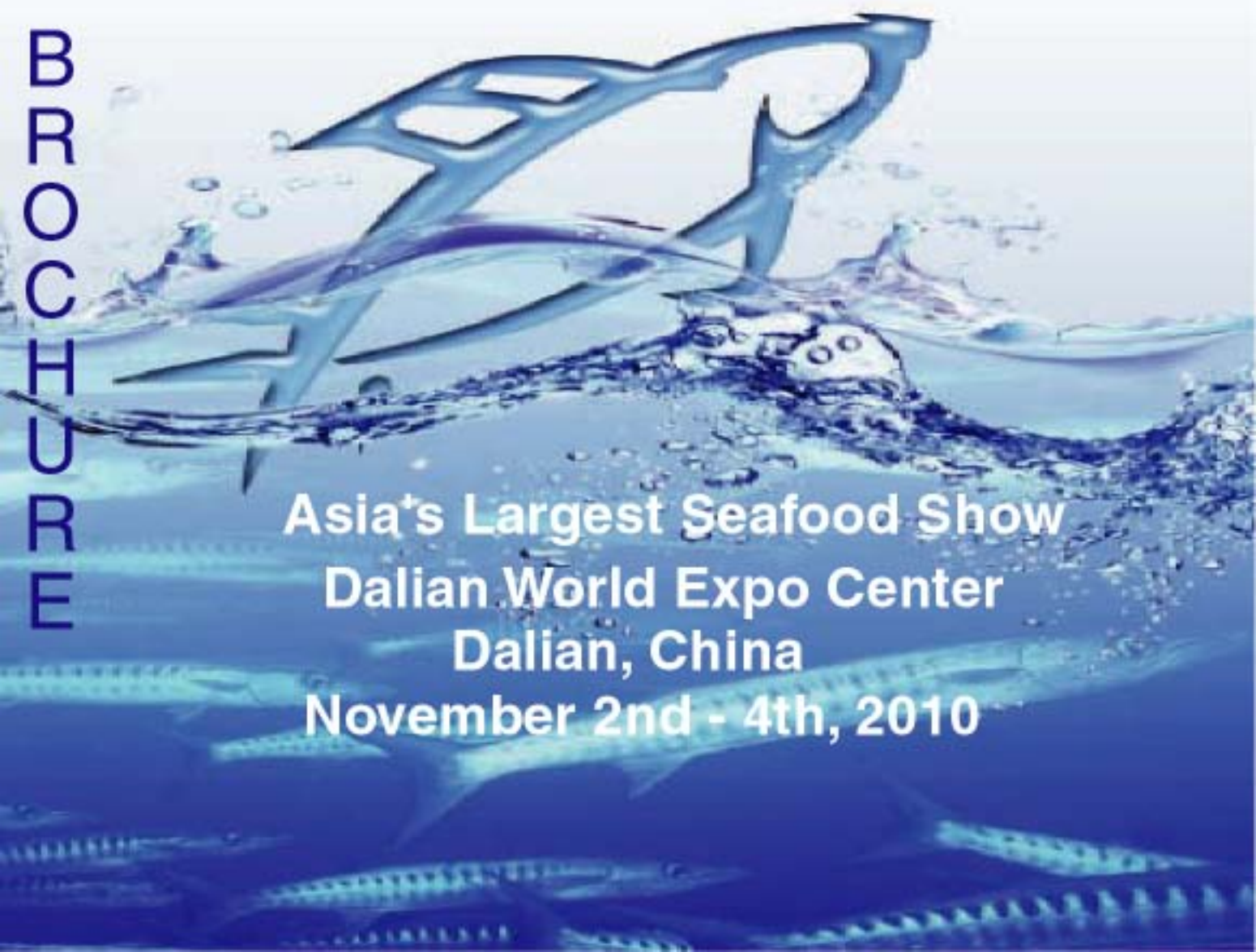
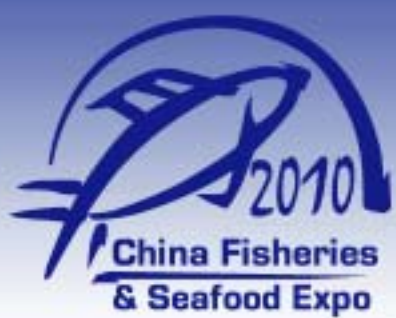


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**Asia's Largest Seafood Show**  
**Dalian World Expo Center**  
**Dalian, China**  
**November 2nd - 4th, 2010**

# Visitor Information

## About the Show

### Asia's Largest Seafood Show

China Fisheries & Seafood Expo is the only dedicated international exposition for the world's largest seafood industry. This year, exhibitors from more than 50 countries fill three halls of the modern Dalian World Expo Center. The size of China Fisheries & Seafood Expo has doubled to more than 1,700 booths in recent years – an indication of the growing importance of China's huge seafood industry to international seafood trade.

Each year, approximately 15,000 visitors from China and more than 60 other countries around the world come to China Fisheries & Seafood Expo to do business.



Whether you're an importer or an exporter, a seafood processor or a primary producer, or a supplier of services and equipment to the seafood industry, China Fisheries & Seafood Expo is the place to make the contacts you need to grow your business.

Now in its 15th year, China Fisheries & Seafood Expo is an important international event you can't afford to miss. There's never been a better time to take advantage of opportunities in China's growing seafood trade.

### Buy Direct from the World's Leading Seafood Exporters

The growth in China's seafood industry continues to be very impressive. In 2009, China exported a record US\$10.7 billion worth of seafood, making it the world's largest seafood exporter for the eighth year in a row. Meanwhile, China's seafood imports also have grown more than 5.2 billion worth of seafood. In the past five years alone, China's international seafood trade has almost doubled to about \$16 billion. A visit to China Fisheries & Seafood Expo is your chance to source a growing variety of seafood products from the world's leading seafood exporter – making your company as competitive as possible.

#### Tuesday, November 2

Opening Ceremony .....1000-1030  
Exhibits Open .....1030-1630

#### Wednesday, November 3

Exhibits Open .....0900-1630

#### Thursday, November 4

Exhibits Open .....0900-1500

#### Friday, November 5

Dalian Full-Day Industry Tour .....0830-1730

## China's Only International Seafood Exposition

China Fisheries & Seafood Expo and Aquaculture China is the only international exposition for the world's largest seafood industry. In addition to exhibits by more than 400 of China's leading seafood and aquaculture companies, this year's show features international pavilions from Chile, Ecuador, Iceland, Korea, Norway, Peru, The Netherlands, United Kingdom, USA and Vietnam. Whether you're an importer or an exporter of seafood products, or a supplier of services and equipment to the seafood or aquaculture industry, China Fisheries & Seafood Expo and Aquaculture China 2010 is the place to make the contacts you need to grow your business.

### A Cost-Efficient Way to Grow Your China Business

If you're not doing business with China's massive seafood industry, you should be. A visit to China Fisheries & Seafood Expo 2010 is **your best opportunity to develop the profitable business contracts that your company will need to grow its business with Chinese companies.** In just three days, you can meet hundreds of China's leading seafood importing, exporting and processing companies who are eager to do more business with overseas partners. No other seafood show in Asia comes close to the size and importance of China Fisheries & Seafood Expo.

### About Dalian

One of China's most progressive cities, Dalian is located on the shores of the Bohai Gulf in northeastern China. Dalian, which is a major manufacturing center, is one of China's two largest seafood importing and processing centers. A thriving city of 6 million people, Dalian can be reached directly via international flights or through China's international transportation gateways of Hong Kong, Shanghai or Beijing.



Dalian and the nearby cities in southern Liaoning Province have more than 500 seafood processing plants that are ISO and HACCP certified to export. In addition to being a large center for China's seafood reprocessing industry, Dalian and the surrounding area waters of Liaoning Province are the largest producer in China of farmed saltwater finfish and shellfish, the bulk of which is exported to markets in Asia, North America and the EU.

Dalian has several 5 star hotels and numerous fine dining restaurants, conveniently located throughout the city. China Fisheries & Seafood Expo will be held at the Dalian World Expo Center, one of the largest and most modern exhibition facilities in China.

### DALIAN WORLD EXPO CENTER



## A Cost-Efficient Way to Increase Your Profits

A visit to China Fisheries & Seafood Expo 2010 is your best opportunity to develop the profitable business contacts that your company will need to grow its business with Chinese producers and exporters. In just three days, you can meet hundreds of China's leading seafood importing, exporting and processing companies who are eager to do more business with overseas partners.

## Government-Supported—Professionally Organized Who Exhibits at China Fisheries & Seafood Expo



China Fisheries & Seafood Expo is fully supported by the Ministry of Agriculture of the People's Republic of China. Sea Fare Expositions, Inc. of Seattle, Washington USA, a company that has organized expositions for the seafood and aquaculture industries for 27 years, is the Overseas Organizer. Because China Fisheries & Seafood Expo is organized at the highest levels of the Chinese government, active participation by China's most important companies and government officials is assured.

- \* Chinese Seafood Producers & Exporters
- \* Overseas Seafood Producers and Exporters from more than 50 countries
- \* Equipment and technology suppliers
- \* China's Leading Aquaculture Producers and Suppliers

## Who Visits China Fisheries & Seafood Expo

- \* Chinese Seafood Importers, Distributors, Retail and Foodservice Buyers
- \* Top Executives from China's Leading Seafood Processing, Aquaculture and Fishing Companies
- \* Seafood Importers, Exporters and Wholesalers from more than 60 countries
- \* Key Chinese Government Officials

All Overseas

Visitors Must

Register by

October 15, 2010

# OVERSEAS VISITOR REGISTRATION FORM

PLEASE SEND THIS FORM TO SEA FARE EXPOSITIONS. Attn: Wendy Fisher

Phone: (206) 789-5741, ext. 334 • Fax: (206) 789-0504 • E-mail: [seafarechina@seafare.com](mailto:seafarechina@seafare.com) • 2360 W. Commodore Way, Suite 210 • Seattle, WA 98199 • USA. Use one form per person. Please copy form for additional people. Payment can be made with a check written in US Dollars, a wire transfer, (an additional fee is required for wire transfers) or by credit card, (Visa/MC/Amex).

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Country \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

SHOW REGISTRATION	PRICES	No. of people	Total (No. x \$=)
Trade Show Passport Package Includes Letter of Invitation, Trade Show Admission, Dalian Full-Day Tour, and Show Directory. On or Before September 29th	US \$125		
After September 29th	US \$140		
Trade Show Admission Only (Does not include Letter of Invitation)	On or Before September 29th		
After September 29th	US \$30 US \$40		
Letter of Invitation	US \$40		
(Tour Bus will leave from the Shangri-La Hotel) Dalian Industry Tour (Full-Day) Friday, November 5 • 0830-1730	US \$70		

Wire Transfer Charges US\$25.00

## HOW TO PAY

(Not required for credit card or check payments)

(1.) Cashiers check or check made out in US Dollars. Mail to Sea Fare Expositions, Inc. GRAND TOTAL

(2) Credit Card

(3.) Please call Sea Fare Expositions for wire transfer details.

## Credit Card Payment Form:

Card Holder's Name: \_\_\_\_\_ Type of Credit Card: AMEX  VISA  MC

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Postal, Country \_\_\_\_\_

Card Holder's Phone Number: \_\_\_\_\_

Cancellation Penalties: A 25% handling fee will be charged for cancellations made prior to October 15, 2010. No refunds will be issued after October 15, 2010.

# IMPORTANT VISA INFORMATION

*All visitors to the People's Republic of China must obtain a visa.* You may apply for a Visa through your local travel agency or through Sea Fare Expositions. Once Sea Fare receives the required registration forms and fees, you will receive a Letter of Invitation to China from the Ministry of Agriculture, which you can use to obtain a Visa from the nearest Chinese Embassy or Chinese Consulate. (Allow 2 to 3 weeks after application to obtain your Visa.)

**PLEASE NOTE THAT CCPIT-SSA WILL BE ON A 1 WEEK NATIONAL HOLIDAY THE FIRST WEEK OF OCTOBER AND WILL NOT BE PROCESSING ANY LETTERS OF INVITATION DURING THAT WEEK.**

1. Mail or fax your Registration and Request for Letter of Invitation form. Remit appropriate payment to Sea Fare Expositions, the Overseas Co-Organizer.
2. Within 7 days from receipt of your registration form and payment, the Ministry of Agriculture will fax your company an official Letter of Invitation, which you can use to obtain the required Visa at the nearest Chinese Embassy or Consulate.
3. Request a Visa application from the nearest Chinese Embassy or Consulate in your country.
4. Fill out the Visa application and forward your passport, extra passport photograph, Letter of Invitation, and appropriate Visa fee to the nearest Chinese Embassy or Consulate in your country.

## OVERSEAS VISITOR REQUEST FOR LETTER OF INVITATION

Send this form, registration form and payment to: Sea Fare Expositions, Inc.

Attn: Wendy Fisher

2360 W. Commodore Way, Suite 210 • Seattle, WA 98199

Phone (206)789-5741, ext. 334 Fax (206)789-0504 E-mail: [seafoodchina@seafare.com](mailto:seafoodchina@seafare.com)

This form may be duplicated if necessary. Please type or print clearly.

*We would like to attend the China Fisheries & Seafood Expo/Aquaculture China 2010 Exposition and ask that you fax or mail the following people a Letter of Invitation:*

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Nationality \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Passport Number (**\*REQUIRED**) \_\_\_\_\_ E-mail \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Nationality \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Passport Number (**\*REQUIRED**) \_\_\_\_\_ E-mail \_\_\_\_\_

# Discount Hotel Rooms

Want to stay in a luxurious five-star hotel for as low as \$89 a night? It may sound too good to be true, but China Fisheries & Seafood Expo and Aquaculture China exhibitors can enjoy these incredibly low room rates during the show if you reserve your room by September 20th. Act now and be sure to lock in these savings, as

only a limited number of rooms are available at these low rates. To take advantage of these savings you must book your room directly through Sea Fare Expositions. Simply print out the Hotel Registration Form and return it to Sea Fare Expositions. Or you can book online at [www.chinaseafoodexpo.com](http://www.chinaseafoodexpo.com).

## Official Hotel Directory

***\*All room rates are subject to 15% city tax and service charge.***

### The Shangri-La Dalian (Headquarters) ★★★★★

66 Renmin Road  
Dalian, 1160001



Deluxe King US\$147  
Deluxe Twin US\$161

Executive King US\$173

Horizon Club Suite US\$387

Horizon Club King US\$201  
Horizon Club Twin US\$230

\*Please note: Discount room rates are subject to availability.

All rooms include buffet breakfast.

The Shangri-La Hotel in Dalian provides award-winning 5 star comfort and service to selective business and leisure travelers. As one of the finest Dalian hotels located in the heart of the city, Shangri-La Hotel, Dalian is reachable within 20 minutes from the Dalian International Airport.

All 563 guest rooms and suites are equipped with modern, luxurious furniture and stocked with amenities to make you feel at home. In addition, each room features complimentary broadband internet access, with wireless access available in the hotel's restaurants, lounges and common areas. The hotel also offers a fully equipped business centre.

The Horizon Club consists of 5 floors and offers business travelers a host of special privileges and service including priority check-in as well as complimentary breakfast, afternoon tea and evening cocktails in the privacy of the exclusive Horizon Club Lounge.

### Howard Johnson Parkland Hotel ★★★

95, Huizhan Road  
Sha Hekou District, Dalian 116023

Superior Single US\$89  
Superior Double US\$99

\*Please note: Discount room rates are subject to availability.

All rooms include buffet breakfast.



Howard Johnson Parkland Hotel in Dalian is located in Dalian's famous Xinghai Square, the largest and most scenic restaurant and entertainment square in Asia. It is also an ideal choice for travelers visiting events at the Dalian World Expo Centre, as it is right next to the exhibition venue.

The hotel is also close to the city's fast developing commercial and finance area, and only five minutes walk to the beach, perfect for an evening stroll.

All 270 comfortable guestrooms and suites are decorated in an elegant contemporary style by top German designer GMP, and furnished with modern amenities, with exciting city and sea views.

We also offer non-smoking floors and rooms suitable for handicapped guests.

The hotel also offers a fitness center and gymnasium, sauna and steam room and the Thai Touch Spa.

**Cancellations: 50% of one night room charge will be charged for cancellations made after September 29th and prior to October 20th, 2010.**

**A TWO NIGHT room fee will be charged for cancellations made on or after October 20th, 2010.**

**If no show on the date of arrival, the hotel will hold your prepaid room until check-out the following day. No refund will be given for the missed night. Sea Fare Expositions, Inc. is not responsible for late arrivals or no show due to flight delays, cancelled flights, etc.**

**If no show after check-out time the following day and you have not notified Sea Fare Expositions or the hotel of your pending arrival, your room will be cancelled and all charges, EXCEPT TWO NIGHTS, will be refunded.**

# Hotel Registration Form

Please submit this form to: **Sea Fare Expositions, Inc.**

Company Name: \_\_\_\_\_

Guest Name 1: \_\_\_\_\_ Passport # \_\_\_\_\_

Guest Name 2: \_\_\_\_\_ Passport # \_\_\_\_\_

Guest Name 3: \_\_\_\_\_ Passport # \_\_\_\_\_

Guest Name 4: \_\_\_\_\_ Passport # \_\_\_\_\_

Guest Name 5: \_\_\_\_\_ Passport # \_\_\_\_\_

Guest Name 6: \_\_\_\_\_ Passport # \_\_\_\_\_

Company Address: \_\_\_\_\_

City, State, Postal Code, Country \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail Address: \_\_\_\_\_

(Note: If requesting a Double room please indicate King Bed or Queen Beds.)

Preferred Hotel: Shangri-La Dalian King Bed:  Twin Beds:

No. of Rooms Required: Deluxe King \_\_\_\_\_ Deluxe Twin \_\_\_\_\_

Executive King \_\_\_\_\_ Horizon Club Suite (King Bed Only) \_\_\_\_\_

Horizon Club King \_\_\_\_\_ Horizon Club Twin \_\_\_\_\_

Preferred Hotel: Howard Johnson King Bed:  Twin Beds:

No. of Rooms Required: Superior Single \_\_\_\_\_ Superior Double \_\_\_\_\_

Guest 1. Check-In Date: \_\_\_\_\_ Check-Out \_\_\_\_\_

Guest 2. Check-In Date: \_\_\_\_\_ Check-Out \_\_\_\_\_

Guest 3. Check-In Date: \_\_\_\_\_ Check-Out \_\_\_\_\_

Guest 4. Check-In Date: \_\_\_\_\_ Check-Out \_\_\_\_\_

Guest 5. Check-In Date: \_\_\_\_\_ Check-Out \_\_\_\_\_

Guest 6. Check-In Date: \_\_\_\_\_ Check-Out \_\_\_\_\_

Form of Payment: Credit Card  Wire Transfer  Bank Draft

After submitting your reservation, you will receive a confirmation and invoice from Sea Fare Expositions.

## Credit Card Payment Form:

Card Holder's Name: \_\_\_\_\_

Type of Credit Card: AMEX  VISA  M C

Credit Card #: \_\_\_\_\_ Exp.Date: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Postal Code, Country \_\_\_\_\_

Card Holder Phone Number: \_\_\_\_\_ Card Holder Signature: \_\_\_\_\_

Note: One night deposit will be charged to credit card upon receipt of confirmation. Balance due will be charged 14 days prior to arrival at hotel. All incidental charges, room service etc., will be paid directly to the hotel.

**Cancellations: 50% of one night room charge will be charged for cancellations made after September 29th and prior to October 20th, 2010.**

**A TWO NIGHT room fee will be charged for cancellations made on or after October 20th, 2010.**

**If no show on the date of arrival, the hotel will hold your prepaid room until check-out the following day. No refund will be given for the missed night. Sea Fare Expositions, Inc. is not responsible for late arrivals or no show due to flight delays, cancelled flights, etc.**

**If no show after check-out time the following day and you have not notified Sea Fare Expositions or the hotel of your pending arrival, your room will be cancelled and all charges, EXCEPT TWO NIGHTS, will be refunded.**

## Payment Information

### Wire Transfer

Call Sea Fare Expositions for wire transfer information.

### Bank Draft

Check drawn on a US Bank.

Payable to:  
Sea Fare Expositions, Inc.

Mail to:  
2360 W. Commodore Way, Ste 210  
Seattle, WA 98199  
USA

Questions?  
Tel: 206-789-5741 ext. 334  
Fax: 206-789-0504  
Email: Wendy at  
wyfisher@seafare.com

## Weather Watch

**Late fall in Dalian is normally dry and temperatures range from 11° to 17°C (52° to 62°F).**

