

Sayın Üyemiz,

Guangzhou Ticaret Müşavirliğimiz koordinasyonu, Genel Sekreterliğimiz organizasyonunda, **10-14 Aralık 2018 tarihlerinde** Çin Halk Cumhuriyeti'nin Guangzhou eyaletine yönelik bir **gıda sektörel ticaret heyeti** düzenlenecektir. Heyet kapsamında, her iki ülke girişimcilerini buluşturacak nitelikte iş görüşmeleri (B2B) ve Çin gıda pazarı ile ilgili detaylı bilgi edinilmesi için resmi ziyaretler ve pazar/süpermarket ziyaretleri yapılması öngörülmektedir.

Çin'e gıda alanında mevcut olan ithalat potansiyelinin ülkemiz açısından olumlu bir şekilde değerlendirilmesi, ihracatımızın artırılması ve iki ülke arasında işbirliği imkanlarının geliştirilmesi amacıyla düzenlenecek heyet organizasyonuna **gıda sektöründe**, faaliyet gösteren ve uluslararası standartlara uygun ürünleri imal ve ihraç eden firmaların katılımlarında fayda görülmektedir. Diğer yandan, Ticaret Bakanlığımız 100 Günlük İcraat Programı kapsamında, Çin'de ihracat ve yatırım imkânlarının artırılması doğrultusunda çalışmalar yapmaktadır.

Guangzhou, "Çin ekonomisinin kalbi, atölyesi", "ticaret merkezi", "açık pazar", "iş odaklı mantalite", "güçlü üretim merkezi" olarak anılırken, Guangzhou'nun başkenti olduğu Guangdong eyaletinde 90 bin yabancı (fabrika) yatırımı, 3 bin temsilcilik ofisi vardır. Guangdong eyaleti, üretim, perakende satış, mevduat, patent başvurusu sayısı, ödenen vergi miktarı, dış ticaret, cep telefonu ve internet kullanımı açısından Çin'de en üst sıradadır. Bölgedeki şehirlerin dış ticaretleri dünyadaki birçok ülkenin dış ticaretinden fazla olmakla birlikte, dünyanın ilk 500 şirketinin %20'sinin ofisleri ve üretim kolları Guangzhou'da bulunmaktadır. Çin'in en büyük iç ticaret ve dağıtım merkezi olarak bilinen Guangzhou ve çevresinde kozmopolit bir yapı bulunmaktadır.

Ekonomi sınıfı uçak bileti (THY), transferler, konaklama, ikili iş görüşmeleri, tanıtım, resmi ve turistik geziler ile öğle/akşam yemeklerini kapsayan heyet organizasyonumuza bir kişilik katılım ücreti 1.600 USD olup, Çin gıda pazarına halihazırda ihracat yapan veya bu pazara girmek isteyen firmalarımızın Heyete katılmak için **Ege İhracatçı Birlikleri T.Halk Bankası Alsancak Şubesi (Şube Kodu: 731), Hesap No: 53000266(USD Hesabı), İban No: TR05 0001 2009 7310 0053 0002 66 (USD Hesabı) hesabına 1.600 USD** (katılımcının iptal etmesi durumunda iadesiz) avans ödemesi yapmaları gerekmektedir. Vize ücreti heyet katılımcıları tarafından karşılanacaktır.

Söz konusu Heyet programı "2011/1 sayılı Pazar Araştırması ve Pazara Giriş Desteği'ne İlişkin Tebliğ" kapsamında değerlendirilecek olup, anılan heyete katılmak isteyen firmalarımızın ödeme dekontu ile birlikte aşağıdaki linkte yer alan formu ve ekte yer alan formu eksiksiz doldurarak en geç **27 Eylül 2018 Perşembe günü mesai bitimine kadar tarim@eib.org.tr** adresine iletmesi beklenmektedir.

Bilgilerine sunulur.

e-imzalıdır
İ. CUMHUR İŞBIRAKMAZ
Genel Sekreter

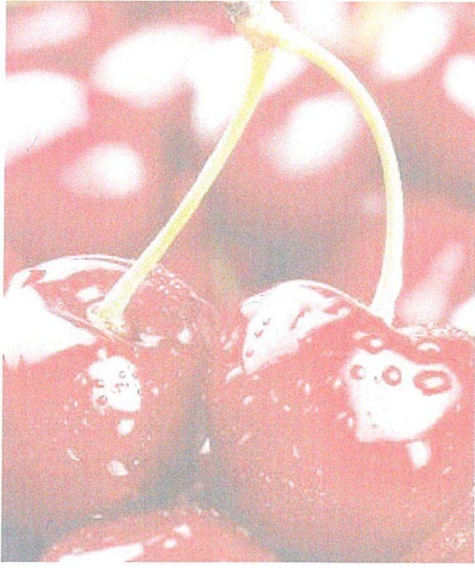
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ifa | IMPORTED FOOD
ASSOCIATION

广东省进口食品协会
Guangdong (China) Imported Food Association



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01 CHINA MARKET INFORMATION



土耳其

Turkey

Many agricultural products of Turkey, including hazelnuts, dried apricots, sultana and dried figs, have dominated the international market in terms of production and export. Besides, the food industry in Turkey is more developed than that in neighbouring countries.

All these advantages **make Turkey one of the largest exporters of agricultural products in the EMEA region.**

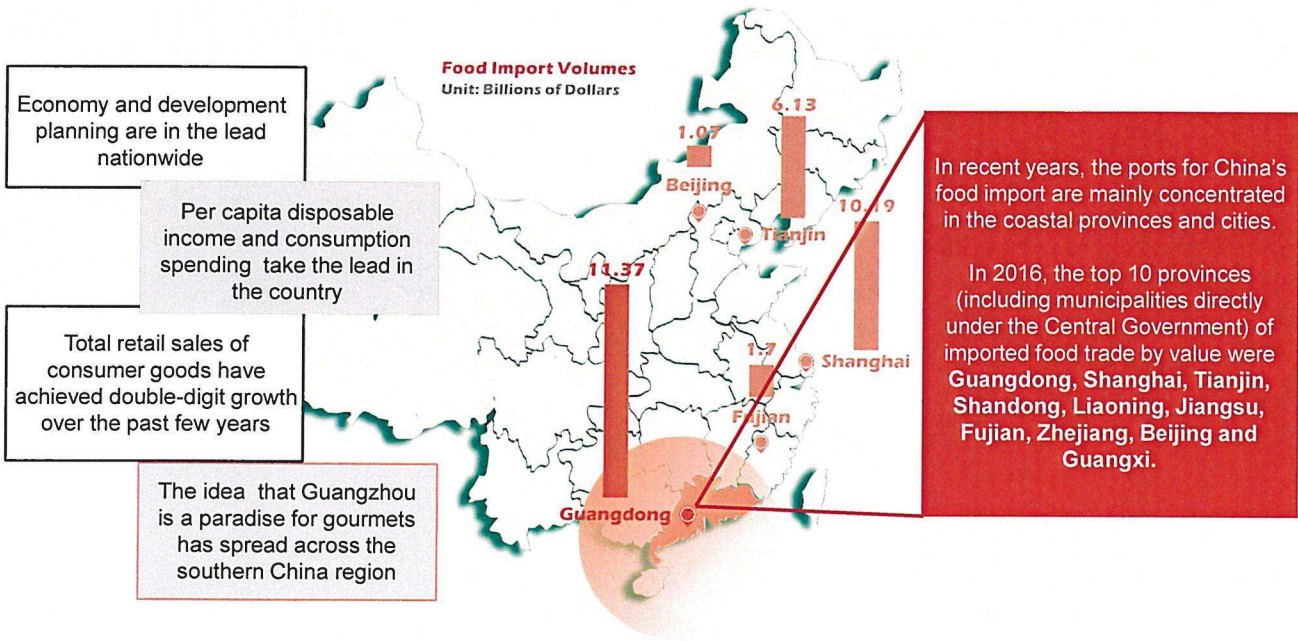
The Mediterranean climate in Turkey is favorable for the production of all kinds of nuts, which is on the rise as the domestic and overseas demand for nuts, especially the hazelnuts, increases. Turkey is the most important producer and exporter of hazelnuts in the world. **It produced an average of about 598,000 tons of hazelnuts per year in the past five years.**

The hazelnut crop it grows accounts for about 70-75% of the world's output, yielding 80% of the hazelnuts produced all over the world. Following the hazelnut, nuts like pistachios, walnuts, chestnuts, peanuts, pine nuts and almonds also have a great production and export potential.

Source: *FOOD2CHINA Magazine*



IMPORTED FOOD MARKET IN SOUTH CHINA MARKET



AEGEAN EXPORTERS' ASSOCIATIONS Delegation

Preliminary Agenda in Guangzhou

16:35 13th December

Arrived Guangzhou and leave for Hotel

10:00-13:00 14:00-17:00 14th December (13:00-14:00 lunch break)

Turkey-China BM Conference

Venue: Jointek/Or other free venue

10:00-11:30 15th December

Official visits—IFA and other Chamber of Commerce

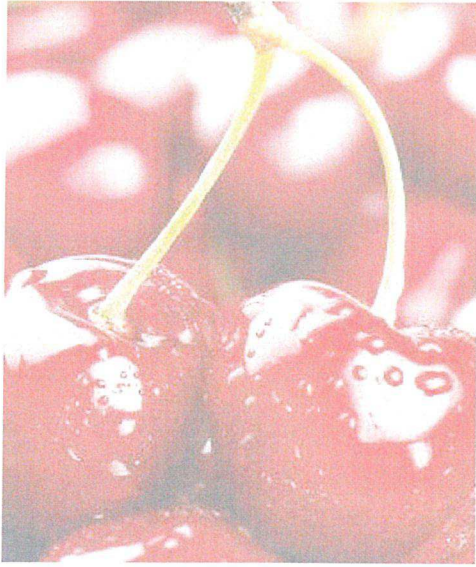
14:30-15:30 15th December

Visit Surpermarket in Guangzhou—Lotus/Vanguard/others

10:30-17:30 16th December

City Tour in Guangzhou—Canton Tower/CBD center

- All above details could be negotiated



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02 BUSINESS MATCHMAKING

CASE SHOW

Dutch Day Appreciation Event

IFA Organized over 50 purchasers (buyers) from 40 companies to participate in the DUTCH FOOD APPRECIATION EVENT which is hosted by the Consulate General of the Kingdom of the Netherland and Guangdong (China) Imported Food Association in Guangzhou Four seasons Hotel.



CASE SHOW

China-ASEAN Expo, Nanning·Guangxi

IFA Organized over 60 purchasers (buyers) to participate in the 14th China-ASEAN Expo Imported ASEAN Food Business Matching Meeting, 2017. Our well organized delegation have won the **Best Organization Award by the organizer of CAEXPO**.

In 2018, requested by CAEXPO secretariat, IFA will organize around **106 professional buyers** as a VIB delegation to visit CAEXPO and participate the Business Matchmaking Activities.



Aegean Exporters' Associations Delegation

BUSINESS MATCHING CONFERENCE

DATE: 14TH December

TIME: 10:00-13:00 14:00-17:00

VENUE: Jointek or Other free place (TO BE CONFIRMED)

ORGANIZER

Consulate General of Turkey in Guangzhou
Aegean Exporters' Association
Guangdong (China) Imported Food Association

INVITED BUYER

Min 20 Buyers (Including Importers, Chain Supermarket & Stores, E-Commerce, Catering & Stores, Wholesaler).

PROGRAMME:

- 1.Aegean Food Overview by Aegean Exporters' Association
- 2.Welcome Speech and South China Food Import Market Overview by IFA
- 3.Trade Negotiation between Turkish Companies and Invited Buyers

MEDIA EXPOSURE:

FOOD TO CHINA Magazine
F2C Wechat Account
IFA Wechat Account

BUSINESS MATCHING CASE SHOW



Aegean Exporters' Associations Delegation

BUSINESS MATCHING CONFERENCE

Venue Sponsors _ JOINTKE BUSINESS GROUP



MEDIA EXPOSURE

Consul-General of URUGUAY in Guangzhou accepted an exclusive interview with FOOD2CHINA magazine.

IFA SALON IFA 会客厅



目前从乌拉圭出口到中国的食品主要有哪些？它们的占比有多少？
目前而言，乌拉圭向中国出口最多的食品类产品是大豆。中国是大豆进口最多的国家，其余不到2%的大豆出口到欧洲和中东国家。所以从某种意义上说，中国是乌拉圭的大豆出口。
除了大豆之外，我们还出口牛肉。牛肉是乌拉圭的明星产品，40%的乌拉圭牛肉都出口到中国。所以在中国的牛肉出口方面，中国也是最大的市场。其余60%的牛肉出口

入宣传。没有借助社交媒体和社媒的影响力，因为你说这个信息传达所以我认为，乌拉圭在这个地方你肯定会想到美国、澳大利亚、新西兰和加拿大。所以我们会说这就是为什么我们推广和宣传事情改变，以便把这个信息传达给中国也在市场上。乌拉圭是中国长期



ARR WILL IMPLEMENT THE NEXT EDITION OF THE SECTOR PROMOTION PROGRAMME IN CHINA
波兰农业市场局将在中国进行下一轮的波兰食品推广计划



波兰农业市场局自成立起在中波贸易中起到了什么样的作用？

Director of the Agricultural Marketing Bureau of the Polish Ministry of Agriculture accepts an interview with FOOD2CHINA magazine.

近年来中波贸易存在的主要障碍有哪些？
→ 两国地理距离以及不同文化、不同语言和不熟悉商业惯例的波兰国家合作的心理障碍。
→ 动植物检验检疫——特别是对猪肉和牛肉来说。
→ 外国出口企业进入中国市场通过复杂的行政手续。
→ 中国企业进口需求量大，而波兰企业大多是中小企业，难以满足数量上的需求。

习近平主席访问波兰对中波贸易尤其对波兰农产品的出口将带来怎样的变化？
中波两国有关农产品的合作，无论从市场

Director of the Guangzhou Commercial Office of the Business Investment Office of the French Embassy in China accepted an interview with FOOD2CHINA magazine.

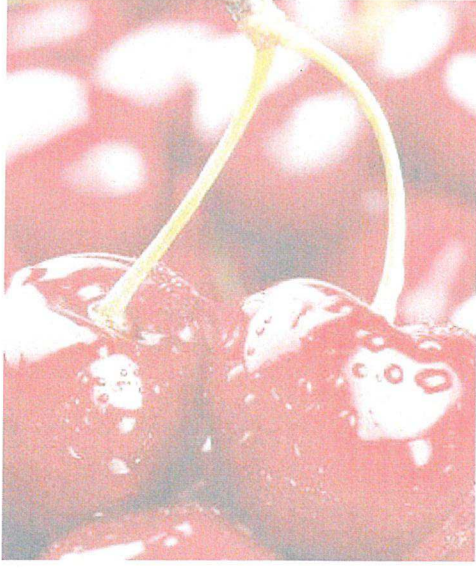


FRENCH FOOD IS AN "ART OF LIFE"
法国食品是一种“生活的艺术”

法国食品在全世界久负盛名，从来都是“高大上”的代名词，其个性与品位，如同所有被打上“法国制造”印迹的产品一样，总是能够吸引人们目光。法国食品与美食是口味“独一无二”，不如说它其实代表了一种“生活的艺术”——一种品味美食、享受人生的态度——这才是法国食品吸引全球消费者的魅力所在。

Thanks to the support from Business France in recent years, French food exports have developed rapidly in China market, which brings more and more high-end French food into the life of Chinese people. Meanwhile the elegant French life style will make deeper impact on Chinese society.

法国商务投资处在中法贸易合作中扮演着怎样的角色？特别在法国食品出口这一领域？



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03 SURPERMARKET VISIT

1 AVANGUARD

Resources Vanguard Shop is a chain retailer under the Resources Vanguard Group, which is a state holding enterprise directly subordinating to the central government as well as a Fortune 500 company. Resources Vanguard Group owns multiple famous brands, including Resources Vanguard Shop, Suguo, Olé, blt, V+, Leguo Express, V>nGO, Fun Shopping Center, Life Space, Voi.la ! and Ewj.com

In 2016, the number of Resources Vanguard Shop outlets reached 3224. As the only retailer whose sales volume exceeds a hundred billion Yuan in Guangdong, Resources Vanguard Shop continued to hold the first place of the Guangdong Top 50 Retailers List with sales of 103.5 billion Yuan.



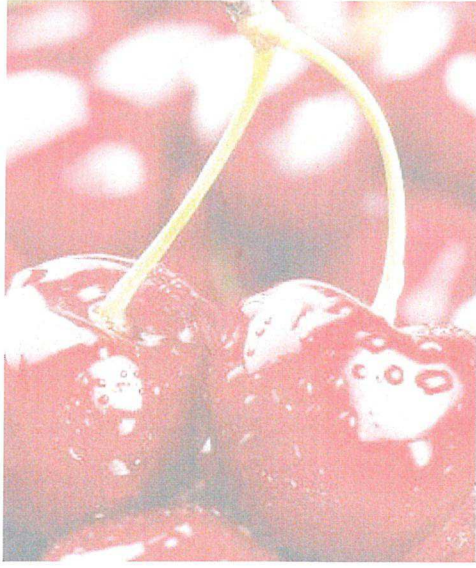
2 LOTUS SUPERCENTER



Lotus is a well established brand in China with **70 supermarkets across the country**. In an effort to appeal to discerning shoppers in the Guangdong area and to compete with the many new luxury food brands moving in to the Guangzhou, Lotus commissioned HEAD to develop a new flagship store transitioning from 100% local brands, toward a larger component of foreign products and services.

In 2018, Lotus has reached to more than 50 million customers per years among China with an annual growth at about 20 to 30 percent





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04 IFA CLIENTS & PARTNERS

OUR HIGH-QUALITY BUYERS PROFILE

Importers

Shanghai LongKins International Trade Co., Ltd.
Sinodis (Shanghai) Co., Ltd.
Guangdong Sims Trading Co., Ltd.
Dah Chong Hong Holdings
Guangzhou Everlasting Co., Ltd.
Angliss Guangzhou Food Service Ltd.
White Horse Group
Shenzhen Tak Kwong Trading Co., Ltd.
Jointek Fine Wines Company Ltd.

Catering & Restaurant

Yum! Brand China
Guangzhou Restaurant Group Co., Ltd.
Guangdong Starbuck Coffee Co., Ltd.
Guangzhou KaPeng Restaurant Ltd.
Guangzhou KaPeng Restaurant Ltd.
Guangzhou JiuMaoJiu Restaurant Chain Co., Ltd.
Guangzhou Tao TaoJu Food Co., Ltd.
Guangzhou Pandan Restaurant Group Co., Ltd.
Fairwood Holdings Limited
Maxims Group Co., Ltd.

Hotels

Manhattan Hotel Group Singapore
Westin Hotel Guangzhou
China Hotel
Hengda Hotel Group
Shangri-la Guangzhou
Garden Hotel Guangzhou
Langham Place Guangzhou
White Swan Hotel
Holiday Inn Guangzhou Science City
Crowne Plaza
Guangdong Asia International Hotel
Guangzhou Pullman Hotel
Mission Hill Hotel Shenzhen
Hangzhou Hotel
Lavande Hotel

E-commerce

VIP.Com
JD.com
Womai.com
Guangzhou Fast Fresh Electronic Commerce Co., Ltd.
PMB2B (HK) Electronic Commerce Limited
Guangzhou Cross-Border E-Commercial Co. Ltd.
Freeaswind Co., Ltd.
Carrot Mall Co., Ltd.

Chain Supermarket & Stores

Wal-Mart Stores, Inc.
China Shenzhen Resources Vanguard Shop
Guangzhou Teemall Co., Ltd.
Guangzhou Grandbuy Co., Ltd.
Guangzhou Grandview Enterprise Co., Ltd.
Parknshop Supermarket Co., Ltd.
Rainbow Mall Co., Ltd.
Better Life Group Co., Ltd.
Guangzhou Lotus Supermarket Chain Store Co., Ltd.
Guangzhou Corner's Chain Stores Management Co., Ltd.
Guangzhou Shengjia Supermarket Co., Ltd.
CircleK Convenience Store Co., Ltd (South China)
Meiyijia Convenience Store Co., Ltd.
FamilyMart Convenience Store Co., Ltd.

OUR CLIENT





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05 ONE-DAY CITY TOUR