

Beijing International Protected Geographical Indication Products EXPO

Beijing International Wine & Spirits Exhibition

CIFA&SUPERWINE Organizing Committee

Invitation to

" Beijing International Protected Geographical Indication Products EXPO
and Beijing International Wine & Spirits Exhibition2026 "

Embassy of the Republic of Mauritius,

To further meet the growing demand of China's vast consumer market for imported agricultural products as well as alcoholic beverages, and to provide a better platform for global agricultural products industries to promote, showcase, and engage in cooperation and marketing, the 2026 Beijing International Imported Food and Agricultural Products Exhibition and the Beijing International Wine & Spirits Exhibition will be scheduled to held from November 8 to 10, 2026, at the China International Exhibition Center (Sanyuanqiao), Beijing. Approved by the Ministry of Commerce of the People's Republic of China, the event is jointly organized by the China Customs Brokers Association, the China Green Food Association, the China-Europe Association for Technical & Economic Cooperation, and Golden Group, with Kunspire Enrichment Consulting Beijing Co., Ltd. serving as the executive organizer. Taking "New Consumption, Sharing Global Food and Wines" as its theme, the exhibits cover a wide range of products, including imported food, wines and spirits, edible agricultural products, geographical indication (GI) products, and trade in services. With a total planned area of 15,000 square meters, the show aims to bring together industry strengths and integrate global resources with a new look, creating a comprehensive platform for GI products and imported agricultural products enterprises worldwide to gain insights into consumer trends, explore development opportunities, facilitate trade connectivity, and promote government-enterprise dialogue and cooperation.

The exhibition will focus on key topics such as the mutual recognition and interoperability of global GI products, inspection and quarantine management of imported agricultural products, wine labeling standards, tariff calculation, product classification, market access, industry collaboration, and international cooperation. During the exhibition, a series of events will be held, including the Global Geographical Indications PG500 Forum, the International Food Safety Corridor Conference & Major Agricultural Products Exporting Countries to China Exchange Meeting, the Wine Label Management and Safety Supervision Forum, and one-on-one matchmaking meetings for imported food from around the world. Combined with high-level dialogues and practical platforms, the exhibition aims to encourage more countries and regions to participate in the GI protection system, deepen international trade cooperation in imported agricultural products, and facilitate industry exchanges. The purpose of the exhibition is to assist more overseas enterprises in entering the Chinese market and expanding their business through a combination of exhibition and conferences, enriching procurement channels, and better amplifying the import and export trade spillover effect of China's capital, while meeting the demand of Chinese consumers for high-quality imported agricultural products and alcoholic beverages.

We sincerely invite government representatives, diplomats from your country's missions in China, and heads of relevant industry organizations to attend the opening ceremony of the exhibition, as well as the concurrent forums, including the International Food Safety Corridor Conference & Major Agricultural and Food Products Exporting Countries to China Exchange Meeting and the Global Geographical Indications PG500 Summit. We also cordially invite your country to organize enterprises to participate in the exhibition in the form of a national pavilion, focusing on showcasing your country's high-quality agricultural products, alcoholic beverages, and GI products. The event will provide opportunities for market expansion, investment negotiations, and business matchmaking, while promoting trade and economic cooperation between enterprises from China and abroad.

Your presence will be highly appreciated. Thank you for your attention and consideration.

CIFA & SUPERWINE Organizing Committee:

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Contact: Ravina Yan

Phone: +86-18221431825 | E-mail: superwine@goldenexpo.com.cn

Contact: Yang Jianzhuang

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Attachment:

1. Agenda
2. Exhibition Information
3. Forum Application Form
4. Booth Application Form

Beijing International Protected Geographical Indications Products EXPO
Beijing International Wine & Spirits Exhibition
CIFA & SUPERWINE Organizing Committee
Sept 25, 2025



*Sealed in
October 2025*

Attachment 1

CIFA&SUPERWINE 2026-Agenda

Nov.07, 2026(Saturday) , Beijing	
08:00-09:00	Guest check-in
09:00-12:00	Global Geographical Indications G500 Summit
13:30-17:30	International Agricultural Products Safety and Customs Practice Forum
18:30-20:30	Welcome banquet
Nov.08, 2026 (Sunday) , China International Exhibition Center	
09:00-10:00	Opening ceremony
10:00-11:30	Leaders tour exhibition
09:30-16:30	Geographical Indication for Cuisines and Wine Tasting& World Wine Master Class
10:00-16:30	Promotion Conference for Geographical Indication Areas and Distinctive Product
13:30-16:30	Geographical Indication Brands Summit and Mayor & County Executive' Dialogue on China's Regional Economic Development
Nov.09, 2026 (Monday) , China International Exhibition Center	
09:00-16:30	Exhibition
09:30-12:00	International Wine Products Label Management and Safety Supervision Summit
10:00-16:30	Promotion Conference for Geographical Indication Areas and Distinctive Products
13:30-16:30	Conduct a survey to wholesale of wine at Bairong World Trade Center
Nov.10, 2026 (Tuesday) , China International Exhibition Center	
09:00-14:00	Exhibition
10:00-11:30	Award Ceremony for Geographical Indication for Cuisines and Wine Tasting
14:00-18:00	Move-out

Attachment 2

The exhibition information are notified as follows:

Show Name

Beijing International Imported Food and Agricultural Products Exhibition 2026
And Beijing International Wine & Spirits Exhibition

Show Time and Venue

Nov. 08-10, 2026

China International Exhibition Center (Sanyuanqiao)

Show Website

www.importfoodfair.com

www.superwinechina.com

Major Exhibits

The exhibits covers a wide range of products, including import and export food, meat and seafood, alcoholic and beverages, dairy products and honey, candies and nuts, baking and coffee, fruits and vegetables, grains and edible oils, frozen drinks and seasonings, catering ingredients, green food, organic products, geographical indication products, and trade services.

Participation Fees

★ Standard Booth (3m×3m)

For overseas enterprises: USD 4800/Expo, 3m×3m

Each standard booth consists of 3-sided white partitions, bilingual fascia board, 1 information counter, 2 folding chairs, fully-floored carpet, 2 arm spotlights, 1 220V/5A power socket and 1 wastebasket.

★ Indoor Raw Space

For overseas enterprises: USD 480/Sq.m. / Expo

Note: The raw space (minimum 36 sq.m.) only supplies a show space excluding stand frames, show equipment, carpet and power supply, etc.

The principle of participation is based on first-come, first-served. Exhibit space will be confirmed in the order of registration.

Concurrent Activities

During the exhibition, there are a series of events such as the Global Geographical Indication PG500 Forum, International Agricultural Products Safety and Customs Practice Forum, China Geographical Indication Brands Summit and Mayor & County Executive' Dialogue on China's Regional Economic Development, as well as One-on-One Matchmaking Sessions for Imported Food from Around the World to field. Domestic and foreign government officials and industry experts will invited to discuss hot topics such as mutual recognition and interoperability of global geographical indication products, market access for import agricultural products, inspection and quarantine management, product classification and tariff calculations, which contributed to the advancement of the protection of geographical indications and the promotion of international cooperation and trade in the agricultural products industry.

Registration

The organizing committee sincerely invite local government departments, member units, and relevant enterprises from various regions to participation in the exhibition. Please fill in the application form by fax or email and send it to the secretariat of the organizing committee before June 30, 2026 for unified arrangement.

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Attachment 3

Forum Application Form

To attend the forum, please fill in the form carefully and Fax: 0086-21-50131761 it or E-mail: info@goldenexpo.com.cn it to the organizing committee for unified arrangement.

Company	Chinese:				
	English:				
Industry:					
<input type="checkbox"/> Government <input type="checkbox"/> Embassy/Consulate <input type="checkbox"/> Industry Institution <input type="checkbox"/> Enterprise <input type="checkbox"/> Media <input type="checkbox"/> Other					
Name	Sex	Department	Title	Mobile Phone	E-mail
Contact for conference					
Participation Fees: USD2880/person (including service fee, materials and tea break during the conference, excluding accommodation).					
Note: Third-level secretaries and above from Embassies in China, as well as leaders at the county-level and above, can participate in the forum and local visit tour for free. Participants need to pay their own accommodation and transportation expenses.					
Total Fee: A total of _____ participants, and total fee:\$ _____					
To make the conference more professional and meet the needs of the enterprise, please fill in the following items: Topics you are interested in: _____					
Enterprises or guests you are interested in: _____					
Committee Specified Account Beneficiary's Bank in China Shanghai Branch SWIFT: BKCHCNBJ300 Beneficiary: Shanghai Golden Expo Group Co., Ltd. Account No.: 450788769210 Bank: Bank of China Shanghai Pilot Free Trade Zone Branch					
Note: Please provide details on the arrival location and time for diplomats from Embassies in China as well as leaders from provinces and cities.					

Attachment 4

Booth Application Form

To attend the PGIE&CIFA2025, please fill in the form carefully and Fax: 0086-21-50131761 It or E-mail: info@goldenexpo.com.cn it to the organizing committee for unified arrangement.

Company	Chinese:		
	English:		
Address		Postcode	
Tel		Fax	
Contact	(Title)	Mobile Phone	
E-mail		Website	
Exhibition Options	1) Option 1: International Standard Booth and Raw Space <input type="checkbox"/> Room Area _____ Booth Number _____ Fee(USD) _____ <input type="checkbox"/> Standard _____ Booth Number _____ Fee(USD) _____ Special requirements: _____		
	2) Option 2: Fair Catalogue Size: 140mm(W)×210 mm(H) <input type="checkbox"/> Front Cover: 10000(USD) <input type="checkbox"/> Back Cover: 8000(USD) <input type="checkbox"/> Inside Front Cover: 6000(USD) <input type="checkbox"/> Inside Back Cover: 4000(USD) <input type="checkbox"/> Colored Page: 2400(USD) <input type="checkbox"/> Monochrome Page: 1200(USD)		
	3) Option 3: Advertisements and Sponsorship <input type="checkbox"/> Ticket <input type="checkbox"/> Chest Card <input type="checkbox"/> Paper Bag <input type="checkbox"/> Other Total(USD): _____ For more information about the sponsorship options and advertising sites, please refer to attachment. (On-site Quotation) Total Fee: _____ \$ The payment will be remitted outward within three working days after signing the contract, please check then.		
	Total Fee		
	Note and Special Requirements:		
Committee Specified Account Beneficiary's Bank in China Shanghai Branch SWIFT: BKCHCNBJ300 Beneficiary: Shanghai Golden Expo Group Co., Ltd. Account No.: 450788769210 Bank: Bank of China Shanghai Pilot Free Trade Zone Branch		Company Stamp/Chop: Signature: Date:	

The Secretariat Committee

Add: Room 1006, Block C, North Building, Senlan Melhuan, No.519, Qifan Road, Pudong New District, 201208, Shanghai, PRC

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