



## Report of Interfood 2007

The 4th China International Foodstuff (Guangzhou) Exposition

June 7 – 9, 2007

Chinese Export Commodities Fair, Liuhua Complex

Approving Org: Ministry of Commerce of the People's Republic of China

Abroad Organizer: Guangzhou Canton Universal Fair Group Ltd.

Co-sponsors: Macau International Food Safety Association (MIFSA)

Instituto Valenciano de la Exportacion

Associacao Empresarial de Portugal

Portuguese Trade Commission

Federexport Piemonte

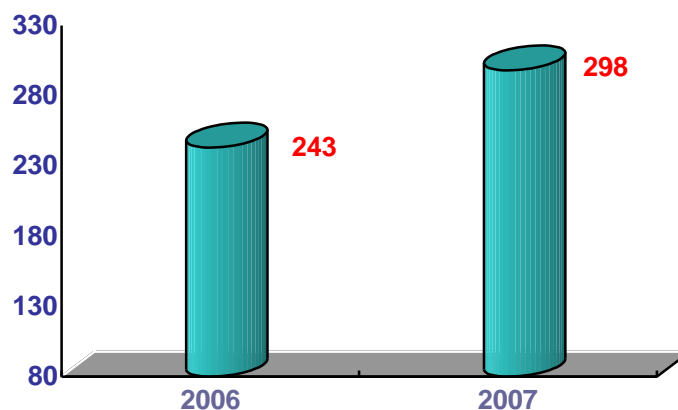
Italian Trade Commission

Swiss Business Hub China

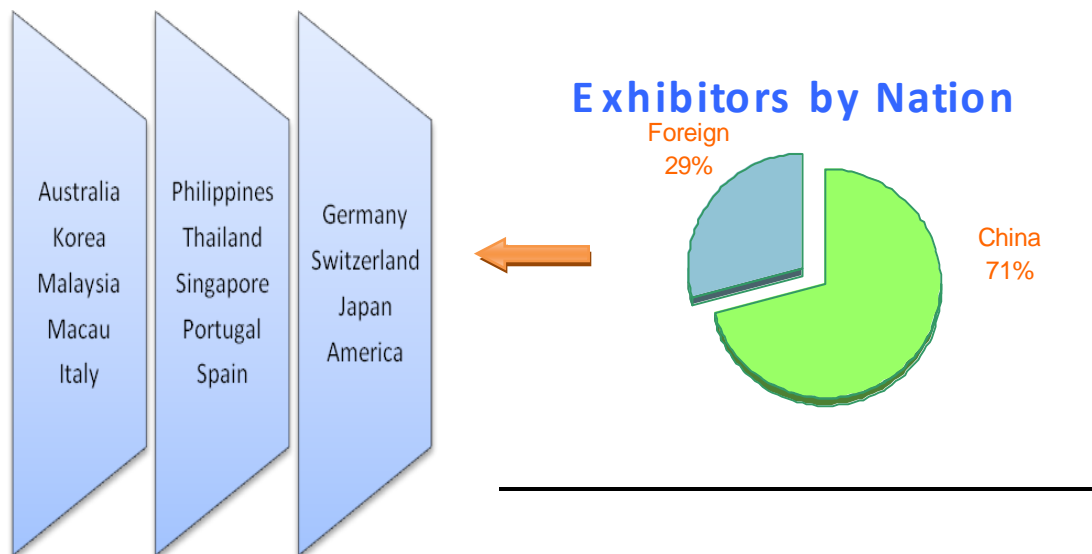
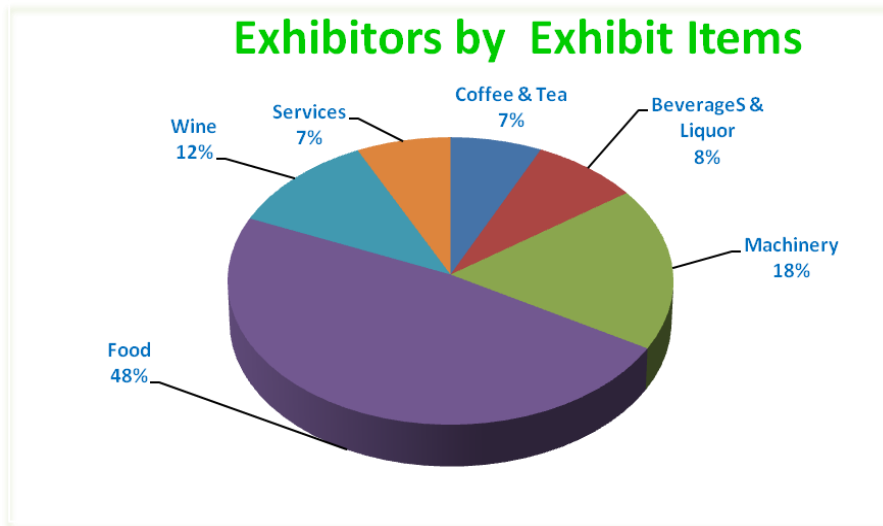
Camara Oficial de Comercio de Espana en China

Interfood China 2007, the 4th China International Foodstuff (Guangzhou) Exposition, has made a strong impact on South China food import/export industry. Throughout its worldwide partnership with Consulates, Commercial Chambers, Associations and Local Agents from Korea, Malaysia, Russia, Romania, Macau, France, Australia and Italy, Interfood 2007 has made tremendous improvement and has grown up as the largest import/export foodstuff exposition in south area of China.

### Exhibitor Statistics



### Number of Exhibitors



### Questionnaire

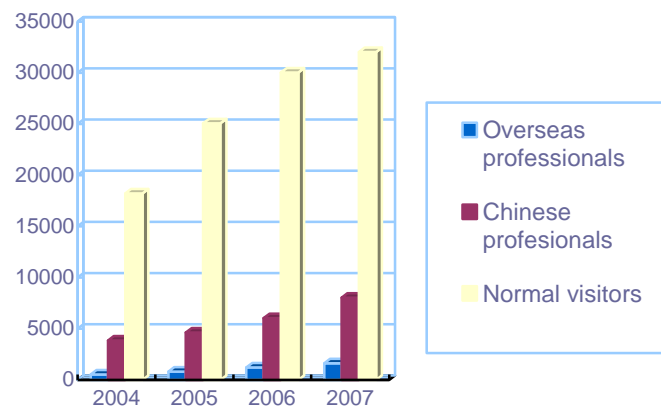
Main purpose of attending the exhibition	Show new products	50	18%
	Show company	56	20%
	Seek business opportunity	174	62%
Frequency of attending exhibitions	Once	129	46%
	More than one time	151	54%
Attitude to the exhibition progress	Satisfied	98	35%
	Indifferent	174	62%

	<b>Unsatisfied</b>	<b>8</b>	<b>3%</b>
<b>Opinions about the result of this show</b>	<b>Underestimated</b>	<b>31</b>	<b>11%</b>
	<b>Meet prediction</b>	<b>241</b>	<b>86%</b>
	<b>Overestimated</b>	<b>8</b>	<b>3%</b>
<b>Expenditure</b>	<b>0-10k USD</b>	<b>8</b>	<b>3%</b>
	<b>10k-15k USD</b>	<b>64</b>	<b>23%</b>
	<b>15k USD and above</b>	<b>208</b>	<b>74%</b>
<b>Will come next time</b>	<b>No</b>	<b>31</b>	<b>11%</b>
	<b>Yes</b>	<b>148</b>	<b>53%</b>
	<b>Considering</b>	<b>101</b>	<b>36%</b>

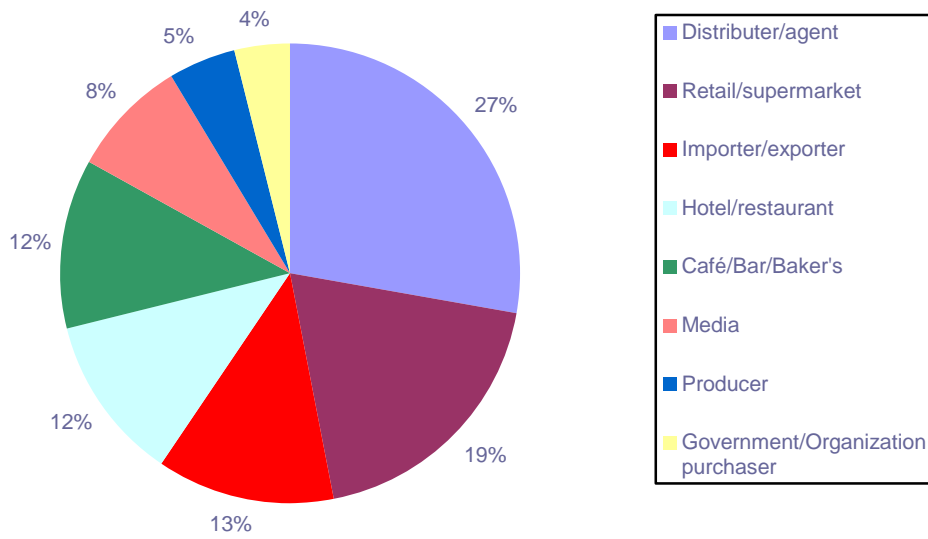
\* 280 out of 298 exhibitors have joined our questionnaire

## Visitor Statistics

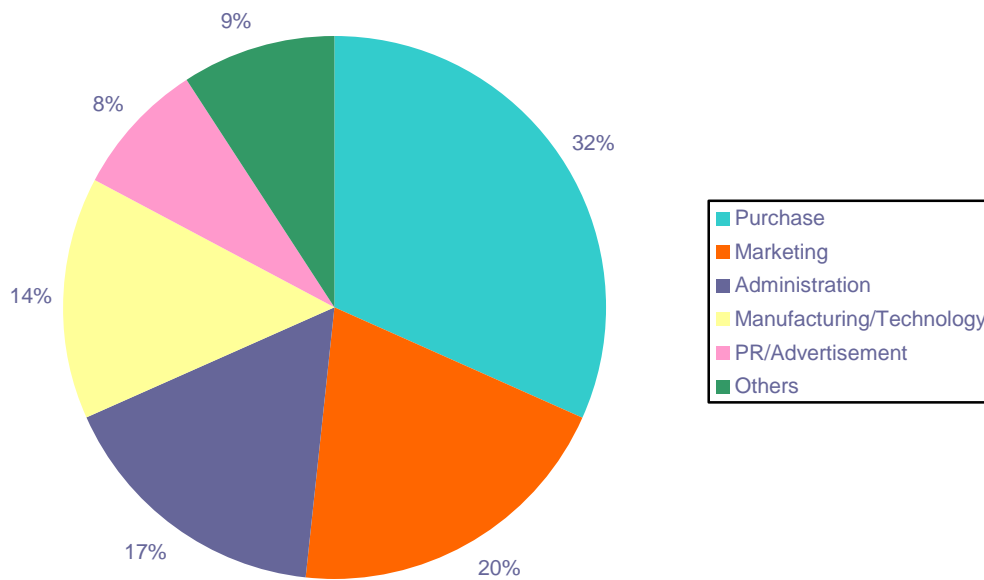
Number of professional and normal visitors



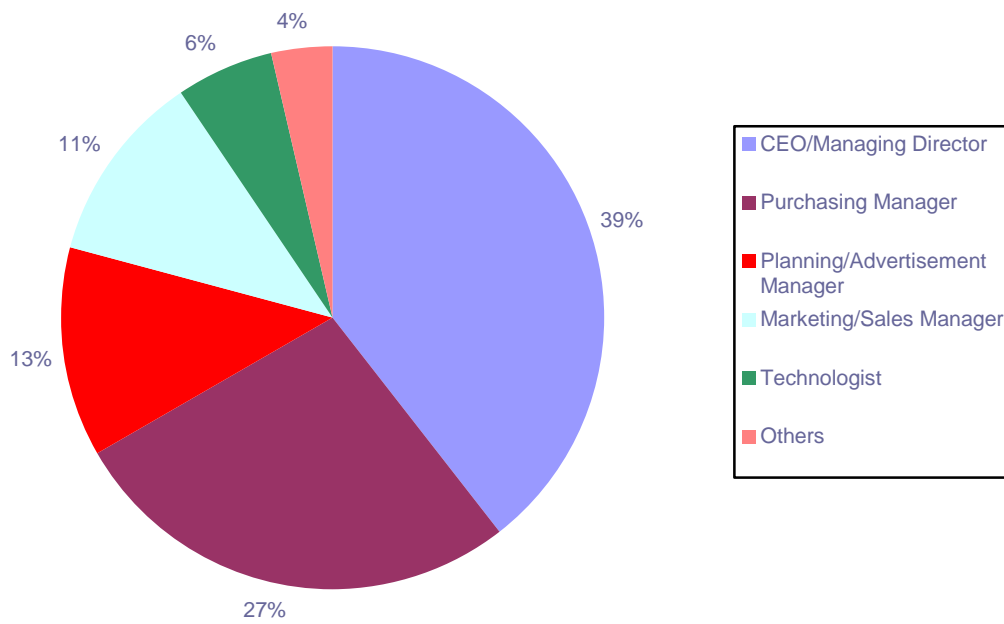
Percentage of visitors by profession



Percentage of visitors by department



Percentage of visitors by occupation



## Events

International Seminar on Food Safety Certification  
Food Industries Developing and Oversea Listing Financing Pro-seminar  
Summit Forum on Development of Food Industry