

# Nanjing International Consumer Goods Expo 2016

- The **Top 1** Import Consumer Goods Fair  
in Nanjing Metropolis, China
- **Profit** from the **NEW** opportunities
- **Inspire** the Future of Your Business

**Nanjing,  
you can't afford to miss**



## Contact of Organizing Committee

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**Sept. 9-11  
2016**

Nanjing International  
Expo Center  
**Hall 7**



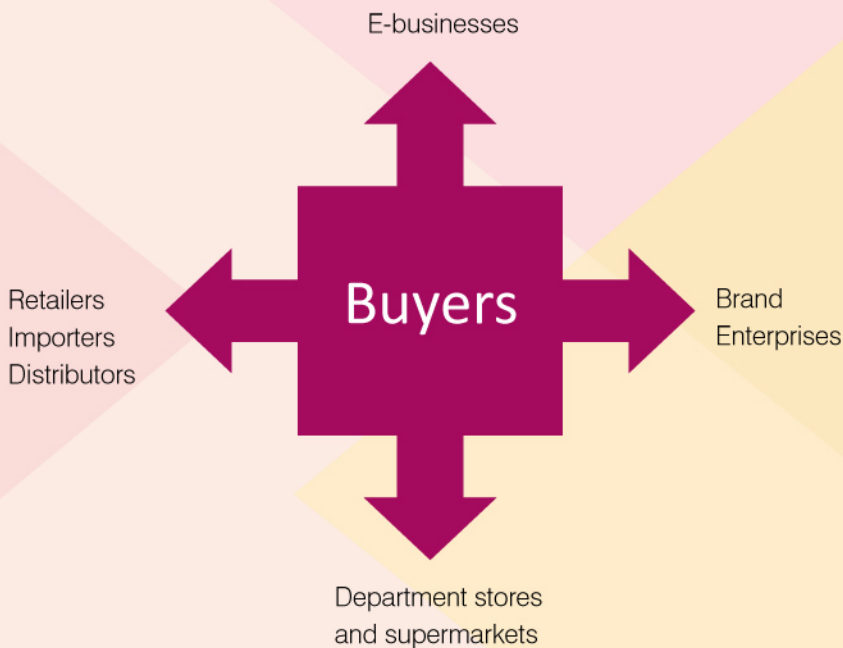
# Why exhibit at NICGE?

- Supported by **the state** Chambers, the Ministry of Commerce of China and local government
- Listed into the supported project of the Ministry of Commerce of China
- **Opportunity** to expand your sales network in Yangtze River Delta markets
- Multiple ways to promote products and expand market
- An International platform for "One Belt One Road"

## Events

- Buyer Purchasing Matchmaking Meetings
- Business Visit to local importers and Market Investigation
- Branded Products Promotion Conferences
- Interactive Promotion Activities
- Wine Tasting Activities
- A special show of Korea, Japan and Hong Kong products
- Cooperation with the 5th China Health Food Expo





## Marketing Plan of NICGE2016

Website/  
Wechat /  
Microblog/  
MP App to  
report the  
whole  
process of the  
expo with  
dynamics

Newspaper/  
Magazine/ News/Ads/Clip  
Newspaper with extensive  
publicity coverage

Place ads on TVs and  
Radios to show the  
highlights of the expo

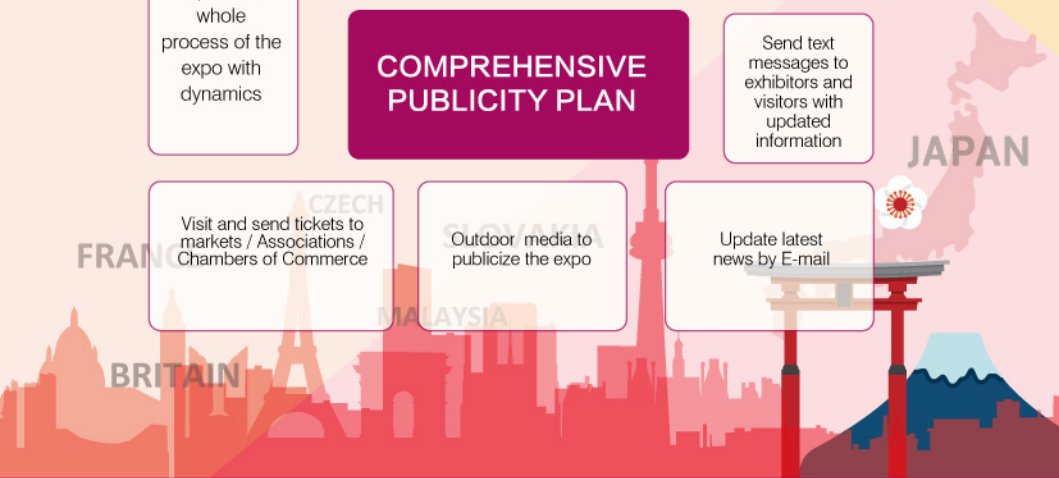
### COMPREHENSIVE PUBLICITY PLAN

Send text  
messages to  
exhibitors and  
visitors with  
updated  
information

Visit and send tickets to  
markets / Associations /  
Chambers of Commerce

Outdoor media to  
publicize the expo

Update latest  
news by E-mail



# NICGE 2016 will have

400 exhibitors, 14000 sqm space, 700 booths.

## Food & Beverage

- Beverage, Wine & Spirits
- Coffee & Tea
- Snack Foods
- Bakery & Bakery Products
- Confectionery
- Dairy & Cheese
- Processed Foods
- Specialty Foods

## Accessories & Household Products

- Apparel, accessories & Jewelry
- Home textiles, bags
- Gifts & crafts
- Cosmetics, personal care products
- Electronic products & robotic products
- Air purifiers & water purifiers
- Outdoor products

## Floor Plan



## Price

Standard Booth Specification:  $3\text{m} \times 3\text{m} = 9\text{m}^2$

Standard Booth: Area A: USD 2,000 for each

Area B: USD 1,800 for each

Raw Space: Area A: USD 200/  $\text{m}^2$

Area B: USD 180/  $\text{m}^2$

Notice for raw space: The minimum space is  $36\text{m}^2$



# A Review of NICGE

## 2015

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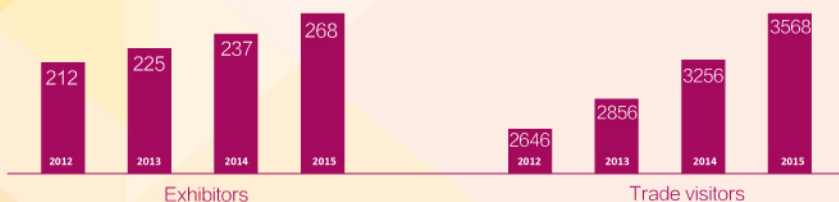
NICGE 2015 was held with 268 companies from 15 countries and regions. Covering an area of 12,000 sqm, many products were the first time coming to China. A total of 3568 trade visitors came to the expo during the three days show.

## 2012–2015

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### Countries & Regions

In the past 4 years, more than 1000 companies from 30 countries and regions participated at NICGE, such as the US, the UK, France, Italy, Switzerland, Brazil, Bulgaria, Poland, Czech, Slovakia, Slovenia, Hungary, Iran, Malaysia, Thailand, Japan, Korea, South Africa, Hong Kong and Taiwan, China.



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### Andrzej Pieczonka

First Counsellor of Consulate General of the Republic of Poland in Shanghai

"Taken into the 'Belt and Road' initiatives, the Nanjing International Consumer Goods Expo 2015 aims to offer opportunities for foreign countries to expand into the Chinese market as well as for China's export companies to march into the domestic market."

### Y.H Kim

Chairman of Korea Messe Co.,Ltd.

"Time was a little short for South Korean companies, otherwise we would bring more products. we are planning to organize more companies in NICGE 2016."

Special Sponsor:  
Department of Commerce of Jiangsu Province, China

Sponsor(s):  
Nanjing Municipal People's Government  
China Chamber of Commerce for Import and Export of Textiles and Apparel  
China Chamber of Commerce for Import and Export of Foodstuffs and Native Produce  
China Chamber of Commerce for Import and Export of Light Industrial Products and Arts-Crafts  
Circulation Industry Promotion Center of Ministry of Commerce of China  
Jiangsu Chamber of Commerce for Import and Export Firms  
Jiangsu High Hope International Group

Organizer:  
Jiangsu High Hope Convention and Exhibition Corp.

## How to get to the expo center

No.300 Middle Jiangdong Road

