

Introduction to CFDF

China Food & Drinks Fair (hereinafter referred to as the "CFDF"), known as the "wind vane" for China's food and drinks sector, was initiated in 1955. Today, it has become one of the large and most time-honored exhibition events in China.

Every year, CFDF is held with two sessions, one in spring and one in autumn. It is a trade fair with a long history, large scale and far-reaching influence in China's food and drinks sector. At present, the exhibition area for each session of CFDF exceeds 120,000 sqm, attracting more than 3,000 exhibitors and 300,000 to 400,000 visitors.

CFDF has been committed to promoting the industrial and social progress. Over the years, CFDF has served as a platform to link the production with marketing, build up the marketing system, promote the brands, release the industrial information, and expedite the investment and financing in food and drinks sector. It not only creates a satisfactory environment for business transaction and negotiation, but also provides first-rate supporting services for exhibitors. Therefore, it is both a place for the exhibition and transaction of commodities, and an important arena for information exchange, further friendship, technological advance and innovation cultivation for China's food and drinks sector.

Since the reform and opening-up in China, a great number of brands have expanded rapidly at CFDF, and many outstanding domestic and overseas enterprises have made their dreams come true, created enormous profit, and achieved common prosperity with CFDF.

At the same time, CFDF keeps pace with the times, strengthens its reform and innovation, and tries best to promote its global fame. In recent years, CFDF has set up a series of special exhibition areas, such as the "National and Regional Exhibition Delegations for Wine and International Spirits", "Imported Food", "International Food Machinery and Packaging", "International Beer", "E-commerce", "Agricultural Products", "Financial Services", and "Franchise Chains", which provide the exhibition and exchange platforms for domestic and overseas exhibitors and, in the meantime, further enhance the international influence of CFDF.

Zhongtang New Century International Conference and Exhibition (Beijing) Co., Ltd.

Zhongtang New Century International Conference and Exhibition (Beijing) Co., Ltd., the organizer of CFDF, is a professional exhibition company controlled by China National Sugar & Alcohol (Group) Co., Ltd. Its business scope mainly covers: conference and exhibition services; advertising design, production, agency and distribution; market research and marketing planning. The main function of the company is to organize the spring session and autumn session of CFDF each year.

Since 2011, as the organizer of CFDF, the company has been fully responsible for the organizational management, promotion of booths and advertising for CFDF. Centering on the said core works, the company has, while adhering to the principle of "facing the market and serving the exhibitors", built a professional, efficient work team. By taking root in "standardized, refined and diversified" operation, the company has kept transforming its services, so as to forge CFDF into a well-known international platform for the food and drinks sector.

Moreover, to motivate the exhibitors and improve the added value of CFDF, the company has, through extensive coordination with the major news media, national industrial associations, and research institutes, held a series of forums, conferences and promotional activities on various themes, thus ensuring the efficient interaction and win-win cooperation among all exhibitors.