

CFDF to bring International foods to Chinese market

11 December 2018 | News

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The Imported Food and Beverage Exhibition Zone of the 100th CFDF will continue to aim at the second and third tier markets by combining the consumer grading and scene creation with various channels to help international food enterprises explore the Chinese market.

National exhibition delegations from Australia, Canada, Singapore, Thailand, South Korea, Indonesia and other countries have participated in past iterations of the CFDF, and in 2019, they plan to attend again. They accept the abundant channels and resources provided by the CFDF and they have opened the Chinese market after years of participation.

The 12th Match Making in the Imported Food and Beverage Exhibition Zone, organized by Masterexpo Exhibition, Combines the online and offline channels prevailing in the domestic market. Four exclusive sections of "Importers", "Distributors", "Small Formats" and "Group Buying" will be set up to meet more demands from all exhibitors at all respects.

Meanwhile, as one of the brand forums during the CFDF, the event of "Gold-medal Products and New Channels" will gather many consultants and experts to discuss trends in this field so that foreign exhibitors will have a better understanding of the Chinese market and the constantly-changing channels.