TOURISM FOOD & WINE
@2019 BIBF

August 21-25, 2019
NCIEC BEIJING
www.bibf.net
CHINA, A Huge Market

The Market in China
1. Demographics – A Growing Market

China's population: 1,390,080,000

73%
Ages: 15 - 64

2. Urbanization in the Market

160 cities have population of one million
14 cities have population of more than five million
Shanghai – 23.9 million

Data source: McKinsey & Company, China, January 2018

Chinese Tourism

Recently, the data released by the World Travel & Tourism Council has got the extensive attention: although currently only 5% of Chinese citizens hold passports, the consumption of Chinese tourists accounts for 1/5 of the global outbound tourists spending, which is 2 times of American travelers. In 2016, spending by Chinese outbound travelers reached as high as 261.1 billion U.S. dollars and it is estimated that by 2021 this figure will increase to 429 billion U.S. dollars.

According to the estimation of China Tourism Academy, the number of outbound tourists during 2018 Spring Festival holiday reached 6.5 million, which is the largest number in history and the total consumption reached 100 billion yuan. Chinese Spring Festival is turning into a consumption high season for global tourism.
Facts and Figures 2018 BIBF

1. Facts and Figures of 2018 BIBF

- **300,000** visitors
- **2,500+** exhibitors
- **97,700** sqm
- **93** countries & regions
- **5,678** contract signed
- **200+** new exhibitors
- **100+** authors
- **1,300** journalists

**Visitors' Profile**

- **46%** No Kids
- **54%** Have Kids

**Expecting**

- **60% Teenager**
- **32% Baby and Toddler**
- **8%**

**Purchasing Habits**

- **26%** Digital Products
- **21%** Outlets
- **14%** Group Buying
- **57%** Retail Goods
- **11%** Used Products
- **11%** Books

**Reading Habits**

- **42%** News
- **36%** Travel
- **30%** Foreign Language Books
- **30%** Healthy Living
- **28%** Emails
2. Meet All at BIBF

All of Chinese publishers will be exhibiting and visiting BIBF. The food and wine managers do not often visit book fairs outside China, so BIBF is the best opportunity to meet them. Sales of the rights of foreign cookbooks are rising fast, representing already 12%. For the older generation, it is because of status and food tourism, as well as gifts. For the younger, it is because Western cuisine is quick and easy compared to traditional Chinese cuisine. The Chinese are the first buyers in the world for translations of wine books.

3. Publisher Spotlight

![Publisher Logos]

4. Tourism Area

Tourism Stands: Showing the best of the country culture, nature, food, drinks, and products.

2018 Countries Presented:

- Turkey
- Czech Republic
- Peru
- Cuba
- Costa Rica
- Denmark
- Panama
- France
- Arctic
5. Highlights

Chef’s Kitchen
Chef’s Kitchen invited world famous chefs. The kitchen had non-stop cooking demonstrations during the fair. The chefs not only introduced their best dishes and wine books, but also shared their special food culture with the audience.

Wine Master Class
More than 10 wine experts from domestic and abroad will introduce and share their hundreds of wines from various areas with visitors on site.

Gourmet Salon
The gastronomes, photographers and travelers all over the world will tell their stories in this area.
World Tour of Food and Wine Books Exhibition
Exhibit 1,000 awarded books from more than 60 countries

6. Comparison for World Top Four Book Fairs

Exhibitor countries and regions

<table>
<thead>
<tr>
<th>Country</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frankfurt</td>
<td>129</td>
</tr>
<tr>
<td>Beijing</td>
<td>93</td>
</tr>
<tr>
<td>London</td>
<td>44</td>
</tr>
<tr>
<td>New York</td>
<td>9</td>
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</tbody>
</table>

Visitors

<table>
<thead>
<tr>
<th>Country</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frankfurt</td>
<td>270,000</td>
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<tr>
<td>Beijing</td>
<td>300,000</td>
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<tr>
<td>London</td>
<td>25,000</td>
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<tr>
<td>New York</td>
<td>37,000</td>
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</tbody>
</table>

Five star hotels average cost

<table>
<thead>
<tr>
<th>Country</th>
<th>Average Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frankfurt</td>
<td>320 $</td>
</tr>
<tr>
<td>Beijing</td>
<td>200 $</td>
</tr>
<tr>
<td>London</td>
<td>220 $</td>
</tr>
<tr>
<td>New York</td>
<td>360 $</td>
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</tbody>
</table>

System Stand Cost

<table>
<thead>
<tr>
<th>Country</th>
<th>System Stand Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frankfurt</td>
<td>442 $</td>
</tr>
<tr>
<td>Beijing</td>
<td>95 $</td>
</tr>
<tr>
<td>London</td>
<td>225 $</td>
</tr>
<tr>
<td>New York</td>
<td>483 $</td>
</tr>
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</table>

Data as 09.2018
Exhibit Options

**Package Stand:**
Cube Stand: RMB 10000 / 16 sq.m. (4m×4m) ≈USD 1480
Display cube, shelves are provided for exhibitors to choose at ease, with more personalized selection of furniture packages allowed.

![Cube Stand 1](image1)
![Cube Stand 2](image2)
![Cube Stand 3](image3)

**System Stand:**
RMB 6000/6 sq.m. (2m×3m) ≈USD 885
Basic furniture set:
3 shelves (1 meter)
1 round table
2 chairs, carpet

![System Stand](image4)

**Raw Space:**
RMB 800 / sq.m. (96 sq.m. at minimum) ≈USD 120
Exhibitors are required to hire their own contractors for design and construction of the stand, with high flexibility.

**Managed Collective Shelf:**
RMB 810 / Single Title ≈USD 120
RMB 2700 / Four Titles ≈USD 400