



Peter Medgyessy (second from left), former prime minister of Hungary, listens attentively during a fruit festival presentation.



Sun Yongchun (second from right), Yantai Party secretary, accompanies former army leader Chi Haotian (first from right) to the exhibition.

Yantai food, wine festivals 'window to world'



Foreign buyers enjoy a glass of wine.

By CUI XIAOQING

Each year, Yantai hosts a series of international festivals featuring fruit and vegetables, wine and selected Chinese food.

Around 250 purchasers, franchisers and business groups from 20 countries and regions have participated in the events. The most recent round of festivals drew 3,000 overseas business people and featured more than 1,650 booths.

"The festivals offer an important platform for exchange and cooperation. They have played a great role in promoting the development of the wine, fruit and vegetable industries," said Zhang Zhaofu, former vice-governor of Shandong.

Several famous wine companies like Changyu, Weilong, Junding

and Nanshan Land were in attendance this year. They were joined by brands from France, Australia, Canada, Italy and Chile.

"This exposition can help China open a window to the world. It is a good way for China to showcase its progress in the wine industry," said Jean Pierre Surducun, sommelier adviser for Changyu Pioneer Wine Co Ltd.

Fifty businesses in China's supermarket purchasing association sought cooperative agreements with wine producers. Overseas purchasing delegations were also present.

"We had hoped to sell more wine through this festival, and have already found a new cooperator," said a pleased Claire Roger, Domaine Fontaine du Clos export manager.

Fruit and vegetable peddlers were equally satisfied.

"The festival is a good opportunity for us to introduce our quality apples to the world," said Cao Fuxing, vice mayor of Pingliang, Gansu province.

Cao explained the fruits' annual output reached 300,000 tons last year, generating 600 million yuan in revenue.

"The festival is a good chance for us to exchange information with Yantai, whose apple is widely-known by the world," he added.

Some, like Xu Wenhua, just wanted to express their thanks.

"I designed a special paper cutting for this exposition. It represents happiness, and carries my best wishes for Yantai," said Xu.

Visitors sit back, sip in renowned int'l wine city

By WANG QIAN

Set in the northeast of Shandong province, Yantai has been making wines for nearly 110 years and is viewed as the traditional birthplace of China's wine industry.

In 1987 the International Office of Vine and Wine (OIV) recognized Yantai as an International Grape and Wine City, making it the only Asian metropolis to have been accorded this honor.

With almost the same latitude as Bordeaux of France and favorable climate conditions, Yantai is considered one of the world's top seven coastal grape planting areas and one of China's top three vineyard centers.

It is now home to over 20 world-

famous international wine businesses and a large number of domestic winemakers, including leading Chinese brands Changyu, Great Wall and Dynasty.

The area has an annual wine output value of 250,000 tons, accounting for the half of the nation's total.

Last year, the city reaped a total of 14.4 billion yuan in the sector.

Yantai-based Changyu, the largest winemaker in China, now boasts vineyards in six high-quality producing areas including Beijing, Ningxia and Xinjiang. It accounts for a quarter of the nation's total vineyards.

Already with some 5,300 agencies in China, Changyu has set up marketing networks in 28 countries and regions, including the United States,

Europe and Southeast Asia.

In 1915, Changyu wine won four gold medals at the Panama-Pacific International Expo. At a Shanghai World Expo welcome dinner, Chinese President Hu Jintao treated distinguished guests from 33 countries with two styles of Changyu wine.

Alluring culture tourism

With a vast expanse of coastal vineyards and scores of picturesque chateaux, Yantai has become a hot tourist destination.

According to local statistics, this year's international wine festival drew more than 100,000 visitors to the area. There, they studied the city's winemaking industry, helped pick grapes and sampled a variety of vintages.

"Yantai's wine tourism is fast becoming the favorite pastime of overseas visitors. The Changyu Wine Culture Museum plays host to more than 3 million visitors from at home and abroad annually," said Hong Yuyan, general manager of the Changyu International Wine City.

In the corridors of European style chateaux, guests can sample fine wines while enjoying views of the city.

Fruit is top industry for Shandong

By ZHAO RUIXUE

Yantai is a recognized international agricultural production base, providing fruits and vegetables to more than 70 countries and regions.

Valued at 8 billion yuan, Yantai apples were listed as one of China's top fruits in 2009.

To date, Yantai has 166,000 hectares of plantation yielding 3.4 million tons of the commodity annually — one ninth of China's total apple harvest.

Yantai is home to 10 famous Chinese trademarks, 13 leading national brands and 51 well-known Shandong brands.

The region's signature apples, wine and Longkou bean vermicelli are now protected from product impersonators by the State Quality Supervision and Inspection and Quarantine Administration.

Yantai apples generate \$1.2 billion in export revenue every year.

The Yantai cherry is exported to more than 60 countries and regions. It is listed among China's top 10 fruit brands and is valued at almost 2 billion yuan.

Last year, the city harvested 4.3 million tons of fruit worth 11.8 billion yuan. Yantai's total agricultural exports stood at \$2.36 billion.

More than 100 foreign funded enterprises have invested in Yantai fruits. The city has utilized over \$1.2 billion of foreign funds.



Foreign visitors are delighted with a bumper harvest of grapes at a fruit festival garden.



A night view of Yantai