

15th China Imported Food & Beverage One-on-one Negotiation Meeting

**1 EVENT, 2 CITIES, GET CONNECTED WITH THE MOST IMPORTANT CITIES AND BUYERS;
TARGETED BUYER MATCH, LEARN THE DIFFERENCE BETWEEN NORTH AND EAST MARKET.**

2018.05.09 – 2018.05.11

BEIJING, CHINA

ViewWiden

2018.05.14 – 2018.05.16

SHANGHAI, CHINA

15th One-on-one Meeting: Beijing

Beijing is not only the capital city of China, but also the center of China's north market, connecting Tianjin and Hebei. It has huge difference from eastern China, such as more salty and stronger taste preference, much colder weather, culture, business mode and many other aspects. Many major market players are state owned companies, or reformed from it, which enables them with big business volume, but less flexibility. They are forthright, dedicated to what they do, well-connected with each other.

15th One-on-one Meeting: Shanghai

Shanghai, as an international metropolitan, is no doubt the business center of eastern China market. With the influence of western culture and rich trading experiences, many buyers are of keen market sense, flexible business models, creative operation methods and global visions. They are easy to accept new things but careful to select among so many choices. Competition in eastern China is severe, thus to find the right market position and match with buyer's needs will be the key to success.



Meeting Format:

Day 1 and morning of Day 2: one-on-one meetings with pre-selected buyers
Afternoon of Day 2: Panel Discussion or Field Trip to get in touch with market
(Day 3: meetings at buyers' office, if choose Sponsor Package)

The Match Meeting will be held in a conference hall only open to pre-qualified professional buyers. Delegates will get a table to display products and talk with buyers. Delegates will be seated at one side of the table, while Chinese buyers come to talk in turns. Buyers are selected and matched in advance.



The event, with 7 years/14 rounds success, is distinguished as:

- *Only open to professional buyers, more exclusive meeting environment.
- *Pre-selected and matched buyers, more targeted and efficient meetings.
- *Short-list of interested buyers, detailed buyer leads available in advance.
- *Build personal network with key persons/decision makers of the industry.
- *Buyer follow-up service provided, more value-added business support.

Service Package

- Buyer selection, match meeting arrangement.
- Interested buyer leads, buyer contact & follow.
- Site rent, site decoration, POSM production.
- Lunch & tea break, tasting facilities, translation.
- Sample delivery support, on-site team support.

Part of Previous Delegates



Registration

Buyer Selection

Meetings

Follow-up



ONE-STOP SERVICE, EVERYTHING YOU NEED. FREE TO CHOOSE BEIJING OR SHANGHAI. IF CHOOSE BOTH, ENJOY DISCOUNT.

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Part of attending buyers:



View Widen has worked with:

- *15 countries Consulates, food and wine associations, trade agencies and regional promotion offices.
- *Over 600 foreign food and beverage suppliers from 35 countries and areas, more than 5,000 brands.
- *Over 2,000 active Chinese buyers, covering eastern, northern, southern China, and Hong Kong area.

If you are not able to attend the above event, we also provide below service year round: Buyer Office Visit and Meetings

We provide you with the opportunity to step into buyers' office for in-depth business meetings. With your specific product category and business plan, we pre-select and match real interested buyers for you and arrange 4 meetings per day, to make an efficient and fruitful day. By visiting buyers' office, you not only have a more exclusive meeting environment, but also get more information that contributes to your business decisions. **You are free to choose one day to three days meeting program, anywhere in China, according to your schedule.**



Services included:

- Buyer selection, meeting appointment
- Meeting schedule and buyer contacts
- Transportation, commercial vehicle
- English-Chinese interpretation
- POSM preparation and production
- Accompany and on-site support
- Working meals, other operational support
- Meeting summary, buyer follow-up



Business Strategies

- Importation Consulting
- Product Registration
- Market Research
- Supply Chain Study
- Sample Importation Trial
- Outsourcing from China

Services

Buyer Connection

- Wechat Buyer Club
- Buyer Match Meeting
- Wine/Food Tasting Event
- Buyer Connect Maintain
- Sales Channel Development
- Acting Representative Office

Marketing & Promotion

- POSM Management
- Brand Story Building
- Multi-channel Advertising
- Social Media Running
- Promotion Activities
- E-commerce Development

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