

Dear Sir or Madam,

The third edition of **Cafe Show China** will be held on **July 2-4, 2015** at China International Exhibition Center (Old Venue), Beijing, with an exhibiting space of 11,000 square meters. It hereby gives us great pleasure to invite you to participate in this thriving event.

Cafe Show China shares the brand with Seoul Cafe Show, Asia's No.1 coffee event with over ten years successful history. To cater to the growing need of Chinese market, CIEC and the organizer of Cafe Show Seoul, join hands to bring the renowned cafe show brand to China. The purpose of Cafe Show China is to offer a platform for the import of coffee and related product. Exhibits ranging from coffee beans, coffee powder, instant coffee, coffee utensils, coffee machines, coffee house franchises, tea, wine, liquor, bakery and desserts to every other segment in coffee industrial chain.

Cafe Show China 2014 had a total exhibiting space of 7,000 square meters. The 3-day exhibition attracted 45,872 visitors and 120 exhibitors from 15 countries and regions, including China, Korea, Malaysia, Italy, Brazil, Columbia, Vietnam, Japan, Indonesia, India, Ethiopia, the United States, Poland, Hong Kong and Taiwan. Well-known brands, such as CJ Group, coffee shop franchise Caffè Bene, Jascasse, Lavazza, Faema, Monin, Probat, Yami etc. all exhibited in the show. A series of interactive events were held concurrently, including sweet class, barista championship, cupping competition, fashionable drink show and I love coffee training station attracted quite a few visitors to participate in. Cafe Show China 2014 was heatedly reported by quite a few influential media such as CCTV, Phoenix TV, Travel Channel, Beijing Evening News, Beijing Daily, Associated Press, Peoples Network, XinhuaNet, Sina etc. Industrial Media such as Coffee T&I, Café Culture, Global Coffee Review also published detailed reviews of the show.

In 2015, Cafe Show China is going to expand to 11,000 square meters, with new sectors of wine, liquor and bakery. In order to provide a pleasant business negotiating environment, July 2 is set as the trade visitor day. As the most important and largest coffee exhibition in northern China, Cafe Show China not only offers a comprehensive branding platform for domestic and overseas exhibitors to showcase products and find business opportunities, but also a place for coffee lovers to grasp a trace of different coffee culture.

The exhibiting stand is now open for booking. We are genuinely looking forward to your participation! Attached please find the data report from last year and the floor plan of Cafe Show China 2015 for your reference.

For any further information, please feel free to contact me.

Sincerely yours,

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