


UNIVERSITY OF MINNESOTA
College of Veterinary Medicine
Driven to Discover™



为世界养猪业提供科学为本的解决方案™ - 聚焦中国
Science-Driven Solutions™ for the global swine industry - China focus

The 6th Leman China Swine Conference 2017 World Swine Industry Expo 第六届李曼中国养猪大会 2017世界猪业博览会

会议时间: 2017年10月22-24日
Conference Dates: 22-24 October, 2017

展览时间: 2017年10月22-24日
Exhibition Dates: 22-24 October, 2017

地点: 中国·南京国际展览中心
VENUE: Nanjing International
Exhibition Center, China

主办单位/ Organizer :
美国明尼苏达大学
The University of Minnesota

合办单位/Co-Organizer:
中国农业国际合作促进会
*China Association for the Promotion of
International Agricultural Cooperation*

支持单位/Supported by:
南京市人民政府
Nanjing Municipal People's Government

中国兽医协会动物诊疗分会
*Chinese Veterinary Medical Association
Veterinary Diagnostics and Therapy*

南京农业大学
Nanjing Agricultural University

吉林大学
Jilin University

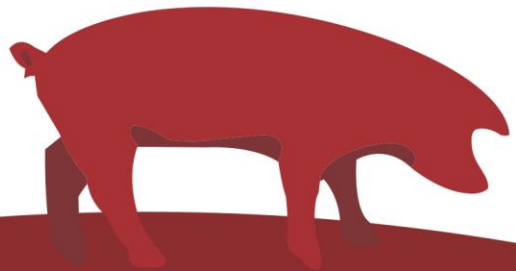
承办单位/Undertaker:
世信朗普国际展览(北京)有限公司
*Shixin lamp International Exhibition
(Beijing) Co.,Ltd.*

Leman China



INVITATION

邀请函 



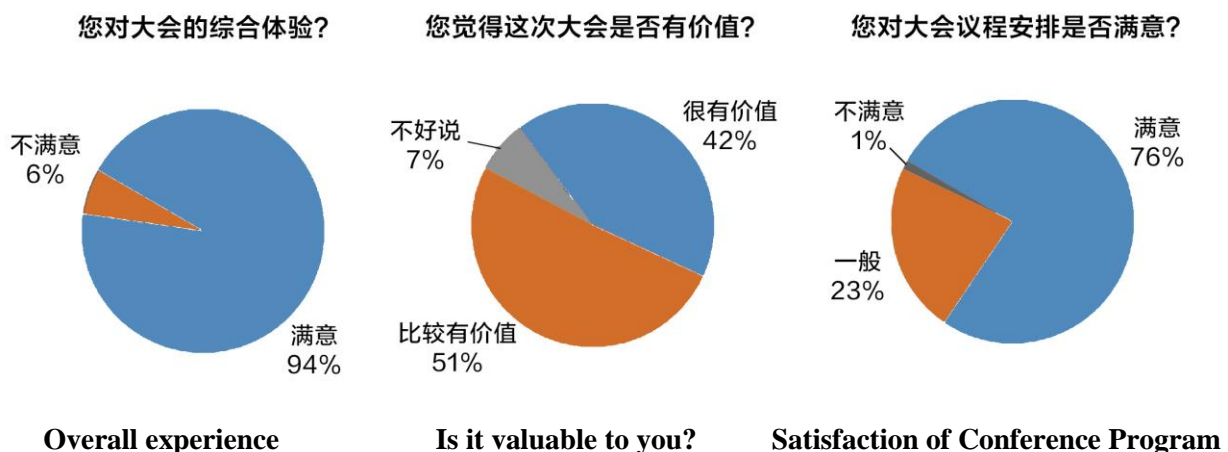


Introduction

As the world's largest and most influential swine industry event, the Allen D. Leman Swine Conference was founded in 1985 and has a 32 years history. The conference was introduced into China in 2012. Now, Leman China was considered one of the most valuable meetings in the swine industry through providing scientific solutions to the complex challenges facing the swine industry. From 650 participants at the first conference to 3158 participants at the 5th conference, leman China grows at 30% annually, becoming Asia's largest swine industry event. Zoatis, Boehringer, Bioscwin, Elanco, and other industry leaders actively participated and sponsored the Leman China. In conjunction with Leman China, "The World Pork Expo", through five years of development, has become the largest pig industry exhibition in China, with an exhibit floor space of more than 15,000 square meters and more than 300 exhibitors.

The Leman China Swine Conference, with its full commitment to providing science-driven solutions to the global swine industry, has always put the conference quality as the highest priority. Each year, the organizing committee evaluates pig production situations and challenges in China and consults with experts in the field to decide on conference topics and programs. Invited speakers are well-known experts from North America, Europe, and China. Over the past five years, the contents of Leman China have been continuously improved and enriched. We have added activities such as "Forum on Green Swine Industry", Next Generation of Chinese Veterinarian in Swine Production", and "Swine Nutrition Training", which are highly valued by conference attendees. Meanwhile, the Leman China has always maintained a good relationship with the industry partners.

Feedback from of the 5th Leman China is shown in the figure below:



The 6th Leman China will be held on October 22-24 in the Nanjing International Exhibition Center, Nanjing, China. We will invite swine experts from North America, China, and Europe to present the latest information and scientific solutions in swine production, share with you the new development and



research results in pig genetics and breeding, production technology, swine disease prevention, monitoring and diagnosis, swine nutrition and feed production, and marketing and economic analysis.

It is expected this year's Leman China will draw about 3,500 participants.

Concurrent Activities

With ensuring the conference contents and quality as always, the 2017 Leman China Swine Conference will organize variety of pre-conference activities in conjunction with the main conference focusing on hot topics in the current swine market, such as: "Forum on Intensive Pig Production and Management in China," "China Green Pig Industry Forum", "China Swine Nutrition Forum" and " Next Generation Veterinarian and Technical Manager of Chinese Swine Industry". Some entertaining and educational activities like "Run Piglet" will also be organized during the conference.

2017 Leman China will continue to assist delegates to apply for continuing education credits offered by the Veterinary Diagnostic and Therapy Training Center, which is a level one training center accredited by the Chinese Veterinary Medical Association.

Conference Arrangements

Program

Registration Date: October 22, 2017, Pre-conference is scheduled at the same day. Pre-conference program to be announced.

Conference Date: October 23-24, 2017

Conference Venue: Nanjing International Exhibition Center, Nanjing, China

Conference Size: estimated at 3,500 participants. Language: English and Chinese, simultaneous translation provided.

Who should attend (including but not limited to)

- ✧ Management from swine production industry
- ✧ Veterinarians
- ✧ Sow farm manager and technical staff
- ✧ Swine experts, professors, R&D staff from companies, and laboratory diagnostician
- ✧ Feed and veterinary drug manufactures
- ✧ Industry standards and policy makes, consultants, and investors
- ✧ Swine production equipment and service company
- ✧ Animal welfare and food safety related personnel
- ✧ Other swine production-related companies and individuals



Registration Fee (per person) and Deadlines

Early Registration (before July 15, 2017) -RMB 2,200 (Or \$350 USD)

Regular Registration (July 2 to September 15, 2017) - RMB 2,500 (Or \$400 USD)

Late Registration (Later than September 16, 2017) - RMB 2,800 (Or \$450 USD)

One-day Registration - RMB 1,500 (Or \$240 USD)

Student Registration (with valid student identification) -RMB 1,200 (Or \$200 USD)

Pre-conference training course - RMB 480 (Or \$80 USD)

CE Credit - RMB 100

*Registration fee includes the conference materials during October 23-24, conference gift, two lunches, a dinner and all break refreshments.

*Pre-conference training is scheduled on October 22, limited to 150 participants per conference.

Conference Sponsorship Opportunity

Platinum Sponsor: RMB 300,000 Or USD
\$50,000

Gold Sponsor : RMB 180,000 Or USD
\$30,000

Silver Sponsor: RMB 90,000 Or USD
\$15,000

Coffee/Tea Sponsor : RMB 60,000 Or USD
\$10,000

Dinner Sponsor : RMB 240,000 Or USD \$40,000

Reception Sponsor : RMB 180,000 Or USD
\$30,000

Lunch Sponsor: RMB 150,000 Or USD \$25,000

Other Sponsors : Badge, Conference bag, Gifts,
etc.

World Pork Expo

After 5 years of development, the World's Pork Expo has become an important event for the swine industry by its professionalism, size, and the marketing impacts. The 2016 World Pork Expo had a floor space of more than 15,000 square meters participated by more than 300 enterprises including most industry leaders like, BOEHRINGER, BIOSWIN, ELANCO, ZOETIS, NEW HOPE LIUHE, TECON, ECO-BIOK, ITALY ASCOR, EBVAC, CENTRE, BOENCORP, DSM, PHILIPS, MUYUAN, CEVA, BASF, QILU ANIMAL HEALTH, YEBIO, 3SBIO, CHIA TAI GROUP, GENESUS INC, PIC, HISUN, ZHENGBANG GROUP, YONG XIN YUAN, XINDA LIVESTOCK, ANHUI NATURE, NUTRITECH, MACSUMSUK GM, DABEI NONG, TWINS GROUP, CLEVER, HADOKEL, COOPERL, OSBORNE, IMV TECHNOLOGIES, MOFA, etc.



2017 World Pork Expo will be organized in conjunction with the Leman China Swine Conference with expanded exhibit area. The Expo will focus on promoting global exchange and collaborations, application of science and new technology, and new products and service.

In addition to over 3500 conference attendees, the Expo will open to the public. We will invite audience from swine producers, technical personnel, product distributors from around the country to visit the Pork Expo. It is estimated that the World Pork Expo will have 25,000 square meters floor space and the number of visitors will exceed 30,000.

Expo Program

Exhibit set-up: October 20-21, 2017

Opening ceremony: 9:30am, October 22, 2017

Exhibition time: October 22-24, 2017

Exhibit close: 4:00pm, October 24, 2017

Exhibit location: Nanjing International Exhibition Center, Nanjing, China

Exhibit floor area: 250,000 square meters

Visitors, Estimated 30,000 (including 3,500 Leman China Conference participants)

Scope of Exhibit

- Animal health products
- Feed and feed ingredients , additives, feed processing technology and equipment
- Large pig producer promotional and image show
- Diagnostic equipment, device and reagents,
- Imported genetics and breeding materials, AI equipment and supplies, breeding technology and equipment
- Large-scale intensive pig production management, biosecurity, and facility
- Pig farm design and construction, feeder, drinking device, ventilation, and environmental control equipment, and cleaning equipment
- Manure treatment technology and equipment, animal disposal and treatment equipment
- Slaughtering, processing, preservation, storage and transportation equipment
- Information of pig farming technology, books, and educational materials
- Training, media, education, and technical services



Exhibit fees

Sponsor Area: only for conference sponsors, floor space: RMB 1,500 / square meter, standard booth RMB 15,000/each

Zone A: floor space: 1500 RMB/ square meter, standard booth 15,000 RMB/ea.

Zone B: floor space: 980 RMB/ square meter, standard booth 9800 RMB/ea.

Zone C: floor space: 580 RMB/ square meter, standard booth 5800 RMB/ea.

International exhibition area: located in Zone A, floor space: 255 USD / square meter, standard booth 2,500 USD/ea.

Note: Exhibitors at Zone A and B will receive one complementary conference registration for every 9 square meter exhibit area or one standard booth. No complementary registration for Zone C exhibitors. Exhibitors will receive 10% discount for any additional conference registration.

Advertisements in conference publications

Cover Logo	Inside cover	Inside back cover	Back cover	Color insert	Black and White insert
30000 RMB each	20000 RMB	20000 RMB	30000 RMB	10000 RMB /page	5000RMB/page

Note: Printing page size, 285mm × 210mm, imported coated paper, four-color fine printed; the exhibitors need to submit advertisement content to the organizer before September 1st.

Advertisements at conference venue:

Air Pillar	Arches Gate	Inkjet print screen	Billboard	Cross beam banners	Wall advertisement
Height 6m	Span 20m	19m×5.5m	4m×5m	47m×4m	15m×6m
4000RMB each	5000 RMB each	25000 RMB each	20000 RMB each	20000 RMB each	30000 RMB each

Note: Above are only parts of the available eye-catching advertising opportunities. If you have other needs, please contact us.



Call for corporate activities and events:

We plan to organize more than 30 business activities and events during the Expo, including product launch press conference, technical training sessions, distributor meetings, and various salons. Exhibitors are invited to organize their activities following the guidelines provided by the organizing committee. The Organizing Committee will schedule your activities in accordance with the order of application time. Activities venue is located in the exhibition area. The organizing committee will only charge a fee to cover the cost of the venue. Each activity is scheduled for 1 hour for a fee of 3,000 RMB. The Organizing Committee will provide: a conference room of 100-150 sitting capacity, projector, LED screen, podium, chairs, audio, paper, pens, and drinking water. Event participant shall be invited by the enterprises themselves. The organizing committee will assist in promoting these activities.

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