

中国对外经济交流协会  
中国边贸经济发展联合会  
中国对外商业贸易委员会

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**THE PRE-NOTICE TO HOLD**  
**“2014 TIANJIN • CHINA WORLD FAMOUS ORIGIN**  
**COMMODITIES FAIR**  
**2014 TIANJIN • CHINA IMPORT AND EXPORT FAIR**  
**(“WFOCF” EXPO)”**

To Relevant Units:

“WFOCF” Expo is together held by “China Foreign Economic Exchange Association”, “China Border Economic Development Federation” and “China Foreign Business Trade Committee”. “WFOCF” Expo will be held in Tianjin Sports Exhibition Center from October 10<sup>th</sup> to 13<sup>th</sup>, 2014.

The purposes of the fair: Building Communication Bridge and Promoting Economic Cooperation.

China continually deepens trade cooperation and strengthens friendly exchanges with other countries. The bilateral trade has maintained a strong momentum of growth. The purpose of holding “WFOCF” Expo is to accelerate economic growth, to establish the platform for mutual development and to create good environment for trade cooperation.

“WFOCF” Expo has always gained great attention and vigorous support from Tianjin Government and relevant organizations. Professional audience and ordinary audience are over 100 thousand people in “WFOCF” Expo every year. So “WFOCF” Expo enjoyed good reputation from exhibitors in many countries.

Warmly welcome to join 2014 “WFOCF” Expo!

The Fair hotline: Liu Bin +86-18622398960      E-mail: 240551749@qq.com

Notice is hereby given.

Annex: 1. Details of “WFOCF” Expo      2. Booths Layout Plan of “WFOCF” Expo

March 1<sup>st</sup>, 2014

## **ANNEX 1: DETAILS OF WFOCF EXPO**

### **2014 TIANJIN • CHINA WORLD FAMOUS ORIGIN**

### **COMMODITIES FAIR**

### **2014 TIANJIN • CHINA IMPORT AND EXPORT FAIR**

### **(WFOCF EXPO)**

**Date: October 10<sup>th</sup> to 13<sup>th</sup>, 2014**

**Venue: Tianjin Sports Exhibition Center**

#### **Sponsors:**

China Foreign Economic Exchange Association  
China Border Economic Development Federation  
China Foreign Business Trade Committee

#### **Co- Sponsors:**

Tianjin TV station, Newspaper of *Jinwanbao*, *The Daily News*, *City Express*,  
*Bohai Morning* and other mainstream media

#### **Organizers:**

Organizing Committee of WFOCF Expo  
Tianjin Dingxiang Exhibition Co., Ltd.

#### **Market Background**

Tianjin is the economic and financial center in northern China. It is one of the four municipalities which are directly governed by central government. It is the third largest city in China, the second largest city in northern China, and is also “the third growth pole” of Chinese economy.

Tianjin, located in the center position of Bohai Sea Coastal Region, has more than 14 million permanent resident populations. Its per capita consumption ranks top in China, and Tianjin has won the praise of “the Most Happiest City” in China.

The Organizing Committee will make persistent effort to further increase the promotion opportunity, intensify publicity of the Fair as well as enhance the scale and level of the Fair by following the successful holding of “Tianjin • China World

Famous Origin Commodities Fair” from Nov. 21<sup>st</sup> to 24<sup>th</sup>, 2013.

The exhibitors mainly come from Southeast Asia, South Asia, Africa, Europe and America, Hong Kong, and China Taiwan, etc. Exhibits of WFOCF are origin famous commodities from different countries. WFOCF is a platform to directly discuss and exchange business information, create a trade opportunity to fully enlarge Chinese market. WFOCF offers chances for exhibitors to develop business in China; it has already become a big stage for China to conduct economic exchange and cooperation with other countries.

## **Four Outstanding Characteristics of the Exhibition**

### **1. The Host City Tianjin, the Import and Export Base in the Northern China**

Tianjin is the Chinese third largest city and the largest coastal city in northern China. Tianjin is also the industrial and financial center in northern China.

Tianjin is the largest import-export ports city in northern China. And Port of Tianjin can meet the demand of import and export for whole northern China. Port of Tianjin satisfies import and export needs within 6.09 million square kilometers which accounts for 63.43% of the whole country’s area.

### **2. WFOCF: High Standard Exhibition with Powerful Authority.**

WFOCF is the most authoritative import and export commodities fair with the largest scale. And WFOCF has gained vigorous support and cooperation from “China Foreign Economic Exchange Association”, “China Border Economic Development Federation” and “China Foreign Business Trade Committee”.

### **3. WFOCF: International Characteristics with Rich Contents.**

The main exhibitors of WFOCF are merchants from Southeast Asia, South Asia, Africa, Europe, American as well as Hong Kong and China Taiwan. The main exhibition contents are origin famous commodities from foreign countries.

### **4. WFOCF: Powerful Media Publicity and Great Exhibition Popularity.**

WFOCF establishes strategic partnership with the mainstream media all the time. The mainstream media promotes publicity as well as releases advertisement for the fair without interval. The publicity and advertisement make the Fair more popular.

## Schedule Arrangement and Venue

Exhibition arrangement period: October 8<sup>th</sup> to 9<sup>th</sup>, 2014 (9:00-18:00)

Exhibition period: October 10<sup>th</sup> to 13<sup>th</sup>, 2014 (9: 00 - 17: 00)

Exhibition Moving-out period: October 13<sup>th</sup>, 2014 (After 16:00 o'clock)

Venue: Tianjin Sports Exhibition Center

## Exhibition Contents

- Southeast Asia countries' exhibition area
- Europe and America exhibition area
- Pakistan, India, Nepal and Sri Lanka exhibition area
- African countries' exhibition area
- Taiwan exhibition area
- Hong Kong exhibition area

## Exhibition Expense

### 1. Booth price

	<b>Class A Standard Booth</b>	<b>Class B Standard Booth</b>	<b>Raw Space</b>
<b>Price</b>	RMB 7000	RMB 6000	RMB 700 / m <sup>2</sup>

Note: (1) The standard booth area is 9 m<sup>2</sup>/each (3m×3m), including one (or two) Chinese and English exhibition facade, three sides (or two sides) coaming, one negotiation table, two chairs, two spotlights, one 220V power socket; If choosing double side booth, 10% extra expense would be charged. (2) The minimum size of raw space is 36 m<sup>2</sup>. Raw space doesn't include any above supporting facilities. The exhibitor shall prepare it by himself according to his own needs.

### 2. Fair catalog and presswork advertisement expense

<b>Project</b>	<b>Price (Yuan)</b>	<b>Project</b>	<b>Price (Yuan)</b>
<b>Front Cover</b>	20000	<b>Title Page</b>	8000
<b>Back Cover</b>	15000	<b>Ordinary Color Page</b>	4000
<b>Inside Front Cover</b>	8000	<b>Black-and-White Page</b>	2000
<b>Inside Back Cover</b>	5000	<b>Word Introduction</b>	1000
<b>10,000 Tickets</b>	5000	<b>10,000 Invitation Cards</b>	10000
<b>Cards for Exhibitors</b>	5000	<b>Cards for Visitors</b>	10000

Note: The exhibitors who intend to book catalogue of the exhibition need to send the film or word contents to Organizing Committee before August 31<sup>st</sup>.

### 3. Exhibition Center Advertisement:

<b>Project</b>	<b>Price (Yuan)</b>	<b>Project</b>	<b>Price (Yuan)</b>
<b>Arched Door</b>	8000	<b>Vertically-Hung Scroll</b>	2500
<b>Colored Flag</b>	250	<b>4 Flower Baskets</b>	2000
<b>1,000 Hand Bags</b>	5000	<b>Balloon</b>	5000

Note: Due to limited space, many other types of advertisements are not registered here. For knowing more details, please call Organizing Committee.

### **Exhibition Publicity Plan**

1. The Exhibition Sponsor sends formal written form of Invitation Cards to professional buyers to attend the Exhibition and associates with relevant departments and industrial organizations of other provinces to notify local buyer groups, and arranges them to visit and buy exhibits.
2. The Exhibition Sponsor arouses audiences' enthusiasm through popular activities, such as high-level exchange meeting, and promotion meeting, so as to attract VIP customers to visit the exhibition and purchase commodities.
3. Cooperating with mainstream media, continuously promote the exhibition to the public through many media and publish exhibition information in order to expend powerful publicity influence.
4. Setting advertising boards at central business district, bus and subway stations to promote exhibition.
5. Utilizing Organizing Committee's large amount of customer resources to publicize and promote the Exhibition. Timely and accurately deliver entrance tickets, invitation cards, exhibition information, exhibit directory and exhibition preview to professional buyers.
6. The Organizing Committee will arrange professional invitation teams to conduct key promotion in various places.
7. Regularly hold press conference to report the latest trend of the Exhibition to public.
8. The exhibition website synchronously upgrades the latest information.

## **Exhibitor Service**

1. Releasing exhibition promotion to professional media.
2. Holding news conference, forum, and promotion meeting, etc.
3. Assisting exhibitors to arrange transportation and accommodation.
4. Assisting exhibitors to invite specified clients to business negotiation.
5. 24-hour security work.
6. Daily cleaning of Exhibition Center.

## **Participation Procedures**

1. The exhibition enterprises should fill in “Exhibition Contract” carefully. After signing, sealing it, the exhibition enterprises need to submit it to organizing committee by mail or fax. At the same time, the exhibition enterprises need to provide organizing committee with photocopy of business license.
2. Within 3 working days after signing the “Exhibition Contract”, the exhibition enterprises should pay 50% of total exhibition expense as deposit payment. The remaining amount of money should be paid off before August 31<sup>st</sup>, 2014. In case of overdue, the Organizing Committee will not reserve exhibition booth for the exhibition enterprise.
3. The Organization Committee will confirm the booths according to final payment of the exhibition enterprises.
4. The Organizing Committee will provide exhibition enterprises with “Exhibitors Service Manual”.

## **The Contact Information of Organizing Committee of WFOCF**

Address: Room 2818, Building 4, Jinmao Square, Nanmenwai Street, Heping District,  
Tianjin, China

Tel: +86-22-24414689 (Fax)

Person to Contact: Mr. Liubin +86-18622398960

Mrs. Yangyang +86-13312175922

Miss Gloria +86-13312175922

E-mail: dingxianghuizhan@vip.qq.com 240551749@qq.com

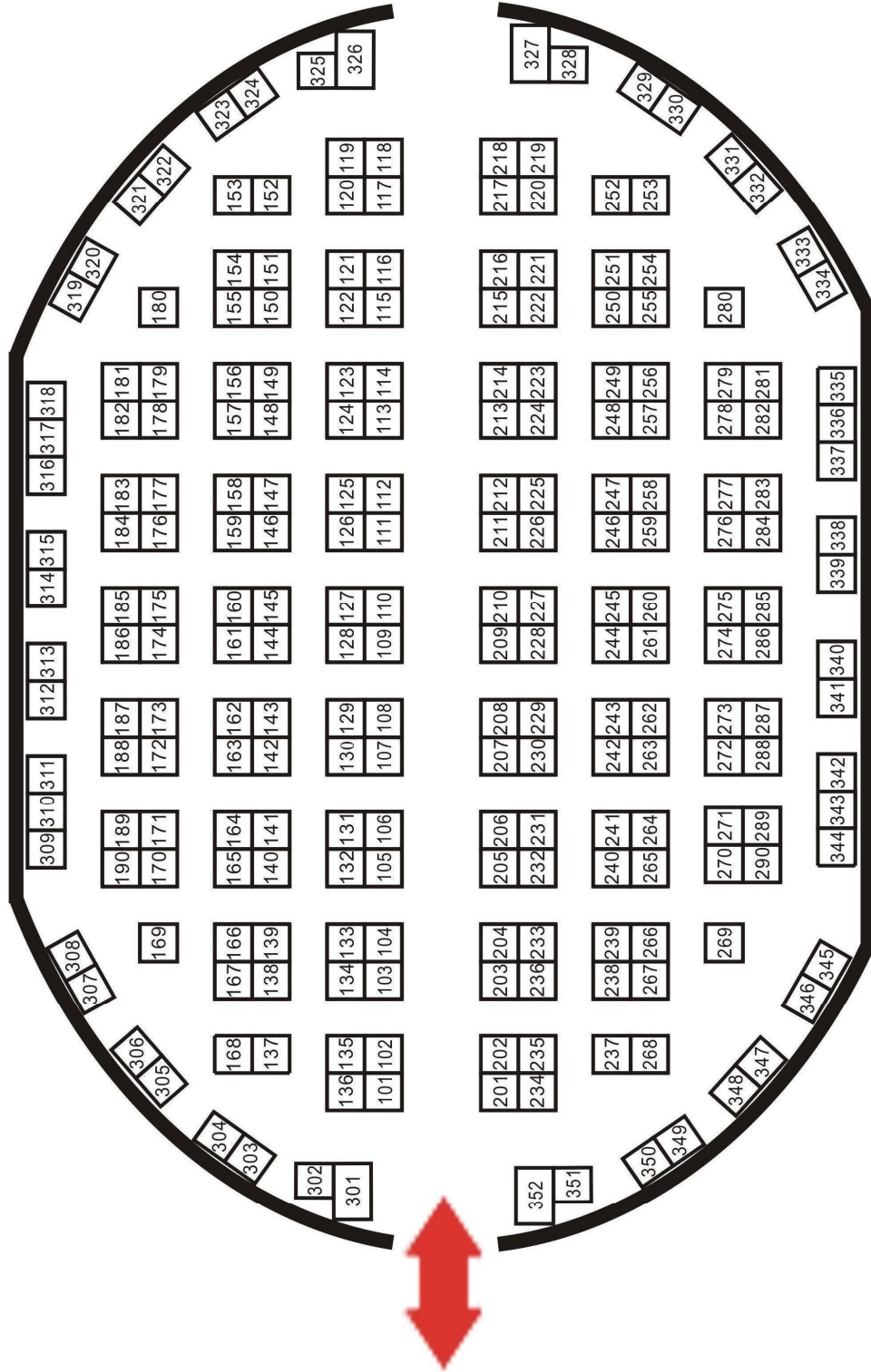
QQ: 240551749

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## Annex 2: BOOTHS LAYOUT PLAN OF WFOCF EXPO

**Tianjin Sports Exhibition Center  
Floor Plan**



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