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The Eighth China Liaoning (Shenyang) International Agricultural  
Expo  
China Northeast Asia (Shenyang) Import & Export Fair  
September 23 ~ 26, 2013  
Letter of Invitation

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Shenyang Agricultural Expo has been held for seven sessions. In 2010 the fair moved to Shenyang International Exhibition Center, since then the exhibition scale has been growing at the rate of 50% a year, and gradually become an influential agricultural fair in North China.

The Eighth Shenyang Agricultural Fair is to be held from September 23 to 26, 2013, in Shenyang International Exhibition Center, Liaoning Province. There are six exhibition sections with a total area of 60,000 square meters. The theme of this fair is "green, innovation and development". The Fair will exhibit the achievements of modern agricultural development in Liao-Shen area, and further make itself an important platform for accelerating the leap-forward agricultural development and promoting agricultural technology exchanges in North China, so as to increase agricultural output and farmers' income, and give a strong support to rural economy for its sustainable development.

**We sincerely invite you and your enterprises (Organizations) to visit Shenyang, China, and participate in this fair.**

#### **The Previous Expo Review**

The Seventh China Liaoning (Shenyang) International Agricultural Expo was held from September 17 to 19, 2012, at Shenyang International Exhibition Center. There were 1,500 standard booths with an area of 45,000 square meters. 210 foreign companies from 14 countries and regions like the US, Republic of Korea, Vietnam, Germany, etc. and more than 1,200 Chinese companies from 19 Provinces of China, with their about 2,000 exhibits, took part in the Expo. Among the exhibits there were seeds, flowers, agricultural machinery, fertilizer, pesticide, modern agricultural equipment and some famous, new, choice agricultural products and local specialties. About 300,000 visitors came to this Expo, which became the biggest and highest ever in its scope and standard. During this Expo, the activities like connecting the agricultural production bases with supermarkets, the forum on agriculture, farmers and countryside, the message release on agricultural achievements, etc. were of high

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standard and practicability. So the timely and updated business information was provided to exhibitors and visitors.

### **The Highlights of This Expo**

The authoritative sponsor, cooperating with a professional exhibition company, will hold a professional and grand agricultural fair with great exertion in northern China.

The exhibition items are rich, including such special ones as the sightseeing agriculture, flower show and tea exhibition.

The exhibition standard will reach a record height. Things from the display content to the site layout will conform to international exhibition and let people feel fresh and new.

The Expo will scale up to a historical high. The exhibition area is as large as 60,000 square meters, and it is expected to have 350,000 visitors.

### **The Subsidy Policy:**

To advance the development of the bilateral trade between China and the Republic of Turkey, the organizing committee of the 8th China International Agriculture Exposition & International Import and Export Exhibition decides to give a 20% subsidy to Turkish enterprises which will participate in the exposition

### **The supporter:**

Ministry of agriculture of the people's Republic of China

### **The sponsor:**

The People's Government of Liaoning Province

### **The organizers:**

The people's Government of Shenyang Municipality

Rural Economic Commission of Liaoning Province

### **The co-organizers:**

Dalian City, Anshan City, Fushun City, Benxi City, Dandong City, Yingkou City, Jinzhou city, Liaoyang City, Chaoyang City, Fuxin City, Tieling City, Huludao, Suizhong County, People's Government of Changtu County

Service Commission of Liaoning Province

Department of Finance of Liaoning Province

Liaoning Province Agricultural Association for International Exchange

Liaoning Academy of Agricultural Science

Agricultural University Of Shenyang

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**The schedul****September 20-22:** Pre-exhibition site work**September 23:** Professional visitors' day**September 24 10:00-10:30 am:** The opening ceremony**September 24-26:** Open to the public**September 26th 15:30 pm- 27:** The closing work**The main activities**

1. The purchasers' meeting, professional visitors' day
2. Match meeting for farmers, supermarkets and educational institutions.
3. Appraisal of choice and special agricultural products.
4. Press conference and agreement signing ceremony

**Exhibition content:**

Agricultural high-tech; organic food, green food, famous, special, choice and new food, pollution-free agricultural products, agricultural and sideline products, health food, beverage; processing of agricultural products, packaging, preservation technology; food processing, packaging machinery; agricultural machinery, garden machinery; famous fruit, vegetables, flowers; grain, cotton, oil, corn, seeds, fertilizer; agricultural tourism base, rural tourism attractions, leisure farm.

**The Publicity**

In order to make the Shenyang Agricultural Expo an influential and professional one in northern China, achieve better exhibition effect, and let exhibitors have greater gains, the Provincial and Shenyang Municipal Agricultural Commissions will actively coordinate cities and local organizations to arrange local professional personnel to visit the Expo. A professional working group will be set up to provide services to the visitors, collect information about agricultural markets, large cultivation farms, large and medium-sized supermarkets, logistics of colleges and universities, food shops, leisure and tourism, send out invitations, and carry out right-to-point publicity. The general plan is as follows:

**The specialized media:**

In cooperation with 80 or 100 national agriculture related websites, newspapers, magazines and other media, an overall coverage of the Expo will be given. A working group will be set up to invite professional visitors and issue 200,000 tickets to agricultural markets and big cultivation farms all over Liaoning Province.

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**Mass media:**

Specialized columns and pages on national, Liaoning provincial and Shenyang city's newspapers, radio, TV and other mass media will be started to cover the Expo.

**The websites:**

The Expo website ([www.synbh.com](http://www.synbh.com)) will be used to conduct publicity, enhance real-time contact with the exhibitors and purchasers, and link specialized domestic and overseas websites. The governments' websites of various levels and the national and provincial rural economic websites will also be used to cover the activities of the Expo.

**Advertising:**

Along the main streets of Shenyang, flags and banners will be hung. Advertisements will be displayed on taxi's screens, and posters will be put up in public places.

**On-site publicity:**

Some exhibitions of provinces and cities will be selected for publicizing at the Expo site.