

# China Kunshan International Fair for Coffee Industry

16-18 May 2025, Kunshan, China

Increasing Market  
Growing Business  
Empowering Success





One of the top-notch Events in China





# COFAIR —— A Specialty Party for Global Coffee Beans

Building on the success of previous two conferences, China Kunshan International Fair for Coffee Industry 2024(COFAIR2024) is even more spectacular. Committed to the theme, From Seed to Cup, we aim to elevate coffee's prominence throughout the industry chain. COFAIR create an international platform for ideological collision, an international community for the coffee industry. Also a gathering place for whole industry.

COFAIR awaits you in May 2025!



## Approval

Ministry of Commerce of the People's republic of China

## Hosts

China National Food Industry Association

## Organizers

Coffee and Beverage Professional Committee of China National Food Industry Association

Beijing Zhongshixie Business Advisory Center

## Executive Organizer

Zhongkayin (Beijing) Consulting Services Co., Ltd

The Oriental Pro-Energy Consulting Organization ( TOPCO )

Beijing Highland Exhibition Co., Ltd.

Fujian Highland Exhibition Co., Ltd.



# Review



**16000**

12000 m<sup>2</sup> Exhibition area



**15**

15 Main producing countries



**319**

319 Exhibitors



**16**

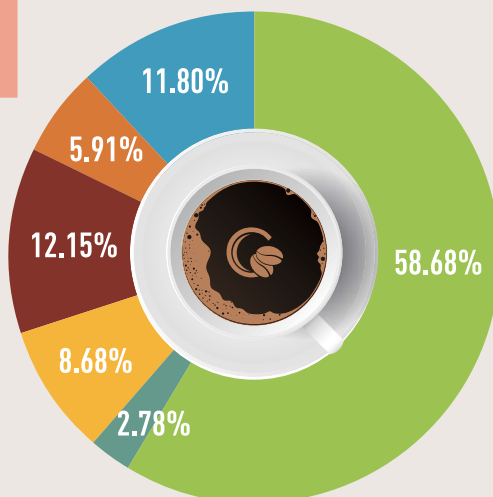
16 Theme events



**12473**

12473 Trade visitors

## Exhibits Profile



58.68% Green Coffee Bean

2.78% Ingredients

8.68% VIA/Instant Coffee

12.15% Store Facilities

5.91% Packaging

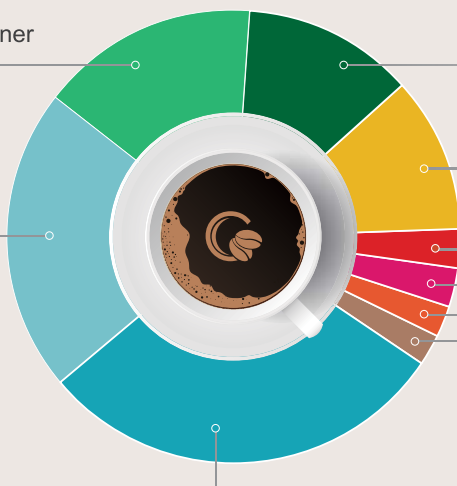
11.80% Relative Industry Services

## Audience Title

15.58% Bakery/Barista/Trainer

21.55% Store Manager

29.68% Director



12.17% Chairman/CEO/COO/Shop owner/Founder

11.15% Freelance

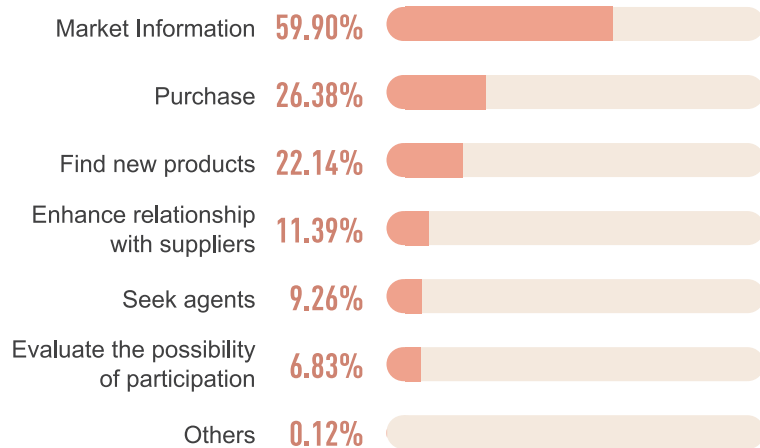
2.82% Financial/Investment

2.70% Industry organization/Research

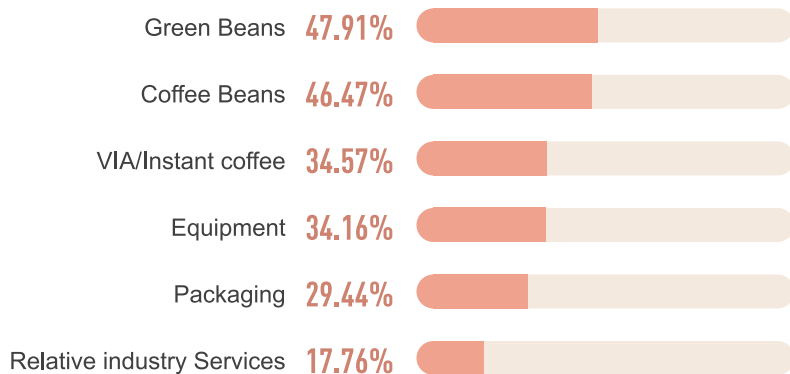
2.28% E-Commerce

2.07% Media

## Purpose



## Products of Interests





# Words from Exhibitors



What a Successful First Day at the Kunshan International Coffee Fair! H.E Oliver Wonekha, Uganda's Ambassador to China, delivered an inspiring opening speech that set the tone for an impactful event. We're proudly showcasing premium coffee from renowned producers, including NUCAFE, Bugisu Cooperative Union, Star Cafe, and Mountain Gorilla. Just last year, Kunshan imported over 5,000 tons of Ugandan coffee. Our interactions with key industry stakeholders are proving highly productive, paving the way for Uganda's coffee to dominate the Chinese market.

*Doryn, Manager, UCDA Guangzhou Representative Office*



Thanks to the esteemed Leaders of Kunshan, purchasers, guests, coordinators, and all participants. Your collective presence truly made this into an outstanding event. We express our heartfelt gratitude once again to everyone involved. Your engagement and unwavering commitment to excellence have fortified our resolve in striving towards increasingly greater accomplishments. With the support of COFAIR, I'm sure we will do better in coffee industry.

*Nicole Burcutza, Shanghai Guishi International Trade*



China's coffee industry is ushering in golden period of development, the high heat of origin, the increasing volume and price of import trade, the innovation of products and coffee chains all promote the upgrading of whole coffee industry chain. In order to meet the needs of coffee industry, the company has actively invested in COFAIR2024 and met with coffee industry leaders, experts and consumers in Kunshan to discuss the development of the industry.

*C&D Merchandise*

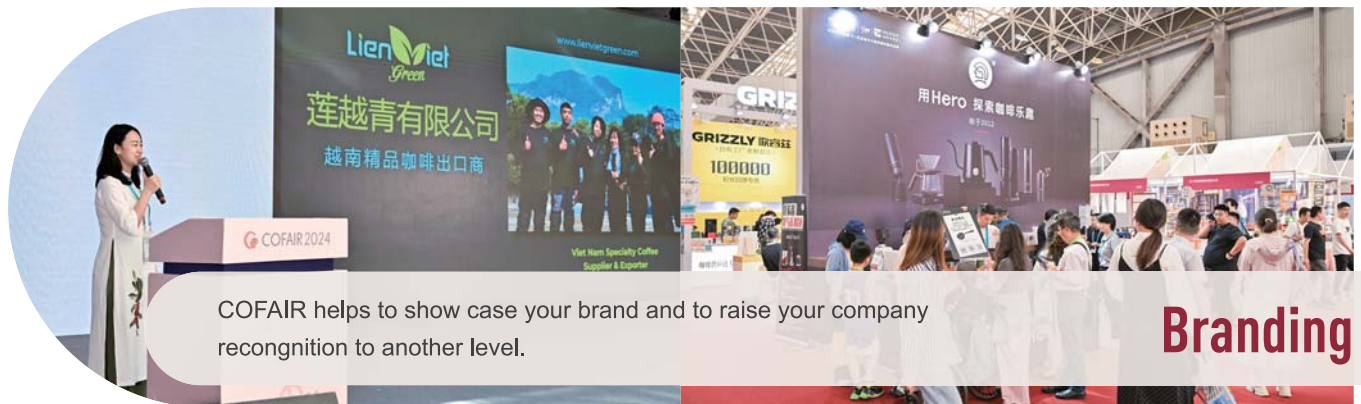


At this prestigious exhibition, HUICHUAN's booth has been a significant point of interest for professionals and media. Numerous industry experts and practitioners have graciously paused at our booth to engage in in-depth dialogues. Simultaneously, we were privileged to attract the attention of numerous distinguished media who paid considerable attention to our coffee products and innovative technologies.

*HUICHUAN INDUSTRY*



# Highlights of COFAIR 2025



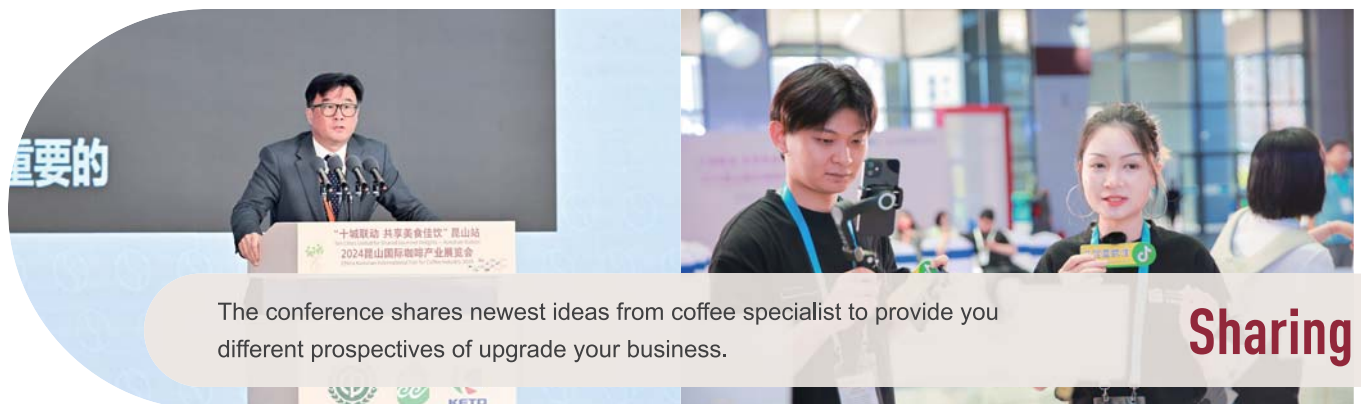
COFAIR helps to show case your brand and to raise your company recognition to another level.

## Branding



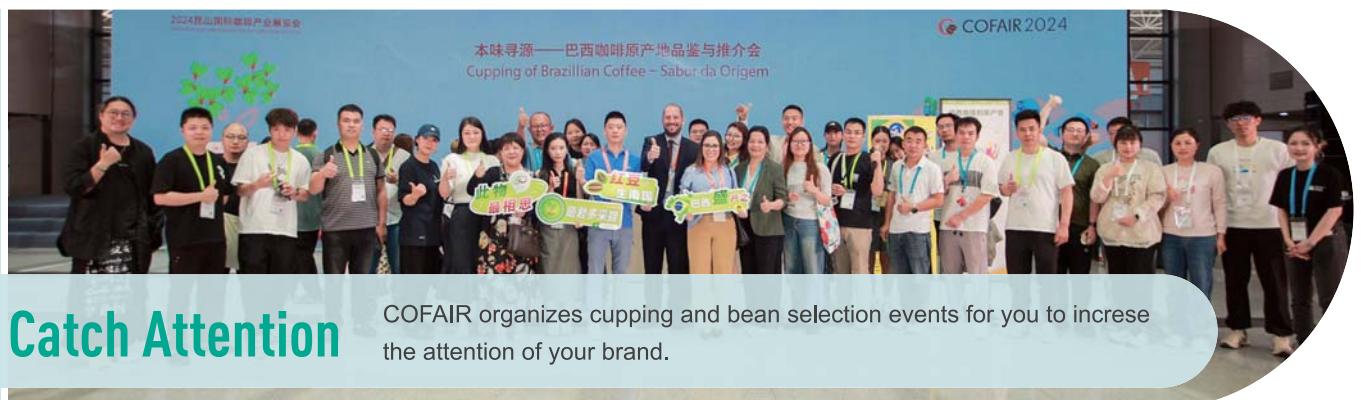
## Match-making

COFAIR provides a professional B2B platform for you to meet and open up more business with more potential buyers.



The conference shares newest ideas from coffee specialist to provide you different perspectives of upgrade your business.

## Sharing



## Catch Attention

COFAIR organizes cupping and bean selection events for you to increase the attention of your brand.



# Exhibits Profile

- Coffee beans\Cacao\Dairy & alternate milk manufactures suppliers\Flavours and Syrups.
- Capsule coffee\Drip coffee\Freeze-dried coffee\Instant coffee\Coffee drinks.
- Coffee brands and café chains Coffee machines - Home, Office and Cafes Coffee equipment and accessories\Barista tools.
- Coffee farm equipment and inputs\Roasting Equipment\Packaging equipment\Quality control system\Supply chain\Digitalize.
- E-commerce\Industry service\Training\Financial institutions\Industry organization\Media.



# Booth Fee

- **Standard Booth:** \$1,500/9m<sup>2</sup> ( 3m×3m ) .

Including: fully-floored carpet, wallboards, a fascia board with company name and booth number, a reception counter, two folding chairs, two spotlights, a power socket 220V/5A, and a waste basket.

- **Raw space booth:** \$150/m<sup>2</sup>, Min. 36 sqm.

The booth is designed and built by the exhibitors, and the special decoration area must be reserved in advance.





# About Kunshan

Kunshan is known as the "Silicon Valley" of coffee and gained the award of the Capital of Coffee Industry. Also forming two major coffee industry characteristics: "Full Industry Chain" and "Internationalization". Kunshan accounts for almost 15% of China's imports of green

beans and 60% of coffee roasting. Kunshan has Asia-Pacific Coffee Raw Bean Distribution Center and Kunshan Comprehensive Bonded Zone Administration all can create a tremendous space for coffee industry to grow.



# About the Coffee and Beverage Professional Committee of China National Food Industry Association

Established in November 2022 in Beijing China, the Coffee and Beverage Committee of China National Food Industry Association is focusing on coffee and beverage industry. It represents the common interest of all members regardless of ownership, who come voluntarily from planting, processing, logistic, trading, consumption, research enterprises and institutions throughout the world. The current membership is around 200 at present.

The Committee serves as the link and bridge between the enterprises and markets and governments. Its aim is to promote the development of Chinese coffee and beverage industry with the following main duties:

- To make and improve the standards and rules.
- To promote the communication and cooperation.
- To enhance the technology and innovation.
- To implement the national guiding principles and policies.
- To organize domestic and international trainings, conferences, exhibitions.
- To provide consulting service on economic, technical and marketing and etc.
- To coordinate the production, technical issues and marketing, among enterprises.

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Above are part of exhibitors, due to layout constraints not all can be listed, heartfelt thanks for all of you (listed in no particular order).



16-18 May 2025, Kunshan Convention & Exhibition Center, China

A large, light brown outline of a world map is centered on the page, with a coffee cup handle extending from the top. The map is overlaid with a grid of white latitude and longitude lines. The text "FROM BEAN TO CUP TO COOPERATION" is written in a bold, red, sans-serif font across the center of the map.

FROM BEAN  
TO CUP  
TO COOPERATION

**For more information, please contact us:**

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