

## **Food Exhibition Section**

The food exhibition section showcases a wide range of products, including food, drink, tea, food package, and related products. At the 133<sup>rd</sup> session, the section covered an area of approximately 25,000 square meters. At the 134<sup>th</sup> session, the section spans approximately 22,000 square meters.

The section is divided into three major zones: snack and candy, tea, drink and food package, and general food products. Representative companies include Laiwu Manhing Vegetables Fruits Corporation, Zigui County Qugu Food Co., Ltd., and Laiwu Taifeng Foods Co., Ltd.

### **1. Laiwu Manhing Vegetables Fruits Corporation**

#### **Enterprise Profile**

As one of National Key Agriculture Industrialization Enterprises and No. 1 ginger export in Shandong Province, Laiwu Manhing Vegetables Fruits Corporation, with “Ginger the Big” as its key brand, is nominated as the exclusive ginger supplier of 2008 Beijing Olympic Games. Their products under the “Ginger the Big” are highly sought after and are exported to over 100 countries and regions, including Japan, the European Union, South Korea, Singapore, and many others. The company’s product range encompasses hundreds of varieties of ginger across four series: preserving, pickling, dehydrating, and quick freezing. It has been designated as a national demonstration base for agriculture industrialization, boasting thousands of acres dedicated to organic ginger farming, spanning an impressive 80 acres. With an annual production volume of up to 400,000 tons, Laiwu Manhing is a significant player in the ginger industry.

## **Product Highlights**

Foodstuffs such as ginger, garlic and fruits have obtained HACCP certification, OK KOSHER certification, National Pollution-Free Certification and BRC certification, and the products have been fully aligned with the international food quality and safety system, meeting the quality standard requirements of different customers.

## **2. Qugu Int'l Agriculture Group**

### **Enterprise Profile**

Founded in 2005, Qugu Int'l Agriculture Group is a leading corporation in agro-product growing, processing, and marketing. Qugu is honored with “well-known trademark” and “top ten enterprise brand in the agro-processing industry”. Its products have passed BSCI, FDA, BRC, IFS, ISO9001, ISO22000, HACCP, HALAL, and Kosher certifications. Deep processing of orange products, fresh orange, canned orange, and other fruit and vegetable products are popular in over 140 countries and regions including the U.S.A., Germany, Canada, France, South Africa, the Middle East and the EU.

### **Product Highlights**

Qugu is a professional manufacturer and exporter of a variety of canned fruits, vegetables, beans and peas including canned mandarin orange, yellow peach, snow pear, fruit cocktail, strawberry, carrot, sweet corn, potato, sweet potato, tomato, green peas, broad beans, chick peas, pinto beans, red and white kidney beans, baked beans in tomato sauce, green beans with carrots, and mixed vegetable; fresh fruits and orange-based products like mandarin orange, orange and lemon; candied orange peel cube or slice; frozen orange peel; dried orange peel; jam; orange drink, etc. All the canned products meet the safety standards of HALAL, HACCP, BRC, FDA, KOSHER, BSCI and IFS.

### **3. Laiwu Taifeng Foods Co., Ltd.**

#### **Enterprise Profile**

Laiwu Taifeng Foods Co., Ltd, established in 2002 and holding licenses for both import and export, is a foreign-funded enterprise that seamlessly integrates the cultivation, procurement, processing, storage, and sale of agricultural and sideline products. The company's core product lines feature two distinct series: "Fresh Foods" and "Salt-Cured Foods," offering a wide array of high-quality agricultural and sideline products, including ginger, garlic, fruits, potatoes, sushi ginger, and more.

In recent years, the company has significantly expanded its global presence, successfully exporting products to the United States, Japan, the European Union, the Middle East, and various countries and regions throughout Southeast Asia. It holds the 19th position among the top 100 Chinese agriculture product export enterprises, and is notably ranked 3rd in the nation for apple exports and 4th for garlic exports.

#### **Product Highlights**

The company's exports consistently meet the rigorous food safety standards of GLOBALG.A.P., FDA, HACCP, the BRC, IFS, HALAL, KOSHER, SEDEX, ISO22000, and others. The company remains steadfast in advancing technology, with a particular focus on the production of high-value sushi ginger slices. This commitment has resulted in the successful application for 21 patents, significantly enhancing the company's core competitiveness.

## **Rural Vitalization Zone**

In order to implement the strategic plan of the Chinese government on poverty eradication, the Ministry of Commerce decided to implement a program of industrial poverty alleviation at the Canton Fair. At the 122<sup>nd</sup> session in 2017, a special section of Traditional Chinese Specialties was set up. This section was renamed Rural Vitalization Zone in the 129th session. Free booths were provided to about 11,000 enterprises accumulatively from poor or formerly poor regions, helping them secure over USD 2.5 billion worth of deals.

To better align industrial poverty alleviation with the revitalization of rural areas, the Canton Fair establishes a dedicated “Rural Vitalization” zone both online and offline. Enterprises showcase a wide range of products, including food, crafts, pharmaceuticals, health products, and snacks, among other categories. At the 133rd session, the zone covered an approximate area of 4,000 square meters. At the 134th session, the zone spans around 5,000 square meters, featuring a total of 203 companies with 227 exhibition booths.

### **Zheng Ning Jinniu Industrial Co., Ltd.**

#### **Enterprise Profile**

Zhengning Jinniu Industrial Co., Ltd. is a key leading enterprise of agricultural industrialization in Gansu Province, which integrates food processing, machinery and equipment processing, fruit and vegetable storage and trade. It has four automatic production lines of perilla oil and fruit and vegetable chips, fruit and vegetable storage and preservation, and mechanical equipment processing. The primary agricultural products of the company include perilla seed, perilla oil, fragrant perilla oil, perilla kernel, apple, dried apple rings, apple chip, and so on, totally 36 types.

Apple chips are used as designated snack foods by domestic airlines such as Shenzhen Airlines, Hainan Airlines and China Eastern Airlines. They have already

cooperated with China Petroleum Group's most chain convenience store "Yijie Chain" to distribute goods to the whole country, and the company exports perilla and apple chips to Germany, the United States, Portugal, South Korea, etc.

"Fangxin Love" and "Wheling" brand won the "Gansu Province Famous Trademark", the products have passed the green food certification, ISO22000 certification, export food hygiene certification and the US FDA, the US organic NOP certification, the EU organic EOS certification, Kosher Food "OU" certification, Islamic Halal and other certifications.

### **Display Products**

The company showcases freeze-dried products such as apple chips, peach chips, and strawberry chips, etc.