

ifa

IMPORTED FOOD
ASSOCIATION

广东省进口食品协会
Guangdong Imported Food Association



FOOD2CHINA

链接全球·美味中国

Food to China. Tastes from the World

CENTER

进口食品交易中心

MATCH

配对

MEDIA

媒体

EXPO

展会



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About IFA&F2C

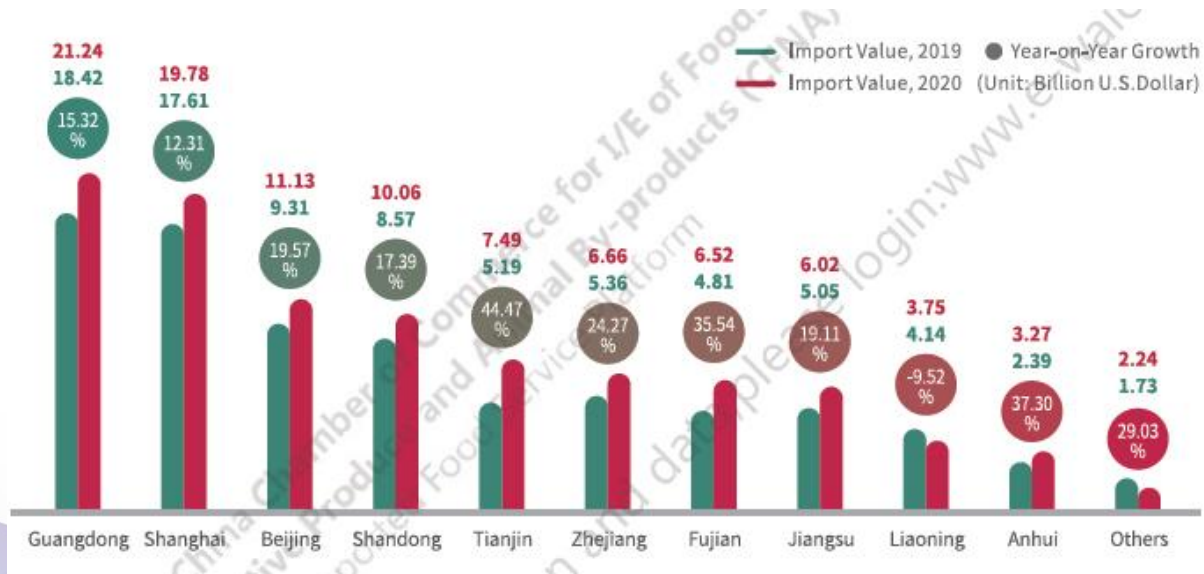
Guangdong (China) Imported Food Association (<http://www.gdifa.org.cn/>) shortened as IFA, established in 2016, is supervised by the Social Organization Administration Bureau of the Civil Affairs Department of Guangdong Province, and guided by the Commerce Department of Guangdong Province.

The first provincial association of imported Food in China and organization for food manufactures, exporters, importers, agencies, distributors, enterprisers, influential experts with high prestige who are engaging in imported food industry.

Nowadays, IFA has possessed more than 400 registered members (Chinese importers ,distributors, e-commerce,catering etc.)and over 5,000 overseas suppliers and 100,000 Chinese importers or distributors in database(nationwide coverage).

Guangzhou Food2China Network Technology Co., Ltd (Food2china.com), as a joint venture of Constellar holding Pte.Ltd in China. It was founded in 2014, shortened as F2C, F2C is entrusted by Guangdong (China) Imported Food Association to provide professional services such as trade matchmaking, business tasting, outbound buyers delegation, brand or product promotion, etc. for the **strategy partner of IFA**.

1. Overview of Guangdong Imported Food Market



(Food Import Value and Growth in China's Major Provinces in 2019 and 2020)

- ◆ Guangdong's food import value exceed Shanghai.
- ◆ Guangdong gathers multiple cities and ports such as Guangzhou, Shenzhen, Zhuhai, Zhanjiang and Shantou.
- ◆ The traditional sources of imported food in Guangdong are mainly ASEAN countries, Australia and Europe and the United States.
- ◆ Guangdong has a business foundation that gathers global food and high-quality importers across the country.

2. Advantages of Guangdong Imported Food Market



Guangdong Province's GDP ranks first in China



14 customs clearance ports for imported food



21.24 billion dollars in imported food consumption



Geographical advantages of the Pearl River Delta



3. Why FOOD2CHINA



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* We provide one-stop service for overseas brands entering China:

Office

Supply Chain

Sales Channel

Brand Promotion

Display Zone

Buyer Matching

- Sales connection ♦
- Importer ♦
- Distributor ♦
- Catering ♦
- Supermarket ♦
- E-commerce ♦

01

Event Management

- Business Match ♦
- Domestic Roadshow ♦
- Customized Event ♦
- Oversea Delegation ♦
- Food2China Expo ♦

03

Media Promotion

- ♦ Brand Promotion
- ♦ Advertising
- ♦ live streaming
- ♦ Market Research
- ♦ Business Consulting
- ♦ Strategic Guidance

02

Trading Center

- ♦ Promotion and Display
- ♦ Office rental
- ♦ Conference and Activities
- ♦ Catering and Shopping
- ♦ Third-party Services (supply chain, customs, etc.)

04



3. Why FOOD2CHINA

- **Diverse one-stop solutions** can help your business to achieve greater success in the huge China market.



4. F2C highlights review



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European Food B2B Matchmaking Event



Turkish Cherry Trade Mission in GZ



Canada Alberta Food Promotion Event



Latin American Food Tasting and Business Matchmaking Event



“FOOD IS GREAT” British Food Day



Dutch Day Food Tasting Event



“Our Extra Virgin Olive Oil” Campaign



B2B matchmaking event in Siberian



Indusfood buyer delegation 2019



FHA buyer delegation in Singapore 2019



German food presentations



Buyer delegation in Spain

4. F2C highlights review



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Buyer delegation in Turkey



Buyer delegation on IFEX Philippines



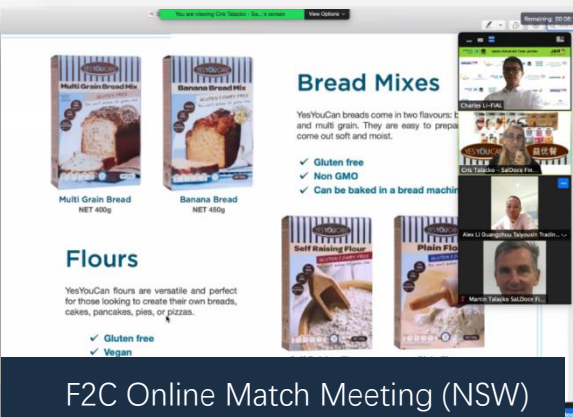
Business Visit to Indian Vineyards



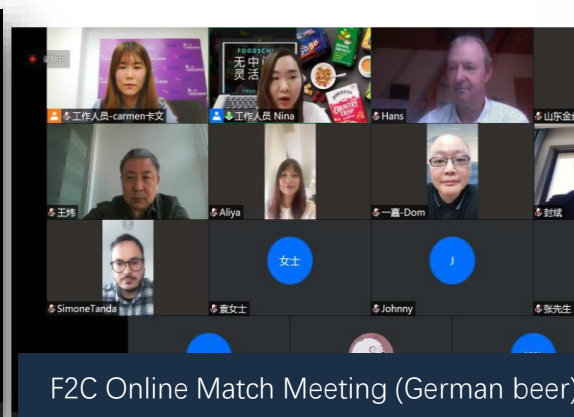
F2C Domestic Roadshow



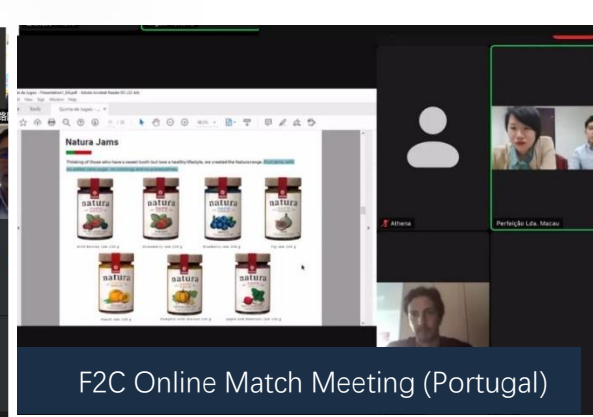
F2C Online Match Meeting (Malaysia)



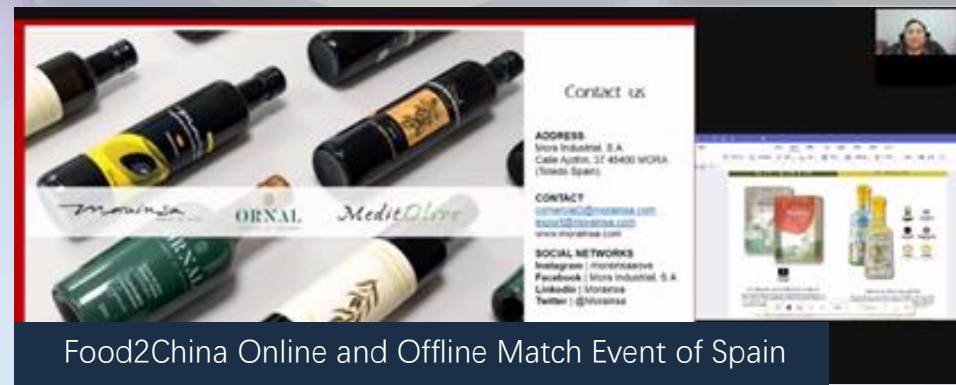
F2C Online Match Meeting (NSW)



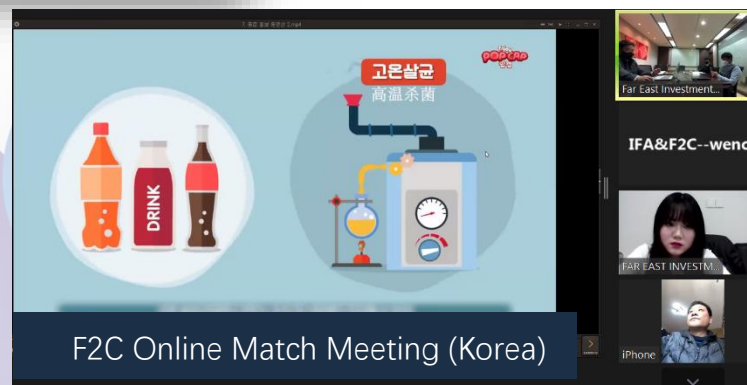
F2C Online Match Meeting (German beer)



F2C Online Match Meeting (Portugal)



Food2China Online and Offline Match Event of Spain



F2C Online Match Meeting (Korea)



F2C Online Match Meeting (Philippines)

4. F2C highlights review

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Turkish Pinar Cheese Tasting Event



Breakfast for Fitness Pros (Australia)



Australia Food and Beverage Promotion Event



Buyer delegation in Anufood



F2C Online & Offline Match Meeting
(Italy)



Wine2China & Food2China Roadshow (Guangzhou)



Buyer delegation in SIAL

5. Successful Cases



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IFA&F2C has successfully cooperated with consulates and institutions of many countries to help oversea suppliers enter Chinese market and received good feedback from suppliers and buyers.



See's International Food Mfg. Corp.

See's International gained an order for 80 containers of Banana Chips, and has received the payment for 3 containers as a trial sale in Food2China Online Match (Philippines).



Quinta do Portal

Quinta do Portal gained an order of a 20 HQ container of wine, valued at 424, 000 CNY through our offline domestic roadshow.



SHANG DING FOOD INDUSTRIES SDN BHD

SHANG DING FOOD has cooperated with three Guangdong buyers and sold its coffee to different channels through our online business match meeting.



Hayat Food Company

Hayat received an order of 400 ctns of Cheese from a Guangzhou dairy distributor through our offline Tasting Event.

5. Successful Cases



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Consulate General of the Republic of Italy in Guangzhou

Consulate General of the Republic of Italy in Guangzhou has a deep understanding of the potential of Italian Kiwi in the Chinese market and how to more effectively explore the Chinese market through our market research services.



Golden Miles

Golden Miles successfully completed the customs clearance of health products through our supply chain services.



Agricultural & Processed Food Export Development Authority

APEDA organized high-quality buyers to visit Indian vineyards and increased the export volume of Indian grapes through our overseas delegation service.



Esro Vlees B.V.

Esro Vlees B.V successfully matched with Lotus Supermarket and has already put on sale their products through our buyer matching service



PHILIPPINE CONSULATE GENERAL

"Congratulations to the successful organization of delegation to Philippine. We would like to express our heartfelt gratitude and appreciation to your good association. Exporters were impressed by the presentation that enable them to be equipped in their partparticipation in the china market."

– John Paul Inigo, Vice Consul



INTRADCO PTY LTD

"The event was well planned and implemented. Thank you for introducing potential business leads and organizing business matching meetings."

– Jho Lim



AGRICULTURE AND AGRI-FOOD CANADA

"FOOD TO CHINA helps us to spread the information of our food to Chinese consumers ,that's quite important to us."

– Lawrence MacAulay, Minister



U.S. CONSULATE GENERAL GUANGZHOU

"In full day one-on-one matchmaking sessions, each U.S. company met with 5-10 potential Chinese partners. This event created a platform for U.S. exporters to connect with Chinese importers. It was a valuable opportunity for U.S. exporters to exchange ideas and discuss opportunities. "

– Elizabeth Shieh

6. Part of Our Partners



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 英国驻广州总领事馆
British Consulate-General Guangzhou


 国际贸易部
Department for International Trade

 苏格兰国际发展局
Scottish Development International

 俄罗斯联邦驻广州总领事馆
Consulate General of the Russian Federation in Guangzhou

 葡萄牙驻广州总领事馆
Consulate General of the Republic of Portugal in Guangzhou


 奥地利驻广州总领事馆商务处
Austrian Consulate General Guangzhou Commercial Section

 土耳其共和国驻广州总领事馆
Consulate General of the Republic of Turkey in Guangzhou

 泰国驻广州总领事馆商务处
Department of International Trade Promotion Ministry of Commerce, Thailand

 马来西亚驻广州总领事馆
Consulate General of Malaysia in Guangzhou


 土耳其爱琴海出口商协会
Aegean Dried Fruits Exporters' Association

 菲律宾驻广州总领事馆贸易投资中心
Philippine Consulate General Guangzhou Philippine Trade and Investment Center Guangzhou

 俄罗斯出口中心
Russian Export Center JSC

 波兰国家农业出口支持中心
National Support Centre For Agriculture

 意大利对外贸易委员会
Italian Trade Agency

 澳大利亚贸易投资委员会
Australian Trade and Investment Commission

 泰国国家食品研究所
National Food Institute Ministry of industry

 Office of Small and Medium Enterprises Promotion

 Worldex G.E.C.


 韩国财团法人忠清北道企业振兴院上海代表处
Korea Chungbuk Business Agency Shanghai Office

 Tradexpo

 德中经济发展服务(德国)有限公司
DCSW Deutsch-Chinesische Serviceagentur für Wirtschaftsentwicklung GmbH

 广东省燕窝产业协会
Guangdong Bird's Nest Industry Association

 广东省微商协会
Guangdong Mobile Terminal Commerce Association

 中国酒店用品协会酒店采购专业委员会
China Hotel Purchasing Managers Union-South China

 广东省健康养生协会
Guangdong Provincial Health Association

 深圳市烹饪协会
Shenzhen Cuisine Association

 广东省食品流通协会
Guangdong Food Circulation Association

 广州市食品企业协会
GUANGZHOU CITY FOOD ENTERPRISES ASSOCIATION

 广东烹饪协会
GUANGDONG CUISINE ASSOCIATION

 广州市食品商会
FOOD CHAMBER OF COMMERCE, GZ

 广东省酒类行业协会
GUANGDONG PROVINCIAL ALCOHOL INDUSTRY ASSOCIATION

 **AND MORE...**

7. Contact Us



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We can customize the strategy plans according to the different needs of clients who want to develop the Chinese market.

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