

World Class Coffee Event

A large, intricate illustration of purple and white flowers, leaves, and butterflies, arranged in a vertical, flowing pattern on the right side of the page. The flowers are stylized with five petals, and the butterflies are small and delicate. The illustration is set against a light green background that fades into the white background of the page.

Cafe
2 0 1 5
Show
China
“Inspire the World”

China Int'l Cafe Show 2015

July 2 (Thu) ~ 4 (Sat), 2015

China International Exhibition Center(CIEC), Beijing, China

Organizers : EXPORUM, CIEC

WHY CHINESE MARKET?

Coffee consumption growth in China is increasing at an annual rate of 15%, which is about seven times the average world growth rate. The figure may continue to expand at a pace of 15%-20% annually, making China the most attractive coffee market by 2020.

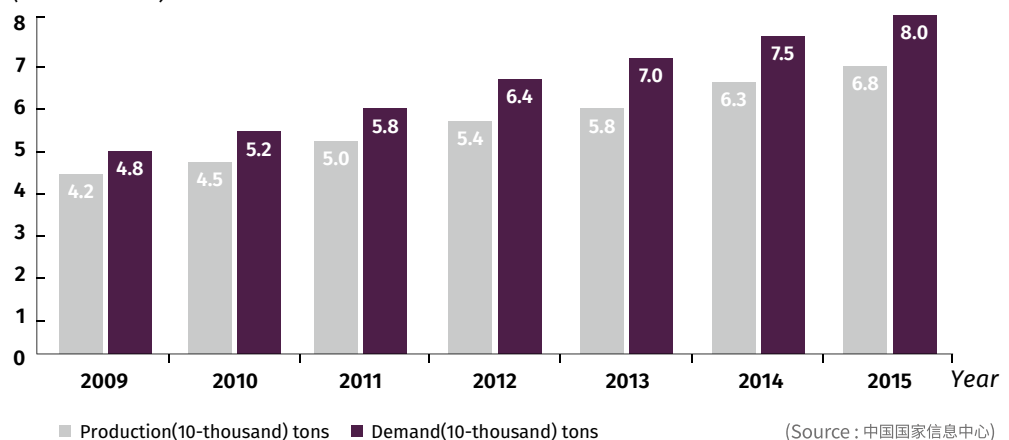
ANALYSIS OF CHINA COFFEE MARKET

China, the traditional tea-drinking country and the world's second largest beverage market, is changing into a coffee-drinking country with enormous demand.

Recently, coffee has become the major consumption trend for Chinese people along with an increasing diversification of beverages. The amount of coffee consumed in China accounts for 1/20 of the world's annual coffee consumption amount, which reaches to approximately 800,000 tons. In addition, the coffee consumption rate in China is expected to grow rapidly by 15%~20% every year, and in the next 10 years. China is going to become the largest coffee consuming nation in the world.

■ China's Coffee Consumption

(10-Thousand) Tons



2015, A Perfect Time to Penetrate China Market



China International Cafe Show is ready to support your business as a partner, providing you with the golden opportunity to expand your business into new global market, China.

WHY CAFE SHOW CHINA?

- ✿ Seoul Int'l Cafe Show, internationally recognized as "World No.1" will launch its 3rd edition in Beijing, China
- ✿ Held at the world's most potential coffee market, China
- ✿ Business platform for food & beverage industry professionals around the world
- ✿ The best place to share the information base on the new trends and culture of Chinese coffee industry
- ✿ China International Exhibition Center, central location for global gathering
- ✿ Co-organizing with the Chinese government-affiliated organization, CIEC Exhibition Company Limited

Cafe Show China is

Brand Show

Creating higher value-added business for coffee & beverage industry

Trend Show

Leading exhibition for sharing global trends and cafe culture

Grand Show

Expanding international business around the world



2015 SHOW OVERVIEW

Title	China Int'l Cafe Show 2015
Period	July 2 (Thu) ~ 4 (Sat), 2015 (3days)
Venue	China International Exhibition Center (CIEC) Hall 2, 3, 4, Beijing, China
Organized by	EXPORUM, CIEC
Exhibiting Space	11,000sqm
Exhibitor	280 (Expected)
Vistor	58,000 (Expected)
Exhibits	Coffee, Tea, Beverage & Liquor, Bakery, Ice-cream, Raw Material, Machine & Equipment, Chocolate, Appetizer, Dessert, Cafe Interior, Consulting, Franchise, Start-ups, Kitchen Home Appliances
Special Events	Cafe Show China Barista Championship Cupping Competition SCAE Barista Level Test I Love Coffee (Coffee Training Zone) Sweet Class Cafe Show Seminar

PARTICIPATION GUIDE

Application Details

Early-bird Application Due Date: Feb. 27th (Fri), 2015

Benefits Discount: 200USD/booth

General Application Due Date: May 29th (Fri), 2015



Participation Price

Classification		Unit Price	Note
Type 1	Raw Space	US \$2,000	1Booth: 3mX3m=9m ²
Type 2	Shell Stand	US \$2,400	

· **Type 1. Space Only** : Only comprise the floor space of exhibition. Appoint the contractor and customize your own stand design to suit your needs.

· **Type 2. Shell Stand** : Side and rear walls, fascia boards, carpet, 5A/220V socket for lighting only, spotlights*3, information desk*1, negotiating table*1, chairs*4, rubbish bin*1.

· Additional stand and displays, electrical installation and other services are not included but can be provided at the exhibitor's expense.

SPECIAL EVENTS



Cupping Competition



Sweet Class



Barista Championship



I LOVE COFFEE



SCAE BARISTA LEVEL TEST



Sweet Class



Sweet Class



Cupping Competition

2014 SHOW REVIEW

Title	China Int'l Cafe Show 2014
Slogan	Discover the World
Period	August 8 (Fri) ~ 10 (Sun), 2014
Venue	China International Exhibition Center (Hall 2, 3) Beijing, China
Organized by	CIEC, EXPORUM
Visitor Records	45,872
Participants	120 Exhibitors (15 Countries), 300 booths Brazil, China, Colombia, India, Indonesia, Italy, Japan, Korea, Philippines, Singapore, Vietnam, Taiwan, Poland, Ethiopia, Malaysia
Special Events	Cafe Show China Barista Championship Cupping Competition SCAE Barista Level Test I Love Coffee (Coffee Training Zone) Sweet Class



STATISTICS





For Inquiries, Please Contact Cafe Show China 2015 Secretariat



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