



Ten-year achieves brand exhibition

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The 10th China International Ice Cream Industry Exhibition was successfully held during the period of Oct 24-27, 2007. With the total area of 20,000 sq.m, ICECREAM CHINA 2007 attracted about 300 well-known companies and more than 20,000 visitors worldwide.

ICECREAM CHINA 2007-one professional unprecedented pageant!

ICECREAM CHINA has been held on a yearly basis for ten years successfully. The figures show: in 1998, there were 40 exhibitors with 80 standard booths and 1000 visitors. While in 2007 it has already increased to 312 exhibitors and 27,762 exhibitors with 20,000 square meters. Exhibitors and customers generally appraised that the scale, grade, and the international level of ICECREAM CHINA have become the most influential in China. And Chinese authoritative medias have appraise Icecream China as the most professional food exhibition in China. Besides, our vivid logo with icecream gear is deeply impressive.

ICECREAM CHINA is gradually expanding with the development of frozen food industry in China. Experts predict that Chinese frozen food industry in the world is just at the beginning. Currently, America is the world's largest consume country and the average consumption is 40 kg for one person, 11 kg in Japan, but there is only 0.9 kg in China. However, frozen food has been keeping the rate of rise about 10% in the recent years. What is more, the rapid development of frozen food industry has attracted lots of foreign and domestic investors. The above shows there will be huge ice cream market in China and bring more new vitality for ICECREAM CHINA 2008.

The charm and enormous impact of ICECREAM CHINA 2007

According to statistics, 75% exhibitors and 80% professional visitors were from other provinces or abroad. Quite any famous companies of frozen food industry attend ICECREAM CHINA 2007, such as Yili, Mengniu, Bright Dairy, Wall's, Nestle etc. In March 2007, ICECREAM CHINA 2007 was selected as "TOP 20" of Chinese Food Exhibition and won the title of professional TOP



award.

We believe ICECREAM CHINA 2008 will continue to perform an annual feast during October 21-24 next year!