



**Dear Honourable Guests,**

We sincerely invite you to participate in 2019 Global Tea Fair(Shenzhen Autumn),between 12-16 December 2019, Shenzhen Convention and Exhibition Center, Shenzhen,China.

HJC is the only exhibition enterprise leading the horizontal and vertical industrial chain of the tea industry in the world. It is positioned as the Shenzhen flagship exhibitions, which is held into spring and autumn each year, have been successfully held for 11 years so far and has developed into the most significant tea industry fair in the world.

The Global Tea Fair is the largest and most professional tea industry trading and display platform in the world. It is a one-stop trading platform for professional tea industry agents, distributors, franchises, investment, and tea for gift use customization. Since 2008, HJC Tea Fair has started from Shenzhen, have held 27 tea fairs in 23 cities in China till 2019, basically radiating the influence of tea industry trade to the cities with the most outstanding economy and consumption power in the country.

**HIGHLIGHT ACTIVITIES 2019:**

- The 7th National Final Global Tea Artists
- The 3rd International "Kung Fu Tea" Brewing Competition
- The 10th "Global Tea Cup"
- The 7th China Pu'er Tea (Warehousing) Industry Development Forum
- The 9th "Tea and Architecture" International Tea Space Design Competition
- 2019 China Tea House Summit

*Register online system* is available on our website: [www.globalteafair.com](http://www.globalteafair.com) for international exhibitors and visitors. If you have any questions,pls don't hesitate to contact with Ms. Enna Wang,Marketing Director,E-mail: [enna.wang@globalteafair.com](mailto:enna.wang@globalteafair.com) ,Tel : +86-181 2627 7538.

We hope that you will benefit from this platform and look forward to welcoming you during our exhibition.

Yours Sincerely,



Joanna Wu (Int'l dept chief executive)  
Shenzhen HuaJuChen Industrial Co.,LTD



## The 11<sup>th</sup> Global Tea Fair(Shenzhen Autumn)

**December 12-16 2019**

Hall1,2,3,4,6,7,8,9 Shenzhen Convention and Exhibition Center

### **Introduction:**

Shenzhen HUAJUCHEN Industrial Group is the leading tea industry exhibition company of P.R.China which found in 2003, focusing on Teas, Craft Products. Expos held by HUAJUCHEN which is becoming the largest scale in the world. In our HUAJUCHEN Global Tea Fair created No.1 ranking in China tea fair market, 3,800 mix of international and domestic booths, transaction turnover of 112 million USD and 70,000 visitors etc.

Regarding our media resources, we cooperated with many media platforms including over 30 magazines, 124 Chinese media, 900+ global media, over 1000+ tea industry websites, 430 tea industry associations and institutions. We established long-term partnership with 8,700 companies. Additionally, our platform has 3.26 million Tea consumers and 186,000 tea distributors all over China. In the meanwhile, we have maintained close connection with tea associations and institutions from 18 countries, including the United States, the United Kingdom, Japan, South Korea, India, Sri Lanka, Kenya etc.

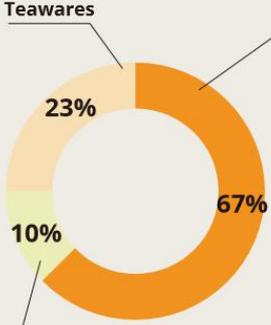
### **Impact on the industry:**

It actively accelerated the development of the tea industry, brings the excellent experience of Chinese traditional tea culture to citizens. The 18th Shenzhen Tea Fair (July27th-30th) has accomplished 220 million yuan of site turnover, 580 million yuan of order volume, 800 million yuan of gross turnover. One single tea fair attracted 120 thousand domestic and foreign visitors. HuaJuChen is the first enterprise to gain the AAAA professional expo from the Ministry of Agriculture of the People's Republic of China.

### **Key Figures for 2018 Global Tea Fair China (Shenzhen) Autumn**

HJC Global Tea Fair is the brand of the world's largest series exhibitions for the tea industry. In 2018 HJC managed 23 exhibitions and there is 27 exhibitions in 2019. Host cities cover all Chinese major consumption areas. Global Tea Fair News is in 5 languages across the largest worldwide collection of online, social, print, TV and broadcast.

<b>6</b> Halls	<b>7</b> Topic Pavilions	<b>4,300</b> Booths	<b>86K</b> m <sup>2</sup> Standard Areas
<b>80</b> Events	<b>1,700+</b> Exhibitors	<b>100K+</b> Visitors	



**Teawares**  
23%

**Tea**  
67%

**Tea Related Products**  
10%

**Tea**

**Traditional Tea Types:**  
Black Tea  
Green Tea  
Oolong Tea  
Dark Tea  
White Tea  
Yellow Tea

**New Tea & Drinks**  
Flower Tea  
Health Tea  
Tea Drinks



## Media

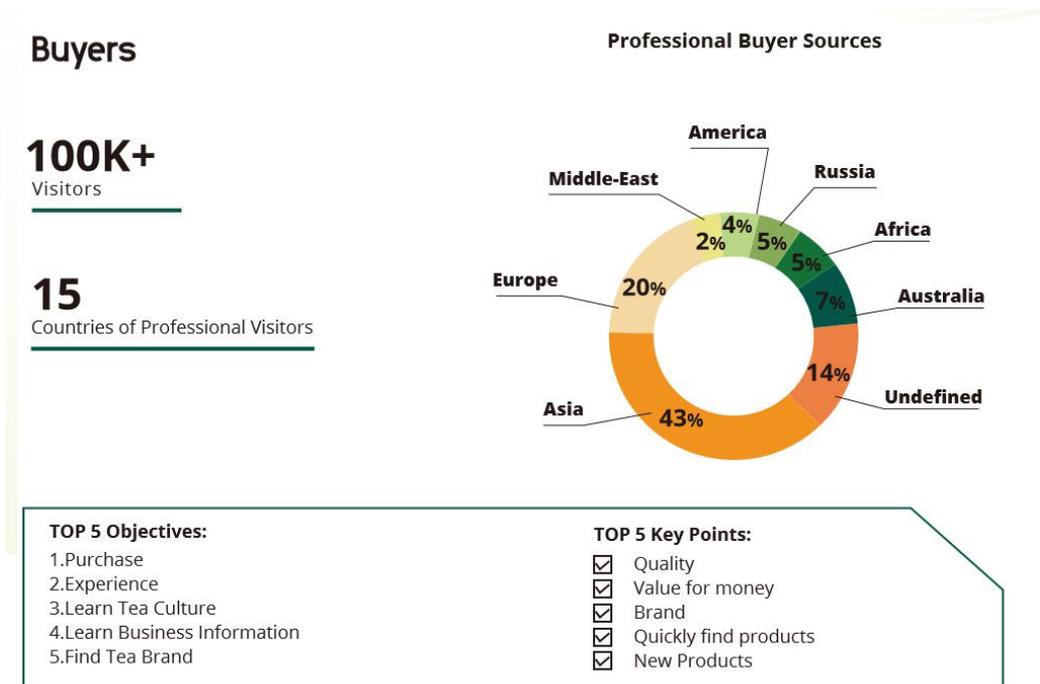
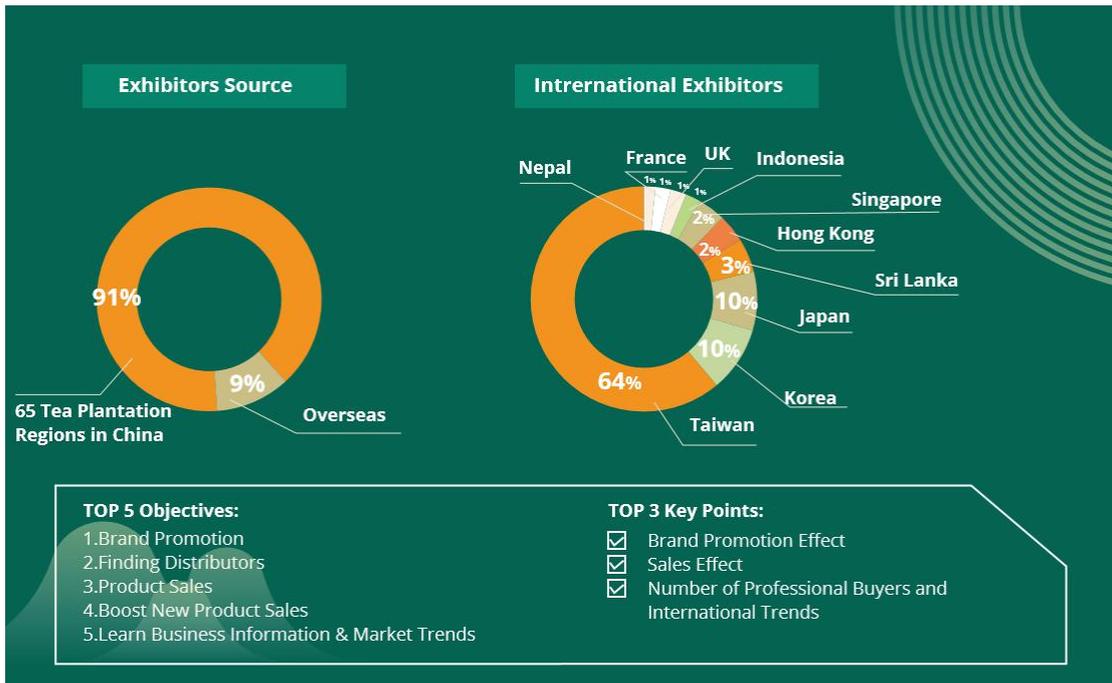
500+ Media organizations deliver Global Tea Fair News in 5 languages across the largest worldwide collection of online, social, print, TV and broadcast.



## Exhibitors

<b>1,700+</b> Exhibitors	<b>15+</b> Represented Countries
<b>65+</b> Tea Producing Areas	<b>30</b> Provinces & Cities in China
<b>20</b> Government Business Group	

Until now, internationally renowned exhibitors participating in HJC Global Tea Fair include the following brands and companies: Lions, T2, Newby, Kids Tea, Ceylon Kisses, Lao Gold Champa Tea, Amalgamated Plantation, Kalubowitiyana Tea, Expoteas, Millennium Tea, Shine Tea Holdings, Tsara, Green Teas, Sanahana Enterprises, Bestir Lanka, Dasatha Export and Import International, Silk Route Ceylon Merchants (Pvt) Ltd., T&I Global Ltd.etc.



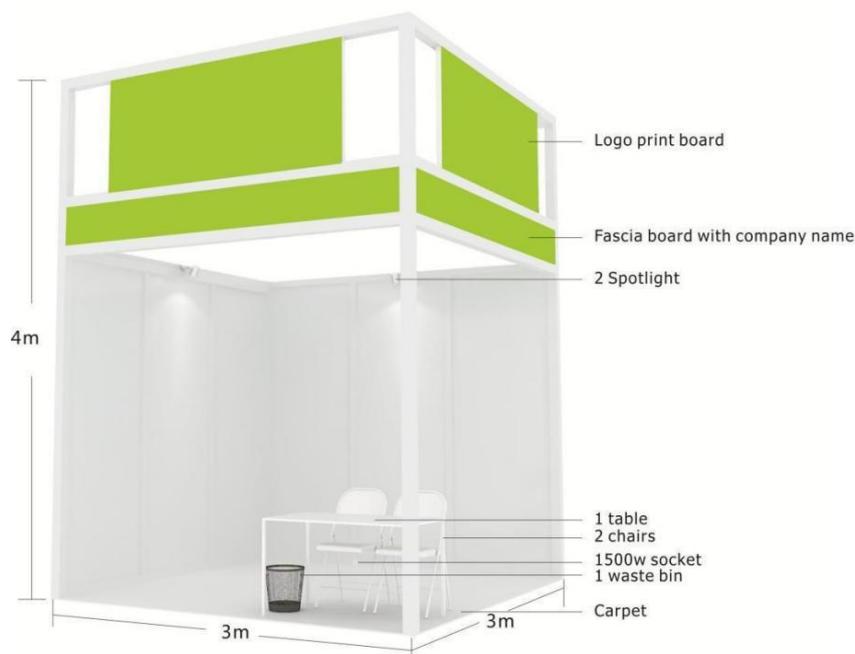
Russian buyers learned about the HJC Global Tea Fair through overseas media channels and came to the exhibition. Some buyers signed contracts to purchase 1.5 tons of black tea every year, and some obtained multiple follow-up supply channels. "I feel very honored to be able to participate in the HJC Global Tea Fair. On such a large scale, the tea fair with such a rich exhibit categories not available in Europe. The quality of tea available is also better than that of Europe. It is important that I can directly meet the suppliers of the tea origins, which are both producers and suppliers. Through face-to-face communication, I directly told the manufacturer about the demand, and I learned a lot of tea knowledge, which helps to improve my business." ---UK and Belgium buyers.

## Categories

1. Tea: Black tea, Green Tea, Oolong Tea, Dark Tea, White Tea, Yellow Tea
2. Flower Tea, Compressed Tea, Extraction/Concentrated Tea, Fruit Tea, Health Tea, Tea Drinks
3. Tea-wares: Ceramics, Glassware, Tea Tray, Tea Furniture, Purple Clay, Tea Pot
4. Tea Packaging Design, Tinware Packaging, Metal Can Packaging, Paper Packaging, Woody Packaging, Production and Printing, Packaging Machine
5. Tea Processing: Planting, Fixation, Color Select, Preservation Effect, Storage, Packaging Machinery, Detection Techniques
6. Tea Sales: tea weighing, ink-jet printing, anti-counterfeiting labels
7. Tea derivatives: tea food, tea health products, tea med

## Booth Package

### Standard Booth Sample Picture



## Process - Become Exhibitor

1. Pls send the organizer the Exhibitor Registration form.
2. When receiving the Exhibitor Registration form, remit 50% of the total cost as the deposit to HJC within three working days and mail/email the photo of the transaction to HJC company for approval. We will reserve the booth for you with the deposit. Also, you need to pay the rest fee on time — details in the contract.
3. For international exhibitors, please complete the payment one month before starting of the exposition. The organizing committee will e-mail the exhibitor digital contract and exhibitor service manual at the same time.
- 4.** Please pay attention to the contract. The exhibitor is regarded as knowing and accepting the content of the brochure and the terms upon sending the application form to the Organizing Committee.

## Booth Cost

City		Type		Price	
				RMB(¥)	USD(\$)
Wuhan、 Kunming 、 Nanjing Zhengzhou、 Changchun Hangzhou 、 Jinan 、 Chongqing 、 Huhehaote 、 Wulumuqi 、 Lanzhou、 Taiyuan、 Xian、 Dalian、 Qingdao、 Nanning		Standard Booth (3m*3m)	Single Access	¥ 5800	\$1,000
			Double Access	¥ 6800	\$1,200
		Special Booth (Raw Space) (≥36m2)	¥ 650/m2	\$ 110/m2	
Shenzhen	2019 Global Tea Fair China (Shenzhen)Spring	Standard Booth (3m*3m)	Single Access	¥ 8,200	\$1,600
			Double Access	¥ 9,400	\$1,800
		Special Booth (Raw Space) (≥36m2)	¥ 840/m2	\$ 170/m2	
Beijing Shanghai	2019 Global Tea Fair China (Beijing)	Standard Booth (3m*3m)	Single Access	¥ 11,000	\$ 1,900
			Double Access	¥ 12,000	\$ 2,100
		Special Booth (Raw Space) (≥36m2)	¥ 1,000/m2	\$ 180/m2	
Shenzhen	2019 Global Tea Fair China (Shenzhen) Autumn	Standard Booth (3m*3m)	Single Access	¥ 9,000	\$ 1,750
			Double Access	¥ 10,200	\$ 1,800
		Special Booth (Raw Space) (≥36m2)	¥ 920/m2	\$ 180/m2	

## 2019 HUAJUCHEN TEA FAIRS IN CHINA



# 2019Huajuchen Tea Expo Joint Exhibition

No.	City	Time/Location	Session	Scale
1	Wuhan	Apr 19th - Apr 22nd , 2019 Wuhan International Conference and Exhibition Center	The 7 <sup>th</sup> China (Wuhan) International Tea Industry Expo	25000m <sup>2</sup> 1200 booths
2	Kunming	Apr 26th - Apr 29th , 2019 Kunming International Convention and Exhibition Center(Guanshang)	The 14 <sup>th</sup> China Yunnan Puerh Tea International Tea Industry Expo	21000m <sup>2</sup> 1000 booths
3	Mengla	May 2nd - May 4th , 2019 Mengla County	2019 Mengla (International) Tribute Tea Festival	
4	Nanjing	May 2nd - May 5th , 2019 Nanjing International Convention and Exhibition Center(Xinzhuang)	The 4 <sup>th</sup> China (Nanjing) International Tea Industry Expo	15000m <sup>2</sup> 750 booths
5	Zhengzhou	May 10th - May 13th , 2019 Zhengzhou CBD International Convention and Exhibition Center	The 4 <sup>th</sup> China (Zhengzhou) International Tea Industry Expo	20000m <sup>2</sup> 1000 booths
6	Changchun	May 10th - May 13th , 2019 Changchun International Conference and Exhibition Center	The 8 <sup>th</sup> China (Changchun) International Tea Industry Expo	20000m <sup>2</sup> 1000 booths
7	Hangzhou	May 15th - May 19th , 2019 Hangzhou International Expo Center	The 3 <sup>rd</sup> China International Tea Expo	70000m <sup>2</sup> 3500 booths
8	Jinan	May 24th - May 27th , 2019 Jinan International Convention and Exhibition Center (High-Tech Area)	The 13 <sup>th</sup> China (Jinan) International Tea Industry Expo	30000m <sup>2</sup> 1500 booths
9	Shenyang	Jun 7th - Jun 10th , 2019 Shenyang New World Expo	The 4 <sup>th</sup> China (Shenyang) International Tea Industry Expo	20000m <sup>2</sup> 1000 booths
10	Chongqing	Jun 14th - Jun 17th , 2019 Chongqing International Convention and Exhibition Center (Nanping)	The 10 <sup>th</sup> China (Chongqing) International Tea Industry Expo	20000m <sup>2</sup> 1000 booths
11	Shenzhen	Jun 27th - Jun 30th , 2019 Shenzhen Convention and Exhibition Center	2019 Global Tea Fair China (Shenzhen)Spring	60000m <sup>2</sup> 2800 booths
12	Huhehot	Jul 5th - Jul 8th , 2019 Neimenggu International Convention and Exhibition Center	2019 China (Neimenggu) International Tea Industry Expo	20000m <sup>2</sup> 1000 booths
13	Urumqi	Jul 12th - Jul 15th , 2019 Xinjiang International Convention and Exhibition Center	The 2 <sup>nd</sup> China (Xinjiang) International Tea Industry Expo	18000m <sup>2</sup> 800 booths
14	Lanzhou	Jul 19th - Jul 22nd , 2019 Gansu International Convention and Exhibition Center	The 2 <sup>nd</sup> China (Gansu) International Tea Industry Expo	15000m <sup>2</sup> 750 booths
15	Taiyuan	Jul 26th - Jul 29th , 2019 China (Taiyuan) Coal Transaction Center	The 6 <sup>th</sup> China (Shanxi) International Tea Industry Expo	35000m <sup>2</sup> 1500 booths
16	Xi'an	Aug 22nd - Aug 25th , 2019 Xi'an Qujiang International Conference & Exhibition Center	2019 Global Tea Fair China (Xi'an) Autumn	60000m <sup>2</sup> 2700 booths
17	Dalian	Aug 30th - Sep 2nd , 2019 Dalian World Expo Center Co.	The 6 <sup>th</sup> China (Dalian) International Tea Industry Expo	21000m <sup>2</sup> 1000 booths
18	Wuhan	Aug 30th - Sep 2nd , 2019 Wuhan International Conference and Exhibition Center	The 8 <sup>th</sup> China (Wuhan) International Tea Industry Expo	16000m <sup>2</sup> 800 booths
19	Changchun	Sep 6th - Sep 9th , 2019 Changchun International Conference and Exhibition Center	The 9 <sup>th</sup> China (Changchun) International Tea Industry Expo	25000m <sup>2</sup> 1200 booths
20	Menghai	Sep 28th - Oct 3rd , 2019 Menghai County	The 11 <sup>th</sup> China (Menghai) Tea King Festival	
21	Qingdao	Nov 1st - Nov 4th , 2019 Qingdao International Convention Center	The 8 <sup>th</sup> China (Qingdao) International Tea Industry Expo	30000m <sup>2</sup> 1500 booths
22	Beijing	Nov 8th - Nov 11th , 2019 China National Convention Center	2019 Global Tea Fair China (Beijing)	25000m <sup>2</sup> 1200 booths
23	Nanning	Nov 8th - Nov 11th , 2019 Nanning International Convention and Exhibition Center	The 9 <sup>th</sup> China (Nanning) International Tea Industry Expo	20000m <sup>2</sup> 1100 booths
24	Wuyi Mountain	Nov 16th - Nov 18th , 2019 Taiwei Convention and Exhibition Center Kaijiayan Tea City	The 13 <sup>th</sup> Cross Strait Tea Expo	43000m <sup>2</sup> 1300 booths
25	Chongqing	Nov 22nd - Nov 25th , 2019 Chongqing International Convention and Exhibition Center (Nanping)	The 11 <sup>th</sup> China (Chongqing) International Tea Industry Expo	20000m <sup>2</sup> 1000 booths
26	Shanghai	Nov 29th - Dec 2nd , 2019 China National Convention Center	2019 Global Tea Fair China (Shanghai)	20000m <sup>2</sup> 1000 booths
27	Shenzhen	Dec 12th - Dec 16th , 2019 Shenzhen Convention and Exhibition Center	2019 Global Tea Fair China (Shenzhen)Autumn	86000m <sup>2</sup> 4300 booths

Email: [admin@globalteafair.com](mailto:admin@globalteafair.com)  
Website: [www.globalteafair.com](http://www.globalteafair.com)

Facebook: [@HJCGlobalTeaFair](https://www.facebook.com/HJCGlobalTeaFair)  
Instagram: [globalteafair](https://www.instagram.com/globalteafair)

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