

FOOD Philippines



SHANGHAI, CHINA
NOVEMBER 5 - 10, 2025

THE 8TH CHINA INTERNATIONAL IMPORT EXPO

China International Import Expo (CIIE) is the first import-themed, national-level expo in China that features international exhibitors across various sectors such as Food and Agricultural Products, Automobiles, Intelligent Industry & Information Technology, Consumer Goods, Medical Equipment & Healthcare Products, and Trade in Service, to address the trade deficit of different countries to China and support trade liberalization.

With the 2025 theme, "*New Era Shared Future*", the Philippines' participation will feature **20 food companies** offering healthy and premium products, particularly functional foods (plant-based, alternative protein products, and beverages) and agricultural/fresh produce in a **144 sqm National Pavilion in the Food & Agricultural Zone**.

WHY PARTICIPATE?

- Access to over 430,000 trade visitors from 152 countries.
- Participate in matchmaking events to facilitate business contact and negotiations.
- Engage in meetings with Chinese government officials, customs and, industries.
- Understanding of favorable policies for foreign investment by commerce departments from various regions.
- Opportunity for media exposure from Chinese and foreign media institutions
- Boost brand visibility on press and social media

TARGET PARTICIPANTS

Participants must be Filipino Food manufacturers, producers, exporters and/or traders

preferably offering healthy and premium products, particularly functional foods (plant-based, alternative protein products, and beverages) and/or agricultural/fresh produce.

With mandatory requirements:

- DTI/ SEC Registration
- Valid business permit
- Valid FDA-LTO and CPR for processed food
- DA/CDA registration for fresh produce
- Any of the following certifications: HACCP, Halal, Organic, BRC, ISO, FSSC, etc.

TARGET NO. OF EXHIBITORS: 20

PARTICIPATION DETAILS

Participation Fee: **FREE-OF-CHARGE**

DTI-CITEM in partnership with PHILEXPORT and co-organized by the Department of Agriculture, will cover the cost of participation. Given the limited slots, approval of applications shall be on a 'first come, first served' basis and depending on the product focus of the Philippine Pavilion.

INCLUSIONS:

- Allocated space/booth in the Philippine Pavilion with design and construction
- Inclusion in the marketing collateral and online promotions
- Assistance in visa processing
- Assistance in shipment processing
- Onsite stand assistance/ translation services
- Pre-arranged B2B meetings.

APPLICATION REQUIREMENTS

1. [CITEM Exhibitor Application Form](#)
2. [CIIE Authorization Form](#)
3. **(For new exhibitors only)** [IFEXConnect Registration](#)
4. **(For PHILEXPORT members)** [Endorsement letter from PHILEXPORT](#)

KEY TIMELINE

- **31 July 2025** - Deadline for Submission of Application
- **29 August 2025** - Information Filing
- **15 September 2025** - Application for Visa, Submission of Shipping Info
- **September - October** - Shipment of goods to China, Exhibitor Briefing
- **3-4 November 2025** - Ingress
- **5-10 November 2025** - Show Proper

+ REGISTER NOW

CONTACT US

For inquiries or submission of application, please contact:

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SUBMIT NOW! Deadline of application is until **July 31, 2025**.

