

2009 Food Drink Fair

Beijing, China : Nov. 19 - 21

Organizers:

**China International Conference
Center For Science And
Technology (CICCST)**
86 Xue Yuan Nan Lu, Beijing, China
Post Code 10081

**Standard Exhibition (China)
Consultant Service Ltd**
Room 1522 Nan Fung Center
264-298 Castle Peak Road
Tsuen Wan, Hong Kong



North American Associate:

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The 2009 Food and Drink Fair
The Doorway to one of the largest
global markets – China !

**“Seize The Golden Opportunity
and Your Gold will Multiply!”**

**Customized Sponsorship Packages are available for
your company's visibility in China**

Current Economic Climate:

During this time of global economic challenge, opportunity for export expansion to the fastest growing market for US products makes good sense. Since China emerged on the world economic scene 30 years ago, the country has become a major player in today's global economy. In 2007, **China overtook Japan as the largest export market for United States** outside of the North American Free Trade Agreement (NAFTA), and overtook Canada as the leading source of imports. In 2007, U.S. exports to China expanded by 18 percent to \$65 billion dollars, while U.S. imports from China increased by 12 percent to \$322 billion, illustrating the strong and growing partnership between the US and China.

Foreign Wine in China:

For the past decades, the popularity of wine has increased throughout major cities in China. Chinese people have grown to realize the health benefits from drinking wine and it has also become a status symbol to the expanding middle class and the wealthy. Beijing - population of 15 million, Shanghai - population of 18 million, Hong Kong with a population of 7 million and other smaller cities in China, have adopted wine as a significant part of doing business as well as adding to the enjoyment of social gatherings. Statistics shows that wine consumption in China has been increasing steadily by 10% each year, while other countries have had a growth rate of less than 3%. Foreign winemakers can anticipate increased sustainability as well as strong revenue growth from the expanding wine market in China. Overall wine sales in China has had an increase of 42 percent between 2001 and 2006.

After joining the World Trade Organization in December, China has lowered tariffs on wine imports from 64 percent to 14 percent, which increased 2006 wine imports to Beijing creating a 50% growth in comparison to the previous year.

Wine is very well accepted by Chinese middle and upper class consumers. The wine market in China is now one of the most dynamic and vibrant, with the highest potential growth rate in the world. No doubt about it, China's wine culture is booming. The time is now—introduce your company logo and label to China!

International Beverages and Food will be on Exhibit:

In addition to white and red wines, spirits, liquors and an array of alcoholic beverages - International Beverages represented at the Fair will include mineral waters, juices, sodas, energy drinks and a variety of other drink products.

Beijing, the capital of China, is continually expanding its "culinary identity" with Chinese Beijing cuisine as well as world culinary fare. New international food products are discovered and promoted every day in this ever growing market. The 2009 Food Drink Fair will open its doors for new international as well as national food products.



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The 2008 Beijing Olympics created the demand for new up-scale restaurants, a variety of clubs and expanded night life, new shopping esplanades and five star hotels. This increased commercial real estate development no doubt influenced the recent China policy to grow market consumption and to import a wide array of goods from foreign countries. There will be local and national Chinese traders, dealers and distributors as well as their counterpart international business associates attending the fall **2009 Food Drink Fair**. All together, the Fair will offer increased business opportunity to attending exhibitors. China is one of the largest markets within our overall global economy. This biggest Beijing Food and Drink Fair, held within the capital of China, may well be the answer to your company's sustainability and international growth.

2009 Beijing Food Drink Fair Nov. 19 - 21

We will participate in the Food Drink Fair 2009 Beijing and World Food Safety Inspection Summit to be held November 19 - 21, 2009 in Beijing, China.

Booth Prices-Shell Scheme: 3 X 3 Sq.m: USD \$3,000

3 X 4 Sq.m: USD \$4,000

Raw Scheme (Net) Space : USD \$250 per Sq.m (36 Sq.m minimum)

Summit Forum: USD \$400 per attendee.

Award Participation Price: USD \$1,300 per each wine label .

Note: Kindly fill out price(s) correctly as needed.

3 X 3 Sq.m _____ 3 X 4 Sq.m _____ Net Space _____ Sq.m

Award Required: Yes No Label(s) of Wine _____

Deadline: September 20, 2009

Note: If participant registers and pay in full before July 20, 2009, a 10% discount will apply.

Applicant's signature on this application releases and discharges Organizers in China and its American Associate— Worldwide Stage Inc. with 2009 Food Drink Fair, Beijing, and their elected officials, directors, employees, representatives and volunteers from any responsibility, personal liability, or claims of loss or damage relating to the participation within 2009 Food Drink Fair, Beijing. 2009 Food Drink Fair is not responsible for any injury sustained by exhibitors, patrons or guests. Applicant exhibits and items related are at applicant's risk. Signature of this application means agreement to comply and acknowledge terms stated on this application and brochure information.

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Contact : _____ Title: _____

Signature: _____ Date: _____

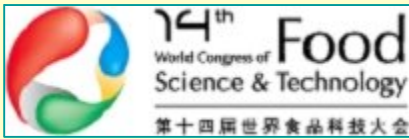
Attach Check - Total Amount: _____ Check number: _____

Kindly make check payable to Worldwide Stage, Inc. and note: 2009 Beijing Food and Drink Fair.

Standard booth rate includes:

- 3 partitions with aluminum pillars.
- Company name and booth number (logo not included).
- One information table with two chairs .
- 5 Amp power with one socket and two spot lights .
- 24-Hour perimeter security guard services from set-up through breakdown.

The Space will be reserved upon receipt of the full payment..



China International Conference Center For Science And Technology (CICCST) and Chinese Institute of Food Science And Technology (CIFST) were the organizers of 14th World Food Science & Technology World Food Event in 2008 (kindly view the website at: <http://www.congress.com.cn/food>) . The Center and Institute are renowned professionals in the industry and have been the official organizers of many international conventions and exhibitions held in China. Past events have been most successful for both the participants and visitors alike. It is the mission of these organizers to continually introduce international food and drink to China buyers as well as to the global marketplace. .



Standard Exhibition (China) Consultant Service Ltd is an organizer with more than 20 years of history producing international exhibitions and conventions. It created the outstanding 1987 "Asia Today" in San Francisco, promoting China designed and manufactured light industrial products - including the now world favorite "Qingdao Beer" - establishing strong business ties to the United States. The acclaimed wine event, "Red Wine Festival 2008" was also organized by **Standard Exhibition (China) Consultant Service Ltd.** Kindly view: www.winefair-chinamacao.com. The 2nd Beer Carnival-Macao 2009 is in the process of being organized. Kindly View: www.beercarnival-macao.com & www.standardexpo.com



World Wine (China) Trade Show Centre

This is the unique agent for world wineries and wine labels; dealing with all China wine buyers and distributors; handling wine purchase orders from worldwide wineries: from America Germany, other parts of Europe, and South America. We welcome you to join us in selling your wine to China as soon as possible! China-wide wine buyers are waiting for your wonderful wine products!



Forum Theme: International Food Export and Safety Inspection. Seminars take place:

Nov. 19 - 21, 2009, Beijing.

Nov 19, 2009 - Thursday

- Building Mutual Inspection Systems for Food Export.
- Creating International Standards of Food Production.
- Food Inspection methods and purposes.
- Protection from False Food Labeling.
- Food quality guarantees; regulations and penalties.

Nov 20, 2009 - Friday

- The Inspect for food safety by Custom Houses.
- How to Guarantee China Food Export Safety.
- Quality Requirements for China Food Export.
- Tracing Food Safety Arrangements in the Marketplace.
- Crisis Containment for Existing Food Challenges.
- Creating Safety Policies for manufacturing Food Products and for store distribution.

Nov 21, 2009 - Saturday

- Survey market and visit local food factories



The North American Associate

WSI is the **2009 Food Drink Fair Associate** for North American participation in Beijing. WSI services include the creation, production and promotion of diverse Special Events, Trade Shows and Expos, including marketing, multi-media publicity, video, production and graphic design. The Worldwide Stage philosophy is to work with clients on an individual basis so that each project and promotion becomes unique and meaningful. Worldwide Stage is committed to innovative and cost effective strategies for promoting and marketing North American Exhibitor success. Together, along with the 2000 Food and Drink Fair organizers - we believe that Exhibitors will achieve continued sustainability and create expanded markets through their **2009 Food and Drink Fair** participation.

Website: www.worldwidestage.us

Worldwide Stage, Inc. is appointed North American Associate for the 2009 Beijing Food Drink Fair.

Upon request, **Worldwide Stage, Inc.** will handle all travel and hospitality arrangements at best available rates for our North American Sponsors and Participants. Feel free to contact **WSI** for your marketing and public relations requirements including: Design and translation of brochures and flyers from English into Chinese; Video production with Chinese models and actors, spoken in Mandarin; Appointments and interviews supplied with English to Chinese translators; All your specific coordination requirements can be supported by **WSI** in an effort to make your **2009 Beijing Food and Drink Fair** participation, not only a business success, but also an enjoyable experience.

For inquires, please contact us at: **Tel: 281-239-8139 Fax: 281-239-8129 Email: worldwidestage@gmail.com**