

CHINA XIAMEN
INTERNATIONAL
RECREATIONAL
FISHERY
EXPO

第九届中国（厦门）国际休闲渔业博览会

The 9th China (Xiamen) Recreational Fishery Expo

Date : October 28-30, 2016

**Venue : Xiamen International Convention
and Exhibition Center, China**

Sponsored by : China Fisheries Association

Fujian Provincial Department of Ocean and Fisheries

Xiamen Municipal Government

Xiamen Ocean and Fisheries Bureau

Organized by : Valuedshow Management (Xiamen) LLC



2016 China Recreational Fishery Expo

Oct. 28-30, 2016

Xiamen, China

1. Overview the EXPO

Initiated in 2008, China (Xiamen) Recreational Fishery Expo has been held for 8 times successfully. The 9th Expo will be convened in the coastal city Xiamen from October 28 to 30, 2016, covering areas of over 20,000 m² with more than 400 exhibitors and an estimated number of visitors exceeding 70,000 person-times.

We offer an up-and-downstream industry platform of

- Leisure tourist agencies
- Island sightseeing
- Ocean protection
- Recreational fishery
- Water sports
- Outdoor equipment and Boat

And provide the fishery and marine tourism market with continued potential population and supporting services.

2. Exhibition Profile

I. Coastal Resort & Marine Tourism Zone

- Recreational fishery bases, marine tourism, tourism islands, ocean parks
- Coastal holiday resorts, hotel, travel agency
- Marine protection organization
- Ocean and recreational fishery culture, art, photography, media

II. Water Sports & Dive Zone

- Dive, surf, sailing, kayak, yacht club, other water sports training center and travel resorts;
- Water sports equipment, outfits, gears, tools manufactures;
- Water sports training certification institution ;
- Boats, cruise, yachts, live-aboard equipment and accessories.





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III. Fishing & Sea Angling Zone

- Fishing tackle, fishing rod, bait, float and accessories;
- Fishing boats, outdoor clothes, fishing gear packages
- Fishing club, association and media.

3. Conferences & Events

EXPO Activities

1. 1st China Recreational Fishery Development Conference
2. Fishery Tourism & Marine Recreational Project Promotion Meeting
3. Water Sports Experience (400 m² swimming pool)
4. The Tourist Fishery Forum
5. Sea Angling Contest
6. New Fishing Tackle Release Conference
7. Industry Carnival Activities

4. Review the 2015 EXPO

The 2015 expo attracted **57,000** visitors and exhibitors, including the dealers, trade representatives, buyers, visitors from ASEAN countries and delegations from more than 10 provinces of China to attend.

According to the statistics by the organizing committee, the last Expo witnessed an intended turnover of **RMB 270 million**, over **40,000** visitors were interested in coastal tours and water sports, and an approximate **25,000** travelers did reservations on-site.





2016 China Recreational Fishery Expo

Oct. 28-30, 2016 Xiamen, China

Feedback the favorable comments by the exhibitors such as *Taiwan diving exhibitors, Star Cruises, Xiaodeng Recreational Fishery Village, Wanshi Sailing Club, Blue Whale Yachting* and etc.,. More than 100 publicities and medias including Xinhua News, Central People's Broadcasting, Tencent, Ifeng, Sina, Southeast TV, Hunan TV, Cross-straits News conducted interviews and in-depth reports.



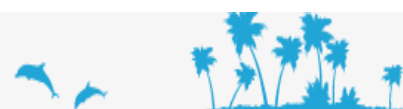
5. Details of Participation

5.1 Booth Charge

Booth type	Standard (9 m ²)	Corner(9 m ²)	Bare ground (36 m ² +)
Domestic exhibitor	¥ 5,000	¥ 5,500	¥ 450/m ²
Foreign exhibitor	\$1,500	\$1,600	\$100/m ²

Notes :

1. A standard booth is equipped with: a carpet, a lintel board, a reception table, 2 folding chairs, a wastepaper basket, 2 spotlights or fluorescent lamps, a 220V socket, the sanitation service, advertisements in the proceedings, and a participant card;
2. The exhibitors reserving a bare ground shall bear the expenses by themselves for the layout of the booth.





2016 China Recreational Fishery Expo

Oct. 28-30, 2016 Xiamen, China

5.2 Value-added Service (only free for international exhibitor)

1	4-Star hotel (offer 1 room/3 nights for 1 standard exhibitor)
2	An on-site interpreter;
3	A set of admission ticket and boat ticket for Gulangyu tour;
4	Hotel & journey reservation privileges
5	Bus pickup to and from designated hotel
6	Visa invitation and consultation

5.3 Project and New Product Promotion Conference:

During the exhibition, the exhibition organizing committee will assist domestic and foreign exhibitors in holding the project promotion meeting at the exhibition site; new technology and new product release conference (USD 1000/conference/hour, USD500 for additional hour).

6. The Host City--Xiamen

XIAMEN (Amoy) locates in the southeast coast of China, facing Taiwan, acclaimed as the *Garden on the Sea* and *Coastal Metropolis*. It is one of the 4 earliest Special Economic Zones, Free Trade Experimental Areas and an international shipping center in southeast China. Xiamen owns the age-old marine culture, with robust coastal tourism and outdoor recreation market, showing great potential. It houses Gulangyu, which is one of China's first 5A Class tourist attractions. The former US president Nixon extolled Xiamen as the *Oriental Hawaii*.

Currently under the China government strategy of *One Belt One Road*, Xiamen is striving to develop its marine economy and speeding up tourism cooperation with ASEAN and Silk Road countries. With the total investment of RMB 18 billion, the home harbor of Xiamen international cruise will be completed in 2018 and RMB 4 billion is scheduled to be invested in the





2016 China Recreational Fishery Expo

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construction of tourist projects such as *Tour around Xiamen Island* and *View Jinmen Island on the Sea*.

Xiamen inbound preferential policies

- **72 hour visa-free transit policy**
Xiamen Gaoqi international airport follows the 72-hour visa-free transit policy on foreigners from 51 countries who hold the third-country visa and air ticket.
- **Visa on arrival at Xiamen Wutong Harbor Terminal**
For foreigners with business emergencies and holding the authority approved materials can apply visa on the terminal.
- **Bilateral visa waiver between China and following countries**
San Marino, Seychelles, Mauritius, the Bahamas, Fiji and Grenada.
- **Visa application upon the invitation letter from the committee**

The above info only for reference.

Contact Us



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