



# 2021年(第二十二届)海南国际旅游岛欢乐节 海南国际旅游美食博览会

The 2021 (22nd) Hainan Island Carnival  
The Hainan International Tourism Food Expo

邀請函  
INVITATION

**Display area : 40,000m<sup>2</sup>**  
**2,000 International standard booths**

**Date: November 18-21, 2021**

**Venue: Hainan International Conference  
& Exhibition Center, Haikou city, Hainan  
Province, China.**



**Guidance Authorities:** Ministry of Culture and Tourism, People's Government of Hainan Province

**Sponsors :** Hainan Provincial Department of Tourism, Culture, Radio, Television and Sports

**Organizers:** Haikou Tourism and Culture Radio, Television and Sports Bureau, Haikou Bureau of Commerce, Hainan Tourism Catering Association

**Executor:** Hainan Pacific International Exhibition Service Co.,Ltd.



## Introducing delicacies from the world to Hainan, and promoting Hainan delicacies to the world

In order to fully implement the spirit of the important speech delivered by general secretary Xi Jinping at the congress to celebrate the 30th anniversary of Hainan province and Hainan special economic zone and "About supporting Hainan by the CPC Central Committee and State Council to comprehensively deepen the reform and opening guidance", taking this opportunity and support of the free trade construction to give full play to hainan international tourism. Tapping into Hainan's geography advantage in the "one belt, one road" national strategy, this food expo will bring a closer partnership between local and international food industry along "one belt, one road" and reinforce to build a new international communication platform.

The Hainan international tourism food expo aim to promote food cultures, food industries and healthy development of tourism cuisine, to carry forward china's traditional specialty food cuisine, actively cooperate with the provincial party committee and provincial government to accelerate the construction of Hainan as an international tourism consumption center. Hoping to build Hainan into a rich business model, brand gathered, amenity and distinctive international tourism consumption Mecca. Promote economic transformation and upgrading of regional tourism industries, assisting on shopping and tourism consumption of the international tourism island and building of Hainan Free Trade Port.

### Autority

Co-sponsored by the ministry of culture and tourism and the people's government of hainan province.

### High-end

Gathering domestic and foreigh high-end brand food exhibition.

### Precision

Gathering world renowned precise buyers and purchasers.

### Tendency

In line with the future market trend of tourism cuisine.

## The Hainan International Tourism Food Expo is more than just an exhibition.

The achievement here is extraordinary.

Offers a variety of customize sponsorship and promotion opportunities to maximize the return on investment.

Get to meet new business partners.

Multiple social events to establish new business contacts, maintain and consolidate existing partnerships, to create and achieve win-win opportunities.

A place to get entrepreneurial inspiration.

A Perfect place to provide all participants with the first-hand information of one-stop domestic and international tourism food.

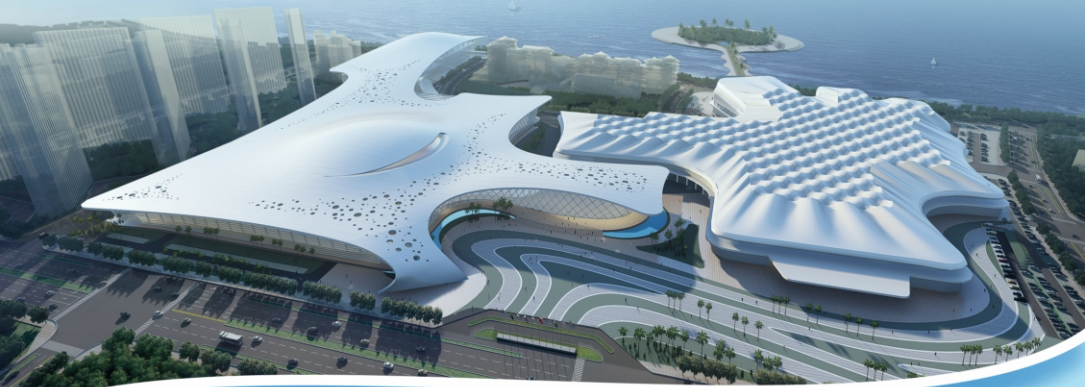
## ⑦ Hall of Catering Industry

## ⑥ Hall of Domestic Food

The entire pavilion has a total area of 40,000m<sup>2</sup> providing 2,000 booths of international standard.

## ⑧ Hall of International Food Trading

Activities Area



## Data of expected scale of this exhibition

<b>Online</b>	Online platform with 5 million PV and 1 million UV	One million people will attend the exhibition online
	More than 1,500 exhibitors	More than 28,268 units are connected to supply and demand
	Over 30,000 kinds of online exhibits	1,000 New products will be released
	100,000 Registered buyers	1,000 Live broadcast
<b>Offline</b>	Exhibition area of 40,000m <sup>2</sup>	120 Supporting activities
	2,000 booths	22,000 Super buyers
	3,500 Participating brands	350,000 Visitors
	Transaction amount of 1.5 billion	160 Million exposures
	40 International and domestic municipal governments	Support from 300 media
	There will be 180 Supply-demand matchmaking meetings	

## The Pavilion Plan

### Hall No. 6

Provincial government image area  
Ex-provincial government area  
International Food Zone  
Red wine exhibition  
Liquor exhibition

### Hall No. 8

Small home appliances exhibition area  
Hotel supplies exhibition area  
Kitchen equipment exhibition area

### Hall No. 7

Frozen semi-finished food materials exhibition area  
Agriculture, husbandry and seafood exhibition area  
Cold chain equipment exhibition area

### Food street

International food street  
Provincial food street  
China Classic Food Brands of Century old  
Nanjing Confucius Temple food street  
Chongqing Ciqikou Food Street  
Shanghai Chenghuang Temple food street  
Beijing Wangfujing Food Street  
Chengdu Kuanzhai Alley Food Street

## Charging Standard

Exhibition hall	Booth type	Yuan(RMB)	Note
Hall No. 6/7/8	customized booth (raw space)	780/m <sup>2</sup>	Minimum 36m <sup>2</sup> , only for exhibition room, no facilities included
	Standard booth(single opening)(3m*3m)	6800/each	9m <sup>2</sup> Standard booth includes three panels, lintel board, one table, two chairs, two spotlights, one 220V/15A power socket, carpeted booth, 24-hour cleaning and security, etc.
	Standard booth(double openings)(3m*3m)	7800/each	
Featured food street (outdoor)	Standard booth(single opening)(3m*3m)	7800/each	
	Standard booth(double openings)(3m*3m)	8800/each	

Note: Exhibitors should apply to the organizing committee 20 days in advance for electricity consumption exceeding 220V.

## Advertising Fee

**Ground advertising:** 20,000 to 30,000 yuan/exhibition period (6m wide \* 3m high in according to different location pricing, including installation production costs);

**Arch advertising:** 10,000 yuan each (12 meters span);

**Package column advertising:** 20,000 yuan a piece (1.5m diameter \* 4m high)

**Air column advertising:** 5,000 yuan a piece;

**Flag pole advertising:** RMB 2,000 / piece;

**Ground advertising:** 3000 yuan/piece (1.5m \* 2m)

**Magazine advertisement:** 1st cover 30,000 yuan/edition, 2nd and 3rd cover 15,000 yuan/edition, 1st back cover 20,000 yuan/edition, 2nd back cover 215,000 yuan/edition, 3rd back cover 310,000 yuan/edition, inside color page 5,000 yuan/edition (210mm \* 285mm)

(Note: This publication is distributed free of charge to relevant government departments in Hainan province and enterprises in catering, hotel, food production and business supermarket industries. It is a rare publication to display corporate culture and products from multiple angles and all-round aspects.)

# Review of the Last Expo

Exhibition area of 35,000m<sup>2</sup>

A total of 1,500 booths

3,000 Brands taking part in the exhibition

A transaction amount of 860 million on spot

22 Participating countries and regions

25 Domestic and provincial governments

108 Supply and demand matching meetings

15,000 Super buyers

289,000 participants

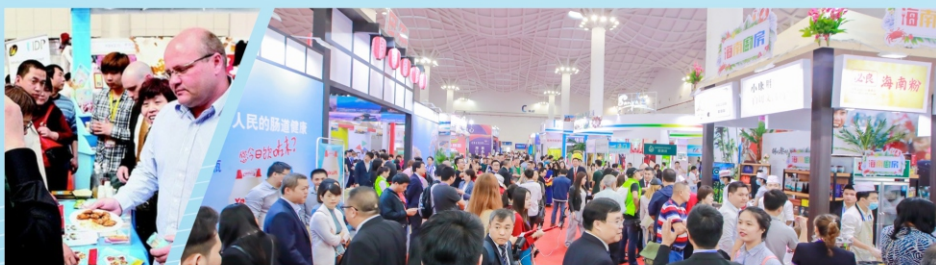
1 Billion exposures

Support from 300 media

Biggest pavilion of 800m<sup>2</sup>



Hainan tourism catering association executive vice President and secretary general Tang Jiechun (the first one from right) introducing the food performances at the 2017 Hainan International Tourism and Food Expo to Shen Xiaoming, the deputy secretary of the CPC Provincial Committee and governor (second from the left), Sun Gu, the director of the Provincial Tourism Development Committee (first from the left), Li Yaguang, vice president of China Jingming Association (second from the right) and other leaders.



# Why do we choose Hainan International Tourism Food Expo?

## Easier Marketing

The Hainan International Tourism Food Expo help to integrate media and all relevant information, make your brand stand out from the crowd and continue to strengthen your brand influence before, during and after the exhibition. This is a great chance to find potential customers, maximize your industry market exposure and provide a real and effective return on investment. You will get the chance to meet 18000 over industry super buyers and experience a truly global marketization.

## Social Activities with High Quality

Hainan International Tourism & Food Expo can also take you to the thought-provoking education forum, knowledge service and entrepreneurship service, supply and demand docking, social innovation and other service resources to stimulate the vitality of innovation and entrepreneurship of the whole society. As the most authoritative and influential award in the global catering industry, it is a kind of honor to endorse your brand and to be able to board the "China Tourism Food Competition".

## More Potential Business Opportunities

Hainan International Tourism & Food Expo is a new growth pole of local governments in helping local economy and rapidly promote the image of the city, to help connect with the government, the industry leader and investment institutions to share a new global financial and create new ideas and concepts. We will seek development direction and path together, let you achieve more entrepreneurial projects docking. please pay attention to the topics of "social activities" and "Hainan international tourism island festival", make full use of every minute at these exhibitions to ensure your visit is worthwhile.

## Online Cloud Expo Experience

Hainan International Tourism & Food Expo adopt expo innovative OMO exhibition business model, based on the traffic flow of the media, user as the basis of service, information and knowledge as core values, events and activities through the planning layer to drive for innovation. Provide customers with a full chain service framework of "motivation pool, experience pool, asset pool and workbench". Through "topic, graphic, video, live broadcast, community" to effectively combining one-stop pre-exhibition, in-exhibition and post-exhibition services, it will also bring round after round "viral" social communication, round after round topic-type, to interactive shock wave, circular rise, full-link, three-dimensional realization of multi-dimensional communication between buyers and sellers, supply and demand docking and matching transactions.

## We look forward to welcoming you to the Food Expo 2021!

It will showcase innovative elements and exciting new opportunities, providing you with a unique opportunity to build social networks, talk to emerging markets and engage in business negotiations. We sincerely invite you to come and participate in this innovation and entrepreneurship ceremony!

**Hainan International Tourism Food Expo will be held at the same time with**

**China International Food Trading Expo**  
**China International Catering Food Material Expo**  
**China International Tourism Catering Industry Expo**

## Featured Food Street

- 2021(22nd) opening ceremony of Hainan International Tourism Island Joy Festival
- 2021 The 4th World Tourism Food Development Forum and Hainan Free Trade Port Tourism Catering Supply Chain Conference
- 2021 Hainan Free Trade Port Food Competition
- "New products, new channels" imported food procurement pairing conference
- International Food and Catering Materials & New Product Promotion Chamber of Commerce
- Chinese featured food street, brands of century-old, cross border E-commerce, Red Wine Carnival

### Establishing effective connections

face to face with potential clients and buyers in a easy ambience, building friendship and seeking cooperation

Attending forum and topic discussion, listening to expert and peer's views on your industry

### Having insight into the trends and broadening your horizon

### Multi-directional contact with super buyers

Convenient invitation allows you to easily establish preliminary contact with specially invited buyers before the exhibition, and launch in-depth discussions with interested invited buyers on the exhibition.

Maximizing return on investment through four days of rewarding stay, help to accelerate efficient business negotiations, never wasting a minute.

### Cost-effective business inputs

## Cooperative Partners and Media



Want to know more about the expo?

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