

# *The 21<sup>st</sup> Hotelex Shanghai 2012 Expo Fine food*

第二十一届上海国际酒店用品博览会  
2012上海高端食品与饮料展

## *Moon Cake Pavilion* 月饼专区

*April 9<sup>th</sup> -12<sup>th</sup> , 2012*  
2012年4月9日-12日

*Shanghai New International Expo Center, Hall E4*  
上海新国际博览中心 (SNIEC) E4馆

*Organizer*

*Shanghai UBM Sinoexpo International Exhibition Co., Ltd*

*Co Organizer*

*Shanghai Tourist Hotel Star-rating Committee*

主办单位

上海博华国际展览有限公司

协办单位

上海市旅游行业协会饭店业分会





## 月饼行业新趋势 *New Trend of Moon Cake Industry*

从《2012年全国月饼行业市场趋势》获悉，明年全国月饼生产量预计超过28万吨，市场销售额超过150亿元，月饼行业的销售呈现渠道多样化，竞争加剧，行业集中度进一步提高的态势，品牌地位会更加突出，10%的品牌将占领60%以上的市场份额。作为月饼销售三大板块之一的酒店餐饮业，占据的市场供求份额已经超过45%，这意味着面向酒店餐饮业的这块价值逼近70亿元的“月饼”正等待着生产加工行业的新一轮争夺。

According to the "moon cake industry marketing trend 2012", the output of moon cake will outnumber 280,000 tons and the revenue of market sale will break 15 billion RMB. The diversification sales channel of moon cake industry brings more competition. With the further improvement of industry concentration, the brand position will become more prominent. 10% of the brand will occupy more than 60% market share. As one of the three major parts moon cakes output, the hotel & catering industry occupy more than 45% market demand share. That means that the "moon cake" which values approached 7 billion RMB of hotel & catering industry is waiting a new round for the production and processing industry.





**强势携手 共筑商机**

## ***Strongly Cooperation Results in the Marvelous Business Opportunities***

正逢月饼行业在国内加速发展的同时，上海饭店业协会整合其巨大的饭店采购及加工需求，强势联手“上海高端食品与饮料展”全力打造贸易促进平台。随着消费需求结构的不断变化，格式各样的精美月饼层出不穷，不论是消费者青睐的“新口味”还是“无糖月饼”，连“低碳包装”都已成为新的焦点。月饼业的发展已步入一个全新的时代，传统月饼和新式月饼的融合交汇将掀起新一轮的月饼革命风潮。“上海高端食品与饮料展”也正是迎合这新一轮需求并结合了自身巨大的酒店餐饮采购平台而全力携手上海饭店业协会，为您找到市场的方向！

Along with the accelerated development of domestic moon cake industry, Shanghai Tourist hotel star-rating committee invite the "Expo Finefood" to build the trade platform with integrating its huge amount needs of moon cake selling and processing from all its member hotels. The demand grows constantly and geometrically. All kinds of exquisite moon cakes are coming out. Not only for the consumers "new taste" or "no sugar moon cakes", even the low carbon packaging "has become the new focus. The development of moon cake industry has stepped into a new era. The "traditional one" and the "fashion one" will start a new revolution by the fusion. The "Expo Fine Food 2012" builds the moon cake pavilion for satisfying a new round of consumer demand with its huge purchasing platform of hotel & catering to find you the new direction of market!



**独一无二的专业展会背景**

## ***The Unique Exhibition Background***

10 万平方米的展览面积，1000 家供应商，超过 50000 名的专业观众。上海国际酒店用品展以其 20 年来的成功经验，建立了海量的行业数据资源与广阔的信息平台，已成为亚洲地区最重要的酒店餐饮门户之一！上海高端食品与饮料展作为旗下专题展会，将为您提供更多商机！

100,000 SQM, 1000 suppliers. 50,000buyers. "Hotelex Shanghai" builds huge amount industry data bases and wide platform of information delivery via its 20 years of successful operation and development experiences. It has become one of the most important portals of hospitality & catering industry. "Expo Fine food" , as the special topic of Hotelex, bring you more business opportunities !



## 接触决策买家最有效的途径 *The Short Cut to Close the Deal*

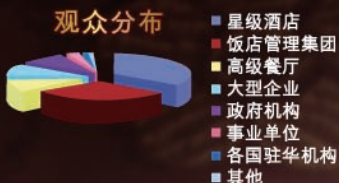
在这里，您将面对数以万计来自海内外的专业观众，他们分别来自星级酒店，饭店管理集团，高级餐厅，大型企业，政府机构，事业单位，各国驻华机构等。当然，他们中的 80% 以上都是最终的决策者！

In here you will face with thousands of home and abroad visitors which cover star hotels, hotel management group, restaurant, Large-lot Producer, government body, institution, foreign representative organizations, etc. and of course, over 80% of them are final decision makers.

### 观众组成



### 观众分布



## 展品类别 *Exhibit Category*

全新的设备，创新的原料，先进的技术，潮流的设计，前卫的创意，精致的工艺，绿色的包装及环保的保存运输技术。

You will see variety kinds of brand-new equipments, raw material, technology, design, creation, craft, packing system, processing system and so on.





## 联系方式

*For more information, please contact*

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## 参展费用 *Participation Fee*

标摊 (9m<sup>2</sup> 起租): 人民币 1150 元 /m<sup>2</sup>

标准展台提供信息桌一张, 椅子两把, 中英文公司楣板一条, 220V 电源插座一个, 射灯或日光灯两只, 摊位内满铺地毯。

光地 (27m<sup>2</sup> 起租) RMB1000 元 /m<sup>2</sup>

特殊展位附加费

两面开口展位 +10%; 三面开口展位 +15%;

独立展位 +20%

Shell Scheme Package (minimum 9 sqm)

Package Price: RMB1,150 per sqm

Price includes exhibition space, bilingual (Chinese and English) display of company's name on the fascia board, power socket, two spotlights, two folding chairs, one information table, one waste paper basket

Space Only (minimum 27 sqm)

Space Price: RMB1,000 per sqm

Surcharge for Open Sides

Two Side Open + 10% surcharge

Three Side Open (minimum 60sqm) + 15% surcharge

Island + 20% surcharge

