vessel of wine, Wine packaging, Wine storage technology, Wine produce machinery ect.

Events

➤ **Wine & Spirit promotion /Pavilion product promotion**

- Classroom-style Conference Center
- Basic equipment: Stereo System, Projector, etc.

- Promotion time arrangement:7 promotion meeting time is arranged as follows:
 First: 10:30-12:00 am May 13th, 2010 Second: 1330—15:00pm May 13th, 2010
 Third: 15:30-16:30pm May 13th, 2010 Fourth: 1000-11:30am May 14th, 2010
 Fifth: 13:30-15:00pm May 14th, 2010 Sixth: 15:30-16:30 May 14^h, 2010
 Seventh: 10:00-11:30 am May 15th, 2010

Principles for product promotion application:

1. Application from Enterprises with special decoration on 2010 CIFE enjoy priority
2. Application from Pavilion from home and aboard of 2010 CIFE enjoy priority.

➤ **“Wine • Love • Angle” Competition & Wine Tasting**

- Co-sponsored with strong media and International committee of wine tasting
- Candidates compete through display the wine
- The Champion will be chosen as the Image Representative of Wine
- Awards of Wine: More details please contact the organizers

➤ **Style mixologist competition**

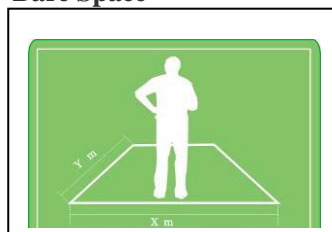
- Co-sponsored by media and mixologist cultivation center
- Set There level visual performance awards: The first ,The second,The third.
- Set tasting awards: The most, The better, The good.

Booth

Standard booth



Bare Space



Booth charge

Booth Types	Charge	Double Outlet
Standard Booth (3 x 3) m ²	€1,900	Charge additional 10%
Bare Space(Minimum 36 m ²)	€180 / m ²	N/A

Booth Equipment:

Standard Booth:

Fascia, carpet. 4 folding Chair,1 round table 1 information desk,1 three-layer showcase,2 daylight lamps,1 socket , 1 trashcan , 1 bucket+ice,1 spittoon,Glasses,1 Wine cooler.

Bare Space: N/A

 **Committee Organizing:**

ATTN: **Ms. Cathy HO**

Tel: +86-20-87517298

Fax: +86-20-87517368

Email:cathy.ho.cife@gmail.com

ATTN: **Ms. Tiffany Tan**

Tel: +86-20-85518102

Fax: +86-20-87517368

Email:xtingfuya@gmail.com