



滴滴香濃 飘香世界  
*Every Fragrant Drop for A Fragrant World*



2018海南国际咖啡大会暨咖啡及饮品展览会  
2018 Hainan International Coffee Congress and Beverage Expo

邀请函  
INVITATION



2018海南国际咖啡大会暨咖啡及饮品展览会  
2018 Hainan International Coffee Congress and Beverage Expo

DATES: 2018.11.16-18

VENUE: Hainan International Convention and Exhibition Center  
Hall B  
Haikou City, Hainan

SPONSORS

Department of Commerce of Hainan Provincial Government  
China National Machinery Industry International Co., Ltd.

ORGANIZER

CMEC International Exhibition Co., Ltd.

CO-ORGANIZER

China Coffee Association

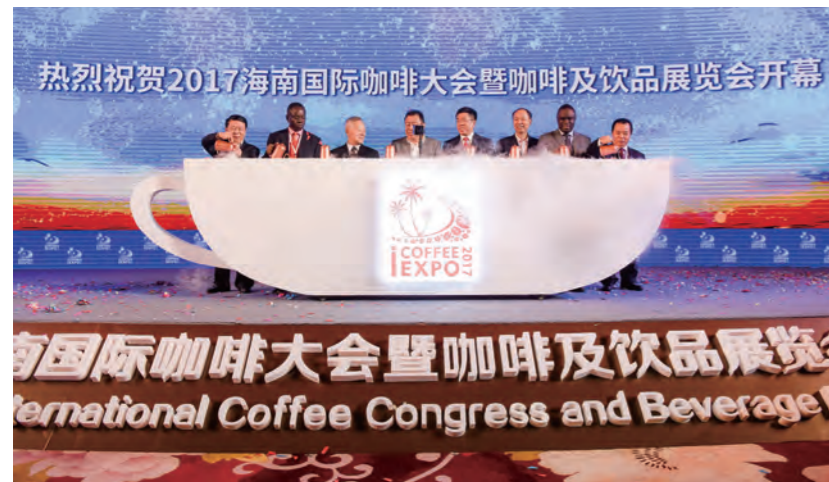
www.icoffeexpo.com







Themed with **Every Fragrant Drop for A Fragrant World**, Hainan International Coffee Congress and Beverage Expo attracted numerous well-known exhibitor companies worldwide, and international delegations from coffee-farming countries alongside the Belt and Road to promote coffee trade and cultural exchange between China and the international community.

An approximately exhibiting area of 13,000㎡ is projected in 2018 and more than 300 exhibitor companies are expected from home and abroad, and 5 professional championship contests and over 10 launches and forums are also run during the fair. More international elements will be introduced in to support international coffee brands' entering China's market, and improve exchange of coffee industry further. Based on the previous success, the grand event will continuously forge Hainan a circulation and distribution center facing all Maritime Silk Road countries by focusing on constructing a novel industrial pattern in coffee circulation.







 **Coffee in China** 

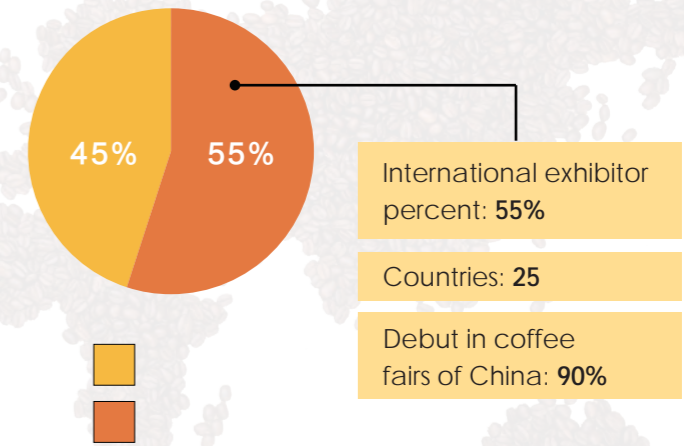
Now in China, coffee is becoming more and more popular in the wake of rapid development of economy and changes in lifestyle, even combining with fashion. It is estimated that 32% urban dwellers drink coffee in their daily life, among whom that young people, housewives and white collars are the fastest growing groups. Up to 6,000 tons of coffees is annually needed in just Hainan market.

China cannot yet compare to the Western countries in coffee consumption, while it is second to none on growth considering the annual rate at about 25%, which is far higher than 6% in global market. The per capita consumption of coffee is 4 cups every year in China, and reaches 20 cups in metropolis as Beijing, Shanghai, and Guangzhou etc. In comparison, the neighbor countries as Japan and South Korea are respectively 200 and 140, according to research from International Coffee Organization (ICO), which indicates a huge potential development in China.

With an increasing number of appreciative and serious amateurs thanks to penetration of coffee culture, personalized specialty coffee has been getting well received since instant coffee can hardly satisfy their needs any longer.

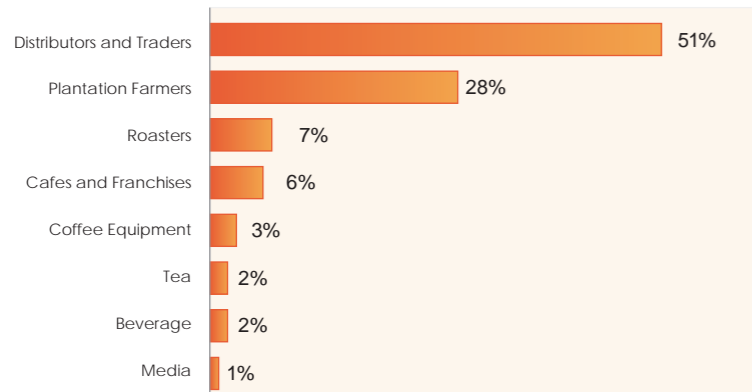
 **Facts and Figures** 

-  Exhibition area: **13,200m<sup>2</sup>**
-  Exhibitors: **> 200**
-  The 5 concurrent forums and meetings attracts over 1,000 professional participants, including invited diplomats from 15 Embassies and management representatives from 13 authoritative coffee associations outside China, which contributes to a truly international gathering in coffee industry.

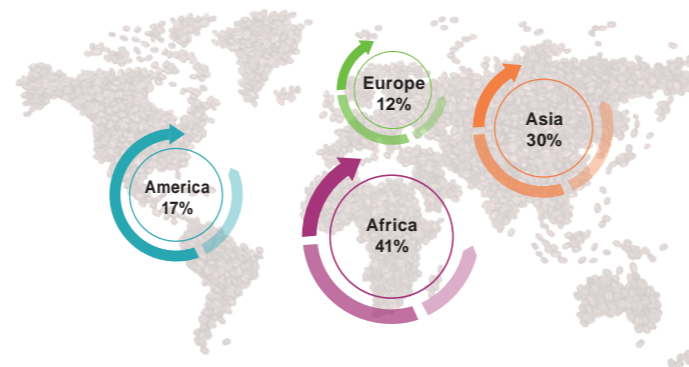


**Key International delegations and partners**

### Exhibitors' Profile



### International Exhibitors



### Exhibitors' Review

#### Specialty Coffee Association (SCA) - Executive Ambassador - Mr. David Veal:

"I met with a lot of professionals on this trip in Hainan, and I have exchanged in-depth views and informative ideas with them. Thanks once again to them for the help, hospitality and organisation. They can be pleased on organising well a successful first Hainan International Coffee Congress and Beverage Expo, so congratulations on that."

#### Tanzanian Coffee Board- Director of Coffee Development - Mr. Kajiru Kisenge:

"I think it assumed enormous importance organizing Tanzanian coffee exhibitors participating in the Hainan IcoffeeExpo to promote our enterprises development and trade communication in the Chinese market."

#### Hainan Xingke Tropical Crops Engineering Co., Ltd. - Deputy General Manager - Mr. Su Ning:

"This coffee event helps a lot for exhibitors of our Wanning City and other local companies in Hainan Province. Through that window, our local business can go global, and foreign brands can also come in, which is a very effective communication and promotion for all of us."

#### Dalian Shijun Trade Co. Ltd. -Marketing Manager - Mr.Wang Hongming:

"First of all, I would like to thank the organizer for their invitation to participate in the fruitful Hainan IcoffeeExpo. Our coffee was snapped up and I also got so many orders. I'm sure we will come again next year!"

### Exhibitors' Satisfaction

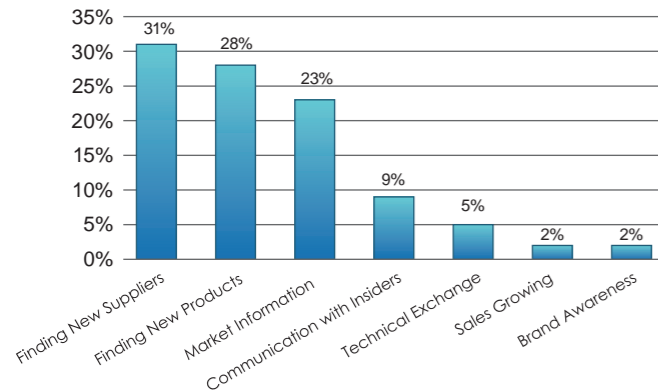
#### International Exhibitors



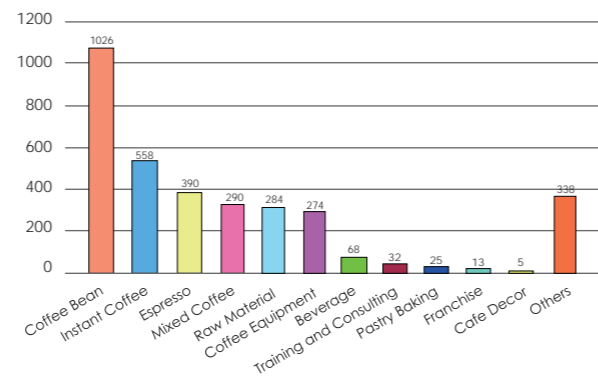
#### Domestic Exhibitors



### Visitors' Purpose



### Visitors' Interested Products





**Exhibits**

<b>Coffee</b>	Green beans, Roasted beans, Capsules, Mixed coffee, Instant coffee, Raw materials
<b>Total Machines</b>	Grinder, Roasting equipment, Espresso machines, Brewing equipment, Filter, Automatic vendor
<b>Planting Technology</b>	
<b>Coffee Processing Equipment &amp; Technology</b>	Coffee bean processing, Coffee bean sheller, Coffee bean screening equipment
<b>Supporting Facilities</b>	Franchise, Interior, Smart solution and software, Start-up and consulting
<b>Beverage and food</b>	Tea, Juice, Wine, Dessert, Tableware



**Visitors Profile**

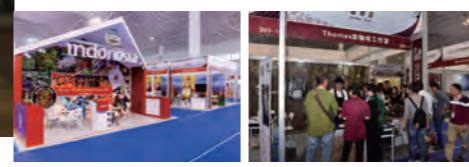


Agency, Distributor, Retailer, Roaster, Club, Hotel, Resort, E-commerce, Trader, Commercial office of Embassies, Cafe.





**Concurrent Events**

Multilevel activities from professional forum, promotion, sharing, regional and national coffee finals, pavilion performance, and much more than that will provide a platform to deepen mutual understanding between all exhibitors and participants.





 **Rate and Price** 

 **Contacts** 

Shell Scheme	Standard Price	Special price	Early Bird
	6800RMB/9m <sup>2</sup>	3800RMB/9m <sup>2</sup> Financial support to exhibitors from Hainan provincial government	3000RMB/9m <sup>2</sup> When registration and deposit before July 15, 2018

A Shell Scheme includes: side and back walls, company name sign, 1 Information desk, 1 table, 2 chairs, 1 power socket (220V), and 2 spot lights.

Raw Booth space	Standard Price	Special price	Early Bird
 ≥36m <sup>2</sup>	600RMB/m <sup>2</sup>	300RMB/m <sup>2</sup> Financial support to exhibitors from Hainan provincial government	230RMB/m <sup>2</sup> When registration and deposit before July 15, 2018

Construction and decoration are not included in raw space.

Exhibition furniture is available for rent.

**International Exhibitors**




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**Cooperation**



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