

Dear Members,

This is to inform you that the **4th China Online International Fair and Matchmakings of Food and Agro-Products (CIFFA)** is being organised **from May 29th to November 29th, 2023 (spanning a six-month exhibition period) in a virtual format** by the China Council for the Promotion of International Trade (CCPIT) Information Center.

The exhibit categories include grain and staple food, vegetables and fruits, meat and seafood (fresh/frozen), milk and dairy products, wine and beverage, snack food, healthy food, edible oil, and other related products. The Fair has attracted nearly 100 exhibitors from countries including Russia, Italy, Turkey, Romania, Brazil, Mexico..., indicating high recognition among international exhibitors.

The purpose of this exhibition is to provide a digital marketing and communication platform for global enterprises. During this time, CCPIT will promote exhibitors' products through business matching services in China and abroad. The exhibition will provide three professional services to ensure seamless communication between all parties including cloud display, cloud promotion and cloud matching. The participators of the event would be able to showcase their products and conduct one-on-one negotiations with potential buyers from all over the world. More information is available on CIFFA website: ciffa.fastexpo.cn.

Regards,

Ramesh Kolath

Dy C.E.O

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