



## **Agro-products Marketing and Promotion in China**

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The marketing and promotion of agricultural products are aimed at activating the market circulation of agricultural products, promoting the linkage between the agricultural production and sales, creating well-known brands of agricultural products and stabilizing the operations of agricultural markets. They have played a positive role in expanding domestic and international agricultural markets for agricultural products, establishing a closer link between the production and sales, cultivate brands of agricultural products, enhancing the value of agricultural products, improving the international competitiveness of agricultural products in China and promoting stable development of agriculture and sustained increase in farmers' incomes.

### **Agricultural exhibitions made remarkable achievements in promotion**

The core objectives of agricultural exhibitions are to build a platform for the sales of agricultural products, promote exchanges among enterprises, strengthen cooperation in trade and thus achieve common development and a win-win result. China's agricultural or specialized exhibition fairs are exerting greater brand effect and influence.

In 2012, all the 50 exhibitions organized or co-organized by the MoA achieved great success. According to incomplete statistics, in 2012, the trade turnover at the national and regional agricultural exhibitions organized or co-organized by the MoA was 586.6 billion yuan, equivalent to a per capita trade turnover of 428 yuan calculated on the basis of the national population of 1.37 billion. Professional exhibitions such as the Agricultural Trade Fair and the Vegetable Expo in Shouguang, Shandong Shouguang have growing influence. Regional exhibitions such as China's International Winter Trade Fair of Tropical Agricultural Products are steadily becoming a stronger driving, and the featured exhibitions such as the Luochuan Apple Expo in Shaanxi are showing greater brand effects. The agricultural exhibition economy has taken a new step by building a multi-tier and multi-form platform the majority of agricultural production operators and traders to promote agricultural products and

conduct trade cooperation. Statistics show that in 2012, over 270 agricultural exhibitions (expos) above medium-sized (with exhibition area of more than 2,000 square meters) were held nationwide, each attracting an average of over 600 exhibitors and about 140,000 visitors. Based on this, it is estimated that the exhibitions in 2012 received a total of over 162,000 million exhibitors and 37.8 million visitors.

### **The tenth Agricultural Fair was fruitful**

In September 2012, the 10<sup>th</sup> China Agricultural Trade Fair was at the National Agricultural Exhibition Center in Beijing. It attracted widespread attention from both the national leadership and the whole society. Jia Qinglin, member of the Standing Committee of the Political Bureau of CPC Central Committee and Chairman of the CPPCC National Committee, Hui Liangyu, member of the Political Bureau of CPC Central Committee and Vice Premier, and Wang Gang, member of the Political Bureau of CPC Central Committee and Vice Chairman of the CPPCC National Committee, attended the special session for leaders or the -opening ceremony of the Fair.

The Agricultural Trade Fair's theme was "Speeding up the development of modern agriculture and promoting the simultaneous achievement of industrialization, urbanization and agricultural modernization". It contained eight sectors respectively for comprehensive display, international trade, specialized cooperatives, agricultural science and technology, seeds, modern agricultural equipment, land reclamation and aquaculture, attracting over 200,000 visitors. The Fair saw a trade turnover of 70.5 billion yuan, an increase of 10.3 billion yuan over the previous Fair, and achieved the overall objective of "high standard, high quality, high level and great influence". The Agricultural Trade Fair has become the brand exhibition at the highest level which is the largest, the most profitable, the most influential and the most authoritative in the field of agriculture in China.

### **Production was linked with marketing to promote smooth sales**

Under the organization of the MoA, the Chinese Agro-produce Marketing Association and the buyers and suppliers in the farm produce wholesale market directly participated in six events for linking production with marketing. The MoA held the Meeting for Linking Production and Marketing of Plateau Summer Vegetables in Gansu jointly with the Gansu Provincial Government, at which major vegetable dealers from Beijing, Shanghai, Fujian, Guangdong and other major consumption provinces negotiated with the local vegetable suppliers and a number of purchase orders were fixed, involving an amount of 766 million yuan.

The Chinese Agro-produce Marketing Association organized large wholesale markets to attend the presentation for agricultural facilities and products of Chaoyang, China and the presentation for shepherd's purse in Chongqing. The Association also went to Weining in Guizhou Province, Luochuan in Shaanxi Province and Ganzhou in Jiangxi Province for

production-marketing linking events, building a stable forum for promoting smooth sales in producing ensuring market supply in the sales areas and building closer relations between buyers and sellers. The Information Center of the MoA strengthened the construction of the “One Stop” system of rural supply and demand information network and the marketing platform of “Online Showroom” of Chinese agriculture.

Multi-angle and multi-level online information services are offered through the “One Stop” platform linking production and marketing, the “Online Showroom” platform for publicity and promotion, the agricultural marketing platforms, the platform of the Agricultural Trade Fair and the platforms of agricultural exhibitions across the country. The “One Stop for Supply and Demand” system has now 395,000 registered members and has released over 100,000 pieces of information on supply. With the help of system, 80,000 pieces of information have been released by various provinces. The information received more than 40 million clicks. The “Online Showroom” released a total over 50,000 pieces of information on agricultural enterprises and promotion of agricultural products every year.

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