

2019 NEW ZEALAND  
**FOOD SAFETY PROMOTION  
IN CHINA**

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**Together** We Make New Zealand Shine

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# WHY FOOD SAFETY **PROMOTION?**

**PARTNERSHIP** with New Zealand government, Food industrial associations and enterprises to **PROMOTE** New Zealand's High Standard and regulations on Food Safety among Chinese authorities, entrepreneurs and end consumers.



Together We Make

**New Zealand Shine.**



# CHINA FOOD SAFETY PUBLICITY WEEK



*19 Ministries/Administrations*

## Office of the Food Safety Commission of the State Council

Ministry of Education

Ministry of Industry and Information Technology

Ministry of Public Security

Ministry of Agriculture

Ministry of Commerce

Ministry of Culture and Tourism

National Health Commission

**General Administration of Customs**

**State Administration for Market Regulation**

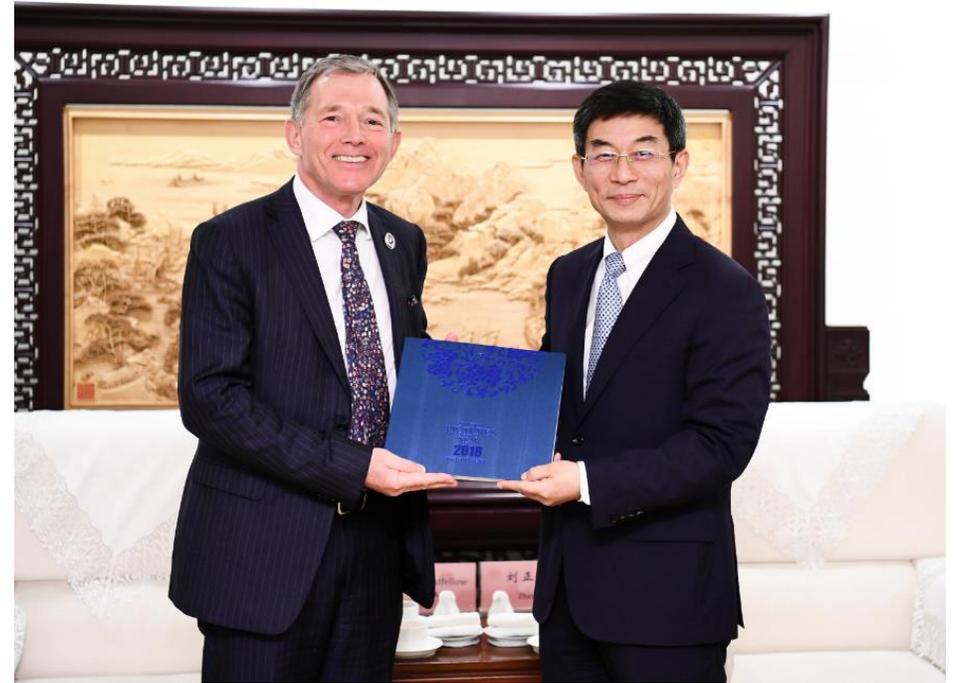
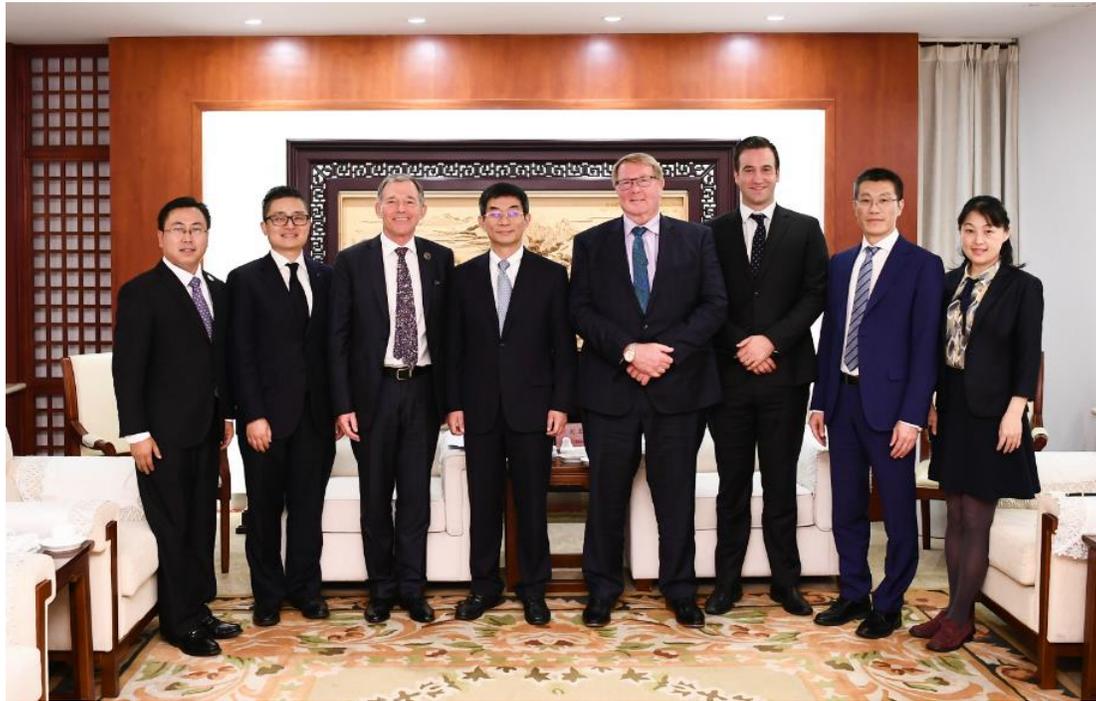
National Radio and Television Administration

Cyberspace Administration of China

China Association for Science and Technology



# High-level Advocacy for NZ FOOD SAFETY

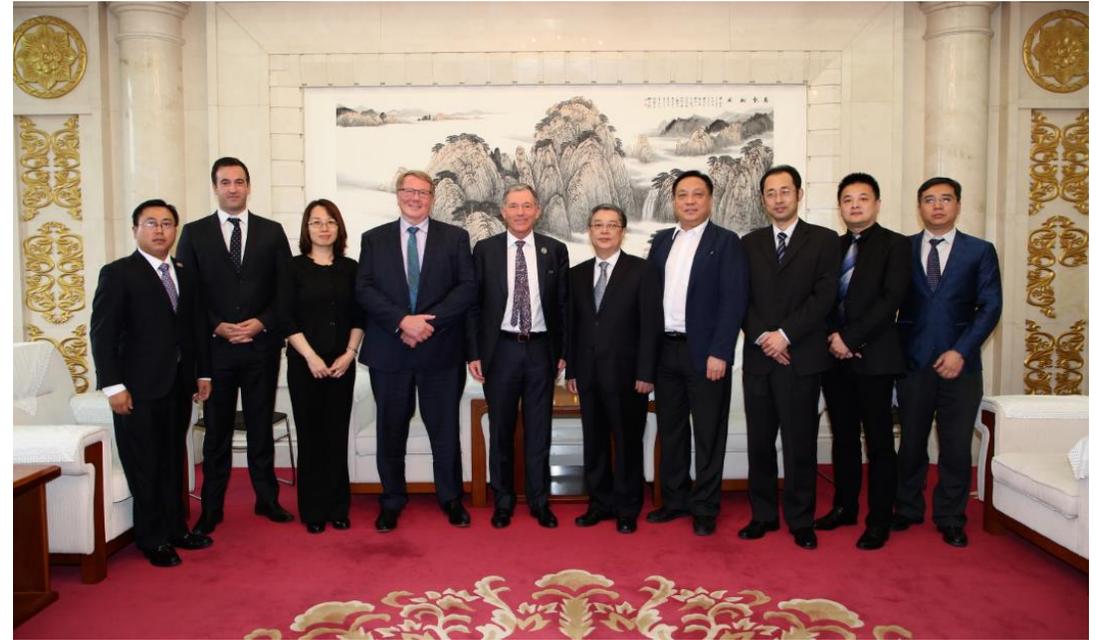


**High-level visit to Xinhua News Agency on 24 April of NEXT Federation delegation, including Zespri Group during the Second Belt and Road Forum for International Cooperation (BRF) in Beijing**

**Zespri became the very first NZ company visiting Xinhua News Agency HQ  
Zespri got invited to give a keynote speech as the only overseas delegate on Xinhua's big event on 27 June 2019.**



# High-level Advocacy for NZ FOOD SAFETY



**High-level visit to Economic Daily of China on 24 April of NEXT Federation delegation, including Zespri Group during the Second Belt and Road Forum for International Cooperation (BRF) in Beijing.**

**Economic Daily promised to give strong support to 2019 NZ food safety promotion.**



# YOU ARE INVITED TO

## Pre China Food Safety Week Promotion

MAY 2019

## China Food Safety Week Promotion

23-25 JUNE 2019



### Media Report

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

- 2019 China International Food Safety Technology and Innovation EXPO
- New Zealand special promotion event & closing-door discussion + networking

### High-level Visit

- State Administration of China Market Supervision (invitation only)
- China Customs Head Office (invitation only)
- Ministry of Agriculture and Rural Affairs of China(invitation only)
- Certification and Accreditation Administration of China(invitation only)

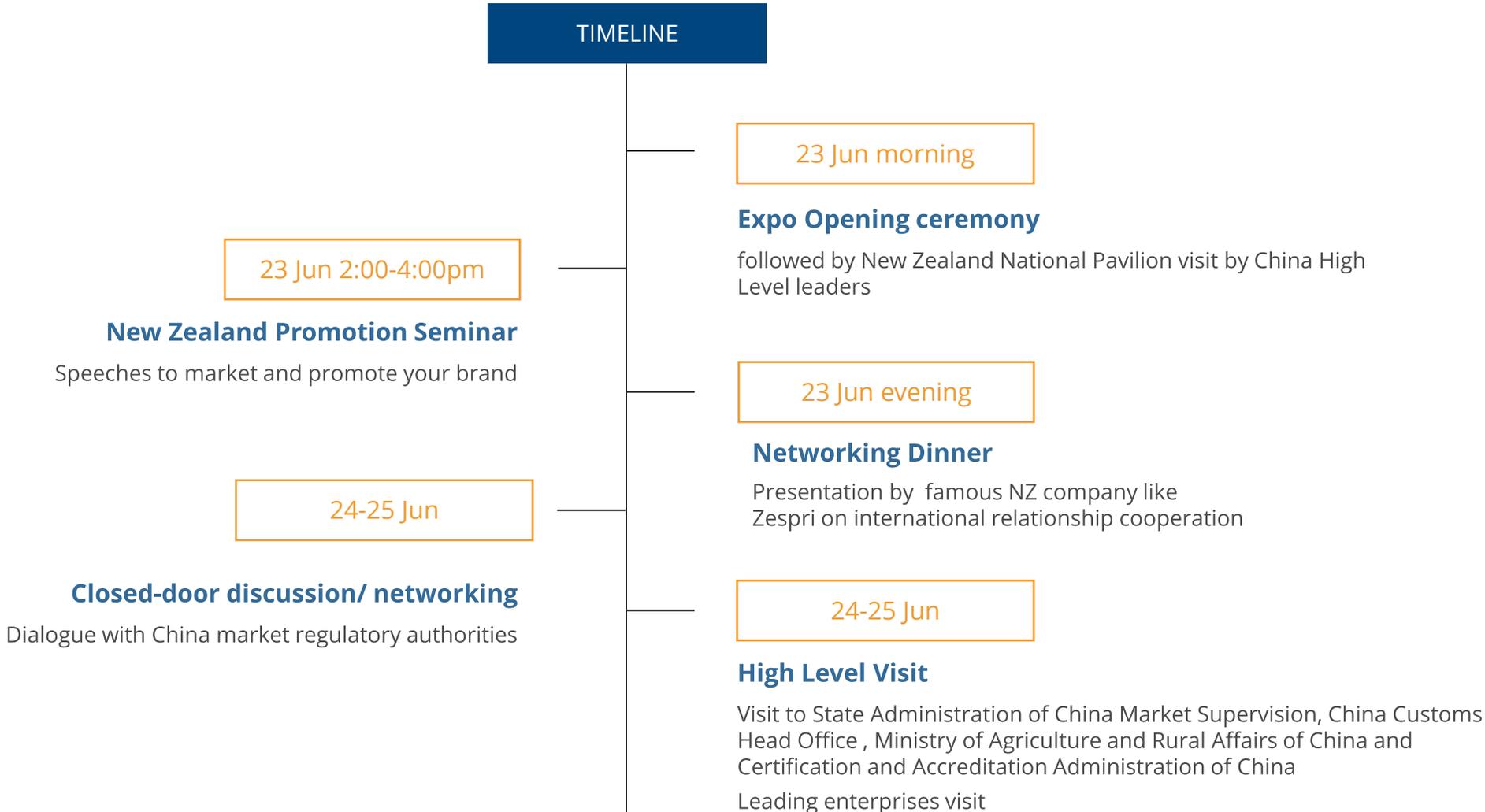
### Exclusive Media Interview

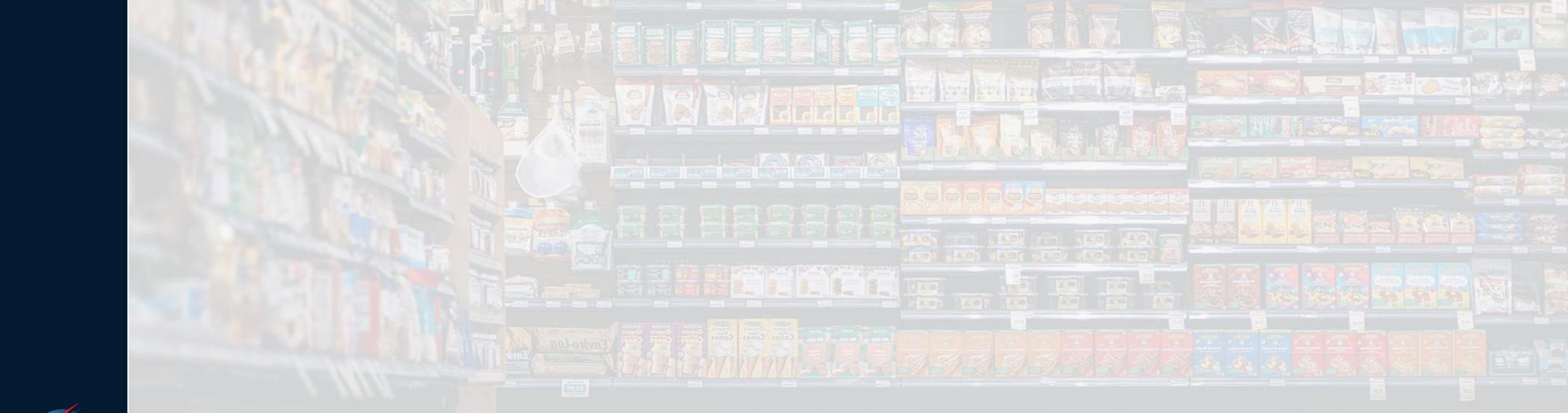
by Chinese financial media (Invitation only) : China Economic and Xin Hua Silk Road and other mainstream media in China





# YOU ARE **INVITED TO**





Introduction On China International  
**Food Safety Technology And  
Innovation Expo**



# EXPO SUMMARY.

2019 China International  
Food Safety Technology &  
Innovation Expo



## WHEN

23 - 25 June, 2019



## WHERE

China International Exhibition Center,  
San Yuan Qiao, Beijing, China



## HOST

ECONOMIC DAILY, CE.CN



## CO-HOST:

The Commission on Food Safety of the  
State Council

The State Administration for Market  
Regulation

The General Administration of Customs





# EXPO SUMMARY.

## EXPO VENUE AREA

20,000 sqm

## NUMBER OF ATTENDANTS

25,000

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## EXHIBITORS

- Regional Food Safety Regulatory Departments
  - China and International Related Industry Associations
  - Well-know Food Manufacture Companies
  - Ecological Agriculture Leading Enterprises
  - Supply chain companies such as food packaging and raw materials
  - Distribution chain companies such as large supermarket chains and e-commerce
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## AUDIENCE

Head of government regulatory department, Head of relevant industry association, Representatives of Distribution and Buyers

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## EXPO FEATURES

- Highest standard exhibition in China's food safety field
- Best platform to showcase the safety and credibility of food enterprise
- Efficient bridge and platform between food suppliers and distributors
- Direct dialogue and exchange platform between government regulatory authorities and enterprises
- Direct sales channel to chain convenience stores
- China and New Zealand's authoritative media resources support



# Is the EXPO important

China State Council Food Safety Department and other 19 State Ministry Depts promoted 2018 China Food Safety Week



全国食品安全宣传周官方网站  
<http://foodsafety.ce.cn/>



尚德守法 食品安全让生活更美好

全国食品安全宣传周  
China Food Safety Publicity Week

## 要闻

### 19部门关于开展2018年全国食品安全宣传周活动的通知

#### 国务院食品安全办等19部门关于开展2018年全国食品安全宣传周活动的通知

2018年07月10日 09:17 来源：国务院食品安全办

[推荐朋友] [打印本稿]

#### 国务院食品安全办等19部门关于开展

#### 2018年全国食品安全宣传周活动的通知

食安办〔2018〕8号

根据《国务院关于加强食品安全工作的决定》（国发〔2012〕20号）和《“十三五”国家食品安全规划》的有关要求，暂定于7月17日—29日举行2018年全国食品安全宣传周活动。为切实做好筹备工作，现就有关事项通知如下：

#### 一、活动主题

2018年全国食品安全宣传周的主题为：“尚德守法 食品安全让生活更美好”。

中国特色社会主义进入新时代。贯彻习近平新时代中国特色社会主义思想，必须坚持以人民为中心，不断满足人民日益增长的对美好生活的需要。食品安全关系13亿多人的身体健康和生命安全，是人民群众对美好生活的最基本需要，是政府、企业、社会共同的追求。法安天下，德润人心。保障食品安全，既要树立诚实守信的道德标杆，增强企业主体责任意识，激发高质量发展的内生动力；也要严字当头、重典治乱，以改革创新深化市场监管，以良法善治维护公平竞争，以“四个最严”保障“舌尖上的安全”。保障食品安全，更要依靠人民群众，动员人民群众，营造人人参与、共治共享的良好氛围，不断增强人民群众的满意度、获得感。

#### 二、宣传重点

（一）深入宣传贯彻习近平新时代中国特色社会主义思想和党的十九大以及十九届二中、三中全会精神。

（二）深入宣传贯彻习近平总书记关于食品安全的战略思想和党中央国务院关于食品安全的重大决策部署，推动各级党委政府不断增强责任意识，推动各级食品安全监管部门不断提升监管执法能力和水平。

（三）集中展示各级、各有关部门在完善体制机制，创新监管方式，依法履职尽责，推进“放管服”改革，实施“双随机、一公开”监管，提高监管质量效率，助力食品产业高质量发展，维护食品安全方面的新思路新举措新成效，为推进食品安全治理体系和治理能力现代化营造积极氛围。



2017 EXPO opening speech  
by H.E. Wang Yang, China  
vice premier



张茅

国家市场监督管理总局局长

让人民过上美好的生活，离不开构筑食品安全坚实底线。在新的历史时期，食品安全事业面临难得的发展机遇，也肩负着重大使命。



许昆林

上海市人民政府副市长

上海市在市场监管体制改革上先行先试，坚持深化“放管服”改革，持续优化营商环境，以多举措建设市民满意的食品安全城市。



2018 Food safety week  
speeches by  
Hon Zhang Mao, Director  
of The State  
Administration for Market  
Regulation



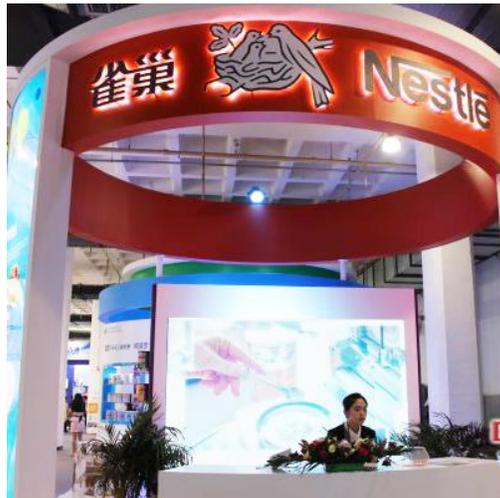
2018年全国食品安全宣传周  
高德守法 食品安全让生活

# Is the EXPO important



2018 Food safety week  
opening speech  
by H.E. Wang Yong,  
member of China State  
Council

# Is the EXPO important



# THE EXPO (Food/Beverage)



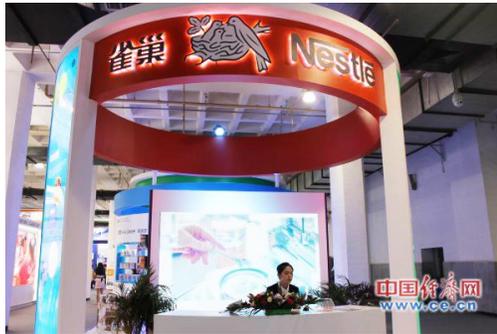
# THE EXPO (Technology & Innovation)



北京万源供应链管理有限公司



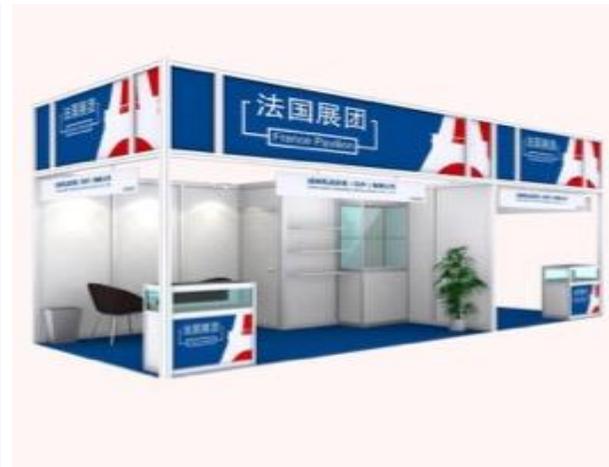
# THE EXPO (International)





# SEMINAR & PANEL DISCUSSION





COUNTRY OR  
INDIVIDUAL  
**PAVILION.**



# We Are Building A **New Zealand National Pavilion** In The Expo



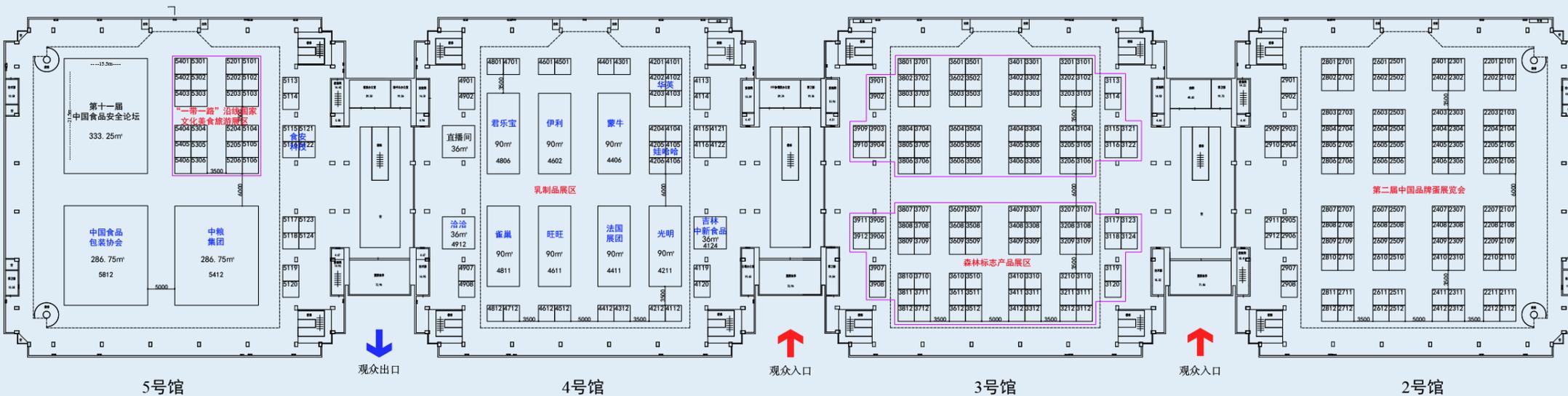
# LOCATION OF NEW ZEALAND NATIONAL PAVILION




**全国食品安全宣传周 CFSTE2019**  
 China Food Safety Publicity Week

**第六届中国国际食品安全与创新技术展览会**  
 China International Food Safety Technology & Innovation Expo

2019年5月31日-6月2日 北京 中国国际展览中心（三元桥）



# Together we shine

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## Why we organize this event

- As a nation, there is a gap collectively promoting NZ food safety in China
- The Expo is a platform we can showcase together
- Our partner is an SOE media group – CCTV2, newspapers and online publishing
- Our partner is the organizer of the EXPO
- Think why president Xi meet our PM?
- ROI is good



# Together we shine

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## What we really want to achieve



- Tangible results for all exhibitors
- Promote NZ brand and your brand through promoting our food safety eco system
- Help solving your burning issues - big or small
- Help grow your business in China by bring more potential buyers

# Together we shine

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## How to achieve our goal



- Strong media coverage about New Zealand!
- New Zealand Pavilion – good image/standing out (premium location, premium slot for NZ session)
- Demand driven – tell us what you want (some services may incur extra charge)
- Build strong multilayer relationships with China government officials, business communities and media

# Together we shine

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## Who are our ideal exhibitor

- Anyone on the food supply chain eco system (picture farm, fruit grower, bee keeper, research institute, testing labs, packaging, processor, quality logos (fermark, NZ Made, UMF, logistics, and whoever selling consumer products)
- We particularly interested in some kiwi companies
- We welcome companies from the following industries (dairy, fruit, meat, honey, seafood, beverage etc)



# We make your life easy

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## Minimize your work load



- You provide stories, pictures, videos, we put them together.
- You should provide a link to the point where your product can be purchased, either online or offline.
- If you have samples would like show to consumers, we prefer your samples provided from China. We may be able to take some samples to China depends on your products.
- We welcome your staff onsite to promote your products

# Design of the Pavilion

**The theme: A National You Can Trust**



# TO JOIN US

	<b>Supreme</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>
	<b>TBD</b> 20% off for ThinkDock Club member	<b>NZ\$4000 or</b> 20% off for ThinkDock Club member	<b>NZ\$2000 or</b> 50% off for ThinkDock Club member	<b>NZ\$500 or</b> 50% off for ThinkDock member	<b>NZ\$300 or</b> 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



# New Zealand Promotion Session

23<sup>rd</sup> June between 2:00 - 4:00 pm

We invite representative companies telling your stories

MPI (TBC)

Companies

Signing ceremonies

New product announcement



# Service Provided

- Supporting staff – we are having trained staff to mind New Zealand pavilion. We will give staff training on your story and products if you are unable to send your own staff
- Brochure – introduction for all participating companies
- Closed door networking and discussion – with custom/inspection officials if required
- Business docking help will be provided if required
- Presentations – we have secured 2 hours presentations for up to 8 New Zealand companies telling their stories. First 20 minutes is allocated for an overview of New Zealand food safety practice, particularly from regulatory point of view.
- Feedback – we will collect feedbacks for your product if required.
- Social media – help make connections with KOL if required.



# About

## **NEXT Federation** And Our Partner



# NEXT FEDERATION

## Who We Are

NEXT Federation is an international platform for exploring and sharing optimal practices of international collaboration.

Based in New Zealand, the Federation engages governments, enterprises and leaders of society to improve global innovation, cooperation, and sustainability.

## What We Achieved

NEXT Summit (Auckland 2017)  
NEXT Summit (Hangzhou 2018)

## What We Are Going To Achieve

Seek Optimal Practice  
Integrate Advantage Resources  
Better Public Relations



**NEXT SUMMIT AUCKLAND 2017**  
**国际展望峰会**  
Innovation 创新 · Cooperation 合作 · Sustainability 发展

Organiser  
主办单位: Oceania Silk Road Network  
大洋洲一带一路促进机制

Associates  
协办单位: [Logos]

PLATINUM SPONSORSHIP  
白金赞助: NETTBA 网路科技

GOLD SPONSORSHIP  
黄金赞助: MUYA GROUP 安泰国际

SILVER SPONSORSHIP  
白银赞助: TransInfoEasy

Global VR Live Platform: RCTV  
全球VR直播平台: 全球VR直播RCTV

nctu

**NEXT Summit**  
国际展望大会(杭州2018)  
11月22-23日

**NEXT SUMMIT (HANGZHOU 2018)**  
**国际展望大会**  
Seeking Optimal Practice  
发现智慧实践

主办机构  
EVENT HOSTS  
浙江大学  
Zhejiang University

中国经济信息社  
China Economic Information Service

大洋洲一带一路促进机制  
Oceania Silk Road Network

联合主办机构  
ASSOCIATE HOST  
伊利集团  
Yili Group

# www.ce.cn

**CHINA ECONOMIC NET** is the national key news website sponsored by the Economic Daily. It focuses on economic reporting, information dissemination and economic services, and is committed to creating the most authoritative financial website and the most influential interaction platform

## **SPECIALIZED NEWS REPORTING**

China Economic Net was once rated as "Top Ten Propaganda Power of Chinese News Websites".

## **ACHIEVEMENTS OF INTERNATIONALIZATION EXPLORATION**

China Economic Net is released in 8 foreign languages. Website video programs have been launched in Korea, Russia, Pakistan, South Africa and other countries.

## **FURTHER ADVANCED MOBILE STRATEGY**

China Economic Net launched its mobile products such as mobile site, official Weibo, and We Chat public account. The official We Chat public account has the highest influence in the country.

## **DIVERSIFIED DEVELOPMENT AND VITALITY**

China Economic Net has successively hosted many national food safety publicity weeks, World Internet Conference, China-Korea media high-level dialogue, China-Brazil Economic Corridor Media Forum, and BRICS Finance Forum.



# Contact us

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New Zealand

