



云食界
EFOODLINE

The Official Cooperation of CFNA
中国食品土畜进出口商会官方合作

EFOODLINE

SERVICE GUIDELINE 服务指南

An International B2B+ Industrial Internet Exhibition, Trade Service
and Supply Chain Platform for the Food Import and Export Industry

国际食品进出口行业B2B+的产业互联网展贸服务平台



广交食界云服天下
Cloud Services for Global Food



OVERVIEW OF EFOODLINE PLATFORM

An International B2B+ Industrial Internet Exhibition, Trade Service and Supply Chain Platform for the Food Import and Export Industry

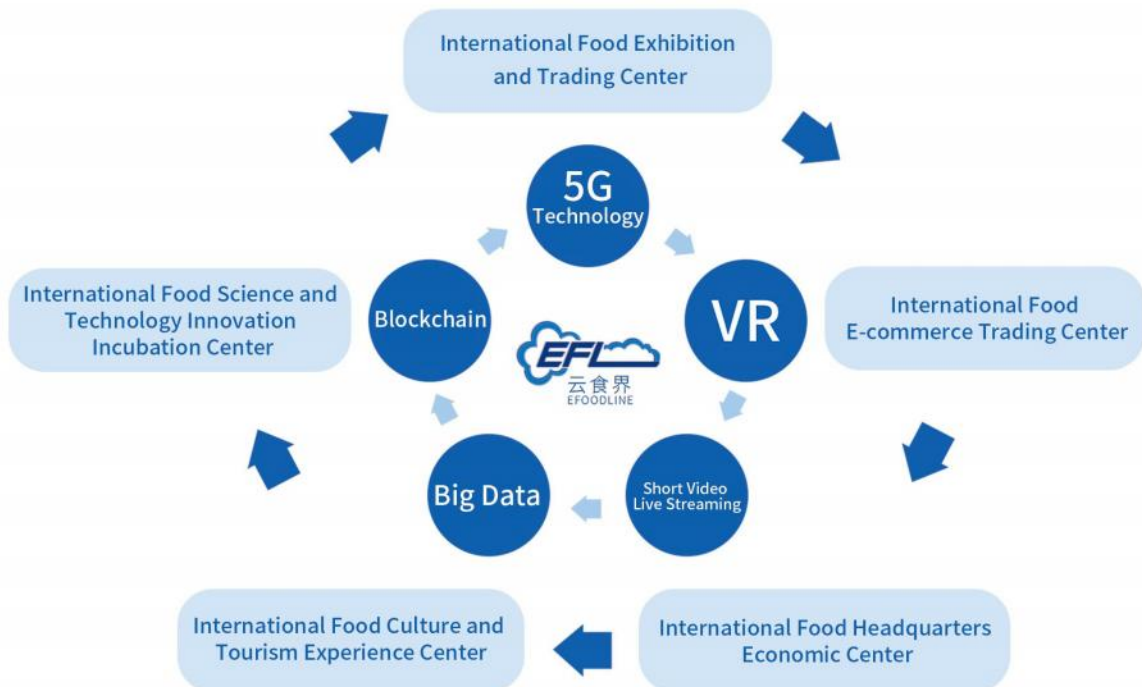
Co-founded by Efoodline Network Technology Co., Ltd., local governments, and the China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal By-Products (one of the six major chambers of commerce under the Ministry of Commerce), Efoodline is a national-level, international, trillion-yuan-scale, leading industrial Internet exhibition, trade service and supply chain platform focusing on the international food sector with B2B+ model and full integration of online and offline services. Composed of the online "Efoodline" platform and the offline "International Food City", the project applies cutting-edge technologies such as 5G, VR, AI, Metaverse, blockchain, short videos, cloud exhibitions, and live streaming, as well as digital and intelligent functions. It provides domestic and foreign food enterprises with online and offline exhibition and experience services, B2B transaction matching, and "strength-matching" value-added services. Committed to building a food-specific "365-day non-stop" system integrating exhibition, trading center, and comprehensive consulting services, it offers professional empowerment services for global food and agricultural product import and export enterprises.



ONLINE-OFFLINE CO-CONSTRUCTION MODEL



Online Efoodline Platform + Offline 5G International Food City
China Food Import and Export Exhibition and Trading Center & International Food Big Data Center



INNOVATIVE ARCHITECTURE OF EFOODLINE PLATFORM



"One Country, One City" + "One Product, One Pavilion" +
"One Enterprise, One Store"



"One Country, One City" - National Database for Food Import and Export Trade



"One Product, One Pavilion" - An encyclopedia of food import and export trade categories



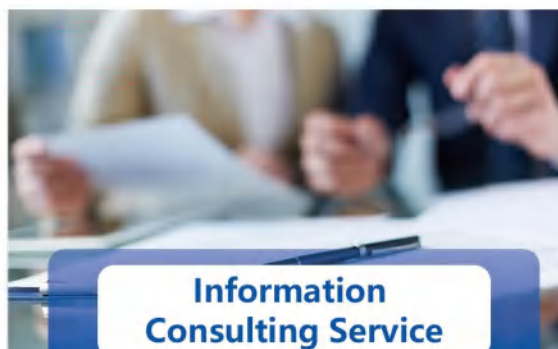
"One Enterprise, One Store" - An integrated B2B+ industrial Internet service and supply chain platform for member enterprises to conduct corporate promotion, product promotion, exhibition, and transactions

SIX MAJOR SERVICE FUNCTIONS



Exhibition and Experience Service

Integration of virtual and real scenarios online and offline
Combination of temporary exhibitions, permanent displays, and product promotion



Information Consulting Service

National data search and consultation
Category data encyclopedia



Accurate Customer Acquisition Service

Data collection and member sharing
Traffic aggregation and private domain sharing



Transaction Matching Service

Promotion of domestic and foreign trade dual-circulation activities
Practical connection of BBC supply chains



Cross-border Cooperation Service

"Buy Globally" to help buyers find products
"Sell Globally" to empower sellers to reach buyers



Strength-Matching Service

Optimization of the trade ecological environment
Promotion of mutual complementarity, cost reduction, and efficiency improvement

ONLINE "EFOODLINE"

The online Efoodline platform leverages cutting-edge technologies including 5G, VR, AI, Metaverse, blockchain, short videos, cloud exhibitions, and live streaming, along with digital and intelligent functions. It provides global food and agricultural product enterprises with services such as exhibition and experience, information consultation, accurate customer acquisition, transaction matching, cross-border cooperation, and strength-matching. By doing so, it helps enterprises expand markets, enhance brands, and achieve win-win development.

Diverse Exhibition Presentations



Multi-terminal Adaptation and Coverage



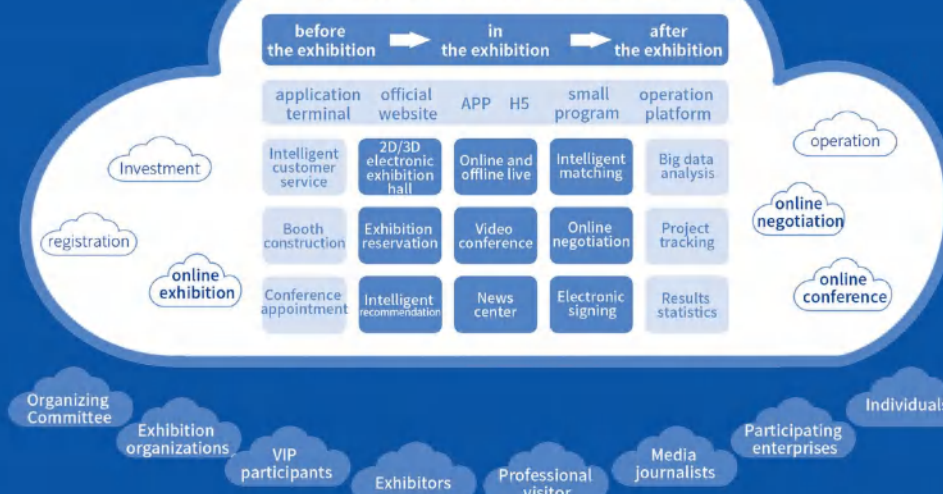
Comprehensive Communication and Matching



Accurate Data Management



Full scene service of the exhibition



Efoodline is a tailor-made, accurately matched industrial Internet exhibition, trade service and supply chain platform for the food import and export industry.



EFOODWISDOM AI - THE WORLD'S FIRST VERTICAL AI LARGE MODEL FOR INTERNATIONAL FOOD TRADE

"Efoodwisdom AI" is the world's first vertical AI large model platform for food and agricultural product international trade, as well as an intelligent operating system focusing on this field. It is jointly developed by Efoodline, China Mobile, multiple universities, and research institutions under the guidance and support of the Chinese Academy of International Trade and Economic Cooperation (Ministry of Commerce) and the China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal By-Products. Relying on industrial databases of more than 120 countries, 18 major categories of food classification standards, and massive trade data for model training, it builds full-link digital capabilities through the collaborative work of modular AI agents. With four core advantages of "multi-language, cross-standard, intelligent, and full-link", it can cover 12 core links including intelligent supply-demand matching, compliance review, and intelligent customs declaration. It provides five core service modules: data query and analysis, accurate customer acquisition and marketing, intelligent business transactions, supply chain management, and food safety traceability, with a total of more than 30 intelligent agents. Targeting all industrial chain roles such as governments, industry associations, and food enterprises, it uses AI technology to drive compliance risk control and cost reduction, supply chain optimization, and intelligent transaction efficiency improvement, helping enterprises reduce costs and increase efficiency, and accelerating the digital and intelligent transformation and upgrading of the entire process of food industry trade.

ACCURATE CUSTOMER ACQUISITION AND MARKETING

Intelligent Customer Acquisition
Intelligent Supply and Procurement
Intelligent Marketing
Language Translation

DATA QUERY AND ANALYSIS

Global Policy Center
Trade Knowledge Center

SUPPLY CHAIN MANAGEMENT

Intelligent Logistics



INTELLIGENT BUSINESS AND TRANSACTIONS

Contract Management
Email Collaboration
In-depth Reports

FOOD SAFETY TRACEABILITY

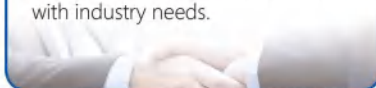
Food Safety Regulations
National Standard Testing

SIX HIGHLIGHTS OF EFOODWISDOM AI

Benchmark of Vertical AI for Food, Strong Scarcity: As the first vertical AI for international food trade with authoritative endorsement, it helps partners quickly establish industry digital barriers.



Food-Specific Intelligent Agents, Accurate Scenario Adaptation: Developed for the entire process of food trade (compliance, matching, supply chain, etc.), it avoids the adaptation shortcomings of general AI and has functions more in line with industry needs.



Compliance Intelligence Acceleration, Solving Overseas Challenges: Real-time collection of food regulations from more than 120 countries, automatic generation of compliance documents, and greatly shortening the certification cycle.



AI Accurate Matching, Efficient Transaction Closed-Loop: Relying on food data from 60 countries, resources of over 100,000 enterprises, and combined with private domain traffic to achieve intelligent supply-demand matching.



Intelligent Optimization of Food Supply Chain, Cost Reduction and Efficiency Improvement: Optimize logistics routes and inventory forecasting according to the characteristics of food cold chain and inventory, significantly reducing supply chain costs.



Full-Link Risk Intelligent Control, Safer Trade: Through AI credit investigation and blockchain traceability, covering pre-warning and post-traceability of food trade, and preventing credit and safety risks.



OFFLINE "INTERNATIONAL FOOD CITY"

The offline "International Food City" has set up exhibition and sales centers in Guangzhou (South China), Hefei (East China), and the Beijing-Tianjin-Hebei region (to be determined). It regularly holds events such as National Food Weeks, industry exhibitions, professional forums, and "one-to-one" and "one-to-N" supply and procurement matching meetings. These efforts maximize the promotion of communication and cooperation among global food and agricultural product enterprises, creating a food-specific "non-stop" version of the "Canton Fair" and "CIIE" (China International Import Expo), and realizing the goal of "visible, tastable, purchasable, and salable".



East China Marketing Center - China (Anhui) 5G International Food City



South China Marketing Center - Guangzhou Exhibition and Sales Center



Industry Events (National Food Weeks, industry exhibitions, forums, supply and procurement matching meetings, etc.)



Strategic Partner of Canton Fair



Strategic Partner of CIIE



In 2020, The China Anhui (Chaohu) Imported Food Industrial Park has successfully transformed into China Anhui 5G International Food City, and the self-developed and pioneering Efoodline 5G International Food City Online Mall Platform (Version 1.0) has been launched for public beta.

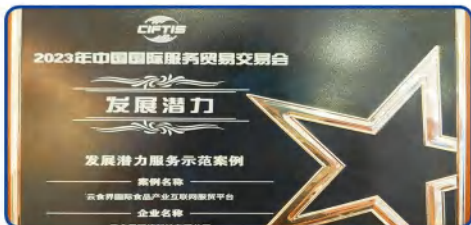
In 2021, Efoodline has joined hands with the China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal By-Products to co-construct the China Food Import and Export Exhibition and Trading Center (under preparation), integrating online and offline services.



In 2022 Efoodline has officially established the RCEP (Guangzhou) Food Exhibition and Sales Center in Guangzhou. The 3.0 version of Efoodline was released globally at the 5th CIIE.



In 2022, Efoodline has become an industry-specific investment promotion cooperation unit for the 5th CIIE, and an officially authorized partner for the 133rd and 134th Canton Fairs.



In 2023, Efoodline International Food Industry Internet Service Trade Platform was awarded the "Potential Development Service Demonstration Case" at the China International Fair for Trade in Services (CIFTIS), and the development of Efoodline 4.0 was completed.

Efoodline was elected as the Vice-Chairman Unit of the China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal By-Products at the 8th Member Congress of the chamber. At the 136th Canton Fair, Efoodline launched the public beta of the "Efoodwisdom" AI large model for the first time, which received wide acclaim.



The "Symposium on the Development of Vertical AI Large Models for International Food Trade Applications" was held at the Chinese Academy of International Trade and Economic Cooperation, Ministry of Commerce. At the symposium, a project expert leading group and a development team were established. The launching ceremony for the cooperative R&D of "Efoodwisdom 2.0" was held during the second phase of the 137th Canton Fair; "Efoodwisdom 2.0" was released for public beta at the 8th CIIE.

COMPANY HONORS (PARTIAL DISPLAY)

TECHNICAL STRENGTH

Efoodline has obtained a number of intellectual property rights, including source codes for intellectual property.



OFFICIAL RECOGNITION

Model Platform for the Transformation and Upgrading of Digital Trade
Potential Development Service Demonstration Case of CIFTIS

Leading Enterprise in China's Industrial Internet
China's Top 100 Industrial Digitalization Enterprises
Partner of National-Level Exhibitions (Canton Fair, CIEE)

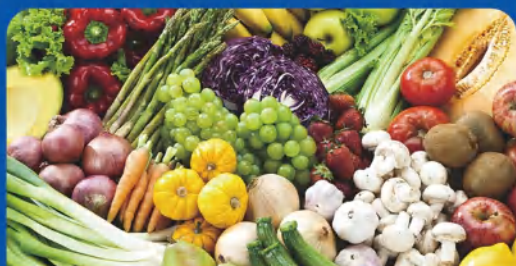


INDUSTRY STATUS

Vice-Chairman Unit of the China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal By-Products
Vice Chairman Unit of the East China Importers Cooperation Alliance
Core member of many other organizations



PLATFORM ADVANTAGES AND HIGHLIGHTS



Accurate Track Selection, Evergreen Industry

As the saying goes, "Food is the paramount necessity of the people". The food import and export industry is not only a traditional rigid demand sector but also part of the large health and FMCG (Fast-Moving Consumer Goods) industry. It boasts a huge market space and a high industry "ceiling".



Comprehensive Architecture and Functions, Independent Innovation and R&D

Pioneered the platform architecture of "One Country, One City", "One Product, One Pavilion", and "One Enterprise, One Store"; equipped with complete business functions including general trade, cross-border trade, live streaming, and social commerce; fully covered online terminals such as mini-programs, APPs, and PC versions; and owns intellectual property rights such as source codes, trademarks, copyrights, and patents.



"Xiaomi Model" with Full Application of Advanced Technologies

Integrates modern technologies such as 5G, VR, AI, blockchain, live streaming, cloud exhibitions, and short videos to create a "Transformer"-like platform that empowers member enterprises.



"National Team" Leadership with Local Government Participation

Strategic Goal: Jointly build national-level and international projects of the "China Food Import and Export Exhibition and Trading Center" and the "International Food Trade Big Data Center", and seize the high ground of the global food international trade industrial chain and supply chain.



Favorable Timing, Geographic Advantage, and Human Resources

Timing: Macroeconomic policy support
Geographic Advantage: Vast Chinese market
Human Resources: Demands from small B and large C customers



Capital Popularity and Preference

Investment attractiveness, financing capacity, operation advantages, and maintenance capabilities

ECOLOGICAL PARTNERS

◆ Enterprises Related to the Global Food Industry Chain and Supply Chain

- Export: Brand owners, domestic manufacturers, export traders, overseas buyers, distributors, customers
- Import: Brand owners, overseas manufacturers, import traders, domestic buyers, distributors, end-users
- Focus: Enterprises with famous, special, and high-quality products, time-honored brands, geographical indication foods, and "domestic and foreign trade integration" enterprises

◆ Enterprises Related to Strength-Matching Value-Added Services

- Inspection, testing, and certification services (quality management system certification, agricultural and food product inspection and certification, traceability, standardized naming, etc.)
- Technical support services (cloud computing, big data reports, AIGC, customized technical support, etc.)
- Supply chain management services (one-stop procurement, channel collective procurement, customs declaration and clearance, cold chain logistics, warehousing and distribution, etc.)
- Marketing and promotion services (brand planning, market promotion, e-commerce, live streaming, overseas advertising, etc.)
- Food industry-related services (processing with supplied materials service providers, OEM factories, food internal and external packaging service providers, etc.)
- Financial services (cross-border payment and settlement, exchange rate risk control, supply chain finance, etc.)
- Enterprise management services (enterprise registration, talent recruitment, financial and tax management, qualification application, etc.)
- Others (e-commerce and exhibition services, online and offline training, international trade, legal consultation, AI intelligence, etc.)

Food and Agricultural Products Domestic and Foreign Trade Integration Professional Committee of CFNA

The Food and Agricultural Products Domestic and Foreign Trade Integration Professional Committee of CFNA is committed to implementing the national strategic deployment of building a new development pattern of dual circulation (domestic and international), and promoting the integrated development of domestic and foreign trade. Its goal is to promote the complementary advantages, resource sharing, and integrated development of domestic and foreign food and agricultural product enterprises, meet consumers' high-quality needs through innovation-driven and high-quality supply, and enhance the core competitiveness of relevant enterprises in domestic and foreign markets.



COLLABORATIVE APPROACH



International Cooperation

Seek cooperation with government departments and international organizations at home and abroad to provide online and offline platform services for global food and agricultural product import and export enterprises.



Industry Cooperation

Seek close cooperation with food industry associations and chambers of commerce to jointly promote the platform, invite association members to settle in, and provide comprehensive support and services to help industry associations improve service quality.



Investment Promotion Cooperation

Seek to establish stable cooperative relationships with professional food exhibition organizers and agents, actively promote the platform, attract local food enterprises to settle in Efoodline, and achieve win-win and sharing (commission and incentive mechanism).



Ecological Cooperation

Seek cooperation with industrial Internet ecological strategic partners to integrate resources and achieve mutual benefit and win-win results. Build an ecosystem for the food import and export industry and jointly promote the digital and intelligent development of the food industry.

BASIC MEMBERSHIP (ANNUAL FEE)

Domestic Members: **16,800 CNY/Year**

International Members: **2,300 USD/Year**

ONLINE EXHIBITION EMPOWERMENT

Platform-based Independent Store	Open an independent store on Efoodline's global professional food platform, with basic store page design (once) and assistance in uploading product and other display materials (display materials to be provided by member enterprises). The store page can fully display the enterprise's introduction, history, scale, and product information, and can also update and display the enterprise's dynamics and press releases in real time
Professional Translation Service	Provide store translation service (once)
Customer Service Reminder Service	Collect and forward online inquiries and business opportunities / manual reminder service
Homepage Brand Promotion	Display service in the homepage brand promotion column (1 day/month * 3 times)
Platform Independent Live Streaming	Member enterprises can apply to the platform for independent live streaming. The specific schedule will be arranged according to the actual situation, and 3 priority processing rights will be enjoyed
Supply and Demand Information Release	Provide 3 free cloud exhibition opportunities, and assist in tracking and recommending relevant supply and procurement information
VR Experience Display	Provide VR shooting of exhibition halls, optional at the Canton Fair, CIE, Guangzhou local exhibitions, or factory shooting
Exclusive Operation Service	Exclusive one-on-one operation service

OFFLINE EXHIBITION EMPOWERMENT

Industrial Park Display Service	Offline industrial park exhibition service (10 single products * 1 year)
LED Advertising Service	Offline advertising box/LED display (10 days)
Exhibition Hall Explanation Service	Provide professional explanation of brand products in the industrial park exhibition hall
Professional Exhibition Service	Efoodline is an exhibition partner of various professional food exhibitions and has top resources from various organizing institutions. It provides member enterprises with priority invitations and participation discounts for various professional exhibitions.
Industry Exchange Activities	Industry activities covering production, trade, education, training, competitions, research, and standards (1 free time, 2 times with 30% discount)

PROFESSIONAL EMPOWERMENT SERVICE

Big Data Service	Unlimited access to professional information such as national or industry research, data, and policies (updated in real time)
Information Consulting Service	Provide professional ecological consulting services for food industry development, marketing, and export

ACCURATE MATCHING SERVICE

Online/Offline Exhibition and Sales Activities	Efoodline platform holds more than 30 characteristic online/offline exhibition and sales matching promotion activities every year
Supplier Recommendation Service	Recommend suppliers according to the needs of member buyers

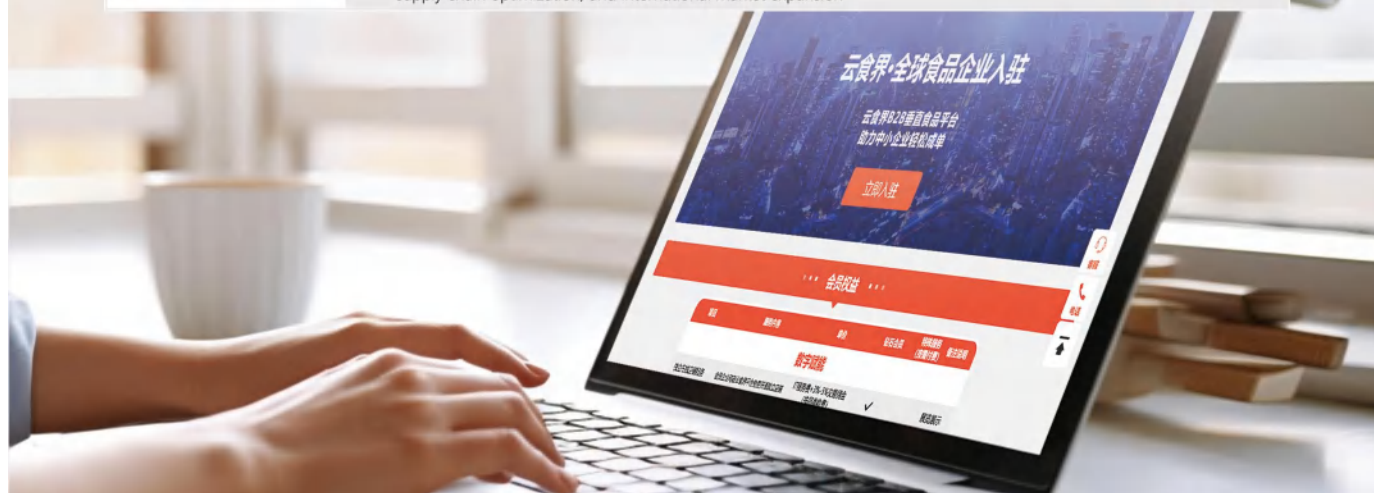
PLATFORM PROMOTION SERVICE

Official Media Promotion Service	Brand promotion through official media to increase brand exposure (2 times) (scheduled according to arrangement)
Brand Recommendation Service	Brand recommendation and traffic drainage through Efoodline's B-end professional live streaming (once)
Product Recommendation Service	Hot-selling product recommendation and traffic drainage through Efoodline's B-end professional live streaming (once)

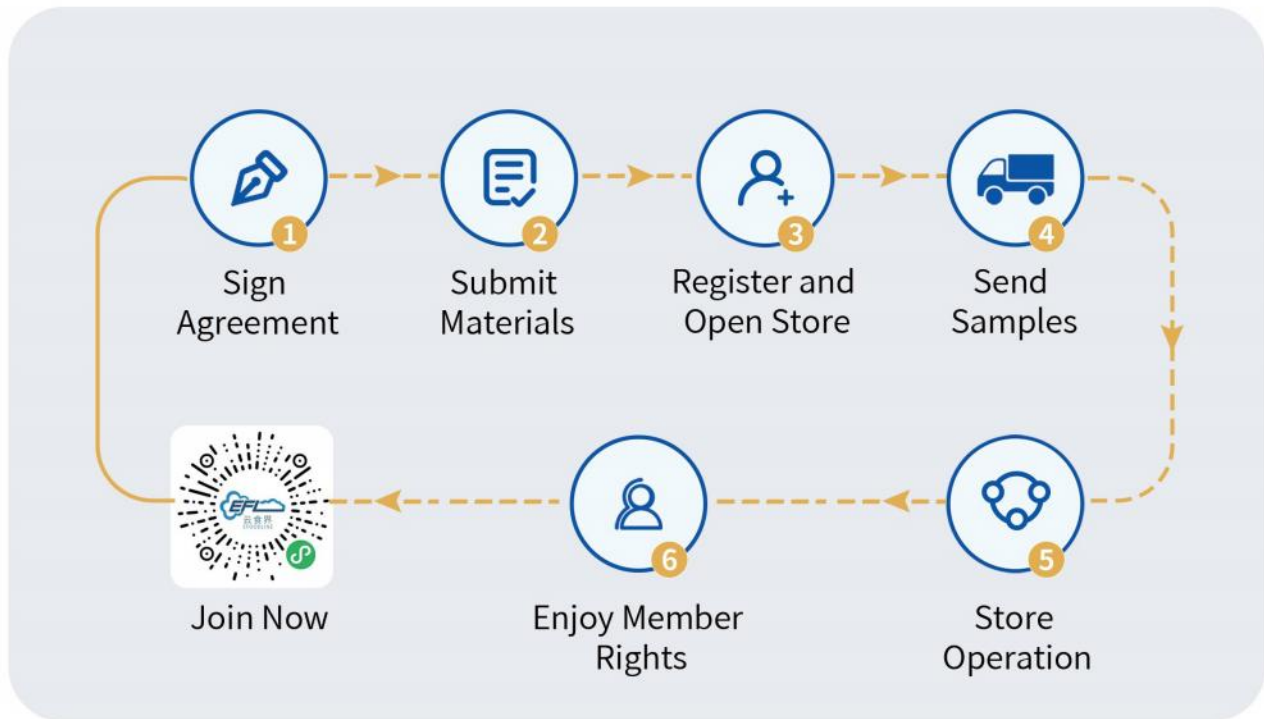
CUSTOMIZED SERVICES

PROJECT	SERVICE CONTENT	MARKET VALUE (BASIC MEMBERS ARE EXEMPTED FROM FEES)
Homepage Advertising Service	Ultra-precise high -traffic ad spot placement.	There are 16 ultra - precise high - traffic ad spots. Prices differ by location. Please confirm the exact position, number of displays, duration for each, and arrange the schedule.
Customized video service	Customized short video promotion service for enterprise interviews	5,000 CNY/time
Platform Recommendation Service	Customized service recommendation	Starting from 5,000 CNY (priced according to requirements)
Value-Added Services	Consultancy services: Provide professional consulting services in industry consultation, market analysis, and strategy planning	5,000 - 20,000 CNY/project
	Supply and Procurement Service: Help enterprises find suitable suppliers or buyers and optimize supply chain management	10,000 - 50,000 CNY/project
	Financial services: Provide financial support, including financing, loans, and investment	3,000 - 30,000 CNY/project
	Legal services: Provide legal support such as legal consultation and contract review	5,000 - 20,000 CNY/project
	Tax and financial services: Provide professional support and guidance in finance and taxation	5,000 - 20,000 CNY/project
	Cross-border trade services	10,000 - 30,000 CNY/project
	Quality inspection services	5,000 - 20,000 CNY/time
Data Services	National Data: Provide data analysis services related to food import and export trade of various countries	3,000 - 10,000 CNY/project
	Category Data: Provide data analysis services such as market conditions and trends of different types of food	5,000 - 15,000 CNY/project
Publicity	VR Shooting Service: Use virtual reality technology for factory and base shooting (indoor)	5,000 - 20,000 CNY/time
Market Analysis Service	Market Analysis Report Fee: Provide in-depth market trend analysis and competitor analysis reports	12,800 CNY/copy
Exhibition Service	Enjoy a 20% discount on customized booths	Based on the actual price
Training Courses and Seminars	Training in the form of online/offline classes	1,000 - 5,000 CNY/time (determined by course content and lecturer identity)
New Media Operations	Provide live streaming services (3 SKUs)	2,000 - 10,000 CNY/time
Merchant Resource Advertising Space	Provide customized advertising promotion solutions, covering multiple scenario resource positions such as search ads, carousels, brand zones, and product hot-selling areas. It is suitable for enterprise/brand/event promotion needs and supports flexible forms such as graphic jumps, direct store links, and category displays.	Fees are tiered according to the placement position and cycle (exclusive discounts are available during the promotion period)
Value-Added Services	Customized solution services	Starting from 20,000 CNY (determined by project complexity and service content)
	Provide comprehensive international trade consulting services	Starting from 8,000 CNY/project
	Customized Advertising and Promotion: Tailoring the content and form advertising according to the needs of the enterprise.	8000-18000 CNY/time (priced according to project complexity, involved fields, etc.)
	Market Trend Analysis: Providing data support for effective marketing strategies.	(Determined by project complexity and market conditions of the involved fields)
	Identify target and attractive market and high-potential target customers	(Determined by project complexity and market conditions of the involved fields)
	Helping enterprises to define their target market and identify attractive and potential target customers.	(Determined by project complexity and market conditions of the involved fields)
	Positioning and shaping the brand for enterprises, and developing communication strategies to enhance brand recognition.	(Determined by project complexity and market conditions of the involved fields)
	Provide market monitoring and feedback services	(Determined by project complexity and market conditions of the involved fields)
	Provide supply chain optimization solutions	30,000 - 100,000 CNY/project
	Provide customized cross-border e-commerce solutions	20,000 - 100,000 CNY/project
	Provide customized data analysis and report services	8,000 - 36,800 CNY/copy

PROJECT	SERVICE CONTENT	MARKET VALUE (BASIC MEMBERS ARE EXEMPTED FROM FEES)
New Media Operations Services	Provide brand promotion activities	10,000 - 50,000 CNY/time
	Provide customized advertising promotion plans for new media operations	Starting from 5,000 CNY (determined by advertising needs)
Event and Conference Services	Customized Events: Customize exclusive events according to enterprise needs, including exhibitions, training, summits, etc.	50,000 - 500,000 CNY/time (determined by scale)
	Special Sessions: Organize special sessions and invite industry experts to share experience and insights	50,000 - 500,000 CNY/time (determined by scale)
Joint Investment Promotion Service	Customized Investment Promotion Plan: Customize investment promotion activity plans according to enterprise needs, including channel development, partner search, etc.	(Determined by project complexity and market conditions of the involved fields)
Platform Data Analysis Report	Industry Report: Provide industry data analysis reports to help enterprises understand market dynamics and competition	8,000 - 30,000 CNY/copy
Provide transaction guarantee services, including guaranteed transactions, after-sales services, etc., and charge a certain guarantee service fee; provide cargo transportation insurance services	Logistics Service Tracking Service: Provide logistics solutions, optimize logistics efficiency, reduce costs, and provide logistics information tracking services to help enterprises keep track of cargo transportation in real time	16,800 - 850,000 CNY/month (determined by enterprise scale and needs)
	Provide cargo inspection and certification services	5,000 - 20,000 CNY/time (determined by cargo type and certification agency)
	Provide customs declaration and inspection services	5,000 - 30,000 CNY/time (determined by cargo type, destination, and customs declaration service provider)
	Cargo Transportation Insurance Service	(Determined by cargo value and risks)
	Provide cross-border support settlement services to ensure transaction security and timely receipt of funds	(Determined by transaction amount and cross-border payment service provider)
	Provide trade letter of credit and other services to help enterprises solve capital turnover and payment problems	10,000 - 30,000 CNY/transaction (determined by letter of credit amount and service scope)
	Help enterprises handle after-sales problems and disputes that may arise in transactions	Determined by problem complexity and solution
Product Escrow Service	Provide product escrow services, including special packaging, temperature-controlled storage to ensure the safety of goods and personnel, and warehousing management	10,000 - 80,000 CNY/month (determined by cargo volume)
Corporate Training and Overseas Courses	Exclusive Course Content	(Determined by course content and duration)
	Training Format: Online and Offline Classes	
International Trade Consulting Services, helping enterprises expand overseas markets and resolve trade issues.	Provide comprehensive services including market analysis, trade regulation compliance, and logistics	20,000 - 80,000 CNY/project
	Advanced consulting for medium-to-large enterprises or complex projects, including platform operations, supply chain optimization, and international market expansion	8,000 - 16,800 CNY/project



MEMBER SETTLEMENT PROCESS



SCAN THE QR CODE TO
SETTLE IN EFOODLINE



Efoodline Network Technology Co.,Ltd.

Contact

Service hotline: 400-1788136/+86 13380049945

Address

EFOODLINE Headquarters and (South China) Operation Center;
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111 Bantang Road, Chaohu Economic Development Zone, Anhui Province

EFOODLINE Mall Website

www.efoodline.com



EFOODLINE
Mini Program



EFOODLINE
Official Accounts



EFOODLINE
APP



EFOODLINE
WeChat Video Channel