

Cafeex

World Cafe Expo 2018 • Shanghai

www.cafeex.com.cn



World Cafe Expo **2018** Shanghai

Between you and success, only a cup of coffee

Shanghai, the fastest-paced city in China and featured its unique Hai-style culture, houses China's biggest coffee consumer market, and is making itself the trading center of coffee worldwide.

In this city, a cup of coffee smoothens the fast development of its economy and culture.

In this city, a cup of coffee could mean an idea, an opportunity and even wealth.

Since coffee beans was firstly discovered 2000 years ago, coffee has been an indispensable element of modern life. In our mind, coffee is not just coffee itself, it is the embodiment of energy and enthusiasm, opportunity and success.

So, we make every effort to build an international and professional platform showcasing coffee products and its culture with which we could bridge the innovative and efficient communications between exhibitors and purchasers.

Name	2018 Word Cafe Expo Shanghai (Cafeex)		
Time	2018. 12. 9 – 11		
Venue	Shanghai New International Expo Exhibition & Convention Center (SNIEC)		
Organizer	Chinno Exhibitions		
Supporters	Shanghai Commercial Committee	International Coffee Organization	Associazione Caffè Trieste
	Coffee Barista Association of Korea	VICOFA-Vietnam Coffee-Cocoa Association	
	Specialty Coffee Association of Indonesia	Thai Coffee Association	
Size	300+Exhibitors, 1,000+ Booths from 30 Countries 60,000 Visitors from 50 Countries		
Events	SWLAC 2018 - Shanghai World Latte Art Championship		WSCF 2018 - World Specialty Coffee Forum
	WCBC 2018 - World Coffee Barista Championship		
Website	www.cafeex.com.cn		

Why Cafeex

- Focus on cafe culture and collect information of oversea market and build an international sales network
- Opportunity to meet with highly potential oversea purchasers
- Opportunity to cultivate potential abilities of staff
- Share information and know the trends of new products & technology in cafe industry
- Catch your competitors' marketing strategies and strengthen your competency
- Branding and get well known in the most attractive China & Asian market
- Super strong media support, great media exposure, accurate targeting and distribution.

500,000+ SMS to invite professional visitors, 30+ e-magazines to activate 1,000,000+targeted visitors,
100,000+phone call to invite key decision makers for purchase, 10+ SNS advertising worldwide,
600+ press releases, 300+ media partners in global.

100,000+ Cafes, 100 million coffee consumers

Waiting for you !



Exhibit Items

Coffee, Tea, Beverage

Bakery, Dessert

Gelato, Ice-cream

Chocolate, Raw Material

Machine & Equipment

Interior, Package & design

Franchise & Start-up

Kitchen Appliances

Food Service Industry



SWLAC 2018

Shanghai World Latte Art Championship

Players 40, Judges 20,

1200+ players from more than

16 regions' preliminaries

WCBC 2018

World Coffee Barista Championship

Players 40, Judges 20,

1000+ players from more than

16 regions' preliminaries

WSCF 2018

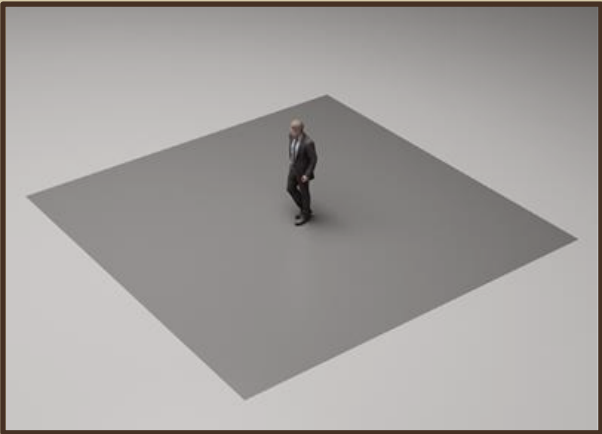
World Specialty Coffee Forum



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Exhibiting Procedures & Fee

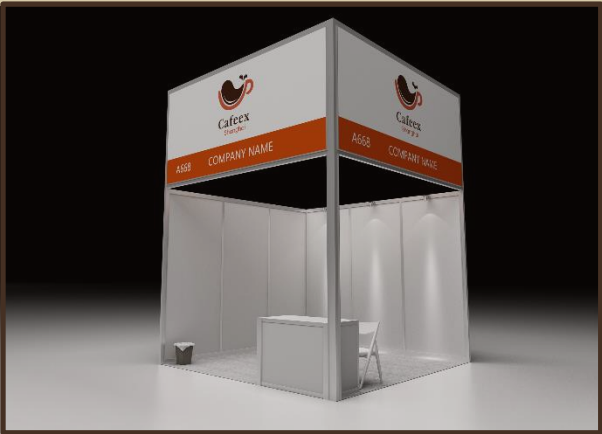
Contact the organizer	Please contact the organizer if you plan to exhibit and please state your exhibition plan clearly. TEL: +86 21 6162 1009, +86 185 1631 5560 Ms. Jade
Confirm the booth and/or sponsorship	Organizer will put up a proposal according to your budget plan (including booth size, location and sponsorship)
Submit the application contract	Complete the application contract after proposal confirmed, sign and check to make sure all the information correct, revert a copy of scanned application contract to the organizer.
Payment	Please deposit 50% of the full amount within 5 work days after contract confirmed. And please arrange the balance of payment due by 30 th Sept. 2018
Exhibit	Exhibitors may collect their exhibitor badges at the service counter on 8 th of Dec. 2018 and prepare for the exhibition.



Raw space booth 36 m²(min),
Exhibitors should bear the construction cost.

Provided: only space provided.

Price: 460USD/m²
Island booth: 10% surcharge



Standard booth 9 m²,
All standard booth constructed by organizer.

Provided: fascia board, 1 socket, 220V power supply, 3 spotlights, 1 information counter, 2 folding chairs, 1 trash bin and carpet.

Price: 4680USD/9 m²
Two-side opened booth: 10% surcharge

Early-bird prices: 20% off discount due by 31st of January 2018.
10% off discount due by 28th of February 2018.

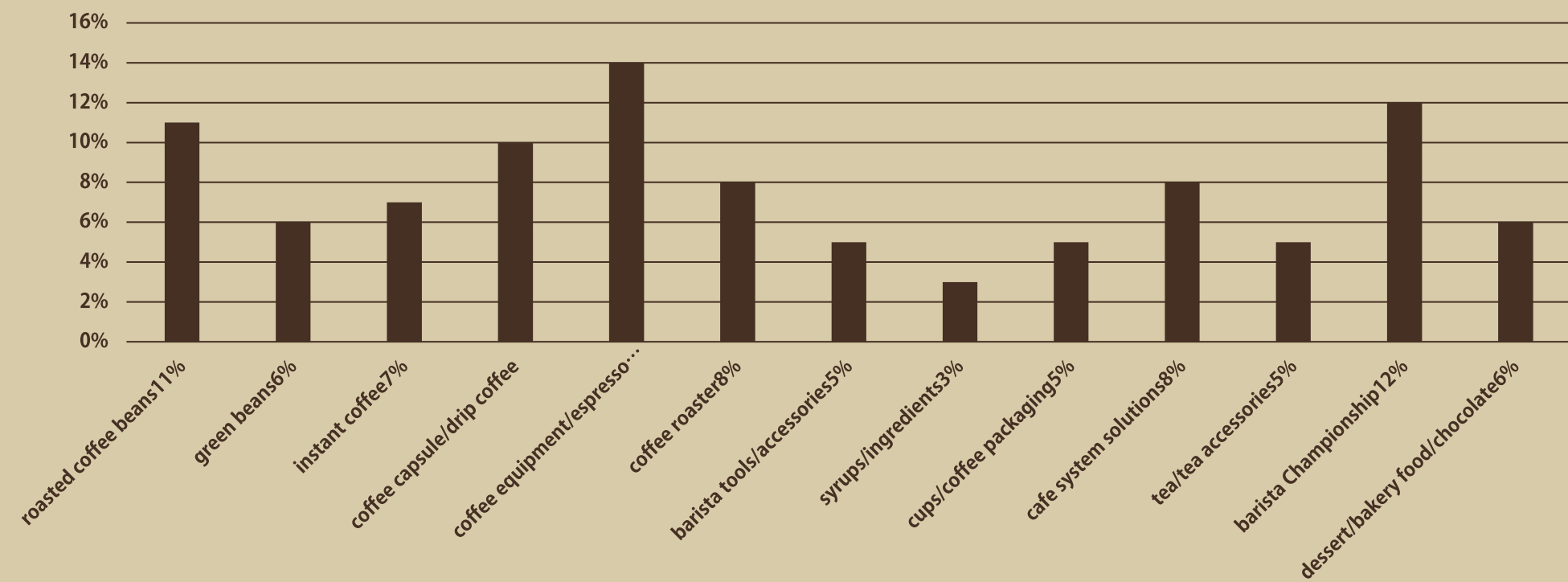
Exhibitor delegation: Customized service & favorable prices would be offered for governmental organizations and associations from all over the world.

Please contact the organizer for more detail about the exhibition & sponsorship.

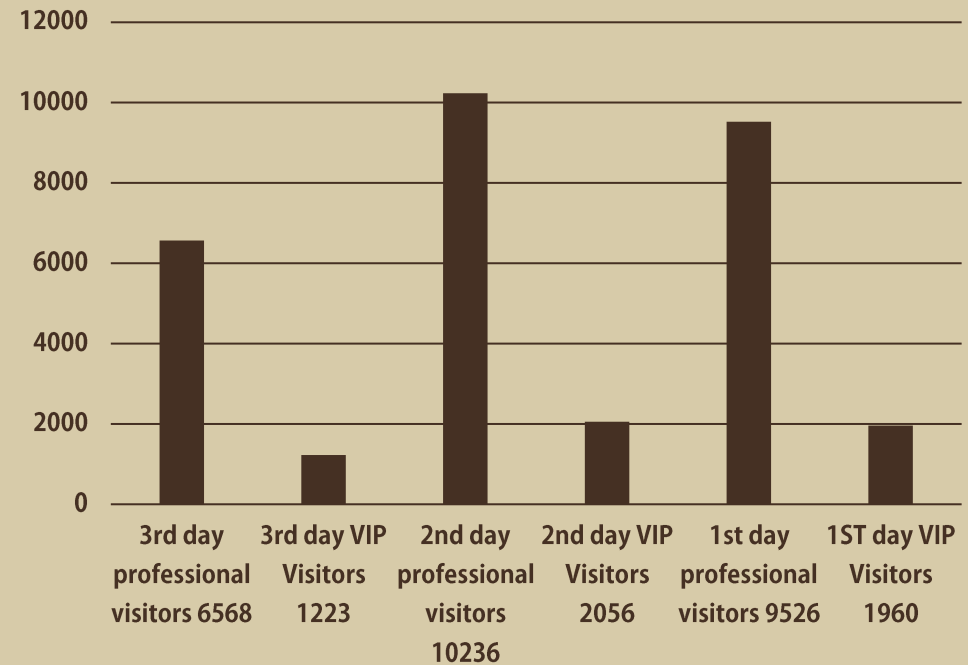
Last Edition

Visitors:
32 countries
31569 visitors

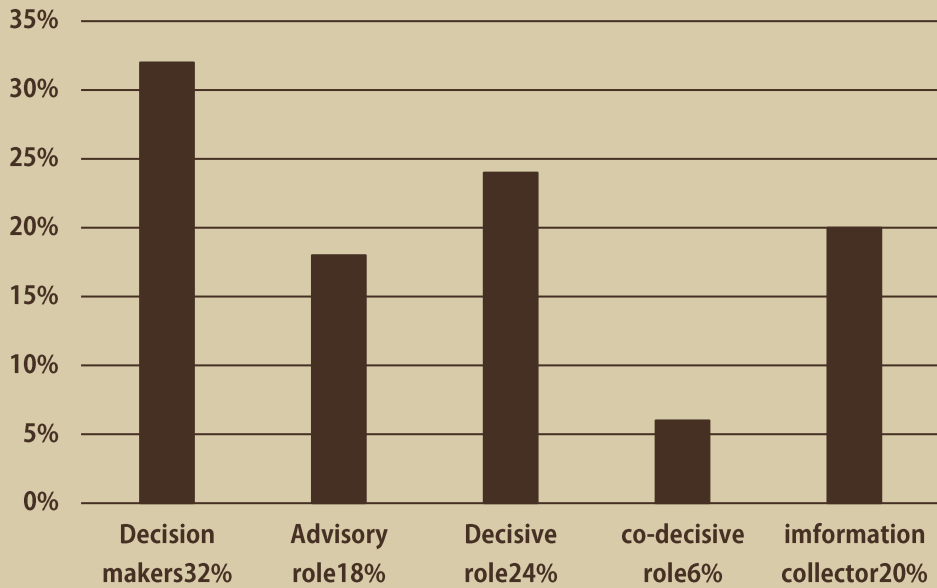
Interested Items



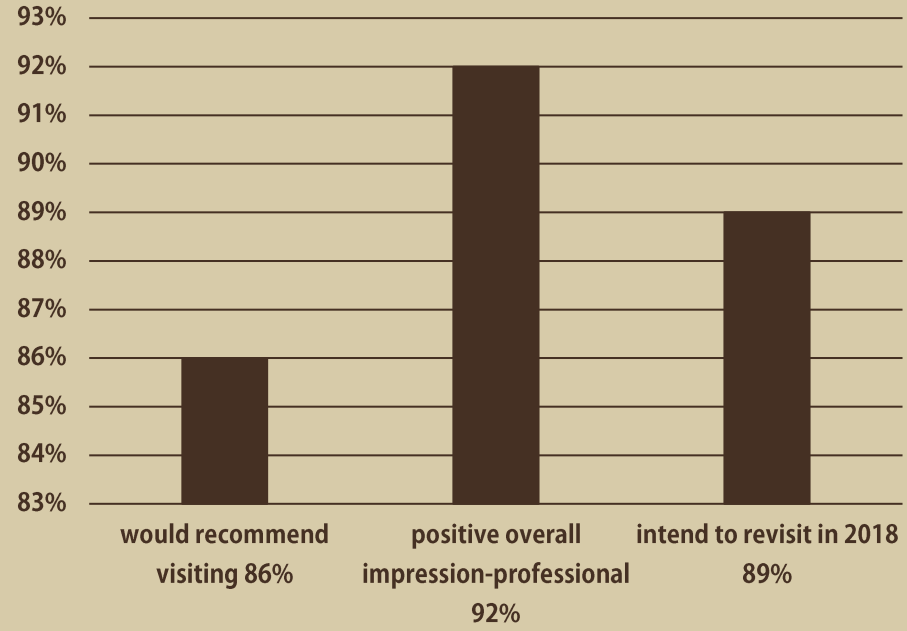
Visitors 31569



Competence

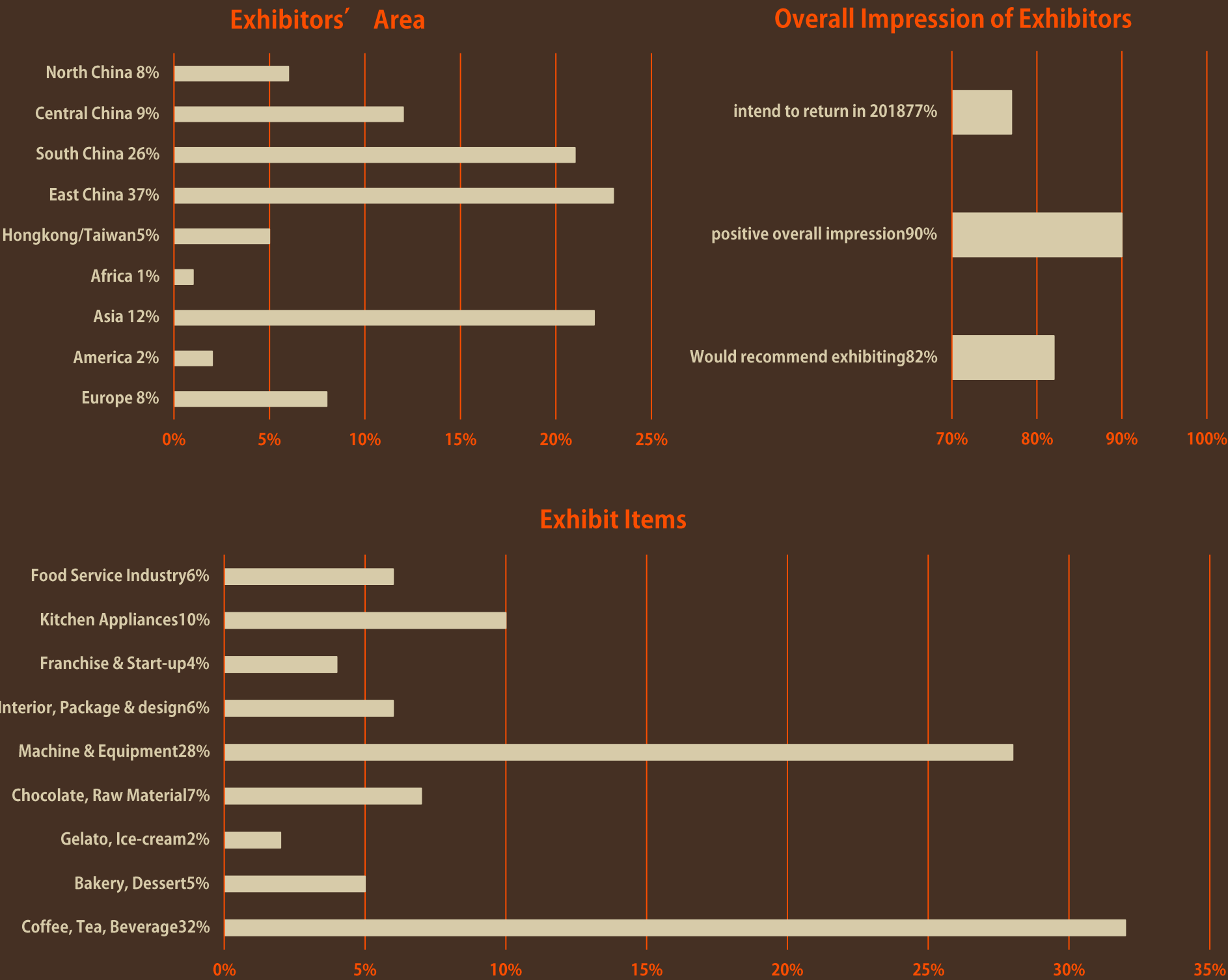


Overall Impression of Visitors



Last Edition

Exhibitors:
22 countries
326 brands





Premium Exhibitors

Last Show



Contact us

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