



中国国际进口博览会
CHINA INTERNATIONAL
IMPORT EXPO



NEW ERA SHARED FUTURE

JOIN US AT THE 5th CIIE – China International Import Expo Shanghai, 5-10 November 2022

*Farm-to-fork:
a circular food production story
from the Netherlands at 2022 CIIE*



Find your way into the Chinese market for
food and agriculture supplies

More info? Go to dsbp@dutchsino.com

NL 荷兰



荷中商务促进有限公司
DUTCH SINO BUSINESS PROMOTIONS



中国国际进口博览会
CHINA INTERNATIONAL
IMPORT EXPO

2022 | 5th-10th.NOV
11月5-10日

The 5th China International Import Expo Enterprise & Business Exhibition



\$70.72 Billion

The cumulative Intended Turnover Reached (within one year)



366,000 m2

Scale of Exhibition



127

Countries and Regions Exhibiting



2900+

Exhibitors



480,00

Visitors



3000+

Chinese and overseas journalists
signed up for interviews



422

New released products,
technologies and services



273

Cooperation intentions reached through trade
and investment matchmaking events



95

Supporting activities



281

Exhibitors of Fortune Global 500 Companies
and Industrial Leaders

What is CIIE?

The China International Import Expo (CIIE) is a trade fair held in autumn annually since 2018 in Shanghai, China. It is the world's first import-themed national-level expo.

The expo is co-hosted by the Ministry of Commerce of China and the Shanghai Municipal Government.

The import expo has the purpose of promoting the Chinese domestic market to foreign companies, and to boost domestic consumption.



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Special area for Food and Fresh Produce at CIIE

- According to the China Deployment of the Seed Industry Revitalization Action Plan, CIIE has established a special area for the crop seed industry in the Food and Fresh Produce Area
- Domestic agricultural service agencies, knowledge institutes, and enterprises will be invited to the exhibition to interact with foreign enterprises
- A High-end Forum focuses on development of the seed industry will be organized during the CIIE

Scope of the Special Area:

- Crops such as field crops, melons, fruits, vegetables, nursery stocks and flowers;
- Breeding and cultivation technology and innovative researches;
- Agricultural machinery



Crop Seed Industry Sub-area
Food and Produce Exhibition Area
5th China International Import Expo



第十二条 合同期限、效力及其他

12.1 合作期限：本合同自双方签字或盖章之日起生效，有效期至本合同项下权利义务全部履行完毕为止，但合同另有约定的除外。

12.2 本合同一式5份，甲方执4份，乙方执1份，均具同等法律效力。

12.3 本合同成立并生效后，任何一方不得因经办人和法定代表人等的变更而主张变更和/或解除本合同。

Article XII Contract Term, Effectiveness and Other

12.1 Contract term: This Contract shall be effective from the date of being signed or stamped by both parties until the date of the completion of all rights and obligations under this Contract, unless otherwise agreed in this Contract.

12.2 This Contract is in quintuplicate, of which Party A holds 4 copies and Party B holds 1 copies. Each copy shall have equal legal effect.

12.3 After this Contract is established and comes into force, neither party shall make a claim to alter and/or dissolve this Contract due to a change in agency or legal representation.

第十三条 特别条款

13.1 鉴于纸质版合同的签署及相互送达周期较长，为尽快签署并履行合同，双方经协商一致，同意先行以扫描件或传真件的形式签署本合同；双方同意并确认以下电子邮箱为双方授权代表就本合同的有关文件和通知的有效送达地址。

甲方：zuoym@sinoexpo.cc

乙方：(need to fill) DSBP@DUTCHSINO.COM

13.2 双方共同承诺并确认，在经签署的纸质版合同原件送达前，本合同扫描件或传真件与本合同纸质版原件具有同等法律效力，最终以双方正式签署并相互送达的纸质版合同为准。

Article XIII Special Clauses

13.1 As the signature and mutual delivery of the written contract will take a long time, in order to sign and perform this Contract as soon as possible, both parties, through negotiation, agree to sign a scanned or faxed copy of this Contract; each party agrees and confirms that the following email addresses are valid for the delivery of documents and notices in respect of this Contract between authorized representatives of each party.

Party A: zuoym@sinoexpo.cc

Party B: (need to fill) DSBP@DUTCHSINO.COM

13.2 Both parties acknowledge and confirm that, before the signed original contract is delivered, the scanned or faxed copy of the Contract has the same legal effect as the original paper version of this Contract, and the original paper version of this Contract duly executed by and mutually delivered to both parties shall have the ultimate authority.

(以下为签署页，无正文)
(Signature page, no text below.)

甲方(盖章):
Party A (seal):
法定代表人/授权代表(签字):
Legal Representative/Authorized
Representative (signature):

签订日期:

合同专用章



Dutch Sino Business Promotions
Hofplein 20, 3032 AC, Rotterdam
KvK Nr: 65707516

乙方(盖章):
Party B (seal):
法定代表人/授权代表(签字): Non Su
Legal Representative/Authorized
Representative (signature): Suhan Su

签订日期:

2 May 2022



EU Farm to Fork strategy: for a fair, healthy and environmentally-friendly food system



The Farm to Fork Strategy is at the heart of the European Green Deal Search aiming to make food systems fair, healthy and environmentally-friendly.



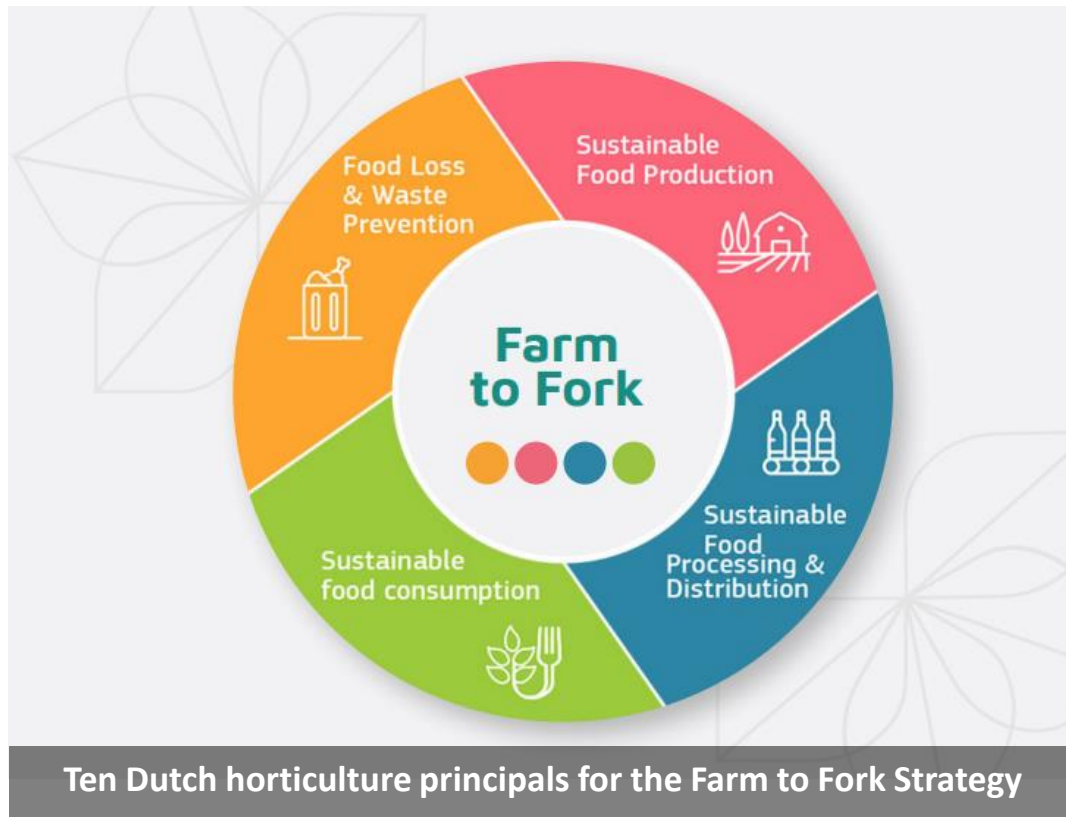
- The use of pesticides in agriculture** contributes to pollution of soil, water and air. The Commission will take actions to:

 - ✓ **reduce by 50%** the use and risk of chemical pesticides by 2030.
 - ✓ **reduce by 50%** the use of more hazardous pesticides by 2030.
- The **excess of nutrients** in the environment is a major source of air, soil and water pollution, negatively impacting biodiversity and climate. The Commission will act to:

 - ✓ **reduce nutrient losses by at least 50%**, while ensuring no deterioration on soil fertility.
 - ✓ **reduce fertilizer use by at least 20%** by 2030.
- Antimicrobial resistance** linked to the use of antimicrobials in animal and human health leads to an estimated 33,000 human deaths in the EU each year. The Commission will **reduce by 50% the sales of antimicrobials for farmed animals and in aquaculture by 2030**.
- Organic farming** is an environmentally-friendly practice that needs to be further developed. The Commission will boost the development of EU organic farming area with the aim to achieve **25% of total farmland under organic farming by 2030**.

Dutch horticulture cluster offers solutions

For a fair, healthy and environmentally-friendly food system



1. CLIMATE NEUTRAL ● ● ● ●
2. CIRCULAR ● ●
3. HEALTHY LIFESTYLE ● ●
4. HIGH-TECH PRODUCTION ●
5. SUSTAINABILITY ● ● ● ●
6. SMART LOGISTICS ● ●
7. RESILIENT CROPS ●
8. PLANT HEALTH ●
9. OPEN INNOVATION ●
10. ORNAMENTAL HORTICULTURE ●



Why should join CIIE with DSBP Joint Booth?

- Brand Exposure in the sector
- Personal & Professional Representation in China
- Chinese focus on Agriculture and Seeding Industry
- Large Network with Chinese government & sector
- Joint Storyline to present Dutch Sustainable Horticulture

You will get:



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- **Brand Exposure:** Display your products and company image at a prime spot at CIIE, the most influential trade exhibition in China

Due to the Zero policy for the COVID-19 pandemic, most exhibitions in China in 2022 have either been postponed or cancelled. CIIE, an exhibition and business activity of national importance, will still take place as planned. The CIIE is therefore a perfect opportunity to promote your brand, display your products and show your technologies.

- **Local representation** by DSBP's professional team

International travelling to China is still difficult in 2022. DSBP has a professional local team in its branch office in Shanghai and companies who have the intention to participate in the exhibition, but are not able to travel, can be represented by a DSBP professional in Shanghai.

- **Make use of the Chinese focus** on Agriculture and Seeding Industry

In June 2022, Chinese authorities pledged to make vigorous efforts to make technological breakthroughs in the seed sector and galvanize its development as the country continues to push forward the rural vitalization policy. Dutch companies can make use of these policies and plans. The joint Farm-to-Fork storyline will strengthen the Dutch proposition and will attract Chinese decision- and policymakers.

- **Network building and side event organized by governments**

DSBP will bring its extensive business network with Chinese local companies and governments to the Dutch Farm-to-fork booth, and several network events will be organized accordingly.



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荷中商务促进
DUTCH SINO BUSINESS **NL** 荷兰



联合荷兰展团概念，非最终展位设计
just for impression of join booth, not final design

What do we offer?

- Recommended by the Chinese Embassy in the Netherlands, supported by Dutch Consulate in Shanghai, DSBP is the official partner for CIIE in the Netherlands.
- The official partner has the right to create a Joint pavilion in a prime location. In close coordination with CIIE, DSBP has chosen a pavilion in the Food exhibition Hall with the focus of Crop Seed and Horti Industry Sub-area.
- DSBP has chosen **The Dutch approach to the Farm to Fork strategy** to be the pavilion's leading theme, selecting agri-horticultural as the theme to participate this year's CIIE exhibition.
- Dutch horti related organizations esp. in the seed breeding (vegetable and flower) and horticulture sector are welcomed to join us.
- The joint participation fee: around **EUR 4,500 / RMB 30,000 excl. VAT**
- The deadline for participation registration is **20 July 2022**.

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Connecting for Sustainable Growth

对接可持续的发展

<http://www.dutchsino.com>





DSBP SERVICES



Event and Mission Organization

- In and outbound business and governmental missions from and to China
- Business event organisation
- Launching ceremony
- Promotion meeting
- Professional seminars



Training

- Skilled professional training
- Business cultural
- Professional trainings with partners



Business Development and Support

- Market and business opportunity investigation
- Market entry package service
- Zero distance coordination with local partners
- Representative office operation
- Business registration, establishment and administration service
- Social Media support (Wechat, LinkedIn)



Networking and Consultancy

- Secretariat
- Liaison office
- Project organisation
- Communication
- Translation
- Executive interpretation
- WeChat Platform Management



Strategic Advisory

- Engagement and partnership advisory
- Sectorial analysis and advisory
- M&A advisory



Entry Strategy

- WFOE Setup Service
- Market Entry Analysis
- Market Entry Advice



DSBP Offices

办公室

Ready to help you in the Netherlands and China



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