

INVITATION

2019 China International Food Safety Technology & Innovations Expo

hosted by
Economic Daily/ce.cn
June 23-25, 2019

1. Background

Each year in June, driven by central government, a week long nationwide campaign on food safety will be held in China. During this week, all major cities organize events/activities promoting public awareness on food safety. Through government newspapers, TV channels and social media, government gets its messages and information to the public.

Economic Daily is the only national daily newspaper on matters related to China's economic development. It is one of the most influential state-owned newspapers in China. The *ce.cn* is the online version of *Economic Daily*.

NEXT Federation is an international platform for exploring and sharing optimal practices. Based in New Zealand, the Federation engages governments, enterprises and leaders of society to improve global innovation, cooperation, and sustainability.

After successfully held China Food Safety Forum for four consecutive years, in 2013 alongside the forum, *Economic Daily* and *ce.cn* held its first China International Food Safety Technology & Innovations Expo (The Expo). The Expo is under the guidance of the Food Safety Commission of the State Council and it becomes the signature event for the week. The Expo has always been opened by vice-premier or equivalent.

The 2019 Expo will be held at China International Exhibition Center (Sanyuanqiao) in Beijing, June 23-25, 2019. This year's expo is intended as an even higher standard with more international participants. The Expo is a showcase for best practices, latest technologies and innovations on producing highest quality products. It is a platform for exhibitors to tell their stories on ingredients, manufacturing, testing, logistic, traceability, innovative processes/procedures and technologies throughout the whole supply chain.

The Expo's attendees are regulatory makers, central and local government officials, custom/inspection authorities, companies seeking suppliers and general public. *Through strong media campaign*, it makes public well informed on food safety and its latest

development. The organizer wants to make The Expo world renowned food safety expo in the coming years.

Any company or organization who produce food/beverage products or provide services along the supply chain should consider as an exhibitor. It is an opportunity for brand awareness and convincing your consumers/clients on your products/services.

2. New Zealand National Pavilion – A Nation You Can Trust

New Zealand is an export nation. We have always put food safety at our heart with continuous improvements. With government agencies, industry associations, research institutes, growers and trading companies, collectively we make our product safe, high standard and trustworthy.

China is a very competitive market. A campaign on New Zealand food safety will improve New Zealand's overall image to consumers. Increase our brands awareness and open more opportunities for New Zealand companies.

Partner with *Economic Daily/ce.net*, NEXT Federation is hosting a New Zealand pavilion themed “A Nation You Can Trust”. We have secured at least 54m² exhibition space at a prime location. The design of the pavilion is underway.

The focus for New Zealand pavilion is telling our stories rather than selling products. Be aware up to now, this Expo has never been intended as a mass selling event. We position it as more brand awareness. We are more interested in stories, videos, pictures along with sample products. At the Expo, your story will be told through posters, digital media (TV screen/iPad) and product tasting (if viable).

If your product(s) is already sold in China via general trade or cross-border, or you are a service provider we would like to hear from you. We are also interested in hearing from businesses that carry the New Zealand government accredited FernMark Licence. If your business does have a FernMark Licence, the NZ Story group can provide you with assets and collateral to help promote your brand in the Pavilion. We invite New Zealand leading companies along with some SME companies, organizations, industry associations and research institutes join us to make the pavilion stand out. TOGETHER WE SHINE.

3. Services

NEXT Federation or its designated entity will provide the following services, some of them are for partners invited only.

China Food Safety Publicity Week



Media Report in May for Pre China Food Safety Week Promotion

- To promote New Zealand national delegations, who will participate the 2019 China International Food Safety Technology and Innovation EXPO. Need the partners to provide draft news in Mandarin.

Participate & Dock in China Food Safety Week Promotion (23-25 June)

- 23-25 June, 2019 China International Food Safety Technology and Innovation EXPO
- Morning on 23 June, Expo Opening ceremony, followed by New Zealand National Pavilion visit by China High Level leaders
- 14:00-16:00 on 23 June, Keynote Speech to market and promote your brand on New Zealand Promotion Seminar [Making speech is invited only]
- TBD during 23-25 June, Closed-door discussion/ networking, Dialogue with China market regulatory authorities [invited only]
- Evening of 23 June, Networking Dinner, Presentation by famous NZ companies like Zespri on international public relationship cooperation

High-level Visit in China Food Safety Week Promotion (23-25 June)

- State Administration of China Market Supervision[invited only]
- China Customs Head Office[invited only]
- Ministry of Agriculture and Rural Affairs of China[invited only]
- Certification and Accreditation Administration of China[invited only]

Exclusive media interview by Chinese financial media in China Food Safety Week Promotion (23-25 June)

- China Economic Net(Economic Daily) and Xin Hua Silk Road and other mainstream media in China[invited only]

4. Your invitation

We would like to invite you join us for this expo. We are keen to discuss this opportunity and answer any questions.

We do have limited spaces, your early reply will be appreciated.

Connect information

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China Food Safety Publicity Week



Attachment

[Mandarin]Arrangement for New Zealand National Pavilion to 2019 China International
Food Safety Technology & Innovations Expo
中国国际食品安全与技术创新展览会新西兰国家展团参展方案

Yours Sincerely,

Executive Committee of Next Federation



中国国际食品安全与技术创新展览会 新西兰国家展团

参展方案

一、展会概述

2013 年，经济日报及中国经济网在举办了四届中国食品安全论坛的情况下，在国务院食安办的指导下，作为全国食品安全宣传周国家层面重要活动，创立了首届中国国际食品安全与技术创新展览会（以下简称食安展），至今已连续举办五届。

2017 中国国际食品安全展总展出面积近 20000 平方米，吸引了近百家从生态农业到监管、食品生产、检测、流通的食品“全产业链”安全体系权威机构和名企的全面参与。来自全国 29 个省市监管部门代表团，中粮集团、康师傅、雀巢、娃哈哈、旺旺、蒙牛、伊利、光明、君乐宝、华英、中鹤集团、洽洽等食品生产名企，中国食品包装协会、食安科技、勤邦生物等著名科技创新机构及企业，成为展会上“双安双创展区”食品安全品牌企业展区“科技创新技术展区”中的亮点。

2019 食安展作为全国食品安全宣传周国家层面重要活动之一，届时将于 2019 年 6 月 23-6 月 25 日在北京中国国际展览中心（三元桥）盛大举行，展会将以更高的规格、更国际化的参与度，更精准的商贸对接，更高品质的专业服务，更精细化的展区设置，全面展示世界各国食品安全的最新成果和创新能力，打造中国乃至全球最有影响力的食品安全品牌大展。

二、展会特色

中国食品安全领域最高规格的专业展览会

政府与企业、民众对话的互动平台

品牌食品公信力最佳展示平台

食品安全先进管理模式的展示平台

食品安全生产装备的高端采购、交易平台

中国食品安全控制产业链的高端盛会

三、展会优势

政府主导：本届活动将继续由相关主管部门指导和支持，中国经济网主承办的中国食品安全领域最高规格的专业展览会。

政策利好：国家将严格食品检验检测机构的资质认定和管理，科学统筹、合理布局新建检验检测机构，加大对检验检测能力薄弱地区和重点环节的支持力度，避免重复建设。积极稳妥推进食品检验检测机构改革，促进第三方检验检测机构发展。

市场需求：当前我国食品安全的基础仍然薄弱，违法违规行为时有发生，制约食品安全的深层次问题尚未得到根本解决。随着生活水平的不断提高，人民群众对食品安全更为关注，食以安为先的要求更为迫切，全面提高食品安全保障水平，已成为我国经济社会发展中一项重大而紧迫的任务。

行业资源：中国经济网积累了大量的行业资源，取得了国家部委、行业协会、国际商会及食品企业的信任，充分整合了食品安全企业从国家到地方监管、生产企业互动、舆论监督等中国食品安全及可追溯技术领域的核心资源。

创新运作：中国经济网作为国家经济门户网站，整合承办十届食品安全论坛的资源，并发挥主流媒体优势，对参展企业和展会进行全方面的宣传。本届展览会将以全新的形态打造中国最高规格的食品安全展览会。

四、专业观众

涵盖食品安全监管、采购、生产、科研全产业链的专业观众集群

（一）相关主管部门、相关行业协会、食品安全监管机构、食品质量监督机构、进出口食品检验检疫机构、公共卫生与医疗机构；

（二）工商管理机构、农业管理部门、食品安全认证机构、食品安全科研机构、食品安全检测仪器设备代理商、农产品生产基地、畜牧水产养殖基地、食品生产与加工企业、食品进出口与贸易商、食品批发商、贸易商、食品服务商、食品零售与经销商；

（三）食品储运与物流企业、信息技术服务商、行业协会、科研咨询机构、大学院校、媒体；

（四）媒体、社会公众。

五、主流、行业媒体的强力支持

新华社、中央电视台、人民日报、经济日报、光明日报、中国日报、科技日报、中国消费者报、健康报、工人日报、中央人民广播电台、人民网、新华网、中国网、央视网、国际在线、中国新闻网、凤凰网、新浪网、搜狐网、网易、千龙网、中国食品药品网、中国农产品质量安全网、食品伙伴网、仪器信息网、慧聪网、北京电视台、新京报、京华时报、北京晚报、北京青年报、国际商报、中国贸易报、中国食品报、中国医药报、消费日报、中国工业报、中国食品安全报、中国质量报、中华食品杂志、食品指南杂志、食品工业科技、消费导刊、中国包装工业杂志、食品与机械杂志、食品工业科技、中国酒业杂志、现代食品科技、中国肉类产业杂志、中国会展杂志、中国质量万里行杂志。

六、新西兰国家展团

中国经济网和国际展望联合会联合主办，组织新西兰国家展团参加中国食品安全周。

（一）拟挑选和组织 20 家左右新西兰食品及相关行业的优秀企业，携各自优质产品组

成新西兰国家展团，以组团形式参加中国国际食品安全展。

（二）组织新西兰优质食品及农产品专场推介活动，邀请中国相关政府部门负责人、优势渠道商和采购商、关注优质进口产品的消费者参加，有针对性地推广参展品牌和产品。

（三）通过中国和新西兰两地优质媒体资源，全方位宣传参展新西兰优质产品，提升参展品牌及产品的曝光度和影响力。

七、新西兰国家展团的活动安排

（一）5月，中国食品安全周之前的预热报道

1. 对参加中国国际食品安全展的新西兰企业组织媒体预热报道。由新华社、经济日报等媒体进行宣介推广。参展的合作伙伴负责提供中文新闻稿件。

（二）6月23-25日，参加中国食品安全周的宣传推广活动并对接高质量资源

2. 6月23-25日，参加中国国际食品安全展。由经济日报安排的专业设计师设计布展，构成新西兰国家展团的主体部分。

3. 6月23日上午，出席中国国际食品安全展开幕式。开幕式后，中国高级别领导人在政府有关部委领导陪同下视察新西兰国家展团，与新西兰参展企业领导人进行现场沟通交流。

4. 6月23日下午14:00-16:00，出席“新西兰——一个值得信赖的国家”新西兰专场推介会，介绍新西兰食品安全有关技术和成果，推介公司品牌和产品。【演讲需特邀】

5. 6月23-25日期间（具体时间待定），举行闭门对话会（人数控制在20-30人以内），与中国食品安全相关的政策制定部门、市场监管部门等进行闭门对话沟通，建立与政府有关部门主管领导的交流通道，反馈企业在中国市场的发展需求和具体问题，寻求政府部门指导。

【需特邀】

6. 6月23日晚，新西兰企业内部交流晚宴，由新西兰知名企业如佳沛集团等介绍国际

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公共关系事务，特别是在中国如何开展公共关系和市场拓展。

(三) 6月23-25日，对政府有关部委进行高级别访问

7. 访问中国市场监管总局【需特邀】

8. 访问中国海关总署【需特邀】

9. 访问中国农业农村部【需特邀】

10. 访问中国国家认证认可监督管理委员会【需特邀】

(四) 6月23-25日，安排知名媒体专访

11. 安排中国经济网（经济日报）或新华丝路（新华社）以及其他主流媒体对新西兰超级合作伙伴进行媒体专访，并进行主流媒体推送。【需特邀】

八、费用情况

(一) 费用标准

TO JOIN US		Supreme TBD 20% off for ThinkDock Club member	Level 1 NZ\$4000 or 20% off for ThinkDock Club member	Level 2 NZ\$2000 or 50% off for ThinkDock Club member	Level 3 NZ\$500 or 50% off for ThinkDock member	Level 4 NZ\$300 or free for ThinkDock member
Exhibition						
	Individual exhibition area: 18 sqm	Yes				
	Shared exhibition area: 6 sqm		Yes			
	Shared exhibition area: 3 sqm			Yes		
	Product display in NZ Pavilion				3 products	2 products
Publicity						
	Speech in NZ promo seminar	15 mins	10 mins	5 mins		
	NZ Pavilion brochure	Front Page	Full Page	Full Page	Half Page	Half Page
	To broadcast your video in the Pavilion screen	Dominant	Outstanding	High	Moderate	Entry
	Media Promotion & Interview	Exclusive	Yes	Mentioned in general press release		
Docking & Networking						
	Closed door networking & discussion	Yes	Yes	Yes		
	Networking dinner on China marketing	Speech	Yes	Yes	Yes	Yes
	High level authority visit	Yes	Yes	Yes		
	Leading enterprise business visit	Yes	Yes	Yes	*all fees are GST exclusive	

服务标准及费用如上，如付款给中国账户，需要另加 3% 增值税（纽币：人民币汇率按

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照 1:4.7 执行); 如付款给新西兰账户, 需要另加 15% GST。请在 5 月 17 日之前确认参加意

向, 费用需要在 5 月 31 日之前支付完毕。

(二) 支付账户

1. 大中华区(中国大陆及港澳台)的指定账户:

户名: 北京至人管理咨询有限公司

开户行: 中国建设银行北京市门头沟区支行

银行账号: 11050168360000000812

发票税号: 91110105MA00G7CL19

2. 大中华区(中国大陆及港澳台)以外的指定账户

THINKDOCK LIMITED

Bank name: ASB BANK LIMITED

Bank Address: PO BOX35, Shortland Street, Auckland 1140, New Zealand

Account number: 12-3615-0065808-00

BIC code (SWIFT address): ASBBNZ2A IRD number : 128-272-704

联系信息

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国际展望联合会执行委员会

2019 年 5 月 5 日