

China's Largest Exhibition for the Food & Beverage Industry

USA PAVILLION SHANGHAI

THE 8TH INTERNATIONAL FOOD, BEVERAGE,
WINE & SPIRITS EXHIBITION
IN CHINA



SIAL 2007

**Asia's Food Marketplace
China**

May 10-12, 2007
SHANGHAI NEW
INTERNATIONAL
EXPO CENTER

USDA ENDORSED

*Officially endorsed by the
US Department of Agriculture
Organized by IMEX Management, Inc,
Charlotte, NC*



Exhibitor Registration File 2007

SIAL CHINA: The Chinese Market's APPETITE CONTINUES TO GROW

FOOD SECTORS REPRESENTED AT SIAL

Frozen Products

Seafood

Meat Products

Dairy Products

Pet Foods

Fruits and Vegetables

Beverages

Confectionery, Breads,
Pastries

Organic, Health &
Children's Foods

Grocery Products

Canned Foods

Food Ingredients

Prepared/Ready-to-Eat

Professional Services &
Organizations

National & Regional
Pavilions

Each year SIAL China positions itself as “the event” not to be missed for professionals in the food, beverage, wine and spirits industries in China. Exhibitors from an unprecedented 55 countries and regions participated at SIAL China 2006. The show brings over 20,000 trade visitors from across Asia to Shanghai, the new commercial platform for the region.

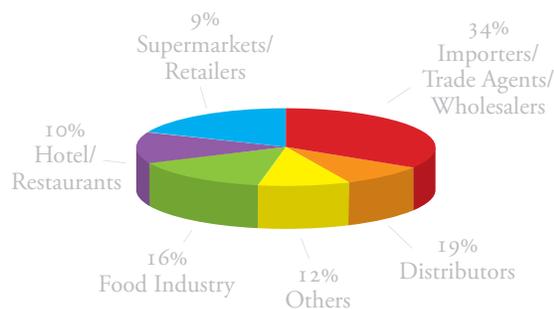
No other show in China provides so many proven opportunities to promote your products, build brand awareness and close deals with local trade professionals:

- Pre-scheduled meetings with Carrefour, Metro and Lianhua supermarket buyers
- Trends and Innovations Area
- China's Wine and Spirits Competition
- OlivAsia, China and Asia's first olive oil competition

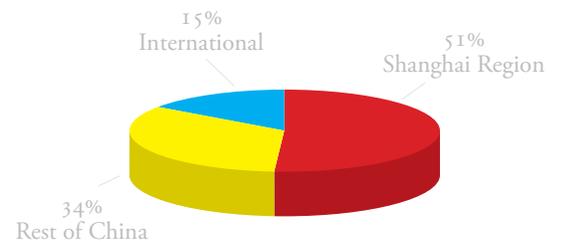
25,000 trade visitors (15% from outside mainland China) including importers & wholesalers, agents & distributors, supermarkets & hypermarkets, hotels & restaurants, food service buyers and **1,500 exhibitors** are expected at SIAL China 2007.

YEAR	EXHIBITORS	COUNTRIES	VISITORS
2000	323	29	13,420
2001	300	28	12,666
2002	440	33	13,718
2003 (SARS)	350	37	8,000
2004	500	40	16,582
2005	732	53	18,057
2006	988	55	20,571

SIAL CHINA 2006
VISITORS BY SECTOR OF ACTIVITY



SIAL CHINA 2006
ORIGIN OF VISITORS





Official IMEX USA Pavilion

at SIAL CHINA



IMEX USA Pavilion Booth Package Fees

Early Registration \$4,495/9 sqm
before December 1, 2006

Standard Registration \$4,995/9 sqm
after December 1, 2006

Corner Premium \$500/corner

Exclusive Services & Amenities For All IMEX USA Pavilion Participants

Early Registration to exhibit in the IMEX USA Pavilion at SIAL China must be made by December 1, 2006, by completing the USA Pavilion Booth Application and Contract Form, and returning the executed original contract with 50% deposit of the total booth cost to IMEX Management, Inc. Space, if available, after December 1, 2006, will be at the standard registration price.

ACT NOW! Booth allocation will be determined on a first come, first-served basis according to the order applications and deposits are received by IMEX Management.

For More Information Contact

Kelly Wheatley
IMEX Management, Inc.
4525 Park Road, Suite B-103
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kellyw@imexmgt.com

Participation in the official USDA-endorsed IMEX USA Pavilion at SIAL China 2007 offers you the prestige and visibility of exhibiting with other U.S. companies while keeping your own identity - your individual booth with a cost-effective, complete service package eliminating language barriers and communication lag time.

Exclusive Services & Amenities For All USA Pavilion Participants

- Professional guidance and total logistical coordination from IMEX Management staff in the U.S. and on-site in Shanghai
- Marketing support services from the U.S. Agricultural Trade Office in Shanghai including local promotion to importers, on-site market briefing and on-going market assistance during the show
- Assistance with hotel accommodations and shipping
- One individual entry in official show catalog, website and IMEX USA Pavilion directory
- Strong USA identification - focal point for international importers and brokers
- Prime location on show floor
- Pre-show promotion

Each Fully-Furnished 9 sqm Booth Also Includes:

- Back and side hard walls
- Wall-to-wall carpeting
- 2 wall shelves (1 meter long each)
- Fascia with company name
- Lockable demonstration counter
- One copy of the SIAL China 2007 Show Catalog
- 1 table & 2 chairs
- Lighting
- Wastebasket
- Daily booth cleaning

DON'T DELAY!
Register by Dec. 1, 2006
for the Early Bird Discount!

“We had an outstanding show! I met with Carrefour and they took on five items. I ended up meeting with Metro and they took on twelve items! Lotus wants us. Walmart came by and re-committed to our program. Many distributors want to handle our line for us. Great Show!”

MATT MCKENZIE – *Nonni's Food Company*

“The SIAL China Show went very well for Golden West Nuts, Inc.

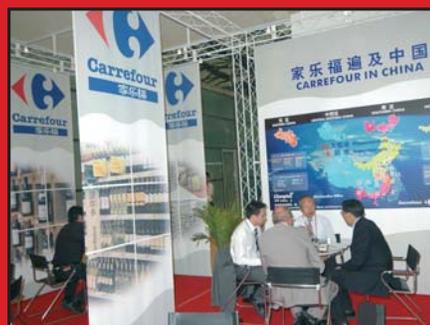
It was very well planned, organized and it met our company's needs in selling almonds throughout China. Our product was very popular and in demand at the show. We made immediate sales for prompt shipments in early June. Golden West Nuts, Inc. will keep returning to SIAL China. It was a very successful show for us!”

STEVE GIKAS – *Golden West Nuts, Inc.*

“From our point of view, the show was very successful. Quite frankly, I don't know what you could have done better!”

FRANK MORGAN – *Diamond Nuts*

Buyers Meetings



SIAL China has strong ties with the major mass retailers in China. In 2006, 750 individual meetings were pre-scheduled at the exhibition between SIAL China overseas exhibitors and buyers from CARREFOUR and METRO .

From the
Agricultural Trade Office Shanghai
SHANGHAI, CHINA

Dear Food Industry Executive:

The U.S. Agricultural Trade Office in Shanghai and IMEX Management invite your company to participate in the official USA Pavilion at *SIAL China 2007* from May 10-12, 2007, in Shanghai's Pudong New International Expo Centre.

We welcome your company to explore opportunities for food product exports. As China's largest city, Shanghai (20 million), provides an outstanding venue. Indeed, over the past few years Shanghai has become Trade Show Central for China and, increasingly, for the Asia region. We are very optimistic about current and future trade prospects not only in Shanghai, but also in other urban areas throughout China.

China's accession to the WTO has lowered tariffs and brought about economic liberalization that have yielded significant gains for U.S. food exports. Sales of a variety of consumer-related products are gaining steadily. Continued economic growth is adding to the already considerable demand for high-quality foods, especially in the urban areas. We are also beginning to see improvements in the integration of retail, distribution and transportation systems. These changes will increase the competitiveness of imported foods and beverages in the Shanghai market and should lead to expanded trade opportunities in the largely untapped urban markets of China's interior provinces.

This could be the ideal time for you to enter the Chinese market. *SIAL China has a proven track-record as the premier food tradeshow in China and the acclaimed USA Pavilion always occupies a central location on the main aisle.* Many of the U.S. exhibitors in SIAL China 2006 have reported significant gains as a result of the show. Exhibiting in the USA Pavilion at *SIAL China 2007* in Shanghai is a solid opportunity for you to see for yourself and tap the potential of the world's most populous and fastest growing market.

We very much look forward to seeing you in Shanghai in the USA Pavilion at *SIAL China 2007*.

Sincerely,



Wayne A. Batwin
Director
Agricultural Trade Office

OFFICIALLY ENDORSED BY
*The U.S. Department of
Agriculture's Foreign Agricultural
Service, American Embassy,
Washington, DC and the
U.S. Agricultural Trade Office
- Shanghai, China*

Organized by
*IMEX Management, Inc,
Charlotte, NC*

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Foreign Agricultural Service
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TO RESERVE SPACE:

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Additional Assistance for USA Pavilion Participants

Made available through the state regional trade groups

BRANDED PROGRAM

Your company may be eligible to take advantage of financial support that helps offset the costs of exhibiting at international tradeshows. By exhibiting in the USA Pavilion, eligible companies can receive **up to 50% cost reimbursement for a variety of expenses**, including exhibiting fees, international travel costs, set-up rental and freight.

FOOD SHOW PLUS! SERVICES

Exhibitors at SIAL China can register to participate in Food Show Plus! This service provides you with the information and in-market support you need to be more prepared to do business at the show. The list of services offered is customized for each show but may include: pre-show product research regarding pricing, import regulations, competitive analysis; translation of sales materials; on-site interpreters, pre-arranged meetings with potential buyers; market-briefing and local industry tours; on-site show assistance and follow-up after the exhibition.

Food Export Association of the Midwest USA (formerly MIATCO)

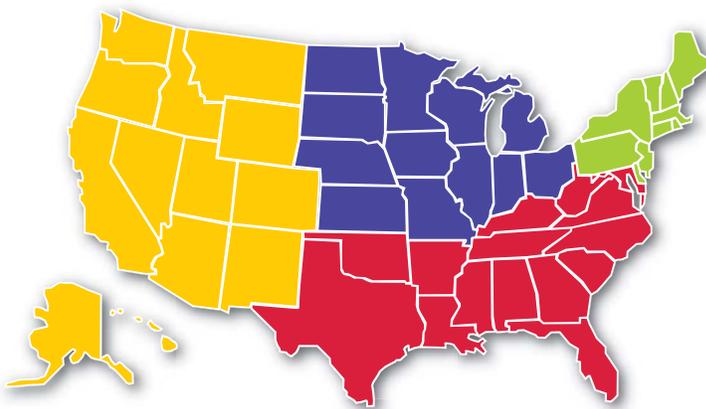
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Teresa Miller
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For More Information on the Branded Program or Food Show Plus! at SIAL China...

...contact your state regional trade group.



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The USA Pavilion At SIAL CHINA is Organized By IMEX Management, Inc.
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www.ImexMgt.com



March 28-30, 2007
Montréal,
Canada
4th Edition



August 28-31, 2007
Buenos Aires,
Argentina
6th Edition



March 13-16, 2007
Tokyo, Japan
32nd Edition



October 19-23, 2008
Paris,
France
23rd Edition