

[Key Notice] Bakery China 2018 will implement differentiated charge scheme of first-day on-site registration

Bakery China 2018

Date: May 9-12, 2018

Venue: Shanghai New International Expo Center (No.2345 Longyang Road)

Exhibition Hall: Hall W1-W5, E1-E7, N1-N5

Organizer: China Association of Bakery & Confectionery Industry

Bakery China Exhibition Co., Ltd.

Bakery China, a world-known bakery trade exhibition, has witnessed successful holding for 20 consecutive years. Bakery China 2017 brought together more than 2,000 companies, **122,284** professional visitors and buyers, with visits up to **231,333**. As a quality platform for the business development and exchange in the industry, Bakery China 2018 will be held at Shanghai New International Expo Center (SNIEC) from May 9 to 12, 2018. The exhibition will occupy the entire halls of SNIEC (a total of 17 exhibition halls) and the exhibition area will be more than 200,000 square meters. By then, it is estimated over **140,000** professional buyers and visitors will come to the exhibition, with visits expected to be over **280,000**.

Meanwhile, due to large visitors flow at the exhibition, some exhibitors complained about the inconvenience and difficulties of providing quality services for more buyers within limited time. In addition, some buyers found it hard to have full communications with more exhibitors due to large visitors. In view of this, the organizers decide to implement the **differentiated charge scheme of first-day on-site registration** at this exhibition in response to the suggestions of majority exhibitors and buyers..

The charge scheme is detailed below:

1. For visitors who have already submitted **pre-registration application** at the

official website and official WeChat account before the exhibition, they can present the QR code for free entering.

2. On [May 9, 2018](#), visitors who don't pre-register in advance can enter the exhibition through the [South Hall \(No. 1 Entrance Hall\)](#) and [North Hall \(No. 2 Entrance Hall\)](#). It is required to register on-site with a fee of RMB50 per visitor.

3. [The East Hall \(No. 3 Entrance Hall\)](#) will be open for free throughout the four-day exhibition. Visitors who need on-site registration may enter through the East Hall (No. 3 Entrance Hall) on the first day for free.

4. On [May 10-12, 2018](#), the entrances of the South Hall (No. 2 Entrance Hall), North Hall (No. 2 Entrance Hall) and East Hall (No. 3 Entrance Hall) [will be all free to visitors](#). Visitors requiring on-site registration may come during the latter three days for free.

Tips:

[Visitors channel]

WeChat: Visitors may follow the official WeChat account, BakeryChina, and finish the pre-registration by clicking the menu below "I want to visit".

Official website: Visitors may enter the homepage www.bakerychina.com and click the right column "Register Now Visitor".

Email: Visitors may submit the application to info@bakerychina.com and will be assisted to finish the pre-registration by our staff.

Telephone: Visitors may dial the customer service line: 010-63430990 and will be assisted to finish the pre-registration by our staff.

Special note: Visitors who finished pre-registration at any Bakery China exhibition since Bakery China 2015 may re-activate your account via the official WeChat and Official Website.

Contact Us

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Scan me and pre-register for free