

Proposal Exclusive for Ukraine Country Pavilion at BRIFE 2019

Guest Country of Honor & Country Pavilion Packages

Belt & Road International Food Expo Hong Kong (BRIFE)

Venue: AsiaWorld-Expo, Hong Kong

Date: 11-13 June 2019

One-stop B2B and G2B International Food Expo

Host:



Hong Kong
Belt and Road Food
Trade Association



China Association
of Agricultural
Leading Enterprises



China Agriculture
Exhibition
Association



Agricultural
Bank of China



The Hong Kong
Tourism Board



Belt & Road General
Chamber of Commerce



InvestHK,
The Government
of the HKSAR



Department of Agriculture and
Rural Development of Hainan
Province of P.R.C.

Major Supporter:



China Council for the
Promotion of
International Trade
Guangxi Sub-Council



Consulate General
of Belgium
in Hong Kong



Consulate General
of the Republic of
Indonesia in Hong Kong



The Philippine
Consulate General
in Hong Kong



Consulate General of
the S.R. of Vietnam in
Hong Kong



Specialized
Sub-Council of
Agriculture of CCPIT

Supporter:

Organizer:



FMC Exhibition
Co. Ltd.



China Agriculture
Advertising
& Exhibition Co., Ltd



The **Belt & Road International Food Expo (Hong Kong) 2019 (BRIFE)**, a 3-day expo echoes the Chinese national “Belt and Road Initiative” (BRI), aims to provide a one-stop professional B2B & G2B platform for global agriculture and food trade, to promote unimpeded trade and people-to-people bonds between over 70 countries along the Belt and Road region (B&R) and rest of the world. The categories are including: food and drinks, agri-food, wine and spirits, halal food, food and catering franchise, food processing equipment, professional services, investment and financing etc.

BRIFE is highly accredited by the central government of P.R.C., the Hong Kong S.A.R. government and more than 30 countries/ regions, most of them are along B&R. BRIFE 2018 was a booming hit that gathered hundreds of exhibitors from 38 countries/ regions to organized about 350 booths and thousands of buyers from 27 countries/ regions. Representatives from about 40 countries/ regions included government officials, business leaders, ambassadors, Consuls General, professionals and other elitist guests had attended the **2018 Belt & Road Agrifood & Trade Summit (ATS 2018)**, the most remarkable concurrent event. BRIFE 2019 is convinced to attract more exhibitors and honorable guests around the world.

To boost food export & import, also to showcase domestic featured agricultural and food products, we cordially invite your country to participate in and connect with international buyers.

Understanding the fact that some enterprises are probably have budget constraints, we'd like to offer **Special Booth Packages** (up to 50% discount) to the **first 100 companies officially confirm booking on or before 28/2/2019.**

We appreciate you to encourage your country members to take part in by organizing country pavilion to exploring more business opportunities and sharing the lucrative market profits under the BRI in June at BRIFE 2019.

Show Statistics of BRIFE 2018

- 287 exhibitors from 38 countries/ regions (26 countries along the Belt and Road)
- +6,000 professional international traders, buyers and investors;
- Visitors from Hong Kong (63.1%), Overseas (36.9%, including 18.2% from Mainland China, 14.1% from Asia and 4.6% from other countries);
- 16 buyer delegations
- 10 country pavilions
- 50 business matching and seminars
- +70 medias

Event Highlights for BRIFE 2019

BRIFE Awards, theme-events including: International Quality Rice Tasting & Show, Exploring Tour of Baijiu (Chinese Spirits), International Coffee Festival, Wine Masterclass, CEO Kitchen etc.

Special Booth Packages and Specifications

	Raw Space	Standard Booth
Price/ Booth, 3m x 3m (9 sqm)	HKD 32,370/ USD 4,150 [#]	HKD 36,816/ USD 4,720*
<i>Confirmed before 28/2/2019:</i>		
3 booths in 9 sqm each, 40% discount	HKD 19,422/ USD 2,490	HKD 22,090/ USD 2,832
4-7 booths in 9 sqm each, 45% discount	HKD 17,804/ USD 2,283	HKD 20,249/ USD 2,596
8 booths in 9 sqm each, 50% disc (Buy One Get One Free)	HKD 16,185/ USD 2,075	HKD 18,408/ US\$ 2,360
	Only exhibition space is provided. Exhibitors are responsible to appoint their own contractors for booth design and construction.	<ul style="list-style-type: none"> • Booth carpet and panels • Company signboard • 1 information counter • 2 folding chairs • 2 long-arm spotlight • 1 garbage bin • 1 500W power socket
A.) Country Pavilion (4-23 booths)	<ul style="list-style-type: none"> • National flag and name of the country integrated into the booth design ** • Installation of a different coloured carpet • More additional privileges please refer to "Country Pavilion Benefits" 	
B.) Guest Country of Honor (24 booths or above)	<ul style="list-style-type: none"> • All of the above benefits of Country Pavilion are included • Booth design will be upgraded to Stylish Booth Design ** • More additional privileges refer to "Exclusive Benefits for the Guest Country of Honor" 	

Remark:

Raw space booth at least 18 sqm or above

* Corner surcharge will be applied for 2-sides open booth

** Applicable for standard booth

Special Notes:

- 1.) Hong Kong is a duty-free port and is serving as a gateway to enter Mainland China. Since February 2008, Hong Kong government has removed all duty-related customs and administrative controls on wine and Hong Kong has further developed into a wine trading and distribution centre in Asia, particularly benefits the Chinese mainland. Since November 2017, under the CEPA, Hong Kong has allowed wine imports to enter China, and enhanced custom facilitation measures extended to all ports in all 42 Customs Districts in the mainland China. Please visit: <http://hong-kong-economy-research.hktdc.com/business-news/article/Hong-Kong-Industry-Profiles/Wine-Industry-in-Hong-Kong/hkip/en/1/1X000000/1X07WNW7.htm> for details.
- 2.) Starting from 1st August 2018, the government of HKSAR has offered further enhancement on the SME Export Marketing Fund (EMF) to the small and medium enterprises (SMEs) in Hong Kong, so as to explore more and new business opportunities. Please visit: https://www.smefund.tid.gov.hk/english/emf/emf_objective.html for details.

Booth Design



Standard Booth



Country Pavilion

Applicable for the scale of pavilion for 4 booths (36 sqm) or more

(Non-contractual pictures. Please note that the final design may be subject to change)

A. Country Pavilion Benefits

(Applicable for the scale of pavilion of 4 booths (36 sqm) or more)

Countries aiming at showcase their certain food and agricultural specialties and to boost the exports and investment are advised to form a National Pavilion at BRIFE 2019. All national trade promotion agencies, government representative offices, chambers and consulates etc. are eligible for Country Pavilion package benefits.

- Price Reduction
 - Booth fee discount depending on the scale of pavilion
 - Discount in airfare for delegates, buyers and exhibitors from your country through official travel partners
- Free Advertising
 - Free web banner on BRIFE official website
 - One full page advertorial on the exhibition fair guide
 - Special highlights with different colours on the expo floorplan
- Free Promotional Opportunity
 - One full page press release distributed online
 - Promotional article on official e-newsletter distributed to about 100,000 buyers
 - Dedicated time session on the exhibition venue stage to promote your country
 - Social media boosting like Facebook, WeChat, Twitter and different social media channels
- Business Matching Program
 - One to one business matching meeting arrangement for domestic and international buyers

B. Guest Country of Honor Benefits

(Applicable for the scale of pavilion of 24 booths (216 sqm) or more)



(This is a custom made pavilion design for illustrative purposes only)

All of the benefits of Country Pavilion are included and together with the exclusive benefits listed in below:

- High Exposure at the Expo
 - Invited to join the ribbon-cutting session at the Opening Ceremony
 - Invited to participate in the high-level Summit (ATS) and give a speech to the senior government officials, leaders of enterprises and associations, global investors, buyers and professionals
 - Exclusive forum/seminar session for country pavilion members (1 hour per day)
 - Exclusive Business/ Investment Matching session with international investors (B2B/ G2B)
 - Exclusive 1 to 1 Business Matching session for trade buyers (B2B)
 - Named as “Guest Country of Honor” on all marketing collaterals with the highest priority including but not limited to exhibition backdrop, booklet, bag and official website etc.

- Advertising and Promotion Opportunities
 - One full page advertisement on Fair Guide
 - Web banner on homepage of BRIFE official website (layout should be provided)
 - Named as “Guest Country of Honor” in all advertisements
 - Arrange media visit and interview with the country pavilion exhibitors
 - Special featured paragraph in e-newsletter and press release (s)

- Complimentary Benefits
 - 1 complimentary seat for the BRIFE 2019 Welcome Dinner at Head Table

Further Details

For further details, please visit BRIFE official website: www.brifexpo.com.

Application Procedure

Since the Organizer offers special booth packages to the first 100 exhibitors who will confirm booking **on or before 28/2/2019**, please fill in the application form and return it to FMC Exhibition Co., Limited by fax: 852 2370 0072 or email to: tracyjin@fmcehibition.com.

The Organizer will confirm your booth reservation and advise the exact discounted participation fee once receive your application.

For any enquiries, please contact:

Ms. Tracy Jin,
Assistant to CEO / PR Communication Manager
TEL: 852-2370 0829 / 6827 1796
EMAIL: tracyjin@fmcehibition.com

We cordially look forward to your participation!