

About IFA

- ◆ The 1st Professional Imported Food Association In Southern China.
- ◆ The only industry association which connects overseas resources with Chinese sales channels and third-party service platforms.
- ◆ There are 400 registered members , 5,000+ overseas suppliers and 100,000 Chinese importers/distributors in our database. Meanwhile, we have built up a close relationship with embassies, consulates, trade promotion organizations of various countries in Guangzhou, as well as multiple international food fairs.



About IFA

- The Guangdong Imported Food Association (IFA), established in 2016, is supervised by the Social Organization Administration Bureau of the Civil Affairs Department of Guangdong Province, and guided by the Commerce Department of Guangdong Province. It consists of renowned experts and enterprises who are engaged in food import, agency, sales and other imported-food-related industries (logistics, customs clearance, warehousing, e-commerce and financial services, etc.).
- Since the day of its establishment, IFA has held a number of specialized trade and business-matching activities, seeking business opportunities for many of its members and other imported food enterprises. It also has held and undertook various types of salons, seminars and forums in which industry experts, leaders and government officials gave speeches, discussed industry status, and predicted development trends. With the vision of "Food to China, Taste from World", IFA helps member enterprises look for superior suppliers and expand cooperation channels, which promotes sound development of the industry.



About IFA & F2C

- Guangzhou Food2China Network Technology Co., Ltd (Food2china.com), shortened as F2C, is an O2O platform based on China and dedicated to bringing global food to the Chinese market and matching trading information. F2C also organizes offline B2B/B2C carnivals across multiple cities in China, establishing a ready reach of end consumers for local food importers/distributors.
- F2C is entrusted by Guangdong (China) Imported Food Association to provide professional services such as trade matchmaking, business tasting, overseas buyers delegation, brand or product promotion, etc. for the strategy partner of IFA.





FOOD2CHINA

链接全球·美味中国

Food to China. Tastes from the World

EXPO
展会

E-COMMERCE
电商

MEDIA
媒体

MATCH
配对

Who are we?—— F2C 4 in 1 Service Platform



F2C Expo is organized by Guangzhou FOOD2CHINA Technology Co.,Ltd. and Guangdong (China) Imported Food Association. It has been successfully held for 8 years and become the most competitive international food and beverage fair in south China.

F2C Website is Online matching B2B platform. By providing buyers, sellers with online services such as display, search, inquiry and live streaming, third party process services, advertising and promotion services. Efficiently ,faster and lower cost

F2C Match is Offline accurate matchmaking services, including scheduled matchmaking tour, customized tasting event, promotion campaign, overseas delegation, market visit, strategic consulting, etc. .

F2C Media reports the world's most advanced information on the imported food industry, promotes global food products Food2China Media include magazine, websites and WeChat official account.

Traditional three-day exhibition

365 days online BM platform

365 days offline BM service

Bilingual magazine and social media





链接全球·美味中国

Food to China. Tastes from the World

FOOD2CHINA Online Matchmaking (Overseas Brand)

Organizers: Guangdong Imported Food Association / FOOD2CHINA

Tool: Zoom platform

- ◆ The specific time and form are subject to the final confirmation of the organizer

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- 2** Online Matchmaking Introduction
- 3** How to Participate



Why Online Matchmaking

1. Why Online Matchmaking



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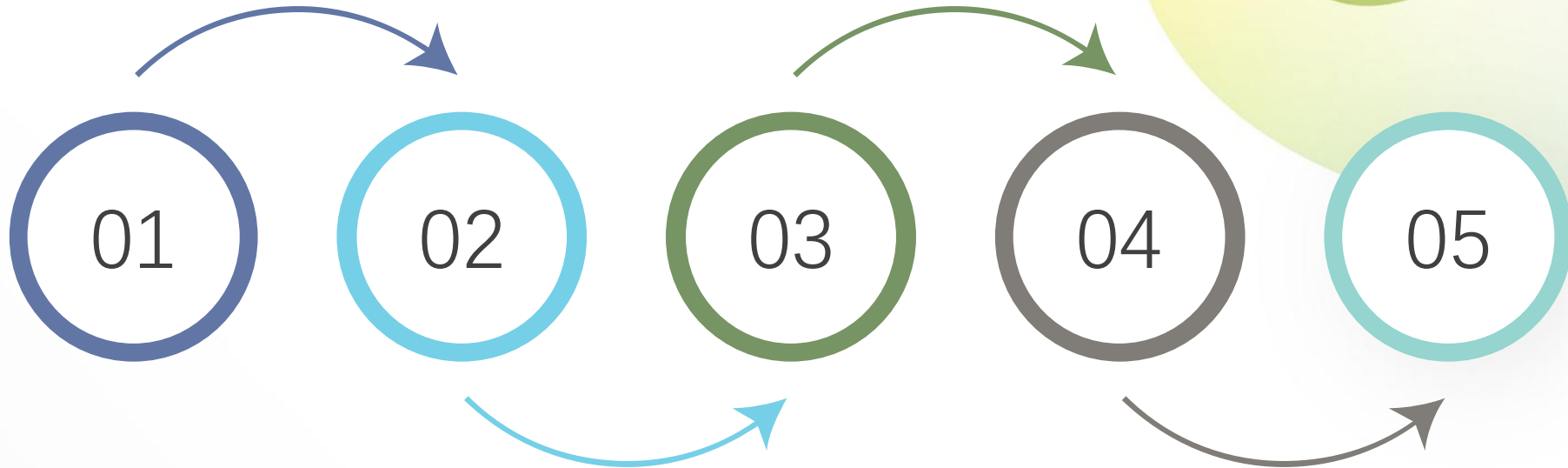
Covid-19 has seriously affected global trade and food supply chains in various countries. With the effective prevention and control of the epidemic in China, China's imported food market recovered earlier than other countries in the world, and consumers' demand for imported food is growing day by day. During the epidemic, many enterprises continued to explore the Chinese market through online channels and expand the influence of their brands in China.

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1. Why Online Matchmaking

To understand buyer's market and demands, adjust promotion strategy as needed

To improve marketplace promotion and value of the brand in China



To precise positioning main customers in this specific food meeting

To achieve high returns with low-cost investment in this co-operative meeting

To provide best solution of supply chain logistics, CIQ etc

During the epidemic period, continue to expand the Chinese market through online BM meeting



PART TWO

Online Matchmaking Introduction

2. Online Matchmaking Introduction

WHO

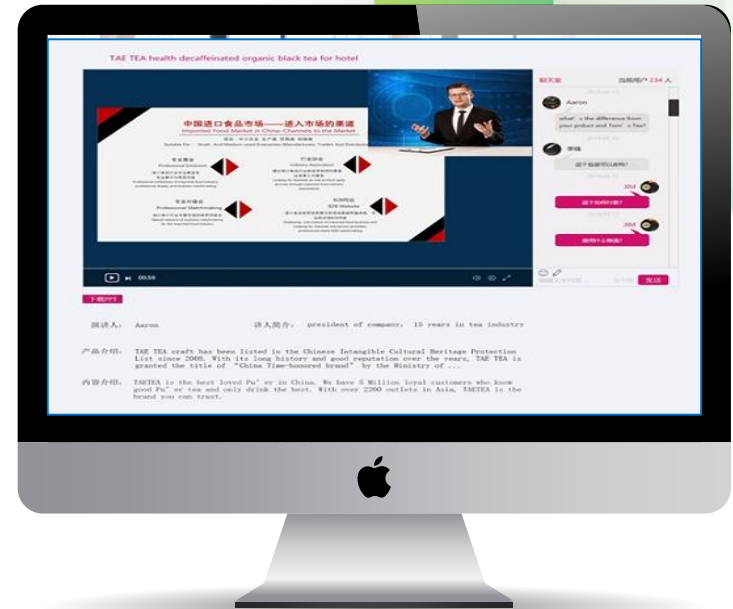
- Seller : food suppliers, exporters
- Seller's product category : Dairy products, leisure food, meat products, seafood, health food etc.
- Buyer : Chinese Importers ,Chinese Distributors, Food associations ,Supermarkets, E-commerce etc.

F2C's preparatory work

- According to the product of the registered enterprise, match the right buyer.
- Invite industry experts to answer customer questions.
- Selection of buyers providing: profile, business info.
- Featuring the events on its various media platforms to encourage participation.
- Follow up with Chinese companies, Post the feedback from the buyers

Time process

- Company introduction (products and background)
- Buyers to ask questions
- Free communication and experts Q&A



2. Online Matchmaking Introduction

The service content contained

- Enterprise has 15-min to do the presentation.
- Based on the seller's products, one-to-one invite professional importers.
- Invite experts in customs clearance and professional importers to answer Chinese marketing related issues.
- Provide English translation service (other language translation needs to be provided by the enterprise)
- Obtain relevant information of participating buyers.

Others

- Before the meeting , Sellers needs to send out samples to the buyer.
- Sellers needs to provide a complete catalog of products, preferably in Chinese.
- Sellers are required to submit questions three days in advance.
- Organizer will provide full support if exhibitor needs during the matchmaking.
- No commission charged by organizers even if any business deal.



2. Online Matchmaking Introduction

Media Promotion (Added-Value Services)

01

Publicity in Food2China members WeChat group

FOOD2CHINA has established more than 60 imported food industry groups, attracting more than 10,000 people in the imported food industry

02

Online Promotion Article on Food2China official media

Food2China media platform has attracted the attention of nearly 150,000 fans in the food industry at home and abroad

03

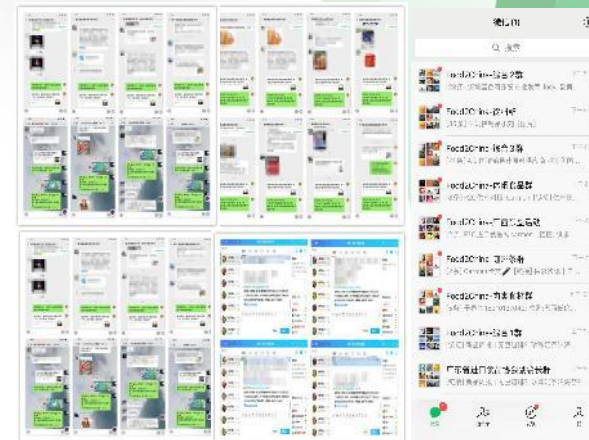
Online Promotion Article on Food2China official website

Food2China Website reached 3041,572 views in 2019



FOOD2CHINA WeChat

FOOD2CHINA LinkedIn



FOOD2CHINA Facebook

FOOD2CHINA WeChat Group



PART THREE

How to Participate

3. How to Participate

How to Registration

Please RSVP with your Application including the following info to us.

01 Company Name and profile

Products Profile and catalog

02

03 Contacts(better download the WeChat)

(Program is subject to changes at the organizers' discretion.)



3. How to Participate



Individual Enterprise

Fee: \$399 per company

- ✓ Normally match no less than five potential buyers.
- ✓ Arrange one-on-one matching with buyers individually.

Participate fee



Group enterprises

Fee: \$199 each (Min 5 enterprises)

- ✓ Exceed 5 companies, need additional quotation and arrangement.
- ✓ Participate in a matching meeting and match with invited buyers together.

(Attendance will be confirmed upon receipt of the fee. If the event cannot be held due to the reason of the organizer, the fee will be refunded)

FOOD2CHINA 4 in 1 Service Platform — Success cases

Latin American Friends (Guangzhou) Co., Ltd.

Latin American Friends (Guangzhou) Co., Ltd.'s products were fully promoted by F2C via website, wechat and different social media channels. It has successfully promoted its Instant Quinoa and contacted Chinese importers through Latin American food tasting event.



Zonamerica Business Service (Foshan) Co., Ltd.

Zonamerica Business Service (Foshan) Co., Ltd. has received 5 business buyers inquiry on wine on F2C website since its products been uploaded on web platform; It also received 2 potential buyers purchasing intention after F2C promoted its dates palm on wechat buyer group. In addition, it successfully contacted Ever Vinco (Guang Zhou) International Co., Ltd at Latin American food tasting event and obtained potential order of 100 tonnes.



Foshan Jia Xi Lun Trading Co., Ltd.

With the help of IFA and Food2China, Foshan Jia Xi Lun Trading Co., Ltd. has successfully matched with United Harvest China Co., Ltd. and developed two series of new Southeast Asian products and contacted potential franchisees.



Purchasing Demand in Chinese Market

China's Procurement Demand

Statistics show that the total demand for imported food in China is increasing at an annual rate of 15%. It is predicted that by 2020, China's imported food will enter a golden decade of rapid blowout development, with a market share of up to 480 billion US dollars.

Dairy products

Consumers choose the highest percentage of imports when purchasing dairy products. The market share of imported milk powder has reached 50%, and the sales of the infant milk powder industry in China increased from 90.8 billion in 2013 to 182.6 billion in 2018.

Beverage

Beverages are one of the top four categories of China's imported food categories. Relevant sources said that the overall size of China's imported beverage market will continue to grow.

Snack Foods

In the transaction structure of imported food categories in the past few years, snack foods accounted for about 40% of the top, biscuits / puffing and chocolate accounted for the highest proportion, while cakes / snacks grew the fastest.

Pork

China is the world's largest pork importer. In 2019, China's pork imports amounted to US \$ 4674606 thousand, an increase of 123.9% year-on-year.



We are a 4-in-1 business platform and industry organization
We are contributing to the development of the imported food industry



WECHAT



LINKEDIN

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