

# 中国商业联合会

China General Chamber of Commerce

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**Invitation to  
" Zhengzhou International Protected Geographical Indication Products Exhibition  
and International Import Food and Agricultural Products Exhibition 2025 "**

**Ministry of Economic Affairs and Communications of Estonia,**

To establish a first-class professional platform for geographical indication products and import agricultural products in China, push forward the rapid development of the industry, the 2025 Zhengzhou International Protected Geographical Indication Products Exhibition and International Import Food and Agricultural Products Exhibition (hereinafter referred to as PGIE&CIFA) will be held on September 26-28, 2025 at the Zhengzhou International Convention and Exhibition Center, Henan Province. Our exhibitions are approved by Ministry of Commerce of the People's Republic of China, jointly hosted by the China General Chamber of Commerce, China Green Food Association, China Customs Brokers Association, China Trade Association for Anti-counterfeiting, China Supply and Marketing Cooperatives Council of CCPIT, Golden Conference and Exhibition Group and organized by Shanghai Supervip Exhibition Co., Ltd.. Taking "New Consumption, Shared Global Food" as its theme, PGIE&CIFA covers a total area of 30,000 square meters. The exhibits cover a wide range of food and drinks fields including geographical indication products, imported agricultural and food products, and service trade. PGIE&CIFA will gather industry forces and integrate resources with a new look, making the exhibition and conference a comprehensive platform for imported food and agricultural products enterprises from around the world to grasp the consumption status, development trends, trade connectivity, and government enterprise exchanges in China.

During the exhibition, there are a series of events such as the Global Geographical Indication PG500 Forum, International Agricultural Products Safety and Customs Practice Forum, China Geographical Indication Brands Summit and Mayor & County Executive' Dialogue on China's Regional Economic Development, as well as One-on-One Matchmaking Sessions for Imported Food from Around the World to held. Domestic and foreign government officials and industry experts will invited to discuss hot topics such as mutual recognition and interoperability of global geographical indication products, market access for import agricultural products, inspection and quarantine management, product classification and tariff calculations, which contributed to the advancement of the protection of geographical indications and the promotion of international cooperation and trade in the agricultural products industry.

We sincerely invite your country Government officials from the Ministry of Commerce, the Ministry of Agriculture, the Ministry of Economic Affairs, the Intellectual Property Office and diplomats from to attend the opening ceremony of the show and concurrent forums such as the Global Geographical Indication

PG500 Summit Forum and the International Agricultural Products Safety and Customs Practice Forum. We also invite Government Administrative department, industry associations and relevant companies to participate in the exhibition in the form of national delegations to showcase your country's GI products and high-quality agricultural and food products. Also, we can explore markets, engage in investment negotiations, and promote trade and cooperation between enterprises from both sides.

Your presence will be highly appreciated. Thank you for your attention and consideration.

**PGIE&CIFA Organizing Committee:**

Contact: Victoria Liu

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Contact: Leo liu

Phone: +86-18515372103 | E-mail: [pgie.china@goldenexpo.com.cn](mailto:pgie.china@goldenexpo.com.cn)

Contact: Yang Jianzhuang

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**Attachment:**

1. Agenda
2. Exhibition Information
3. Forum Application Form
4. Booth Application Form

China General Chamber of Commerce  
August 26, 2024



**Attachment 1****PGIE&CIFA2025-Agenda**

<b>Sept 25, 2025(Thursday)   JW Marriott Hotel Zhengzhou-Henan</b>	
08:00-09:00	Guest check-in
09:00-12:00	Global Geographical Indications G500 Summit
13:30-17:30	International Agricultural Products Safety and Customs Practice Forum
18:30-20:30	Welcome banquet
<b>Sept 26, 2025 (Friday)   ZZICEC•Henan</b>	
09:00-10:00	Opening ceremony
10:00-11:30	Leaders tour exhibition
09:30-16:30	Geographical Indication for Cuisines and Wine Tasting& World Wine Master Class
10:00-16:30	Promotion Conference for Geographical Indication Areas and Distinctive Product
13:30-16:30	Geographical Indication Brands Summit and Mayor & County Executive' Dialogue on China's Regional Economic Development
<b>Sept 27, 2025 (Saturday)   ZZICEC•Henan</b>	
09:00-16:30	Exhibition
09:30-12:00	International Wine Products Label Management and Safety Supervision Summit
10:00-16:30	Promotion Conference for Geographical Indication Areas and Distinctive Products
13:30-16:30	Conduct a survey to wholesale of wine at Bairong World Trade Center
<b>Sept 28, 2025 (Sunday)   ZZICEC•Henan</b>	
09:00-14:00	Exhibition
10:00-11:30	Award Ceremony for Geographical Indication for Cuisines and Wine Tasting
14:00-18:00	Move-out

## Attachment 2

The exhibition information are notified as follows:

### Show Name

Zhengzhou International Protected Geographical Indication Products Exhibition  
And International Import Food and Agricultural Products Exhibition 2025

### Show Time and Venue

Sept 26-28, 2025  
Zhengzhou International Convention and Exhibition Center  
Henan China

### Show Website

[www.cgjiaexpo.com](http://www.cgjiaexpo.com)  
[www.importfoodfair.com](http://www.importfoodfair.com)

### Major Exhibits

The exhibits covers a wide range of products, including import and export food, meat and seafood, alcoholic and beverages, dairy products and honey, candies and nuts, baking and coffee, fruits and vegetables, grains and edible oils, frozen drinks and seasonings, catering ingredients, green food, organic products, geographical indication products, and trade services.

### Participation Fees

#### ★ Standard Booth (3m×3m)

For overseas enterprises: USD 4800/Expo, 3m\*3m

Each standard booth consists of 3-sided white partitions, bilingual fascia board, 1 information counter, 2 folding chairs, fully-floored carpet, 2 arm spotlights, 1 220V/5A power socket and 1 wastebasket.

#### ★ Indoor Raw Space

For overseas enterprises: USD 480/Sq.m. / Expo

Note: The raw space (minimum 36 sq.m.) only supplies a show space excluding stand frames, show equipment, carpet and power supply, etc.

The principle of participation is based on first-come, first-served. Exhibit space will be confirmed in the order of registration.

### Concurrent Activities

During the exhibition, there are a series of events such as the Global Geographical Indication PG500 Forum, International Agricultural Products Safety and Customs Practice Forum, China Geographical Indication Brands Summit and Mayor & County Executive' Dialogue on China's Regional Economic Development, as well as One-on-One Matchmaking Sessions for Imported Food from Around the World to held. Domestic and foreign government officials and industry experts will invited to discuss hot topics such as mutual recognition and interoperability of global geographical indication products, market access for import agricultural products, inspection and quarantine management, product classification and tariff calculations, which contributed to the advancement of the protection of geographical indications and the promotion of international cooperation and trade in the agricultural products industry.

## **Registration**

The organizing committee sincerely invite local government departments, member units, and relevant enterprises from various regions to participation in the exhibition. Please fill in the application form by fax or email and send it to the secretariat of the organizing committee before February 28, 2025 for unified arrangement.

### **PGIE&CIFA Organizing Committee:**

Contact: Victoria Liu

Phone: +86-19872038808 | E-mail: [cifachina@goldenexpo.com.cn](mailto:cifachina@goldenexpo.com.cn)

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**Attachment 3**

**Forum Application Form**

To attend the forum, please fill in the form carefully and Fax: 0086-21-50131761 it or E-mail: [cifachina@goldenexpo.com.cn](mailto:cifachina@goldenexpo.com.cn) it to the organizing committee for unified arrangement.

Company	Chinese:				
	English:				
Industry: <input type="checkbox"/> Government <input type="checkbox"/> Embassy/Consulate <input type="checkbox"/> Industry Institution <input type="checkbox"/> Enterprise <input type="checkbox"/> Media <input type="checkbox"/> Other					
Name	Sex	Department	Title	Mobile Phone	E-mail
Contact for conference					
<p><b>Participation Fees:</b> USD2880/person (including service fee, materials and tea break during the conference, excluding accommodation) .</p> <p><b>Note:</b> Third-level secretaries and above from Embassies in China, as well as leaders at the county-level and above, can participate in the forum and local visit tour for free. Participants need to pay their own accommodation and transportation expenses.</p>					
Total Fee: A total of _____ participants, and total fee:\$ _____					
To make the conference more professional and meet the needs of the enterprise, please fill in the following items: Topics you are interested in: _____					
Enterprises or guests you are interested in: _____					
<p><b>Committee Specified Account</b></p> <p>Beneficiary's Bank in China Shanghai Branch            SWIFT: BKCHCNBJ300            Beneficiary: Shanghai Golden Commercial Exhibition Co., Ltd.            Account No.: 439059238556            Bank: Bank of China, Shanghai Waigaoqiao Free Trade Zone Sub –Branch</p>					
Note: Please provide details on the arrival location and time for diplomats from Embassies in China as well as leaders from provinces and cities.					

**Attachment 4**

**Booth Application Form**

To attend the PGIE&CIFA2025, please fill in the form carefully and Fax: 0086-21-50131761 it or E-mail: [cifachina@goldenexpo.com.cn](mailto:cifachina@goldenexpo.com.cn) it to the organizing committee for unified arrangement.

Company	Chinese:		
	English:		
Address		Postcode	
Tel		Fax	
Contact	(Title )	Mobile Phone	
E-mail		Website	
Exhibition Options	<p><b>1) Option 1: International Standard Booth and Raw Space</b></p> <p><input type="checkbox"/> Room Area _____ Booth Number _____ Fee(USD) _____</p> <p><input type="checkbox"/> Standard _____ Booth Number _____ Fee(USD) _____</p> <p>Special requirements: _____</p> <p><b>2) Option 2: Fair Catalogue Size: 140mm(W)×210 mm(H)</b></p> <p><input type="checkbox"/> Front Cover: 10000(USD)                      <input type="checkbox"/> Back Cover: 8000(USD)</p> <p><input type="checkbox"/> Inside Front Cover: 6000(USD)              <input type="checkbox"/> Inside Back Cover: 4000(USD)</p> <p><input type="checkbox"/> Colored Page: 2400(USD)                      <input type="checkbox"/> Monochrome Page: 1200(USD)</p> <p><b>3) Option 3: Advertisements and Sponsorship</b></p> <p><input type="checkbox"/> Ticket   <input type="checkbox"/> Chest Card   <input type="checkbox"/> Paper Bag   <input type="checkbox"/> Other   Total(USD) _____</p> <p>For more information about the sponsorship options and advertising sites, please refer to attachment. (On-site Quotation)</p> <p><b>Total Fee:</b> _____ \$</p> <p>The payment will be remitted outward within three working days after signing the contract, please check then.</p>		
	Total Fee		
Note and Special Requirements:			
<p><b>Committee Specified Account</b></p> <p>Beneficiary's Bank in China Shanghai Branch</p> <p>SWIFT: BKCHCNBJ300</p> <p>Beneficiary: Shanghai Golden Commercial Exhibition Co., Ltd.</p> <p>Account No.: 439059238556</p> <p>Bank: Bank of China, Shanghai Waigaoqiao Free Trade Zone Sub –Branch</p>		<p><b>Company Stamp/Chop:</b></p> <p>Signature:</p> <p>Date:</p>	

**The Secretariat Committee**

Add: Room 1006, Block C, North Building, Senlan Meihuan, No.519, Qifan Road, Pudong New District, 201208, Shanghai, PRC

Tel: 0086-21-64396190 50131760

Fax:0086-21-50131761

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