

The 8th China Seed Expo and 13th National Seed Information Exchange and Products Trade Fair

Invitation Letter

Organizers: Agricultural Trade Promotion Center, MOA

China Seed Association

National Agro-tech Extension and Service Center (NATESC)

Welcome Speech of Organizing Committee

As an engine of modern agriculture, a fundamental and strategic industry, seed industry has gained world-wide attention. With the conduction of a series of national policies, the seed industry is unleashing its innovation and enterprise development is releasing the gushing vitality. China's seed industry is now in its best period of development in history, which provides favorable opportunities for the cooperation and win-win progress of world seed industries!

Without the great support of friends from seed industry, China Seed Expo can hardly achieve remarkable success during the past 7 years and neither did National Seed Information Exchange and Products Trade Fair in the past 12 years. These two exhibitions form unique advantages in the leading role of industry development, authoritative information, representative exhibitors, exhibition of advanced technology, and adequacy of communication. As the most influential exhibition in China's seed industry, they play a significant role in promoting modern seed industry. We appreciate our friends who have long been involved in and support our exhibition.

From this year, Ministry of Agriculture decides to combine China Seed Expo and National Seed Information Exchange and Products Trade Fair so as to bring into full play the comprehensive role of these two exhibitions and to provide a larger platform for exhibitors to communicate and cooperate. The exhibition named China Seed Expo and National Seed Information Exchange and Products Trade Fair. The 8th China Seed Expo and 13th National Seed Information Exchange and Products Trade Fair will be held in Langfang International Convention and Exhibition Center from September 17-19 of 2015.

We invite you to participate in this exhibition in Langfang!

The Organizing Committee

About The Exhibition

The 8th China Seed Expo and 13th National Seed Information Exchange and Products Trade Fair not only aim to build a platform for domestic and foreign friends in the seed industry to communicate and cooperate, but also to promote innovation, to seek common development and mutual benefit and win-win progress. The exhibition will combine exhibition and forum, indoor exhibition and outdoor exhibition, presentation and negotiation together, which will significantly promote the seed trade, economic cooperation and technological exchanges. The exhibition will provide all-round services for the exhibitors, participants, buyers and visitors.

Organizers: National Agro-tech Extension and Service Center (NATESC)

Agricultural Trade Promotion Center, MOA (CCPIT-Specialized Sub-council of Agriculture)

China Seed Association

Operators: China Council for the Promotion of International Trade, Specialized Sub-council of Agriculture

Xiamen Phoenix Conference and Exhibition International Co., LTD.

Co-organizers: Seed Stations and Seed Associations from the whole country

Exhibition Theme: Communication, Cooperation, Innovation and Development

Date: 17-19 September, 2015

Venue: Langfang International Convention and Exhibition Center

一、 Exhibition Layout

(一) **Exhibition Area:** Indoor space: 30,000 m²

(二) **Exhibition Sections**

Field Crops Area: new achievements, new technologies and new seed varieties like grain seeds, oilseeds, bean seeds, and legume seeds will be exhibited.

Commercial Crops Area: new achievements, new technologies and new seed varieties like fruit seeds, vegetable seeds, flower seeds, herbage seeds, and seedling seeds will be exhibited. Special reagents, various seed coatings, auxin and special fertilizer will also be exhibited in this area.

Machinery Area: seed production, storage and processing equipment, maize harvesters, seed inspection tools, seed processing and packaging machinery materials, seed anti-counterfeit technology as well as seed industry related relevant books and materials will be exhibited.

Negotiation Area: a communication area for transferring and auctioning seed varieties, for agricultural enterprises to seek cooperation, for seed companies to recruit.

二、 Participants

More than 20,000 professionals and 30,000 visitors are expected to present in 2015 China Seed Expo. Participants are as follows:

1. Domestic and foreign seed enterprises, seed industry related enterprises, exporters and importers, wholesalers, retailers, cooperatives, family farmers and other leading growers.
2. Research institutes, agricultural universities and forestry universities.
3. Seed management stations, agroforestry seeds and seedlings administration.
4. Seed associations and news media.

三、 Activities

(一) Opening Ceremony

Date: On the morning of 18 September, 2015

Venue: South square of Langfang International Convention and Exhibition Center

(二) Observation tour of new seed varieties

Date: 17-19 September, 2015

Venue: Beijing Tongzhou International Seed Technology Park

(三) Prospective Forum of China Seed Industry

Date: 17-19 September, 2015

1. Main Forum

Date: On the afternoon of 17 September

Location: Meeting room in Xinyi Grand Hotel, Langfang, Hebei Province

1. Policies and measures to promote the development of modern seed industry
2. Analyze and response to the hot issues about the revision of The Seed Law
3. Promoting and breeding of the main crop varieties
4. The seed trade of China and its prospects
5. The characteristics and prospects of world seed industry trade

2. Sub-forum

Date: 17-19 September

Location: Meeting room in Xinyi Grand Hotel, Langfang, Hebei Province

Langfang International Convention and Exhibition Center

1. Exchanges and cooperation between Chinese and foreign seed industry
2. Entrepreneurs of seed industry
3. Financing of the Third Board Market and the development of small medium enterprise.

4. Enterprise merge and reorganization (a meeting of seed enterprises, pesticide enterprises, fertilizer enterprises and agricultural machinery enterprises)
5. Transformation of enterprises, electric suppliers and the innovation of seed business model
6. The development of maize seed industry
7. The development of China vegetable seed industry

3. Information Meeting of China Seed Industry

Location: Meeting room in Xinyi Grand Hotel, Langfang, Hebei Province

Content:

Seed market in China and the demand situation of main crop seeds

Evaluation and presentation of seed varieties

Green channel of permitted seed varieties

Annual hot issues of Chinese seed market

Top 20 annual sales of seed industry

Public service trading platform for variety innovation and transaction

Commercial breeding trends

Note: Please apply in advance to Organizing Committee for tickers or invitations. Tickets are issued to enterprises (30%), dealers (30%), leading growers (30%) and others (10%).

四、History of China Seed Expo

Two well-known exhibitions are combined to form this exhibition—China Seed Expo and National Seed Information Exchange and Products Trade Fair.

China Seed Expo, hosted by Agricultural Trade Promotion Center, MOA. (CCPIT-Specialized Sub-Council of Agriculture), has been successfully held seven times in Shenyang, Guangzhou, Hefei, Nanning and other places. In previous China Seed Expos, there were exhibitors and visitors from 44 countries, such as France, Germany, USA, Chile, Spain, Korea, India, Pakistan, Turkey, Malaysia, Holland, and more than 1,000 domestic seed corporations from. Exhibiting seeds and seedlings, breeding facilities, seeds insecticides, seed technology and seed industrial media etc. amounting to 5 categories and 20 specific lines. China Seed Expo has become a significant platform for seed industry to carry out international exchanges and cooperation and to promote trade development.

National Seed Information Exchange and Products Trade Fair, hosted by National Agro-tech Extension and Service Center (NATESC) and China Seed Association, has been successfully held 12 times in Anhui, Jiangsu, Shaanxi, Henan, Sichuan, Shandong, Hubei, Jilin, Hunan and other places since 2003. Over the past twelve years, the Trade fair has been improving and growing and has set up seed exhibition venue and a

platform for presenting seed varieties. In the trade fair, seed varieties and seed research, production, processing storage and other new technologies and products from nationwide large seed corporation have been presented. This trade fair, representing China's current level of development of seed industry, has now become the China's display window to show achievements of seed industry, a platform for seed breeding, production and management, as well as a channel for information exchange and products trade.

These two exhibitions merge to achieve a combination of China's seed industry exhibition, to integrate resources and to complement advantages. It has become the most influential, representative and functional exhibition.

1. **Great influence:** the two exhibitions have gained a stable and large group of exhibitors and traders. The sales orders and trading volume in previous trade fairs rose steadily year by year. Good reputation of these two exhibitions guarantees the exhibition of this year will be a larger scale and a more influential exhibition.
2. **High standards:** firstly, the exhibitors are of great strength which come from Chinese seed industry backbone enterprises as well as related corporates around the world. Secondly, the products displayed are the latest and completest. The exhibition covers the seed research, production, processing and inspection, seed coating, and other related industries. Thirdly, the information is authoritative and the exhibitions are normative.
3. **Promotional support:** the exhibition cooperates with more than 100 media resources, invests huge promotional costs, and consists of a full range of three-dimensional information networks. The exhibition is promoted by foreign and local mainstream media; moreover tens of thousands of invitations are directly delivered to the customers.
4. **Excellent activities:** a series of colorful activities will be held during the exhibition, including seed industry summit, dialogue among seed enterprises, presentation of new seed varieties. We will invite worldwide well-known experts who will bring advanced planting technology, research technology and management ideas.
5. **High quality of service:** exhibitors, buyers, media and spectators will be provided comprehensive, professional and high-quality services in accordance with standards of large international exhibitions. Services include on-site construction, transportation, travel, accommodation and catering, etc.

Investment Attraction

(一) Exhibition Schedule

Special exhibition arrangement: 15-17 September, 2015

Shell scheme arrangement: 17 September, 2015

Indoor display: 18-19 September, 2015

Planting field display: 17-19 September, 2015

(二) Space Rates

Exhibition Hall	Shell Scheme (3m×3m)	Raw Space ($\geq 36\text{ m}^2$)	Notes
Exhibition Hall B	RMB 7,200/ booth	Co-organizers and sponsors	Corner booth should be charged another RMB 600 of the total fee
Exhibition Hall A	RMB 6,200/ booth	1,200/m ²	
Machinery Area	RMB 12,000/ 36m ²	Minimum 36m ²	Only exhibit large breeding machinery and harvesting machinery. Booth setup and electricity are not included.

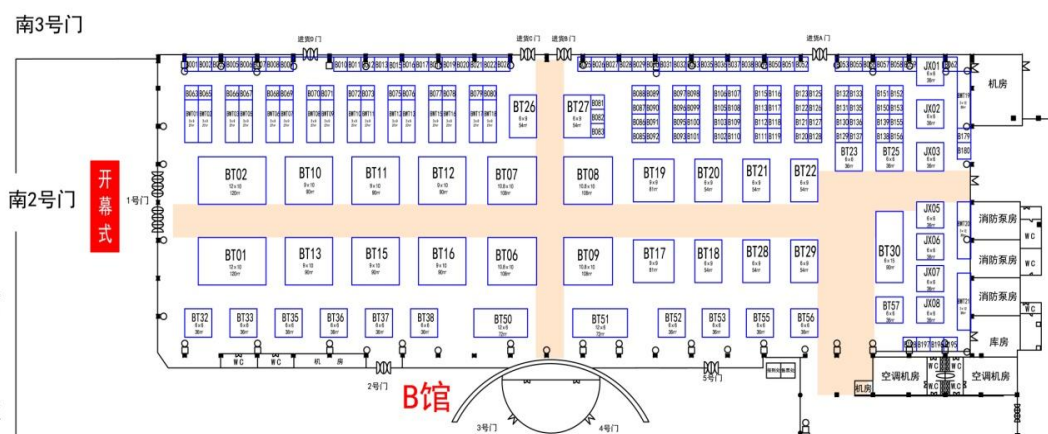
Planting Area	Exhibitors	Notes
Hybrid Maize	RMB 2,000/ variety	The charge of outdoor display includes land and plant management.
Vegetable	To be determined	Varieties display gives priority to enterprises that exhibit in indoor space.

Note:1) Each shell scheme is 3m×3m, which is equipped with 1 facial board with exhibitors' name, 3 panel walls, 1 table, 2 chairs, 2 spot lights, 1 5A /220V socket (extra electricity should be charged).

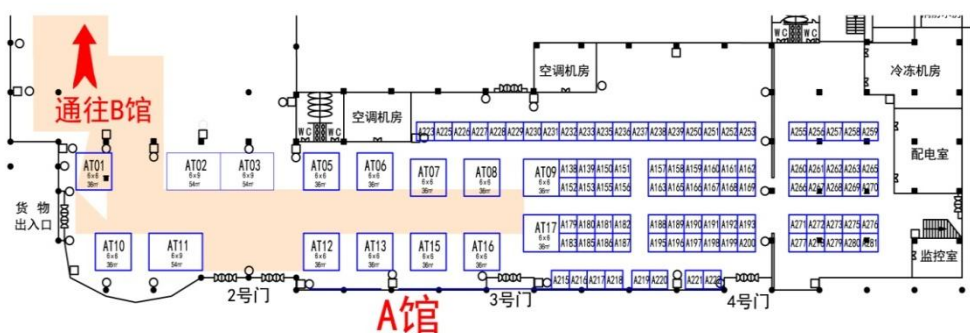
2) Raw space is unequipped; exhibitors are advised to select one of decoration companies that are recommended by Organizing Committee.

Schematic Drawing of Venue

CSIF 第八届中国国际种业博览会暨第十三届全国种子信息交流与产品交易会



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Outdoor Advertisement:

(三) Title Sponsors Benefits

Sponsors	The first co-organizer sponsor	Opening ceremony sponsor	The first co-organizer sponsor	Parallel session sponsor	The third co-organizer sponsor	Special sponsor	Sponsor
Contribution	RMB 480,000	RMB 480,000	RMB 380,000	RMB 300,000	RMB, 220,000	RMB 120,000	RMB 60,000
Special designed booth	BT01 (120m ²)	BT02 (120m ²)	BT07/BT08/BT09/BT10/BT13 (90m ²)	BT17/BT19/BT50/BT51(81-72m ²)	AT03/AT02/AT11/BT18/BT20/BT21/BT22/BT28/BT29(54m ²)	AT01/AT05/AT12/AT13/BT32/BT33/BT35/BT36/BT37/BT38/BT52/B	BWT01- BWT17 (27m ²)

						T56 (36m ²)	
The right to use the opening ceremony stage		After the opening ceremony					
Ads in the exhibition	B10		B01/B02/B03/ B05	√	√	√	√
Display in the “Seed industry brand list” on official website	√	√	√	√	√	√	√
Logo on ceremony board	√	√	√	Logo on summit board	Logo on business brand list	Logo on business brand list	Logo on business brand list
Ads in the official catalogue	Front page		Full page on inside front cover/inside back cover/ color front page/ color back page	Full color page (A4 size)	Full color page (A4 size)	Full color page (A4 size)	
Official catalogue	20 copies	20 copies	15 copies	5 copies	10 copies	5 copies	5 copies
Visitors’ guide	20 copies	20 copies	15copies	5 copies	10 copies	5 copies	5 copies
Display on online exhibition	√	√	√	√	√	√	√

during a whole year							
Logo links on the congress website	√	√					
Activity tickets	10	10	6	4	3	3	2
Promotion on WeChat (2015)	20 times	20 times	15 times	10 times	8 times	6 times	3 times
Opportunity to deliver a speech during the opening ceremony	√	√					
Leaders are invited to attend the opening ceremony	√	√	√	√	√		

(四) Other Advertisement

1. Official Catalogue

RMB 600 / enterprise (Get a free copy of Official Catalogue)

Two people of each enterprise can be compiled into Official Catalogue and if there are more than two people RMB100/person should be charged. Please provide us representative's name, enterprise's full name, address, zips code, telephone number and product content. Recruitment information can also be included.

2. Advertisement in Official Catalogue and Visitors' Guide

Title	Front page	Inside front cover	Color front page	Inside back cover	Back page	Color full page	Black and white page
Official Catalogue	RMB 60,000	RMB 30,000	RMB 25,000	RMB 20,000	RMB 40,000	RMB 8,000	RMB 5,000
Visitors' Guide	RMB 50,000	RMB 30,000	RMB 25,000	RMB 20,000	RMB 40,000	RMB 8,000	RMB 5,000

3. Advertisement in various certifications and tickets

Title	规格	单价	数量	项目名称	规格	单价	数量
Bag	28×38×9 cm	RMB 50,000	100,000	Disk cover	9x9 cm	RMB 8,000	1,000
Ticket	11.5×21cm	RMB 10,000	300,000	Information meeting entrance ticket	11.5×21cm	RMB 5,000	1,000
Booth arrangement pass	9.5×13cm	RMB 10,000	2,000	Booth pass	9.5×13cm	RMB 10,000	2,000
Other certificate	9.5×13cm	RMB 8,000	贵宾、嘉宾、记者、工作	Vehicle pass	38×18cm	RMB 5,000	800

(六) Payment Details

(1) Foreign exhibitors

Account Name: Agricultural Trade Promotion Center, MOA

Bank Name: Agricultural Bank of China Beijing Chaoyang Northbound Branch

Account Number: 040101040009415

Note: please write “*** enterprise China Seed Expo” when remit money

(2) Domestic exhibitors

Account Name: Xiamen Phoenix Conference and Exhibition International Co., LTD.

Account Number: 3510 1530 0010 5250 1883-0003

Bank Name: China Construction Bank Xiamen South Lake Branch

(七) **Special Notes for Exhibitor**

1. Please read the detail information on exhibition, and fill in the contract then fax it to the Organizing Committee with official seal. We also accept online registration and please complete the application on the official website at www.zgzzsjh.com.
2. After receiving the contract, the Organizing Committee will verify the qualification and confirm.
3. After receiving the contract with the Organizing Committee seal, exhibitors should remit the payment of booth or advertisement in 5 days and fax the remittance receipt to the Organizing Committee. We will not retain the booth and advertisement if the payment exceeds the time limit.
4. A copy of business license and seed business license should be provided to the Organizing Committee.
5. The booth arrangement is based on the principle of “first apply (pay), first serve”. The organizing Committee reserves the final right to mobilize a small amount of booth.
6. Please find detail information of the electricity project exhibition, exhibits transport, customs guide and accommodation arrangements and other requirements and scheduled services in the Visitors’ Guide.
7. Exhibitors are not permitted to transfer sublease or trade a predetermined booth. If the above circumstance is founded, the exhibition qualification will be cancelled.
8. Exhibition arrangement should be within the schedule time.
9. Documents should be clear and complete. The advertisement should be true and lawful and must not be exaggerated otherwise the consequences will at your peril.

(八) **Promotion Service**

Web Services—two websites (www.zgzzsjh.com /www.chinaseedexpo.com.cn) provides DIY Inquiry platform for exhibitors to check information, pre-register, apply for the certification and get tickets in advance.

Invite specific clients—we will help you to invite clients that you need, and provide first-hand information as well as comprehensive services for your guests.

Invite professional clients—we have hundreds of thousands of data of previous participants, and regularly send exhibitor and investment information to all the dealers.

(九) **Professional Exhibition Services**

1. Help exhibitors to supervise the design, construct process and quality of construction.
2. Help exhibitors to design and conduct various image promotion activities on behalf of exhibitors.
3. Help exhibitors to etiquette extension agents, professional English translation, gifts and services, exhibits warehousing and logistics services.
4. Provide free advertising design, production and distribution.

5. Provide free tickets for exhibitors to invite professional clients.
6. Product and print 30,000 Official Catalogue and sell them to dealers at low price.
7. Provide exhibition pass, Official Catalogue and Visitors' Guide.
8. Provide consultation of law, approval and intellectual property rights.

Important Announcement

Dear exhibitors:

In order to regulate exhibiting, protect the legitimate rights and interests of exhibitors, and provide honest, healthy, safe and orderly business transaction platform for clients, in accordance with Seed Law of People's Republic of China, IPR Protection Measures, the announcement of exhibition is as follows:

1. The Organizing Committee will carry out related activities to protect IPR with the government department of intellectual property. When Intellectual property disputes arise during the exhibition, the Organizing Committee will promptly assist the infringing companies, report to the local IPR authorities. Exhibitors should raise awareness to protect IPR, copyright and patent.
2. The Organizing Committee will actively cooperate with public security, administration for industry and commerce to maintain the exhibition order and ensure safety of the exhibition. All exhibitors are required to go through the registration procedures via Organizing Committee. False and misleading advertising and promotion activities are strictly forbidden. If the above circumstance is founded, the exhibition qualification will be cancelled.
3. The organizing committee will set up a reporting center during the exhibition and welcome to report the false and misleading advertising and other illegal acts. To facilitate the investigation authorities, reports should provide real clues and real personal information. For inaccurate reporting, whistleblower should bear all the consequences and responsibility.
4. Exhibitors should provide the Organizing Committee with two copies of business license and seed business license with official seal.

Appendix: Information of the Exhibition Venue

The exhibition will be held in Langfang, Hebei Province. Hebei Province, embracing the capital city Beijing, locates in east longitude 113 ° 27 '~ 119 ° 50', latitude 36 ° 05 '~ 42 ° 40'. The total area of Hebei covers 188,500 square kilometers. Hebei is adjacent to Tianjin and faces the Bohai Sea in the east. The province leans against the Taihang Mountain and borders Shandong to the southeast, Henan to the south, Inner Mongolia to the north and Liaoning to the northeast

Hebei achieves 2.94212 trillion yuan of GDP2014 in which the primary industry accounted for 11.7%, secondary industry accounted for 51.1% and the tertiary industry accounted for 37.2%.

Hebei is China's major grain and cotton producing areas which covers 6.199 million hectares of arable land in 2013. Most of the areas yield two crops a year, but there exists big difference in the farming system. Hebei Province's grain sown area accounted for more than eighty percent of the total arable land. The main crops are: wheat, maize, sorghum, millet, potato and so on. The most important commercial crops is cotton, Hebei Province is China's major cotton-producing base. In addition, oil, hemp, sugar beet, tobacco is also together with five cotton crops are the most important five commercial crops in Heibe.

In 2014, sown area of grain reaches 6.332 million hectares, and grain output reaches 33.602 million tons; cotton acreage 411,000 hectares; and cotton output 431,000 tons. Sown area of oil covers 466,000 hectares; oil output reaches 1.502 million tons. Sown area of vegetable achieves to 1.237 million hectares and vegetable total output reaches 81.257 million tons.

Contact Us:

The Organizing Committee

Website: www.zgzzsjh.com www.chinaseedexpo.com.cn

Address: E3-2-302 Sena Valley, Xiangyun Road, Langfang Development Zone, Heibe

Phone: 0316-5917791/2/3/5/6

International Business Group

Yuan Tong Zhang Junping

Phone: 010-59194471 / 010-59194404

Domestic Business Group

Group 1: All exhibitors from Beijing, Heibe and Shangdong Province

Phone: 0316-5917796

Group 2: Field crops exhibitors from the whole country except Beijing, Heibe and Shandong Province

Phone: 0316-5917791

Group 3: Commercial crops exhibitor from the whole country except Beijing, Heibe and Shandong Province

Phone: 0316-5917791

E-mail: 1289878699@qq.com

Fax Number: 0316-2805390