

## FOCUS OF LAST SHOPPING FESTIVAL

Exhibition area: 80,000 square meters; exhibitors: 260 overseas enterprises from 22 countries, 35 provinces and autonomous regions in China (including Hong Kong, Macau and Taiwan), there are more than 3,000 enterprises participated in this fair, more than 100,000 kinds of commodities displayed; Trade: professional buyers and 3 million consumers, the success held of the U.S. Commodity Fair in 16 major business trade events, with a total turnover of 2.05 billion yuan; information: domestic and foreign media to do more than 130 special feature page column for strong advocacy.



## INFO

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# Invitation

2012 THE 16TH CHINESE  
NEW YEAR SHOPPING FESTIVAL  
IN SICHUAN

SHOW TIME: JAN. 5TH---JAN. 12TH (8 DAYS)

EXHIBITION SITE: NEW INTERNATIONAL CONVENTION & EXPOSITION CENTER  
CHENGDU CENTURY CITY

The Sixteenth China Chinese New Year Shopping Festival in Sichuan  
Organization committee







2012 THE 16TH CHINESE NEW YEAR  
SHOPPING FESTIVAL IN SICHUAN  
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Chinese New Year Shopping Festival in Sichuan is the national consuming trade exhibition which got strong support by ministry of commerce of the People's Republic of China. It tightly abide by Chinese New Year, based on high consumption of golden season in western China---Chengdu, Sichuan province, covering 12 provinces 365 million population commercial markets, with large scale and commodity optimal, many buyers, strong promotion, good effect etc, attracts Occident, Korea and Japan, Southeast Asia, South Asia, including China, and dozens of countries with more than 3,000 regions home brand enterprises with more than 100,000 types of high-quality goods take part in the exhibition, focus on sales of international products, build the shopping paradise, which has been successfully held fifteen years, as the "Western Canton Fair." The Organizing Committee invited you and your colleagues to participate in the 16th Chniese New Year Shopping Festival in Sichuan, show a total world, win-win business opportunities.

ORGANIZATION

Support unit:  
Ministry of Commerce of the People's Republic of China  
Implementation unit:  
Sichuan Provincial Department of Commerce  
Sichuan Economy and Information CommitteeSichuan  
Association of Industry and Commerce  
Sichuan Marketing Association  
Sichuan Supplier Chamber of Commerce  
Asian Expo Group Co., LTD

Media units: CCTV, 12 western China provincial televisions, Sichuan TV, Chengdu TV, Sichuan People's Radio and television stations, Chengdu people's radio and television stations, Sichuan daily, Western China Metropolis Daily, Tianfu Morning Paper, Chengdu Business Daily, Chengdu Evening, Sina, Sohu, Sichuan news etc.



SCHEDULE

Arrange Exhibitions : Jan. 3rd-Jan. 4th, 2012  
Show Time : Jan. 5th---Jan. 12th (8 days)  
Opening Ceremony : 9 : 30 am, Jan. 5th, 2012  
Exhibition Withdrawal : 16 : 00 pm, Jan. 12th, 2012

HALL SETTINGS

Exhibition area of 100,000 square meters, with more than 100,000 kinds of commodities on display.

- 1, International commodity hall: high-end consumer goods, fine department stores, fine food, furniture and crafts, and ethnic characteristics from various countries are the main products. Set luxury display area, exhibition of goods in Europe and America, Japan and South Korea commodity exhibition, exhibition of goods in Southeast Asia, South Asia and other national commodity goods exhibition pavilion.
- 2, China famous Brands Hall: Set branding merchandise area; China well-known trademarks area; Chinese historical brands; GREEN FOOD" area by the national institute; state protection such as national culture and commodity display area.
- 3, Food hall: set health and health food area, children's food area, snack food area, ethnic food area, vegetarian food area, alcohol and tobacco tea area, cheese products area, condiments area.
- 4, Agricultural Hall: set grain and oil products area, meat products area, special and local product area, seafood and aquatic products area, fruit area, flowers area and so on.

- 5, Brand Clothing Hall: set adult clothing area, children's clothing area, trappings area, bags and shoes area, daily necessities area.
- 6, Lifestyle Hall: set Comic Game area, Robo Arena area, digital and home appliances area, 3G mobile phones and camera equipment area, Wedding Photography area, fashion home area and so on.
- 7, Tourist direct-sale Hall: set Tourist attractions recommendation and tickets booking area, tourist hotel recommendation and reserve area, classic tourist line vans ticket booking area, self-driving tourist attractions registration area and tourism supplies area, etc.

MAIN ACTIVITIES

Luxury promotion, international brands ordering, purchaser sodality, foreign goods Week, brand name merchandise Awareness Day, the international wine festival, green food festival, consumer selection of ten favorite activities abroad.

INVITATION: BUYERS AND CONSUMERS

- 1,TA variety of importers, wholesalers, distributors, hotels, restaurants, supermarkets, convenience stores, government procurement centers, schools logistics service center, business clubs and other high-quality buyers about 20 thousand people in 12 provinces in western China.
- 2, T3million customers.

BOOTH COST

Vacant for special decoration:180USD/m² ((≥36m²) (Note: special booth for the open space, without any facilities and power supply, exhibitors is responsible for designing and building their booth, and bear special equipment management fees, electricity fees , OT commission)

Standard Booth: 3m×3m, 1800USD/booth

Standard Booth including 3 exhibition boards, 1 business desk, 2 chairs, 2 spot lights, 1 power socket(220V), 1 banner

REQUIREMENTS

- 1, Please fill in the application form. Please write clearly the name of exhibitor, exhibits, booth structures and the requirements and other columns.
- 2, Provide the goods quality certificate, food hygiene license and qualification etc.
- 3, Prepaid 30% deposit to the organizing committee, and pay the balance at a specified time.

CUSTOMER SERVICE

- 1, Provide exhibits transportation, customs clearance and warehousing services.
- 2, Provide professional buyers' organization, hold trade talks, promotion, equipment and advertising services.
- 3, Provide favorable quality accommodation, food and tourism services.
- 4, According to foreign affairs specifications, we will provide important VIP service to oversea guests.

