



Invitation Letter

July 26, 2023

Organizing Committee

The 16th IFresh Asia Fruit & Vegetable Industry Expo

Building L4, Lane 1588, Zhuguang Road, Qingpu District, Shanghai, China

Dear enterprises in Vietnam,

On behalf of the organizing committee of the 16th IFresh Asia Fruit & Vegetable Industry Expo, we sincerely and cordially invite you and your company to participate in the exhibition in Shanghai New International Expo Centre from November 8th to November 10th, 2023 Shanghai, China by forming Vietnam national delegation.

In addition to inviting Vietnam delegation, we also extend our invitation to cooperate with Vietnam media outlets and press representatives. We believe that both parties can greatly benefit from showcasing Vietnam's agricultural products (Fruit and Vegetable) and establishing connections with industry leaders and potential business partners with IFresh's strong network for product distribution and abundant market resources within the fruit industry.

We hope to see you soon!

Best regards,

Organizing Committee

The 16th IFresh Asia Fruit & Vegetable Industry Expo





THE 16TH iFresh ASIA FRUIT & VEGETABLE INDUSTRY EXPO

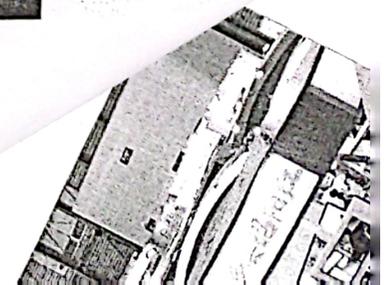
Shanghai New International Expo Centre

November
8-10, 2023



About iFresh Asia

As a leading fruit industry chain trade event in China, iFresh Asia Fruit & Vegetable Industry Expo has been successfully held for fifteen sessions so far. Over fifteen years, iFresh Asia Fruit & Vegetable Industry Expo has displayed quality fruit and vegetable products to 1,872,929 professional visitors around the world; and served 5,876 domestic and foreign exhibitors. At the same time, more than 21,886 kinds of quality fruits and innovative technologies have been displayed through the iFresh Asia platform. The platform has served overseas customers from 50 countries or regions, including Peru, Chile, Brazil, Mexico, Israel, Australia, New Zealand, Thailand, Malaysia, Vietnam, the Philippines, Singapore, Turkey, the Netherlands, Spain, South Africa, Egypt and Ecuador.



iFresh Asia has become the first-choice platform of the fruit-producing area governments, associations, leading enterprises and domestic and overseas quality fruit and vegetable brands for promotion, marketing and product sales. It is also a perfect tie for equipment and technology enterprises to trade with production areas, and an ideal platform partner for purchasers to find quality fruit and vegetable products.

The 16th iFresh Asia Fruit & Vegetable Industry Expo will be, as always, jointly held with the 26th FHC Shanghai Global Food Trade Show and the 36th Shanghai International Franchise EXPO in Shanghai New International Expo Centre (Halls W1-W2-W3) from November 8-10. The exhibition area is expected to reach 200,000 square meters in total, and more than one million B-side professional databases will be shared here, mainly covering 12 exhibition sections including agricultural products, fruits and vegetables, aquatic products, bakery products, coffee and tea drinks, leisure food, sweet food, chocolate, seasoning and edible oil products, beverages, dairy products, food packaging and design, baby food, high-end food supply chain and prepared food, catering and intelligent shopfitting design, franchise chain, hot pot ingredients and supplies, canned food and raw and auxiliary materials. The professional visitors cover the whole industry chain of fruits, vegetables, deep processing, food, catering, franchise chain, ingredients and so on.



SHOW REVIEW

Cumulative exhibitor

5876

Quality products and innovative technology

21886

Buyers

100000+

professional visitor

51296

As a leading exhibition platform for the fruit and vegetable industry, iFresh Asia Fruit & Vegetable Industry Expo has seen a rapid and steady growth in the exhibition area size over the past 6 years, and constant innovation and improvement in the quantity and quality of exhibitors and purchasers. It provides exhibitors with the best professional services, and achieves common development and a shared and win-win situation together with exhibitors. Especially in the unprecedented severe situation of the epidemic in 2022, iFresh Asia Fruit & Vegetable Industry Expo was still held as planned, becoming the only professional Fruit & Vegetable Industry Expo successfully held that year, and has been unanimously recognized by the industry. Customer-centric, it will continue to achieve innovation and contribute to the development of China's fruit and vegetable industry.

MESSAGES FROM GUESTS



The hosting of the Asia Fruit & Vegetable Industry Expo has built an effective communication platform for the fruit and vegetable-producing area governments and market entities. I hope that exhibitors can make the best of this platform to make friends with all parties and achieve tangible results through deep communication with them; that experts can actively offer suggestions and useful insights for the development of the fruit and vegetable industry; that dealers, including fresh e-commerce enterprises, can actively purchase from producers and help them explore more long-term stable sales channels; that the media and Internet celebrities help the exhibitors vigorously promote the quality products of farmers.



— Bi Meijia
chairman of China Society of Rural Cooperative Economic Management
former member of the leading Party group, and director of the Department of
Personnel and Labor of the Ministry of Agriculture



We gathered here, the beautiful city of Shanghai, and take advantage of its market and resource advantages as an international metropolis, as well as the abundant channels of the Asia Fruit & Vegetable Industry Expo, to carry out production and marketing connection activities of farmer cooperatives in poor areas, so as to link the two ends of production and marketing, and contribute to poverty alleviation.



— Tang Ke
Director of the Department of Marketing and Information Technology,
Ministry of Agriculture and Rural Affairs

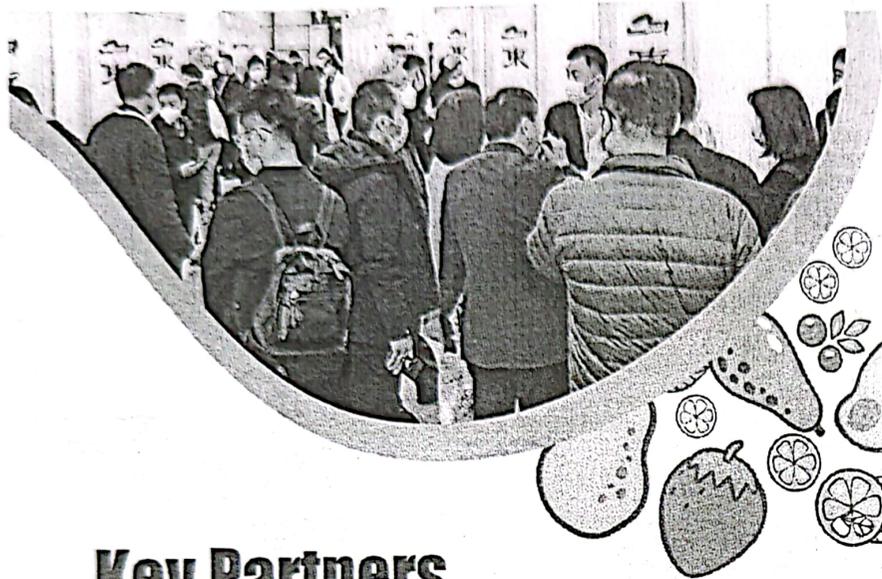


The world is undergoing profound changes unseen in a century. Facing the complex and changing global environment, especially the great influence of the COVID-19 pandemic, the CPC Central Committee proposed to build a "dual circulation" development paradigm, in which domestic and overseas markets reinforce each other, with the domestic market as the mainstay. In the executive meeting of The State Council chaired by Li Keqiang on November 2, he pointed out that the work related to agriculture, rural areas and farmers is the top priority in the building of a modern socialist country in all respects. During the "14th Five-Year Plan" period, we should be based on national conditions and agricultural conditions, follow the rules, promote the modernization of agriculture and rural areas according to local conditions, enhance the support capability of agriculture for economic and social development, and continue to improve the living standards of farmers. With the advantages of the domestic market and the potential of domestic demand, the expo has organized rich exhibitions and build an effective platform for enterprises to conduct interactions and negotiations for cooperation. I believe that all parties can make the most of this opportunity to conduct in-depth exchanges and negotiations, enhance understanding, reach consensus, explore cooperation opportunities, and achieve more tangible cooperative results.



— Lu Fangxiao
president of China Fruit Marketing Association





Key Partners

Part of International Trading Company Partners

Joy Wing Mau Fruit
Pagoda Group
Nongfu Spring
Guangzhou Zhanhui Trade Company Limited
Yidu Group
DOLE FOOD COMPANY, IN
GOODFARMER FOODS HOLDING (GROUP)
Delica (Shanghai) Fruit
Chen's Sun Fruit and Vegetable
Shanghai Wonong Import & Export
Jiangxi Lv Heng Industrial Development
Shanghai Yechen Industry
Shanghai Oheng International Trade
Shanghai Donghang Express
Xianfeng Fruit
Shaanxi Huasheng Fruit Marketing Management

Shanghai Yuqian Trading
Shanghai Wellfruit
ASIA GLOBAL
Chengxin Sino Australia (Qingdao) International Trade
Jiangsu Jieji Agricultural Technology
Shanghai Grandfruit IMPORT&EXPORT
Chongqing Jinguoyuan Fruit
Anhui Five STARS FRUIT
Greenery Fruit
Shanghai Nongfu Fruit
Guangzhou Qin Guo Import&Export Trading
Shanghai Aize Industrial Development
Zhuo Mei Enterprise Management (Shanghai)
ROCKIT
Mr Apple New Zealand
Zespri FRUIT (SHANGHAI)



—Part of Wholesale Market Partners—

Guangzhou Jiangnan Fruit and Vegetable Wholesale Market

Jiaxing Haiguangxing Premium Fruit Market

Shanghai Huizhan Fruit and Vegetable Market

Xinfadi Agricultural Wholesale Market

Sunhola Gaobeidian International Agricultural Products Trading Center

Hunan Changsha Red Star Fruit Wholesale Market

Henan Wanbang International Agricultural Products Logistics City

Xi'an Yurun Agricultural Products Global Purchasing Center

Chongqing Shuangfu International Agricultural Trade City

Zhejiang Jinhua Fruit Wholesale Market

Shenzhen Higrreen Agricultural Products Logistics

Dongguan Fruit and Vegetable Non staple Food Trading Market

Guangxi Higrreen Agricultural Products International Logistics Center

Nanjing Agricultural and Sideline Products Logistics Center

Shenyang Dili Agricultural Products Trading Center

Kunming Jinma Zhengchang Fruit Wholesale Market

Why iFresh Asia 2023

01

Jointly sponsored by two well-known industry associations - China Fruit Marketing Association and Chinese Society for Horticultural Science to build the top IP in China's fruit and vegetable exhibition industry;

02

China's fruit and vegetable exhibition leader, engaged in fruit and vegetable exhibitions for 15 Sessions;

03

Gathering fruit and vegetable regional brands and enterprise brands, and the largest annual industry event with the largest number of exhibitors;

04

A professional fruit and vegetable expo based in Shanghai, facing East China, and radiating Chinese and global markets;

05

A diversified exhibition that attracts famous enterprises and experts in the industry, and has multiple functions including trading, social interaction and exchange;

06

Jointly held with other expos, with an exhibition area expected to reach 200,000 square meters in total, where more than one million B-side professional databases will be shared, and professional visitors cover the whole industry chain of fruits, vegetables, deep processing, food, catering, franchise chain, ingredients and so on;

07

Gathering professional purchasers, interacting with mainstream wholesale markets in key areas of China, developing and covering the regional central city consumer markets mainly in the Yangtze River Delta, Pearl River Delta and the Circum-Bohai Sea region;



Scope of Exhibition

- | | |
|---|---|
|  <p>01 Fresh fruits and vegetables</p> |  <p>02 Frozen fruits and vegetables</p> |
|  <p>03 Exclusive technology and equipment</p> |  <p>04 Highly processed products of fruits and vegetables</p> |
|  <p>05 Seedlings and planting techniques</p> |  <p>06 Cold chain and logistics</p> |
|  <p>07 E-commerce platform</p> |  <p>08 Industry media</p> |

Professional Visitors

-  Large-sized supermarket, fresh food supermarket, fruit chain store, fresh food e-commerce, distribution wholesale
-  Fresh food distribution center, agricultural product wholesale market, Wechat business group, food and beverage purchasing department of the hotel
-  Fruit enterprises, fruit planters, suppliers, agriculture material distributors, and suppliers of supporting agricultural techniques
-  Packaging enterprises, packaging equipment enterprises, cold chain supply chain enterprises
-  Government association, foreign embassy in China
-  Agricultural universities and colleges, agricultural research centers, agricultural science academy, and agricultural technical promotion center
-  Industry media

Exhibitor Feedback



Lin Guohua

First level inspector

Shandong Provincial Department of Agriculture and Rural Affairs

The successful holding of this exhibition aims to help Shandong agricultural product production enterprises overcome the impact of the epidemic and further, Developed domestic and international agricultural product markets, made contributions, and received recognition from exhibitors and buyers consistent positive reviews.



Chen Yongfeng

Director of Huangling County Fruit Industry Technology Promotion and Industry Marketing Service Center

This is the first time for Huangling County to enter the first tier city Shanghai to promote, and I felt very much after coming here. First of all, the organization of the Asian Fruit Fair is very good, and there are many industry insiders in the industry, which has built a very large platform for us to promote Huangling Apple. This exhibition is very good, and we are looking forward to meeting the iFresh Asia 2023.



Duan Jing

Vice President of Honghe Prefecture Academy of Agricultural Sciences

I first came to the metropolis of Shanghai and felt that the organization and exhibition arrangement of the iFresh Asia Fruit Fair were very impressive, it is a great opportunity for me to learn and improve, helping the development of Honghe prefecture.



Liu Xin

Secretary of the Party Working Committee of Qingshen County Modern Agricultural Demonstration Park

At the exhibition, we conducted preliminary statistics and found that 243 merchants have already been contacted today, this model is indeed different from our past promotion. The platform promotes and sells our entire product, as well as the marketing of our entire brand.

Buyer's Feedback



Lv Yong

Procurement Department of Pagoda

There will be gains in every exhibition, and this is no exception, although this year, due to the COVID-19 epidemic, because it's not as lively as before, but it's still quite accurate. Some exhibitors have made contact with us and promoted cooperation.



Chenhua

Walmart Procurement Department

At the exhibition site, many good new varieties of domestic fruits were exhibited, enriching the supply channels, and suppliers were also connected. There will be opportunities for cooperation in the future.



Wangrong

Dingdong (Cayman) Limited

I have gained a lot of useful information about the fruit and vegetable industry, as well as connected with several very good suppliers, enriching the sales category.



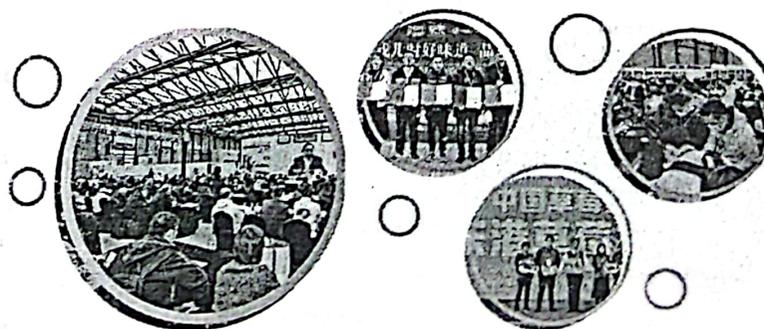
Jujia

Green City New Retail Group

I think iFresh has done quite a bit of work in the early stages, and it is still very attentive to the source place of origin, core production areas, landmark products, and truly dedicated to being a product farmer or it could be the base, introducing them to the conference site, so that we can use the consumer side to selling good products can also help these bases and companies at the source, making them better our efforts are focused on planting and research and development.

Simultaneous Activities

- ▣ Opening Ceremony of the 16th iFresh Asia Fruit & Vegetable Industry Expo
- ▣ 2023 List Release and Awards Ceremony
- ▣ China Supermarket Procurement Development Conference
- ▣ 2023 Quality Agricultural Products Promotion Meeting of 100 Counties
- ▣ 2023 National Fruit and Vegetable Production and Marketing Exchange Conference & The 16th High-Level Fruits and Vegetables Reverse Auction Procurement Fair
- ▣ 2023 New Fruit and Vegetable Varieties Launch Conference of China
- ▣ "Immersive" Exhibition Visiting via Cloud Live Streaming
- ▣ 2023 China's Regional Public Brand Selling Activity of Agricultural Products
- ▣ Asian Fruit Platter Competition
- ▣ Rural Revitalization and Development Conference of China Fruit Industry
- ▣ China Fruit Retail Conference
- ▣ China Fruit Trade Conference
- ▣ China Fruit Brand Conference
- ▣ China Fruit Technology Conference



Concurrent Exhibition

FHC - Shanghai Global Food Trade Show

FHC Shanghai global food exhibition is the leading comprehensive exhibition platform in China. Its main sections include: Meat; Seafood; High end dairy products and oil products; Tea and coffee, baking and ice cream; Snacks, sweets and chocolate; High end food supply chain; Catering design and store decoration. In 2021, the exhibit categories will be further expanded. On the basis of the original supporting theme exhibition hall, the theme exhibition hall of canned food, hot pot ingredients and supplies and the supply chain of international catering brands will be added to cover the scope of food and the field of local characteristic food culture more widely.

2023 will be a new development opportunity for exhibitors in the food and beverage industry. Let's get together again in Shanghai New International Expo Center, feel a gluttonous feast wholeheartedly, and grasp the new trend of "food" hand in hand!



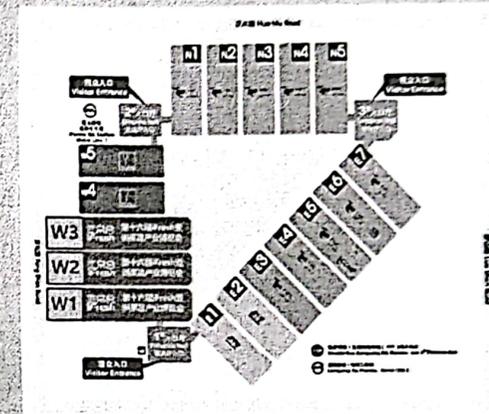
SFE - Shanghai International Franchise EXPO

SFE Shanghai International Chain Franchise Exhibition was founded in 2005 and is a comprehensive franchise investment professional exhibition jointly organized by the Shanghai Chain Business Association, Shanghai Bohua International Exhibition Co., Ltd., and Shanghai Ibison Exhibition Co., Ltd. It covers more than 120 mainstream market segments in the four major sectors of catering, retail, service, and chain resources. It integrates store type inspection, product and service experience, event exchange, and business negotiations. Provide precise and efficient franchise investment matching services between franchise brands and professional audiences, and promote the healthy and orderly development of the domestic chain industry.

The exhibition always adheres to the concept of specialization and marketization, and continues to deeply cultivate the domestic franchise investment market. Since its establishment, it has held a total of 42 exhibitions across the country. With professional content and high-quality services, it has become an excellent platform with great influence and credibility in the domestic franchise investment market.



FOCUS ON GLOBAL FINE FRUIT & ADVANCED TECHNOLOGY



ORGANIZERS

Chinese Society for Horticultural Science
China Fruit Marketing Association
iFresh Information



TEL: 400-800-5752 WEB: www.ifreshfair.cn

Exhibition Q&A

Q 1 How to become an exhibitor

A 1 Please visit iFresh's official website and click " Become an exhibitor" to submit an application form or directly write an email to Jinhan@ifreshfair.cn to reach Jinhan Zhao who is the Director of International Department.

Official website in English: <https://www.ifreshfair.cn/indexEn.do?exhibitor>

Q 2 When is the 16th iFresh Asia Fruit & Vegetable Industry Expo?

A 2 The 16th iFresh Asia Fruit & Vegetable Industry Expo is going to be held from November 8th to November 10th, 2023.

Q 3 Where is the 16th iFresh Asia Fruit & Vegetable Industry Expo?

A 3 The 16th iFresh Asia Fruit & Vegetable Industry Expo is going to be held in Shanghai New International Expo Centre. No. 2345, Longyang Road, Pudong New District, Shanghai, China.

Q 4 How about the exhibition fee?

A 4 Raw Space: USD 230/M²;

Standard Booth: USD 2300/9 M² ;

More than 90 M² can have 10% off

Presentation: USD 5000/20 mins.

Q 5 How about the accommodation?

A 5 iFresh has been cooperated with various Hotels to meet different needs of our clients. The list of hotel is following:

Date : November 08-10 , 2023 Address : SHANGHAI New International Expo Center Contact : 1、15618575682 Yan Zhang WeChat ID: 15618575682 2、18302183196 Miaomiao Wei WeChat ID : 18302183196			 <p>扫码在线预订</p>		
Hotel	Star	Address	Price	Service	Distance
Kerry Hotel	5	No. 1388 Huamu Road	1580	Two breakfasts, Regular bus	500 m
Marriot Renaissance Shanghai Pudong Hotel	5	No. 719 Yingchun Road	998	Two breakfasts, Regular bus	2km
Great Sunshlne Zhongyou Hotel Shanghai	5	No. 969 East Road	698	Two breakfasts, Regular bus	4km
Intercity Hotel New International Expo Center Branch	4	5 / F, Block A, Yunhui Tiandi, 308 Lanhua Road	898	Two breakfasts, Regular bus	400 meters to gate 1
Shanghai Zunmao Hotel	4	No. 358, Songlin Road	528	Two breakfasts, Regular bus	5km
Wassim R Hotel	4	No. 688 Gushan Road	598	Two breakfasts, Regular bus	4km
Lujiazui Licheng Hotel	4	No. 568 South YangJing Road	628	Two breakfasts, Regular bus	3km
ZTE Hotel	4	No. 866 Keyuan Road	528	Two breakfasts, Regular bus	4km

Ruyi Zhihui Hotel	4	No. 1500 Keyuan Road	528	Two breakfasts, Regular bus	5km
MANJU Hotel	4	No. 1609 Roshan Road	498/558	Two breakfasts, Regular bus	2km
Tongpai Hotel Pudong, Shanghai	4	No. 2795 YoungGaoZhong Road	628	Two breakfasts, Regular bus	3km
Dongjiang Mingcheng Hotel	5	No. 299 Kaiqing Road	458	Two breakfasts, Regular bus	15 km (15 minutes by elevated direct drive to the exhibition hall)
MANJU Hotel-Pudong Branch	4	No. 2333 Pudong Avenue	438	Two breakfasts, Regular bus	5km
Yitel-Shangnan Branch	4	Building 5, Lane 681, Haiyang Road	508	Two breakfasts, Regular bus	10 km
The Home Inn	3	No. 726 West Gaoke Road	498	Two breakfasts	7 (100 meters from Line 6, Line 7, Gaoke West Road subway station, 2 subway stations directly to the exhibition Hall)
Grand FUJI Hotel	4	No. 6, NianJlabang Road	338	Two breakfasts, Regular bus	14 km
CitiHOME	3	Building 17, 1888 PuMing Road	458	Two breakfasts, Regular bus	5km
JI HOTEL	3	No. 2568, Hu Nan Road	428	Two breakfasts, Regular bus	9km
Berkesy Residence	4	No. 1568, XinJinqiao Road	458	Two breakfasts, Regular bus	8km
JI HOTEL	3	No. 2532, Xiuyan Road	458	Two breakfasts, Regular bus	9km
WAITING HOTEL	3	No. 1388, Jinqiao Road	398	Two breakfasts, Regular bus	7km
Haofeng Yazhi Hotel	3	No. 2818, Gu Tang Road	428	Two breakfasts, Regular bus	10 km
ibis Hotel	3	No. 200, Fangdian	488	Two breakfasts,	3km

		Road		Regular bus	
MEHOOD THEATER HOTEL	3	No. 335, Chuansha Road	398	Two breakfasts, Regular bus	15 km
JINJIANG Star	Chain Hotel	No. 333, Linqing Road	298	Two breakfasts, Regular bus	9km
Vienna 3 Best Hotel	Chain Hotel	No. 516, Sanlin Road	388	Two breakfasts, Regular bus	11 km
GELI HOTEL	Chain Hotel	No. 791, Xiupu Road	298	Two breakfasts, Regular bus	12 km
Yuki Hotel	Chain Hotel	No. 7775, Upper South Road. - 5F	308	Two breakfasts, Regular bus	11 km
GreenTree Inn	Chain Hotel	No. 799, Soopo Road	298	Two breakfasts, Regular bus	12 km
The Green Hotel	Chain Hotel	No. 399, Kanghua Road	278	Two breakfasts, Regular bus	8km

Receipt

Please mail to: zy@mxydt.com			
Company Name		备注:	
Tel			
Contact			
Hotel Name	Guest Name	Check-in Time	Check-out Time
Value-added Services	<input type="checkbox"/> Team meeting Room <input type="checkbox"/> Team Dining Dinner <input type="checkbox"/> Team Shuttle Service <input type="checkbox"/> Team Car Rental		
Please fill in the above form and send it back to us by fax or email. Our customer service staff will contact you within 48 hours.			
1. Booking process: Select hotel → fill in receipt (or phone reservation) → booking confirmation → Deposit payment → Check-in payment → check-out Invoice; 2. Checkout method: Cash → check-out, free booking (no extra charge), after successful booking, the hotel front desk can inquire your booking information.			