The Sixth International Fruit/Vegetable Exposition
September 23-27, 2004, Yantai • China

Sponsored by:

United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP),
Asian and Pacific Center for Agricultural Engineering and Machinery (APCAEM),
Asian and Pacific Center for Transfer of Technology (APCTT)
Chinese Academy of Engineering,
Ministry of Commerce P.R.C.
Ministry of Science and Technology, P.R.C.
Ministry of Agriculture, P.R.C.
State Bureau of Foreign Experts, P.R.C.
State Administration of Forestry, P.R.C.
All-China Federation of Supply and Marketing Co-operatives
Shandong Provincial Government P.R.C.

Organized by:

Yantai Municipal Government, Shandong, P.R.C.
Department of Foreign Trade and Economic Cooperation of Shandong Province, P.R.C.
Department of Science and Technology of Shandong Province, P.R.C.
Agriculture Department of Shandong Province, P.R.C.
Forestry Department of Shandong Province, P.R.C.
Shandong Federation of Supply and Marketing Co-operatives, P.R.C.

Theme: Green is Eternity.

Purposes: F/V Expo’ 2004 aims at promoting international technology exchange and cooperation in the field of fruit/vegetable-related sectors, scientific and technological progress and the increased use of advanced technology in fruit/vegetable industry for quality products, enhancing market competitiveness to speed up the modernization, industrialization and internationalization of fruit/vegetable production, processing technology and marketing.

Venue: Yantai International Convention & Exhibition Center
Scale: 600 international standard booths
Charge: RMB 3,500 yuan per international standard booth (3m×3m)
Exposition Scope: Fine fruit/vegetable seeds/seedlings, cultivation technology and equipments, gardening facilities, harvesting and freshness-preserving storage equipments, fruit/vegetable products, processed fruit/vegetable products, processing technology and equipments, packing materials and equipments, automatic control and green-house engineering, innocuous technology and equipments, farm machinery, agricultural means of production (farm chemical and fertilizers etc.), flowers, science & technology accomplishments in the field of fruit & vegetable as well as fishery hatching, aquaculture, fishing, fishery processing technique and related products, fishery feed, machinery and disease control etc..
**Exhibition Hall Allotment:**
Overseas Exhibition Section, Integrated Exhibition Sections, Specialized Sector Exhibition Sections, and Outdoor Exhibition Section.

Specialized Sector Exhibition Sections include:
- Fine Fruit and Vegetable Seeds & Seedlings Pavilion
- Processing Equipments and Farm Machinery Pavilion
- Agricultural Means of Production Pavilion
- Wine Pavilion
- Beverage Pavilion
- Flowers Pavilion
- Fishery Pavilion

**Symposium on Agro-based Enterprise Development**
- **Time:** September 23
- **Venue:** Changyu Wine Culture Museum

**Content:** Related experts and scholars from China and abroad will be invited to deliver speeches on the development of agro-based enterprises in the Asia-Pacific region, which will provide an opportunity for attendants to exchange related information, technology and scientific & technological achievements. Lectures on practical technology will be given to further promote the application of new scientific & technological achievements in fruit and vegetable production.

- **Timetable**
  10:00 Opening Speech by Under-Secretary-General of UN and Executive Secretary of ESCAP
  10:20 Speech by Vice-President of CAE
  10:40 Keynote Speech by the official from ESCAP
  11:00 Speech on Agro-based Enterprise Development
  11:30 Speech on Agro-based Enterprise Development
  14:00 Speech on Fruit/Vegetable Processing
  14:30 Speech on Fruit/Vegetable Processing
  15:30 Speech on Food Safety and Agro-based Enterprise Development
  16:00 Speech on the Marketing Strategy of Agro-based Enterprises
  16:30 Speech on the Technology Innovation & Sustainable Development of Agro-based Enterprises

**Economic & Technological Cooperation and Trade Talks**
- **Exhibition and Trading on Internet:** Exhibitors and businessmen can exhibit and release related projects, exchange technologies and conclude transactions on the website of the Organizing Committee ([www.fruitveg-expo.cn](http://www.fruitveg-expo.cn)).
- **Briefings on Investment & Cooperation Projects:** During the event, activities such as related foreign-oriented cooperation projects briefing, investment talks and signing ceremonies will be organized.
- **Release of New Technology and Achievements:** Promoting, releasing and showcase activities will be organized to promote the application of new technology and achievements in fruit/vegetable sectors.
- **Fruits Trading:** A sub-exhibition will be managed specially for fruits wholesaling and trading in Shewopo Fruits Wholesale Market, Qixia.
• **Agricultural Plantation Demonstration:** Agricultural plantation demonstration and fine seeds/seedlings promotion will be organized in Muping Shunzheng Modern Agricultural Science & Technology Park.

• **Site Tours:** The Organizing Committee recommends visits to the local fruit & vegetable growing and processing base such as Yantai Agricultural Exposition Park, Chateau Changyu-Castel, Fruit Village Group, Longda Group and Penglai Horticulture Farm etc.

### Major Activities

<table>
<thead>
<tr>
<th>Time</th>
<th>Activities</th>
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<tbody>
<tr>
<td>15:00-15:30, September 22</td>
<td>News Release</td>
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<td>18:00-19:30, September 22</td>
<td>Welcoming Banquet</td>
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<tr>
<td>09:00-09:20, September 23</td>
<td>Opening Ceremony of the Exposition</td>
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<td>09:50-10:00, September 23</td>
<td>Opening Ceremony of Exhibition and Trading on Internet</td>
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<td>10:00, September 23</td>
<td>Opening Ceremony of the Shewopo Fruits Wholesale Market</td>
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<td>10:00-11:00, September 23</td>
<td>Fine Seeds/Seedlings Promotion in Muping Modern Agricultural Science &amp; Technology Park</td>
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<tr>
<td>10:00-12:00, 14:00-17:00 September 23</td>
<td>Symposium on Agro-based Enterprise Development</td>
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<td>September 23-26</td>
<td>Visit and Emulation of New Fruit/Vegetable Varieties in Agricultural Exposition Park</td>
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<tr>
<td>September 23-26</td>
<td>Promotion &amp; Signing Ceremonies of Investment Cooperation Projects</td>
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<td>September 24-26</td>
<td>Site Tours</td>
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<td>10:00-10:30, September 27</td>
<td>Press Conference</td>
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### Exhibits Structure in F/V Expositions

- Processing & agricultural machinery: 5%
- Organic food: 3%
- F/V processed products: 12%
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- Fine seeds/seedling: 18%
- Agricultural production material: 11%
- Packing materials: 28%
- Flowers: 11%
Participants (Person-time)

- 2003: 210,000
- 2002: 200,000
- 2001: 100,000
- 2000: 100,000
- 1999: 30,000

Legend:
- Green: Participants
- Orange: Overseas Participants