



Global high-end Beverage one-stop
purchasing new product
launches communication platform

The 3rd (Beijing) BSIE High-end Beverage Exhibition 2012

Dates: 7th-9th April, 2012

Venue: China International Exhibition Center (Hall 2-3)

Approved by: Ministry of Commerce of the People' s Republic of China

Sponsors: China Health Care Nutrition Council

China National Health Association Drinking Healthy Committee

Organizer: Beijing Shibowei International Exhibition Co., Ltd

Brand center of BSIE High-end Beverage Exhibition

Co-organizer: Korea world Expo Co., Ltd

World Expo Malaysia Co., LTD

Supporter : China Beverage Industry Association

Beijing Nutrition Research Institute

National Quality of Supervision& inspection Center for Potable water Products

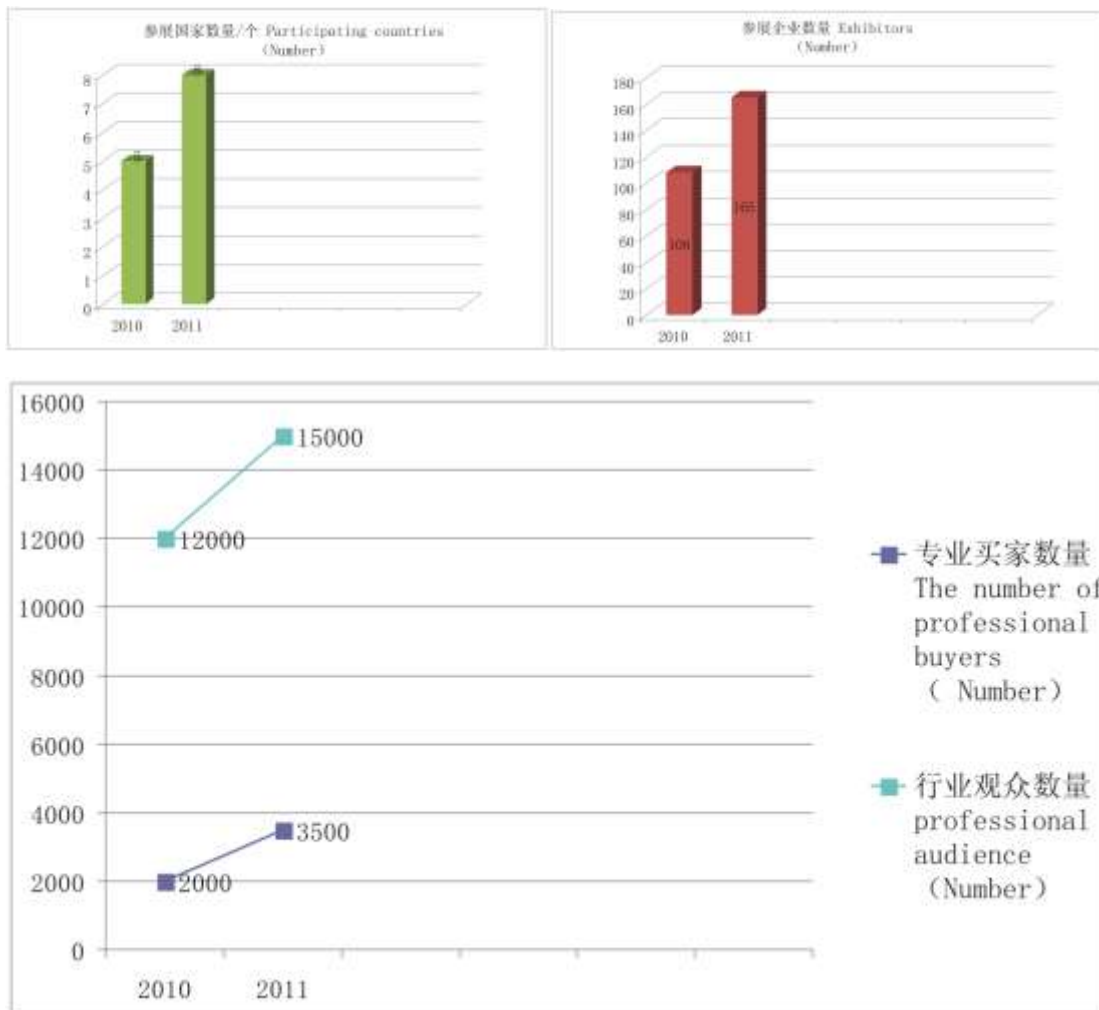
Started from High-end and health Beverage Exhibition 2010 , BSIE was originally named The No. 1 health industry expo Asia----CHINA INTERNATIONAL HEALTH INDUSTRY EXPO (Shibowei health expo for short has been successfully held for 12th).We have held this exhibition for two times in beijing and made outstanding contributions to High-end Beverage industry and marketing development.In 2011, the Leading enterprises in the beverage industry and leaders of "The Ministry of Health、 The Ministry of Agriculture、 The Ministry of Commerce、 Development Research Center of the State Council" and more than 15,000 professional visitors from 8 countries have witnessed the unprecedented event together

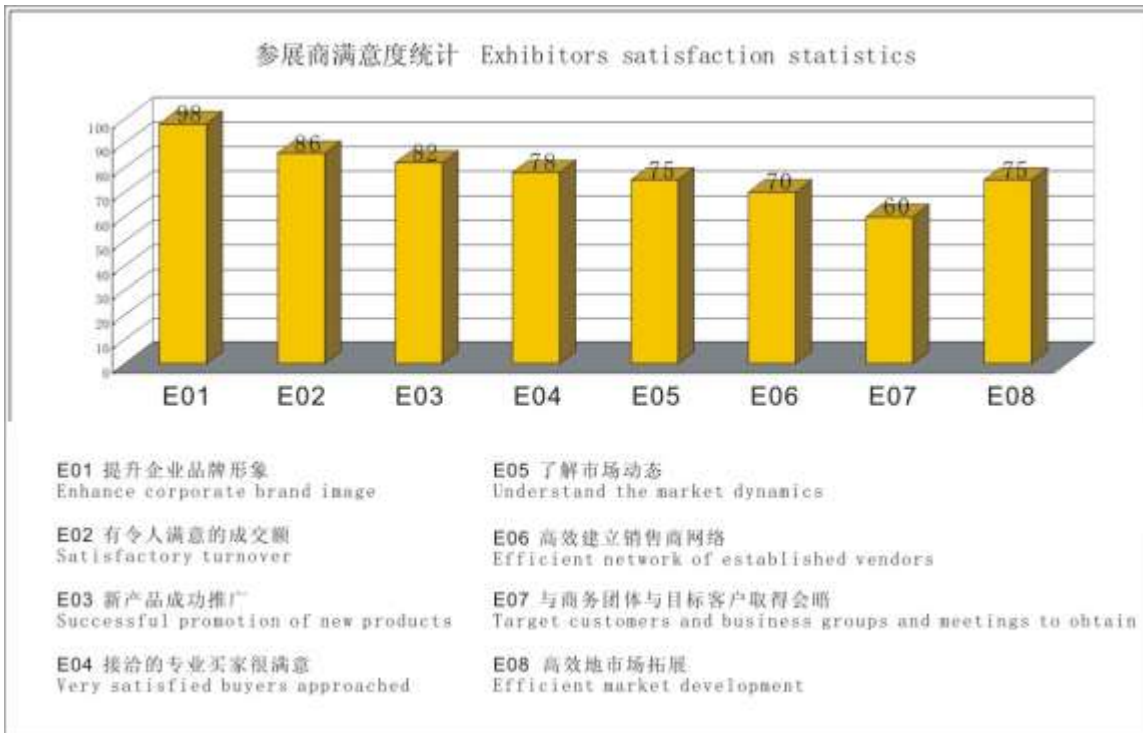
In 2011,Shibowei Company set Brand center of BSIE High-end Beverage Exhibition after resources reorganization and make brand planning for three years ,also creating One-stop purchasing、 New products release and Communication platform about Global high-end beverage to realize market value of BSIE

Shibowei.Health Industry Expo

Shibowei.Health Industry Expo achieves a international、 brand and health industry conference after the success of the exhibition for 12 times. Shibowei.Health Industry Expo carry out the promotion pattern of specialized exhibition Hall on similar products so that brand products can obtain specific advertising and promoting. With the increasing exhibiton scope and Industry influence, more and more manufacturers、 dealers and buyers at home and abroad choose this platform to creat the first brand of health field. The 13rd Shibowei. Health Industry Expo 2012 will be held at China International Exhibition Center (Hall 1/2/3/4/5/6/7), meanwhile BSIE- High-end Beverage Exhibition 2012 as the important part of health industry will be held in Hall 2 and Hall 3 . the exhibition area is more than 10,000 square meters. hope that you can join us!

Previous Data :





The Special Setting of The 3rd (Beijing) High-end Beverage Exhibition 2012: internation pavilion、Wine area、functional beverage area、tea products area、Fruit 、vegetable and juice area、brand drinking water area、Characteristic dairy products area、whole grains and beverage area、affiliated service area. We made unremitting efforts to form professional news staffs for serving exhibitor and regard beverage model as the key promoting for this exhibition.

Please follow your product category, confirming your participating in this expo:



International pavilion :
Foreign government, Embassy in China, Agriculture bureau, Chamber of commerce, Association etc;



Wine area :
Spirit, Health wine, Grape wine, Imported wine, Milk wine, Beer, Fruit wine;



Functional beverage area :
Sports beverage, Energy beverage, Beauty beverage, Bee products;



Tea products area :
Tea-leaf, teatism, Tea set, Chinese cool tea beverages;



Juice area :
All kinds of fruit juice, Fresh juice, Vegetables juice, Mixed juice with Fruit and vegetable etc;



Brand water area :
Sponsored by China National Health Association Drinking Healthy Committee, Mineral water, Pure water, Ice water, Soda water, Mint water;



Characteristic dairy area :
Yak milk, Goat Milk, Horse milk, Donkey milk, Camel milk;



Grains beverage area :
Whole grains and beverage;



Affiliated service area :
Brand planning, packaging design, packaging machinery, containers and scientific



Media area :
Professional fashion television, Magazines, Newspapers, Internet, Media.

BSIE----Award grand ceremony (the setting of the awards)

Exhibitors' Awards :

BSIE---The Best Brand Awards

BSIE---The most popular award

BSIE--- Product innovation award

BSIE---Regional characteristic award

BSIE---The best team Awards

BSIE--- The Best interactive award

BSIE---The best brand model award

BSIE--- The best packaging design award

BSIE--- the best Show and Design award

BSIE--- the best Show and marketing award

The setting of the awards about buyers:

The most popular buyers award

Professional Visitors

- 1、 Trade and retail in drinks industry: importers, distributors, agents, joining trader , trading company and high-end beverage stores.
- 2、 Large supermarket, health drinks chain and operation counters, health hall, health management chain institutions and private clubs, customer service, trade service agencies.
- 3、 Hotel with Star and chains, high-end office buildings, apartment, club , western restaurant, holiday village , golf riding clubs, bars,etc ;
- 4、 high-end supermarket, purchasing manager of star hotel, professional managers.
- 5、 duty-free shop, owners with luxury car, villas, owner with high-grade building dish, store manager of every large luxury products
- 6、 VIP of brand merchants, VIP of Bank customers, VIP of insurance company, VIP customer of securities company .
- 8、 Foreign purchasers located in China, Import and Export trade Companies, Commercial Sections of more than 130 countries, food production companies, food procession companies, technologists and managers;
- 9、 Enterprises, business elite, white-collar workers, the senior management personnel, government agencies and other high-end consumer groups.

TV media:

Phoenix TV、 CCTV2、 CCTV4、 BTV-youth、

Network media :

trends.com.cn、 Ifeng.com、 I Taiwantrade、 CNN.com、 foodmate、 21food、 haozhanhui、 wine-imp、 cnfood.gov.cn、 gongchang.com、 ChinaDrink.Net、 31food.com ;

Print Media:

《China Healthcare & Nutrition》、《CHINA QUALITY DAILY》、《Health Daily》、《Ta Kung Pao》、
《Beijing Evening》、《cfqn.com》、《foodprc》。

Exhibition Service Price List

	Booth Division	Dimension	Fee	Installations	Sales promotion
Booth setting	Standard booth	3m x3m	\$3500	9 m ² exhibition space, 2.5m wallboard, lintel plate, a desk, two chairs, a 220V power socket, two daylight lamps, security and cleaning service ;	
	Luxury Booth	3m×3m	\$3800	9 m ² exhibition space, lintel plate, a desk, two chairs, a 220V power socket, two daylight lamps, the painting and design of the pictures for publicity;	Luxury construction
	Luxury Booth	3m×6m	\$7000	Booth Height : 3.5-4.5m , (You can ask organizing committee for design sketch and allocation.	Luxury construction(free of charge)
	Luxury Booth	6m×6m	\$10000	Booth Height: 4-5m (You can ask organizing committee for design sketch and allocation).	Luxury construction(free of charge)
	Raw Space	36 m ² is the baseline	\$350 / m ²	No allocation, setting up by yourself.	

★ Participating Procedure

- 1、 Exhibitors receive the invitation letter ;
- 2、 Exhibitors are offered application form by the organizing committee or download online and read exhibitor detailed Rules ;
- 3、 Exhibitors fill in the exhibition application form and agreement form. Mail or fax the forms with your signatures to Brand center of BSIE High-end Beverage Exhibition
- 4、 The organizing committee verify and confirm booth , Then fax booth confirmation letter to exhibitors ;
- 5、 Exhibitors make remittance in the specified date of contract , and fax the remittance copy to Brand center of BSIE High-end Beverage Exhibition ;
- 6、 After receiving payment ,Brand center of BSIE High-end Beverage Exhibition should open and post the invoice to the exhibitor ;
- 7、 Brand center of BSIE High-end Beverage Exhibition post or email the exhibitors manual to exhibitors one month before the start of exhibition , and exhibitor must fill in this registration form and fax to the organizing committee in accordance with the manual' s request;

8、Exhibitor must bring registration form to handle procedure about arrangement of the exhibition

Note : Exhibitors must have valid hygienic license, business license, trademark registration certificate, and products approval documents; the quality of the exhibition products should comply with the relevant standards.

**For exhibitor, please contact: Beijing Shibowei International Exhibition Co., Ltd
Brand center of BSIE High-end Beverage Exhibition**

Room 904, Cell 4, Building 1, No 69(Fortune street tower), Chao yang District, Chao yang Road,
Beijing

For Directly participating , contact: 400 070 0617

Mobile : 86-10-15810310934

Fax : 010-51413308

E-mail : wendy@bsie.cn

MSN:waz541397592@live.cn

Skype : shibowei1

http : //www.bsie.cn