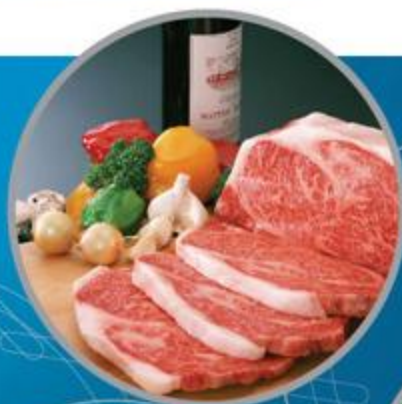


COLD CHAIN LOGISTICS CHINA 2010

www.coastal.com.hk/coldchain



International Exhibition on Cold Chain Logistics
国际冷链物流展览会

02-04 . 6 . 2010

Guangzhou Jinhua Exhibition Center, Guangzhou, P.R. China
中国广州市 广州锦汉展览中心

Organizers 主办:

Coastal International Exhibition Co., Ltd.
海岸国际展览有限公司
Room 2106 China Resources Bldg.,
26 Harbor Road, Wanchai, Hong Kong
香港湾仔港湾道26号华润大厦2106室
Tel 电话: 852-2827 6766 / (86)(20) 8364 2986
Fax 传真: 852-2827 6870 / (86)(20) 8364 2686
E-mail 电邮: general@coastal.com.hk
Website 网址: www.coastal.com.hk

Guangdong Logistics Industry Association
广东省物流行业协会
Guangdong Cold Supply Chain Trade Association
广东省冷藏供应链商会

Supporters 支持单位:

Guangdong Provincial Economy and Informatization Commission
广东省经济和信息化委员会
Development and Reform Commission of Guangzhou Municipality
广州市发展和改革委员会
Cold Chain Logistics Industry Committee of Guangdong Logistics Industry Association
广东省物流行业协会冷链物流专业委员会
Shanghai Association of Refrigerated Warehouses
上海冷藏库协会
Guangdong Catering Service Association (GCSA)
广东省餐饮服务行业协会
Guangzhou Dairy Association
广州奶牛协会
Global Cold Chain Alliance (GCCA)
全球冷链联盟

Springtime For China's Cold Chain Logistics Industry 中国冷链物流市场有待开发 市场潜力巨大



In China, cold chain logistics industry is in its infancy. While cold chain market share on both sides of the Atlantic has already reached 80 - 90%—that in Eastern Europe and Russia is 50%, in developing countries in general is 10 - 20%—only 20% of freight moving in China goes refrigerated.

Supply chain specialists say the laid-back approach in running a poorly-equipped cold chain has caused much money loss in the whole logistics industry in the country—a hefty RMB 75 billion yearly loss that roughly accounts for 30% of the total industry market value - not to mention the growing concern in food safety among the public.

Meanwhile, China's cold-chain transportation infrastructure does not reflect the country's phenomenal gross domestic product growth:

- Among the 400,000 railcars that are running throughout the country, a mere 2% are refrigerated trains—and mostly are unreliable and outmoded. At the same time, only 25% of perishables going by rail are moving within the cold chain.
- There are currently around 60,000 refrigerated trucks (and cars) serving the country. But the figure in the US and Japan are 250,000 and 150,000 respectively. Also, the percentage share of refrigerated trucks in the overall total can tell another part of the story: 1% in the US, 2.6% in the UK, 3% in Germany and barely 0.3% in China.



Refrigerated carriers are the pivotal part of the cold chain logistics infrastructure. To propel China's cold chain industry for development, there is an urgent demand for refrigerated railcars, trucks, trailers, reefers and containers.

Statistics suggest that the Chinese middle class will spend more than USD 650 billion on food by 2017, and 75% of that will be in second and third-tier cities, rather than the metropolises on the coast. Reaching these consumers will require an effective nationwide distribution network that does not exist today. As such, this creates a broad initiative to create a well organized cold chain in China which can reduce spoilage, retain the quality of the harvested produce and guarantees a cost efficient delivery to the consumer.

A Must To Boost Cold Storage Capacity 冷库容量需要增容

At present, China's annual meat production already averages about 60 million tons. That for frozen food, cold drink, dairy and aquatic food produce is 8.5 million, 1.5 million, 8 million and 44 million tons respectively. What's important is that all are expecting a 4-7% yearly increase in production—except dairy product which expectantly sees a whopping 30% production growth.

To handle such a large amount of foodstuffs, ironically, the country has just around 15 million m³ of cold storage capacity (that in the US and Japan is 70.74 and 27.69 million m³ respectively). To make things worse, most are just for meat, fish and dairy produce—meat merely shares a small slice of 10-15% and another big-item, fruits and vegetables, barely have a share in it. Besides, the existing cold storage facilities are mostly poorly equipped and badly managed, and so equipment upgrade is already on the top of the agenda.





Applying Refrigeration To Facilitate Preservation Of Perishables From Farm To Fork

冷链应用保障从田头到餐桌的食品安全

Food safety concerns have become a crucial public health issue. As Chinese consumers want their food safety standards to be upgraded, there is a market need for a complete cold chain that starts at the farm level (say, harvest/slaughter methods, pre-cooling, food processing and packaging) and covers up to retail/consumer level (retail display cabinets, product loading methods). More importantly, to cope with the 2010 Asian Games, the host city Guangzhou will particularly be in desperate need of an upgrade in its food distribution network.

Cold Chain Third-party Logistics (3PL) - An Emerging Business Offering Extensive Potential For Growth

拥有巨大发展潜力的第三方冷链物流

How developed a country's 3PL sector is can tell a lot about the development path of a nation's logistics industry. There has already been widespread discussion about 3PL in China over the past decade. The continuing growth of supply chain management and globalization are driving and will drive the sector's growth, and China is well on track to become one of the fastest growing countries in 3PL business. At present, Mainland's cold chain service providers are mostly self-owned private enterprises. Even if there are 3PLs, they are just small-scale business while equipment and manpower shortfall has become the norm. As such, the three most important Chinese economic regions, namely the Pearl River Delta (PRD), the Yangtze River Delta (YRD) and the Bohai Economic Rim, have set up blueprints to boost their cold chain 3PL sector.

Cold Chain Logistics China 2010 - A Meeting Placing For All Cold Chain Professionals

展览会 - 搭建冷链行业交流的平台

China's broken food distribution network will be overwhelmingly insufficient in meeting the expected USD 650 billion in food spending by the country's middle - class in 2017. It thus creates an imperative for China's cold chain logistics get modernized. Backed by such a promising outlook, Cold Chain Logistics China 2010—the only event of this kind in China that specifically targets the cold chain industry—will be held to create a working platform for exchange and cooperation among food manufacturers, food distributors, food processors, global retailers, fast-food chains, food equipment suppliers, food service companies, food grocers, restaurants and hotels, 3PLs, vendors and solution providers, industry associations and government regulators/officials, in the hope of bettering the industry and help fixing the country's food safety issues.

EXHIBIT PROFILE 展览内容

● COLD STORAGE EQUIPMENT, TECHNOLOGIES AND SERVICES 冷库设备、技术及服务

- Refrigeration equipment and systems
制冷设备及系统
- Thermal insulation materials and technologies
保温材料及技术

● MATERIAL HANDLING EQUIPMENT, TECHNOLOGIES AND SERVICES 物流设备、技术及服务

- Refrigerated cars and containers
冷藏车 (货柜)
- Ancillary equipment
配套设备

● FOOD PROCESSING EQUIPMENT AND TECHNOLOGIES 食品加工设备与技术

- Food processing equipment
食品加工设备
- Ancillary equipment
冷藏设备
- Food packaging materials
包装设备材料

● IT SYSTEMS AND TECHNOLOGIES FOR COLD CHAIN 冷链信息系统及科技

- IT systems
信息系统
- Monitoring systems and instrumentations
监控管理系统

● SUPPLIERS AND SERVICE PROVIDERS 供应商

- Refrigerated warehouses and refrigerated transport handling services
冷库/物流服务供应商
- Cold chain logistics equipment suppliers
冷链物流设备供应商
- Chilled and frozen food
冷冻/冷藏食品供应商
- Catering services providers
餐饮供应商

● FOOD RETAIL 零售业

● FOOD WHOLESALE 批发市场业

● CATERING 餐饮业





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APPLICATION FORM 报名表

We wish to participate in Cold Chain Logistics China 2010. Kindly reserve the following space. We declare to have read and accepted the rules and regulations of the exhibition on the overleaf. 我司决定参展，并同意背页的参展规则。请预留以下摊位。

Please tick in the box 请在适当的空格上划上 :

➤ **Constructed Booth:** Includes 3 walls partition, carpet, fascia board with Chinese & English Company Name, 2 spotlights, 1 desk, 2 chairs, 1 socket (5 AMP), and 1 waste basket.
标准摊位: 包括三面隔板、地毯、中英文公司名之楣板、两支射灯、一张桌子、两张椅子、一个电插座(5安培)及一个废纸篓。

3m 三米 x _____ m 米 = _____ sq.m. 平方米
US\$350 per sq.m. 每平方米美元\$350 (Min. 3m x 3m = 9sq.m. 最少三米 x 三米 = 九平方米) US\$ 美元 _____

➤ **Raw Space:** (Raw space only, exhibitors set up stand at their own expenses.)
净地: 参展商自费建造摊位。

Width 阔 _____ m x Depth 深 _____ m = _____ sq.m. 平方米
US\$335 per sq.m. 每平方米美元\$335 (Min. 30sq.m. 最少三十平方米) US\$ 美元 _____

➤ **Official Exhibition Catalogue Advertising:** Size 21cm x 28.5cm

Deadline for submission of advertising final artwork and films: April 1, 2010

刊登场刊广告: 尺寸21厘米 x 28.5厘米 请于2010年4月1日前将正稿及分色片送交主办单位

(Non-exhibitors are subject to 50% additional charge 非展商需另缴 50%附加费)

Cover Full Page (4 colors) 封面(四色)

Inside Front Cover 封面内页 US\$1,950 Inside Back Cover 封底内页 US\$1,950 Back Cover 封底 US\$2,150

Inside Pages 内页

Central Spread (2 pages, 4 Colors) 中间分页(两页 - 四色) US\$1,650

Full Page 全页 4 Colors 四色 US\$1,100 2 Colors 两色 US\$910 B/W 黑白 US\$750

Half Page 半页 4 Colors 四色 US\$750 2 Colors 两色 US\$625 B/W 黑白 US\$490 US\$ 美元 _____

GRAND TOTAL US\$ 总额美元 _____

Company Name 公司名称: _____ Address 地址: _____

Country 国家: _____

Tel 电话: _____ Fax 传真: _____

Email 电邮: _____ Web 网址: _____

Representative 公司代表: _____ Position 职位: _____

Payment Terms 缴款办法:

50% deposit of the grand total should be paid together with the submission of the completed application form. The balance must be settled on or before April 1, 2010. All cheques / money order should be made payable to COASTAL INTERNATIONAL EXHIBITION CO., LTD. or remittances should be made payable to:

请将此参展表格连同百分之五十订金一并交付，余额在2010年4月1日前缴付，支票抬头“海岸国际展览有限公司”或电汇至以下账户:

| | |
|-------------------------------|---|
| Account Name 账户名称: | Coastal International Exhibition Co., Ltd. 海岸国际展览有限公司 |
| Account No. 账户号码: | 640-040184-838 |
| Beneficiary Bank Name 收款银行名称: | HSBC Hong Kong 香港上海汇丰银行有限公司 |
| Beneficiary Bank Name 收款银行代号: | 004 |
| SWIFT Code 国际汇款识别码: | HSBCHKHH |
| Bank Address 收款银行地址: | 1 Queen's Road, Central, Hong Kong 香港中环皇后大道中一号 |

Authorized Signature And Company Chop
公司印章及签名

Date
日期

Please complete and return to 请寄回:

COASTAL INTERNATIONAL EXHIBITION CO., LTD. 海岸国际展览有限公司

Room 2106, China Resources Building, 28 Harbour Road, Wan Chai, Hong Kong 香港湾仔港湾道28号华润大厦2106室

Tel. 电话: (852) 2827 6766 Fax. 传真: (852) 2827 6870 E-mail 电邮: general@coastal.com.hk Web 网址: www.coastal.com.hk

RULES & REGULATIONS

1. Exhibitors shall be bound by conditions, rules and regulations set forth in this form and any changes must be made in writing and signed by an authorized official of Coastal International Exhibition Co., Ltd. (Hereinafter referred to as CIEC) who shall have full power to interpret and to alter or amend these rules hereof.
2. No Exhibitors shall be permitted to exhibit unless they have paid prior to the organizer all of the fees agreed for this exhibition.
3. Exhibitors are required to comply with the Exhibition Centre, the building and all Government rules and regulations of People's Republic of China.
4. Rights of Exhibitors shall not be assignable. No Exhibitors may assign or transfer or sublet the whole or any part of their contracted spaces to any other parties, unless otherwise, the prior written approval shall be given by CIEC to the registered Exhibitor.
5. Insurance
 - a. The Exhibitors shall be responsible for all risks insurance covered on their exhibits and inside their booth area (including all equipment provided and rented from the Organizer) whilst :
 - i) At the Exhibition Hall including erection, preparation and dismantling.
 - ii) The period should cover minimum 10 days before the Exhibition and also 10 days after the Exhibition period, means the Exhibitors should cover all risks insurance during stated period at their own costs.
 - b. The Exhibitors shall be responsible for the "Public Liability Insurance" to fully indemnify the Organizers, visitors and all other parties against liability at Law for and claimant's costs expenses in respect of :
 - i) Accidental bodily injury (including death, disease and illness) to persons / workers / visitors and all other parties who enter or stay in the areas / space owned by Exhibitor in respect of the occupational period.
 - ii) Accidental loss or damages to materials properties arising in connection with the insured's business (other than properties in insured's care, custody or control).
 - iii) The exhibitors should cover the minimum period of 10 days before the Exhibition date, and also minimum 10 days after the Exhibition date, means, the Exhibitors should cover the "Public Liability Insurance" at anytime when the area/space are occupied by Exhibitors.
 - c. Any failure to cover the above mentioned "all risks" and "Public Liability Insurance" by the Exhibitors in respect of the said occupational period within the owned area / space, the Exhibitors should fully be responsible for any claims of loss and damages and any further legal liabilities incurred.
6. The Payment of all applications:
 - a. Non-refundable of the total fees payable by each applicant must be made according to the payment terms of this application form which is stipulated at the front page of this application, any failure of payments by the applicant will be responsible for the legal liabilities.
 - b. Any payment made by applicant in respect of this application are non-refundable due to the canceling, reducing, substituting or non-participation from their application are deemed conclusive of the forfeited the rights of all reservations.
 - c. Any delay payments for the application in respect of this Exhibition whatsoever, the commitments of reservation made by the Organizer, CIEC, will be automatically void or forfeited and also the applicant will be responsible for any incurred expenses and interest as a result of this application.
7. The representative of CIEC, Sponsor, its Agents shall not be liable for loss, damage or delay resulting from acts of war, civil commotions, strikes or lock-outs intervention or regulation, military activity or any other circumstances which shall make it impossible or inadvisable for the Exhibit Committee to hold the Exhibition at the time and place provided. CIEC reserves the right to re-schedule the exposition at an earlier and later date, or change of nature or cancellation in due course. The said Exhibitor shall be acknowledged that CIEC have sustained damages and losses as a result of the foregoing as well, and shall and does hereby waive all claims for any damages or compensations in this respect. The sums paid to CIEC as fees or otherwise in connection with this Exhibition shall remain as the property of CIEC.
8. This agreement shall be governed by and construed according to English law. Any dispute between the parties hereof shall submit to the jurisdiction of Hong Kong Courts.
9. The organizer, CIEC reserves all rights to refuse any persons or parties enter this exhibition, only paid attendees, appointed persons of the Exhibitor and special invited guests who are accepted by CIEC will be allowed to receive the entry badge for admission.
10. All Exhibitors should follow the rules and regulations of the exhibition centre set forth by the centre owner including:- operation of booth, booth design, decoration, erection and dismantling, exhibits display, booth operation, water/electrical work, insurance covers for all risks and public liabilities, move in and out of exhibits or any other current regulations imposed by the Government of P. R. C. or all related authorities.
11. It is not permitted to hire local Chinese to assist in the Exhibition booth space. All such manpower shall be provided by the Fair Manager at the expense of the Exhibitors.
12. Other:
 - a. Any work carried out in China must be in accordance with the current regulations imposed by the government of the P. R. C. and all related authorities. Any contravention of the conditions will be stopped immediately. The Organizer will not hold responsible for any extra cost or delay so caused.
 - b. Failure of the Exhibitor at any time before or during the Exhibition period to comply with any of the Exhibition rules and conditions shall automatically deprive the right to participate any further in the Exhibition and no claim for refund of any fee paid shall be entertained by the Organizer.
 - c. The Organizer reserves all rights to alter and amend any of the regulations herein and issue additional rules if they deem necessary for the orderly presentation of this Exhibition. Any disputes or difference arising out of the interpretation of these regulations or regarding the rights, duties and obligations of the Exhibitors shall be decided by the Organizer, whose decision shall be final.
 - d. In the unlikely event that the Exhibition has to be adjourned, canceled, terminated earlier or during exhibition period for the acts of God or un-foreseeable circumstances or for compliance with the Government laws and regulations, the Organizer CIEC shall not be liable for any damages or compensations. The Exhibitors shall acknowledge that any payment made in respect of this exhibition whatsoever shall not be refundable.