

Cold  
Chain

ASIA

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# 2014亚洲国际冷链设备及技术展览会 Cold Chain ASIA 2014

冷链仓储、运输及信息管理的领先展会

International Trade Fair for Cold Storages, Cold Logistics and Cold Chain Information Systems

27-30.10.2014

上海新国际博览中心

Shanghai New Int'l Expo Center



与亚洲顶级物流展接轨

Integrated into the Asia's Leading Logistics Trade Fair

同期展会/  
Concurrent show



主办单位/  
Organized By



汉诺威米兰展览(上海)有限公司



德国汉诺威  
展览公司

## { Why China? }

### { 为什么选择中国 }

中国是农业生产和农产品消费大国，目前蔬菜产量约占全球总产量的60%，水果和肉类产量占30%，禽蛋和水产品产量占40%。中国冰激凌业务正以年均25%速度在增长，有望成为世界上最大的冰激凌消费国。中国药品市场在全球举足轻重，2011年即占到全球药品市场15%的市场份额，跻身全球第三大药品市场的地位。另中国花卉生产面积占世界花卉生产总面积三分之一，是世界花卉种植面积第一大国。

## { Why Shanghai? }

### { 为什么选择上海 }

- 上海是中国最大的经济中心城市，长居人口2,400万，肉食消费居于全国三甲之列。
- 上海是典型的都市型液体乳市场，是保鲜产品成熟度最高的市场；消费者饮奶意识和饮用保鲜奶的意识在全国居于前列。上海奶制品行业规模、吨价、毛利率三大项居全国之首。
- 上海冷饮消费全年化，2013年度冷饮年销量为12万吨，市场销售为16亿元。
- 上海目前主要外资超市门店数量近150家，便利店近5,000家。
- 上海是我国餐饮业最具规模、发展最为成熟的城市之一，2013年上海限额以上餐饮业实现营业收入447.30亿元。
- 2013年上海自贸区的设立会对整个长江三角洲的外贸、金融、产业和整个经济发展产生多方面的有利作用，种种政策优势的设立将不可避免地产生一定的虹吸效应，使更多的人才、资本和信息集聚上海。

## { Why CC Asia? }

### { 为什么选择CC Asia }

- 顶级展会接轨，无缝共享海量买家资源，2013年度物流展观众人数达77,076名。
- 行业买手云集，第三方物流、仓储类行业观众占整体观众比例近四成。
- 采购需求明显，食品、饮料、医药、电商等行业买家组团参观。
- 宣传力度强大，百余家行业媒体、双语新闻媒体、电台机构集中曝光报导。
- 办展经验丰富，全球领先展览公司之一，对国际观众及展商拥有巨大号召力。

China is a large consumer of agricultural products. Currently, its output of vegetables accounts for 60% of global output, followed by the output of eggs and aquatic products (40%) and the output of fruit and meat (30%). China, whose ice cream business is growing by 25% annually, is expected to become the largest consumer of ice cream in future. China's pharmaceuticals market also plays a decisive role in the world. Data shows that the country's share in global pharmaceuticals market reached 15% in 2011, edging itself into the third largest pharmaceuticals market in the world. In addition, China is the largest country in terms of the area of flower production, which is one third of the total area of global flower production.

- Shanghai is the largest economic center in China with 24 million permanent residents. Its consumption of meat ranks the top three nationwide.
- Shanghai is the typical urban market of liquid milk with highest maturity of fresh products. Consumer's awareness of drinking milk and fresh-keeping in Shanghai is leading the country. Besides, the city's dairy product ranks among the highest in China in industry scale, price per ton and gross margin.
- Citizens in Shanghai consume cold drinks throughout the year. Sales of cold drinks reach 1.6 billion yuan, or 120,000 tons in 2013.
- At present, there are nearly 150 major foreign-funded supermarkets and 5,000 convenience stores in Shanghai.
- Shanghai is one of the cities that have the largest and the most developed catering industry in China. In 2013, the revenue of catering business above designated size reached 44.73 billion yuan.
- The establishment of Shanghai Free Trade Zone (FTZ) in 2013 will have positive effect on foreign trade, finance, industries and the economy as a whole in Yangtze River Delta. Various preferential policies in the FTZ will inevitably cause siphonic effect, attracting more talents, capitals and information.

- Integration with top exhibition and seamless connection with a large number of buyers. In 2013, the number of visitors in logistics exhibition reached 77,076.
- Professional buyers from third party logistics and warehousing account for nearly 40% of all visitors.
- Industry buyers with great purchasing demand from food, beverage, medicine and e-commerce visit the exhibition in groups.
- High media exposure. A hundred or more industry media, bilingual news media and radio stations will report the event intensively.
- A world leading exhibition agency with rich experience has power in attracting international visitors and exhibitors.

## 2013参观人数统计

### Visitor statistics of 2013:



### 展商类别

#### Exhibitor Profile:

- 空气幕 / Air Curtains
- 气流冷冻器 / Blast Freezer Panel Manufacturing Equipment
- 洁净室及相关设备 / Clean Rooms & Allied Equipment
- 冷链顾问公司及服务提供商 / Cold Chain Consultants & Service Provider
- 冷链包装解决方案 / Cold Chain Packaging Solution
- 冷链信息系统 / Cold Chain information systems
- 冷藏室, 制冷机组及走入式冷库 / Cold Rooms, Unit Coolers & Walk-in Coolers
- 压缩机及冷凝装置 / Compressors & Condensing Units
- 冷却塔 / Cooling Towers
- 数据记录仪, 低温仪器及控制阀 / Data Loggers & Low-temperature Instruments
- 除霜解冻设备 / Defrost & Unfreeze Equipment
- 加湿及除湿装备 / Humidification & Dehumidification Equipment
- 绝缘材料 / Insulation Material
- 升降台及输送系统 / Lifts & Conveyors Systems
- 冷库防寒服 / Labor Protective Clothes
- 冷库照明 / Lighting System & Devices
- 货架及托盘 / Storage Rack & Pallet
- 冷库门、绝缘门 / PUF Panels & Insulated Doors
- 冷库管道及管道保温 / Pre-insulated Piping & Pipe Insulation
- 冷藏车及箱体 / Refrigerated Trucks
- 冷柜及保温配件 / Refrigerator & Refrigeration Accessories
- 运输制冷解决方案 / Transport Refrigeration Solutions
- 水处理 / Water Treatment
- 称重系统 Weighing Systems



### 观众类别

#### Visitor Profile:

- 农业生产机构及相关部门 / Agro Industries Corporations & Agriculture Department
- 畜牧饲养、渔业及相关机构 / Animal Husbandry & Fisheries Department and Related Organizations
- 学术及研究机构 / Academic and Research Institutions
- 飞机餐提供商 / Airline Meal Providers
- 食堂、餐厅、熟食店 / Canteen, Cafeteria, Delicatessen Shop
- 冷库业主方 / Cold Storage Owners
- 冷链顾问方 / Cold Chain Consultant
- 冷饮生产企业 / Cold Drink Enterprises
- 奶业机构及相关部门 / Dairy Development & Related Organizations
- 冷冻肉类制造商 / Frozen Meat Foods Manufacturers
- 乳制品生产机构 / Manufacturers of Dairy Products
- 国内外港口 / Ports-China and International
- 航运公司 / Shipping Companies
- 物流公司 / Transport and Logistic Companies
- 供应链解决方案提供商 / Supply Chain Solution Providers
- 政府职能机构 / Government (Central, State Government Agencies & Departments)
- 园艺机构及相关部门 / Horticulture Department & Related Organizations
- 快餐、酒店餐饮业 / Hotels Restaurants (Including Fast Food Chains)
- 鲜果、粮食进出口商 / Fruits, vegetables and Food grains Exporters & Importers
- 实验室、医疗保健中心 / Laboratories / Healthcare Centers
- 零售公司 / Retail Companies
- 速冻包装食品生产商 / Manufacturers of quick-frozen Foods
- 制药公司 / Pharmaceutical Companies
- 现代农业农场主、园艺养殖农场主 / Progressive Farmers, Agro / Horticulture Producers
- 鲜果种植 / Representatives of Growers Association of Fruits and vegetables
- 海鲜贸易公司 / Seafood Companies
- 酒庄 / Vineyards



FIERA MILANO



Deutsche Messe  
Hannover · Germany

汉诺威米兰展览(上海)有限公司



德国汉诺威  
展览公司



## 联系方式

汉诺威米兰展览(上海)有限公司  
联系人: 孔令国 先生  
电话: 021-5045 6700\*222  
传真: 021-5045 9355 / 6886 2355  
邮件: darren.kong@hmf-china.com  
网址: www.coldchain-asia.com

## Contact Us:

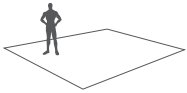
Hannover Milano Fairs Shanghai Ltd.  
Mr. Darren Kong  
Tel +86 21 5045 6700 ext. 222  
Fax +86 21 5045 9355/6886 2355  
Email: darren.kong@hmf-china.com  
Web: www.coldchain-asia.com



## 展位租赁

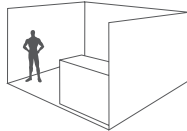
Outset of international standards for your stand options

### 光地展位 Raw space



- 室内光地(18平方米起租)
- Stand area (min. 18 sqm)

### 标准展位 Shell scheme



- 标准展位(9平方米起租)
- 围板
- 地毯
- 咨询桌X1
- 椅子X2
- 220V电源插座X1
- 中英文公司楣板X1
- 100W射灯X2
- Stand area (min. 9 sqm)
- Back walls and side walls (white)
- Carpeting
- 1 reception desk
- 2 chairs
- 1 electric power point
- 1 company sign (English/Chinese)
- 2 spotlights

### 展商服务

- 公司信息会刊登陆
- 大会主办方现场服务
- 在线商务配对
- 现场上网专区服务
- 免费观众入场券
- 定期行业电子软文订阅
- 200,000买家行业电子快讯发送
- 3轮展会信息直邮: 超出60,000份的印刷资料
- 买家采购需求匹配会

### General services are free of charge for all exhibitors

- Standard catalogue entry
- Individual support services provided by the organizers on-site
- Internet-based matchmaking
- On-site internet lounge during the show
- Visitor admission tickets
- E-mailers to over 200,000 user & service industry professionals
- 3 rounds of printed brochures: over 60,000 copies each
- Match-making program for key buyers

报名截止日期

Deadline for applications: 30. 07. 2014

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