



**CIMAE**  
科技驱动 创新发展

中国现代农业第一展  
中国十佳品牌会展项目

# 第八届中国国际现代农业博览会

## The 8<sup>th</sup> China International Modern Agricultural Exhibition

2017<sup>Ⓢ</sup>4<sup>Ⓢ</sup>22~24<sup>Ⓢ</sup>

April 22-24, 2017

北京·中国国际展览中心

China International Exhibition Center

### 主办单位:

中国农业国际合作促进会

China Association For The Promotion  
of International Agricultural Cooperation

中国农业工程学会

Chinese Society of Agricultural Engineering

### 承办单位:

世信朗普国际展览(北京)有限公司

Shixin Lamp International Exhibition(Beijing)Co.,Lt

### 同期活动:

世界精准农业航空大会

现代都市农业高层论坛

中国农业精准灌溉创新论坛

产品/项目对接洽谈会

新产品、新技术发布(推介)会

中国美丽乡村创新论坛

全国农业科技创业创新联盟座谈会

邀请函  
INVITATION



## 1. Overview

The 13<sup>th</sup> five-year plan of China's agriculture clearly states that we shall work on improving the level of agricultural technology and equipment and that of agricultural informatization, perfecting the innovative and promotional system of modern agricultural science and technology, accelerating the mechanization of agriculture, reinforcing the integration of agriculture and information technology, developing intelligent agriculture, and elevating agricultural technology and equipment to a higher level. This comes in response to national policy and planning, in order to promote the modernization of China's agriculture and to create the world's largest demonstration and communications platform for high end new technology in the field of agriculture. The 8<sup>th</sup> China International Modern Agricultural Exhibition (CIMAE 2017), is jointly hosted by China Association for the Promotion of International Agricultural Cooperation and China Society of Agricultural Engineering It will be held at China International Exhibition Center in Beijing from April 22 to April 24 in 2017.

Having had seven exhibitions and following the direction and requirement of the sustained and rapid development of China's agricultural modernization, CIMAE adheres to being market-oriented, optimizes professional services, and expands the international market. As the expansion of the exhibition scale each year and the steady increase of the number of exhibitors, its global impact and brand recognition are growing with each passing day. CIMAE has won China's Top 10 Brand Exhibitions Award. It is acclaimed as "No. 1 exhibition of China's Modern Agriculture" by numerous authoritative media.

CIMAE 2017 has an exhibition area of 50,000 square meters. It is expected to have more than 1,500 exhibitors and to attract over 50,000 visitors. With "Technology-driven, Innovative Development" as its theme, the exhibition will set up eight display areas, namely "Comprehensive Exhibition", "Internet+Agriculture", "Pesticides and Fertilizers", "Agricultural Aviation", "Protected Agriculture", "Agricultural Machinery", "Seeds and Seedlings" and "Soil Prevention and Control", and organize high profile concurrent activities which include conferences and forums of various professions. The exhibition will build an optimal platform for the commercial and trade cooperation of modern agricultural equipment and technology, resource connection, and consultation and communications for the exhibitors, which will power the modernization of China's agriculture.

## 2. Review of the 7<sup>th</sup> CIMAE

The 7<sup>th</sup> China International Modern Agricultural Exhibition (CIMAE 2016) was successfully held at China International Exhibition Center (old venue) from April 19 to April 20. With an exhibition area of 40,000 square meters and over 1,200 exhibitors, the exhibition intensively exhibited a large number of new and high end technologies and products that were in the front line of agriculture. These included such items as water-efficient irrigation, greenhouses, agricultural aviation, plant protection machinery, agricultural informatization, agricultural lighting, new types of fertilizers and so on. The exhibition received over 100 professional procurement visiting groups organized by government organizations, Chinese Society for Agricultural Machinery, Agricultural Technology Extension Station and other organizations. Overall, it received 30,208 visitors from over 20 countries and regions all over the world visiting the exhibition and held in-depth discussions among the exhibitors on commercial and trade cooperation.

CIMAE 2016 not only attracted domestic and international enterprises to compete alongside each other, but also became a major platform for modern agriculture demonstration zones, science and technology parks

of different cities and provinces to showcase and exchange ideas. Over 20 national modern agriculture demonstration zones and science and technology parks participated in the exhibition. These included those of Liaocheng of Shandong Province, Shilin of Yunnan Province, Shiyan of Hubei Province, Benbu of Anhui Province, Baoshan of Yunnan Province, Tongnan of Chongqing City, Wujiang of Suzhou Province, Feng County of Jiangsu Province, and Rongchang of Chongqing City. They intensively exhibited advanced technical equipment, innovative methods and construction patterns, fully demonstrating the construction models and development trends of China's modern agriculture.

To research and discuss the innovative development direction of the relevant fields of modern agriculture, to promote the relevant project docking, and to build a diversified platform that opens to both exhibition and research purposes, CIMA E 2016 organized high profile concurrent activities. These included the 2016 World Precision Agricultural Aviation Conference, the 6<sup>th</sup> Modern Urban Agriculture High-Level Forum, the 3<sup>rd</sup> China Agricultural Precision Irrigation Innovation Forum, China's Beautiful Countryside Innovation Forum, Modern Agricultural Lighting Technology and Equipment Forum, Nationwide Agricultural Science and Technology Startup and Innovation Symposium, 2016 Agricultural Aerial Product Launch, Liaocheng City Regional Public Brand of Agricultural Product Release Conference, Promotion Conference on Agricultural Investment in Australia. Through the exchange of new concepts, new industry status, new projects and the application of new science and technology, such activities helped promote the development and innovation of China's agriculture. Nearly 200 media outlets did in-depth follow-up reports on the conferences, which included NetEase, Sohu, BTV5, CRI, *Beijing Evening News*, Xinhuanet.com, *China Daily Website*, farmer.com.cn, people.com.cn, *China Rural Science & Technology*, *Agricultural Engineering*

### **3. Time and Venue**

Registration and Move-in: April 20 – 21, 2017      Opening Ceremony: 9:30 on April 22, 2017  
Exhibition Time: April 22 – 24, 2017                      Move-out: 14:00 on April 24, 2017  
Exhibition Venue: Beijing-China International Exhibition Center

### **4. Concurrent Activities**

1. World Precision Agriculture Aviation Conference
2. The 4<sup>th</sup> Beijing International High Quality Agricultural Products Fair
3. Modern Urban Agriculture High-Level Forum
4. China Agricultural Precision Irrigation Innovation Forum
5. China's Beautiful Countryside Innovation Forum
6. Nationwide Agricultural Science and Technology Startup and Innovation Symposium
7. Product/Project Matchmaking Fair
8. New Product and New Technology Release (Promotion) Conference

### **5. Themed Exhibits**

#### **(1) Comprehensive Exhibition**

National pavilions; achievement exhibitions of major agricultural provinces on modern agricultural development; state-level modern agricultural demonstration parks, science and technology parks; leading agricultural enterprises' image exhibition; key agriculture-related scientific research projects, agricultural colleges and universities technology achievement exhibition; rural tourism; beautiful countryside image exhibition; science

and technology of animal husbandry, etc.

(2) Internet + Agriculture

Internet of things technology in agriculture; new agriculture-related information technologies, products and work plans; agricultural e-commerce; agricultural service system; agricultural internet financial and investment institutions; agricultural informatization operator and related enterprises; traceability in the quality and safety of agricultural products.

(3) Pesticides and Fertilizers

Fertilizers: fertilizer products, soil conditioner, humectant, straw decomposition agent, growth regulators, soil fertilizer testing instruments, agricultural implements, etc.

Pesticides: various insecticides, bactericides, herbicides, rodenticide, biological pesticides, environmentally-friendly pesticides, raw materials and formulation/adjuvant of pesticides, etc.

(4) Agriculture Aviation

Agricultural aircraft for seeding, fertilizing, weeding, pest control, etc.; aerial remote sensing technique, measurement technology and testing equipment; aerial pesticide application technology and spraying equipment; general aviation industrial parks and financial and investment institutions; service enterprises providing services of renting, fixing, maintenance, driver training, etc.

(5) Seeds & Seedlings

Seeds: grain crop seeds; vegetable seeds; cash crop seeds; seed processing, packages, coating agents, packaging machinery and equipment, etc.; new types of seeds, new techniques, and relevant facilities.

Seedlings: green seedlings (arbors, shrubs, lianas), seeds, seed bulbs (seedlings), ornamental plants, flowers, etc.

(6) Soil Prevention and Control

Farmland soil remediation and restoration techniques; technology and equipment for the harmless disposal of agricultural wastes; technologies and products for the degradation of mulch film; technologies and products for the harmless prevention and control of crops; agricultural testing instruments, equipment, etc.

(7) Agricultural Machinery

Agricultural planting machinery; water-saving irrigation devices; agricultural facilities and equipment; agricultural and side-line product processing machinery; signature agricultural machinery for the production of tea, edible fungus, etc.; garden machinery; agricultural transport machinery; engineering machinery that is applicable in agriculture and various kinds of agricultural machinery accessories.

(8) Projected Agriculture

Various agricultural facilities, greenhouse materials, gardening equipment, nursery container like drying trays, greenhouse skeleton structure, movable sprinkler, ecological instruments, thermal insulation covers, roll-up motors, wet-curtain fan, greenhouse electronic heaters and other advanced technologies and products of protected agriculture.

## **6. Powerful Resources and Advanced Promotion**

- (1) Various promotional channels: regularly sending out and publishing the progress of the exhibition to the professional visitors in our database by means of multimedia messages, emails, fax, official Wechat account, official website, etc.
- (2) Powerful media promotion: news on the exhibition and coverage on the exhibitors before, during and after the exhibition by 100 media of all kinds

- (3) Directly inviting professional visitors: inviting professional visitors, buyers, and dealers by posting 200,000 tickets, sending 100,000 invitation letters to professional visitors, and making over 200,000 telephone invitations.
- (4) Major domestic group visitors: following years of cooperation, inviting group visitors from provinces, cities, counties and villages that have major contribution to modern agriculture to their region.
- (5) Cooperation with International Institutions: through international business partners, extending invitations to international enterprises and organizations.

## 7. Media Partners

CCTV, BTV, China National Radio, Xinhuanet.com, cctv.com, chinanews.com, Sohu, Sina, ceh.com.cn, yicai.com, nen.com.cn, gjsbgb.com, gmw.cn, ifeng.com, Tencent, NetEase, jinghua.cn, cinic.org.cn, .youth.cn, ce.cn, china.com.cn, china.com, chinadaily.com.cn, jinnong.cc, aweb.com.cn, irrigation.com.cn, .zgny.com.cn, ccpia.com.cn, 1988.tv, agrihx.com, .chinagreenhouse.com, *Northern Agricultural Resources* (bfnz.cn), nyjx-z.com, .huamu.com, seedchina.com.cn, nongjitong.com, nongji360.com, .cnnz.org, 5iny.com, ampcn.com, 3456.tv, aquasmart.cn, .nongjx.com, nongyao001.com, sinofarm.net, *Agricultural Engineering, Irrigation weekly*, nyjszxw.com, agrisources.com.cn, 114nz.com, .cncopter.com, 81uav.cn, agrichem.cn, zgny.com.cn, 1988.tv, agrilighting.cn, sino-nz.com, *China Rural Science & Technology*, etc.

## 8. Detailed Rules and Regulations for Participation in the Exhibition

### (1) Charge for the Exhibition Booths

Type of Booth	Standard Booth (9 m <sup>2</sup> ) (per booth)	Corner Standard Booth (9 m <sup>2</sup> ) (per booth)	Raw Space (A minimum of 36 m <sup>2</sup> ) (per booth)	Outdoor Raw Space (A minimum of 36 m <sup>2</sup> )
Foreign Enterprise	USD 2,600	USD 2,800	USD 260 /m <sup>2</sup>	Block A : RMB 500/ m <sup>2</sup> Block B : RMB 300/ m <sup>2</sup>

**Note: A.** Standard booth facilities include carpet, company information on the fascia board in both Chinese and English, one consulting desk, two folding chairs, two spotlights or fluorescent lamps, one 220V socket.

**B.** Exhibitors who book raw spaces shall pay for the booth decoration fees by themselves (see *The Exhibitor's Handbook*).

### (2) Advertisement Services

#### 1) Exhibition Catalogue Advertisements: Size ( 285mm×210mm ) , imported coated paper, 4-color fine print

Front Cover	Flyleaf	Inside Front Cover	Inside Back Cover	Back Cover	Color Inside Page
RMB 18,000	RMB 12,000	RMB 10,000	RMB 8,000	RMB 12,000	RMB 5,000 /Page

#### 2) Recommended Advertisements

Admission Ticket (per 10,000 tickets)	Billboard	Sky Balloon (per balloon)	Name Badge	Rainbow Gate (per gate)	Bag (per 1,000 bags)
RMB 6,000	RMB 20,000	RMB 4,800	RMB 20,000	RMB 8,000	RMB 8,000

- 3) Technical seminars/new product release conferences: During the exhibition, the organizing committee will assist both domestic and international exhibitors in holding technical seminars/new product release conferences in the conference rooms at the venue. Please feel free to call us or log on to the official website of the exhibition for further details.

## 9. Exhibition Matters

- 1) Please fill in the Exhibitor's Application Form in details, sign on it and affix the official seal. Then fax or email it to the Organizing Committee.
- 2) Exhibition booth arrangement principle: "First apply, first book, first pay and first served". The arrangement of the co-organizers will be prioritized.
- 3) Any enterprise participating in the exhibition shall ensure that its exhibits, their packages and promotional materials do not involve infringement.
- 4) The organizing committee will distribute the *The Exhibitor's Handbook* to all exhibitors 30 days prior to the exhibition, which specifies the transportation of the exhibits, hotel accommodation, booth setup and other issues.

## 10. Contact

Plutus Associates

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