

**Dole's participation in the fourth CIIE achieved great success**  
***Dole has signed the Fifth CIIE and keep optimistic about China market***

On November 5, 2021, the 4th China International Import Expo was grandly opened in the National Convention and Exhibition Center in Shanghai. As the world's first national exhibition with import as the theme, CIIE has greatly promoted the economy, trade, cooperation and exchange of countries around the world, and provided a stage for international brands to show themselves to the Chinese market.

As one of the members of the Council of the CIIE alliance, Dole has participated in the CIIE for four consecutive years. Among the unique booth exhibitions, the visually creative environmental protection theme booth is very eye-catching.



Dole was founded in 1851. This time, with the brand-new brand mission of Dole promise, 'Dole Wonderful World' booth was built for CII. In order to help realize Dole's mission of environmental carbon neutralization and comply with the concept of common prosperity and reducing food waste, Dole will build a theme booth with the purpose of environmental carbon neutralization and sustainable development with creative visual art and is committed to completing Dole promise.

### **Using natural corn straw as building material to make the transfer box, 0 formaldehyde and 0 pollution**

In response to the environmental protection concept consistently advocated by the country, in the booth design, Dole used natural corn straw to make plates instead of wood plates for the first time to make Dole transfer boxes. Compared with traditional building materials, the use of corn straw can save about 40% of energy consumption, and one ton of corn straw can save 2 tons of wood, realizing the "substitution of grass for wood" and truly contributing to the sustainable development of environmental protection. Dole transfer box made of corn straw has achieved zero formaldehyde emission (Japanese F4 star standard: the amount of formaldehyde is less than 0.02mg/l ~ 1/15). From production to use, there is no environmental pollution, and it has the characteristics of safety and cleanliness. Dole environment-friendly transfer boxes are loaded with fresh fruits picked from all over the world, which flows continuously with the conveyor belt, implying the concept of Dole's value of sustainable development. After entering the Expo, Dole will also transport the transfer box back for secondary utilization, so as to truly reduce the waste of building materials.



**Sign contract with Food Bank to provide healthy nutrition for more people in need**

To support Dole promise's mission - to provide high-quality nutrition to 1 billion people by 2025, Dole has held the signing ceremony of donation cooperation with the Food Bank during CIIE. Since then, Dole will donate Dole fruit to communities and schools associated with food bank, provide healthy and nutritious fruits and vegetables for more people in need of help. Provide them love and warmth. Shine like sunshine on those in need.



**More than 50 exhibits from 10 countries are displayed, showing the strong comprehensive strength in the industry**

In terms of exhibits, Dole brought 53 fruit and vegetable products from 10 countries, including star products Dole Sweetio banana and Dole Sweetio pineapple. Among them, 9 new products were exhibited at the 4<sup>th</sup> CIIE for the first time, such as Belgium Red Conference pear, Dole & Shanghai Disney Resort blueberry gift box, Yoom tomato, Dole coconut egg, Dole golden pineapple, Dole papaya fresh cut, and etc. Among them, Red Conference pear arrived

in China for the first time and made its Asian debut in CIE. Red Conference pear is very precious because it is difficult to plant and store, so its output is limited. The diversity and rarity of products reflect the strong industry comprehensive strength of Dole.



The Belgian Consul General in Shanghai, the Belgian ambassador to China, the Philippine ambassador to China and other leaders came to the booth. For Dole's innovative and visual booth and the exhibits of more than 50 items, the leaders highly recognized and affirmed the

brand concept, abundant product categories and wide origin. Many mainstream media, including CCTV, People's Daily, Oriental satellite TV and Xinhua News Agency, gave detailed reports on the Dole booth and exhibits, attracted many consumers to visit, and became a very eye-catching booth in the exhibition area of food and agricultural products.



### **The exhibits are eye-catching and many purchase orders have been signed**

As a large-scale open cooperation platform for countries around the world to display development achievements and carry out international trade, CIIE has promoted cooperation among enterprises. The 53 items of fruit and vegetable products brought by Dole come from 10 countries around the world, including Philippines, Belgium, Peru, Mexico, Chile, New Zealand, South Africa, Thailand and Vietnam. The items operated by Dole around the world include bananas, pineapples, papaya, avocado, apples, pears, garlic, oranges, tomatoes, pomelo, lemons, coconut greens, colored peppers, sweet potatoes Blueberry, jackfruit and so on, the rich exhibits from all over the world are very attractive. Dole actively communicate with partners to achieve the purchasing intention on the high-quality and open-cooperation

platform provided by CIIE.

On November 6, Dole signed a memorandum of cooperation in 2022 with Philippine Consulate. Since entering China in 1998, Dole has been committed to promoting Philippine products in various forms. Through these years of efforts, Dole Sweetio banana, Dole Sweetio pineapple and Dole papaya have been built into fist products recognized by the market. In addition to conventional sales channels, Dole also brought Philippine fruits into marathon events and Shanghai Disneyland Resort, which was recognized by more domestic consumers. In the future, Dole will also continue to make efforts in banana, pineapple, papaya and avocado products in the Philippines, which will bring more benefits to the agricultural development of the Philippines and the development of domestic fruit consumption market.



**Rap star performs on Dole booth, Sweetio pineapple theme song attracts the audience**  
On November 6, Dole released the Chinese theme song of Dole Sweetio pineapple and the new IP image of Sweetio pineapple – Piny. At the scene, popular rap star – lil milk performs on Dole booth. He performs the beautiful song of Sweetio pineapple, and taught how to easily cut Dole Sweetio pineapple. He interacts with the new Sweetio pineapple IP image Piny which is full of vitality and detonate the whole audience.

In addition, on November 7, Dole invited Heidi, the famous host of ICs channel, to Dole booth. At the same time, she is also the first foreign TV host in China. She produced exquisite Dole fruit dishes live, bringing a variety of delicious surprises to the audience and tourists. The event is also broadcast live on Dole's online platform. Dole makes full use of the live broadcast platform to interact with the audience. Off-site consumers can not only see Dole's activities at CIE site, but also buy the same exhibits at Dole's official flagship store off-site without going out. Dole strives to achieve the unity of quality and efficiency by embracing the new economy to shorten the distance with consumers.



### **Sign the Fifth CIIE to further develop the Chinese market**

The booths and exhibits displayed by Dole at the 4th CIIE were visited by many leaders and guests and attracted numerous media reports. To express the support for the CIIE platform and confidence in the vast Chinese fruit market, Dole signed the fifth Expo and the sixth memorandum of cooperation in advance. Dole will also continue to cultivate in the Chinese market and bring more nutritious fruit delicacies to domestic consumers.

### **Dole Asia Holdings**

Dole brand originated in 1851 and has developed into one of the multinational groups in the world for the production and sales of large-scale and high-quality fresh fruits and vegetables. In June 2020, Dole and Shanghai Disneyland Resort jointly announced a strategic alliance, and Dole became the official sponsor of Shanghai Disneyland Resort.



Since entering the mainland of China in 1998, distribution centers have been established in 12 cities across the country, such as Shanghai, Beijing, Dongguan, Shenyang, Xi'an and Xiamen, and fruit and vegetable products from more than 90 items in 19 countries have been operated throughout the year. The product line has developed from banana and pineapple to now, covering citrus, apple, pear, stone fruit, raisin, avocado, vegetables and other fruit and vegetable products, and is constantly committed to providing consumers with high-quality, fresh, and delicious fruits.