

# **The 9<sup>th</sup> Chinese Mushroom Days**

**November 15- 17, 2015**

The first Chinese Mushroom Days was launched in 2007. Through an 8- years' experience, it was grown up and became a most internationalized and influential workshop with highest reputation on its professional brand. According to the decision from the organizing committee, the 9<sup>th</sup> Chinese Mushroom Days will be held during November 15-17 in Zhangzhou, Fujian Province, which was recognized as the city of the edible mushroom can food, the most famous city of edible mushrooms in China. All the preparatory work has been started. Please stay on paying attention to the events.

Professor Yu Li, member of Chinese Academy of Engineering and the president of the International Society of Medicinal Mushrooms (ISMM), who witnessed the initiative and development of the Chinese Mushroom Days, said that this worldwide event had become an indicator of development of the edible mushrooms industry in China. As a high-level brand, it attracted the industry peers from all over the world; As a window, it helped to show the advanced technologies for modern cultivation of edible mushroom in China; As a platform, it realized intensive communications among experts, scholars and business people from industries to seek for further development; As a training school, it performed like a bridge for young generations from the fields of edible mushroom research or industry to get education, promotion and progress hereby.

Adhering to the principle of the organizing committee's purpose, the 9<sup>th</sup> Chinese Mushroom Days will be in the topic of "Adapting to the current economy situation, launching a new developing journey to future". By advancing of times, the content will be related to the problems, hotspot and issues in current Chinese edible mushroom industry. Discussions will focus on the issues need to be resolved for enterprise survival that is the key of basic requirement for seeking development.

It is not only a workshop, but also a network for the edible mushroom industry, It is not only an exhibition, but also a community platform for sciences and technologies in the edible mushroom cultivation.

## **1. Theme**

The 9<sup>th</sup> Chinese Mushroom Days

## **2. Topic**

Adapting to the current economy situation, launching a new developing journey to future

## **3. Date scheduled**

November 15- 17, 2015

(Registry date: November 14<sup>th</sup>, 2015)

## **4. Location**

Wanda Realm Hotel, Zhangzhou, Fujian, China

Address: No. 2 Jianyuan East Road, Longwen District, Zhangzhou, Fujian 363000, P. R. China

Tel: +86-596-866666

Fax: +86-596-2869217

<http://brand.wandahotels.com/wandarealm/zzjh/Pages/webpage/index.shtml>

## **5. Hosted by**

China Chamber of Commerce of Import and Export of Foodstuffs Native Produce and Animal By-Products (CFNA)

National Alliance of Strategic Technology Innovation for Medicinal and Edible Mushrooms

Zhangzhou People's Government

Fujian Society of Edible Fungi

Fujian Mushroom Industry Association

## **6. Organized by**

Bureau of Agriculture, Zhangzhou City

China Edible Fungi Chamber, CFNA

The People's Government of Longwen District, Zhangzhou City

Mushroom Industry Association of Zhangzhou

Zhangzhou Chamber of Canned Food  
Wanda Realm Hotel, Zhangzhou

### **7. Co-organized by**

Bureau of Science and Technology, Zhangzhou City  
The Science and Technology Association, Zhangzhou City  
Sylvan America, Inc.  
L. F. Lambert Spawn Company  
Zhejiang Kingfit Environment Co., Ltd.

### **8. Supported by**

International Society for Medicinal Mushrooms (ISMM)  
International Society for Mushroom Science (ISMS)  
World Society for Mushroom Biology and Mushroom Products (WSMBMP)  
Engineering Research Center of Chinese Ministry of Education for Edible and Medicinal Fungi  
Institute of Agricultural Resources and Regional Planning, Chinese Academy of Agricultural Sciences  
National Center for Edible Fungi Improvement  
National Research Center for Engineering Technologies of Edible Fungi  
Branch of Edible Mushrooms, the Chinese Association of Agricultural Science **Societies**

### **9. Media Partners**

www.emushroom.net  
www.emmushroom.com  
www.mushroombusiness.com/  
[www.mushroom21.co.kr/](http://www.mushroom21.co.kr/)  
[www.gribovod.ru/](http://www.gribovod.ru/)  
www.tianzhen.net  
www.jssyj.com

### **10. Brief Introduction**

**Part 1- the 3rd training courses in technologies for *Agaricus bisporus* cultivation. Organized by L. F. Lambert Spawn Company, will take over the whole day on November 14, 2015**

**Part 2 - the workshops of the 9<sup>th</sup> Chinese mushroom days**

Section 1. Technology for Industrialized cultivation of *Agaricus bisporus*. Experts will deliver keynote speeches. They are mainly from Sylvan America, Inc., L. F. Lambert Spawn Company, etc.

Section 2. Going global for Chinese edible mushroom industry. Cooperated with “One Belt and One Road” project, the organizing committee has invited some successful businessmen, experts and officers from US, EU, and Russia to introduce the status of producing and marketing for rare edible mushrooms overseas. At the meantime, their local laws and investment promotion policies will be interpreted as well.

Section 3. Industrialized cultivation of shiitake and maitake mushroom. Japanese expert will be invited to present relative work and experiences.

Section 4. Brand, capital operation and marketing for Chinese edible mushroom industry.

Section 5. Equipment and technologies. This section contains releasing of new developed equipment and technologies led by the manufacturers

**Part 3. Expo for the 9<sup>th</sup> Chinese Mushroom Days**

A Large-scale show of new developed mechanical equipment and technologies.

**11. Advertisements (ADs) on the proceedings of 9<sup>th</sup> Chinese Mushroom Days**

The proceedings will be open for accepting commercial ADs. Planned printing amount will be around 1000 to 2000 copies.

**Requirements**

For digital photos or graphs: Size 15-20 mm, resolution >300 pixel for each; for ADs plate: 216×29 mm, color mode CMYK.

Format: AI, JPG, TIF, PDF

Submission Deadline: Oct 30, 2015

Please attach your ADs by sending to mushroomdays@hotmail.com .

The rates of advertising costs are

Items	Cost
Front or back cover, inside	USD1300.00

Back cover	USD1600.00
Interstitial pages	USD560.00

**12. The organizing committee would like to offer the following sponsorship levels to private persons and companies that are interested in mushroom and would support the Committee in finance to organize this important event.**

<b>Sponsorship levels</b>	<b>Amount</b>
Diamond	RMB300,000
Platinum	RMB200,000
Gold	RMB100,000
Silver	RMB50,000
Partner	RMB30,000
Bronze	RMB10,000

### **13. Registration Fees**

USD300.00 for each person, both conference and meal expenses covered.

Notice: additional payment is required for attending the training course in technologies for *Agaricus bisporus* cultivation.

### **14. Terms of Payment**

Please refer to the following Bank information:

Account Name: Zhangzhou Wanda Plaza Co., LTD Wanda Realm Hotel

Bank Name: BANK OF CHINA, ZHANGZHOU BRANCH

Account NO: 422165927313

Swift Code: BKCHCNBJ73D

BANK ADDRESS: BOC BLDG,4-2 YUAN GUANG NAN

LU,ZHANGZHOU,FUJIAN,PROVINCE 363000,P.R.CHINA

**Note: bank transaction fee will be paid by payer.**

### **15. Registration Date and Location**

Date: November 14, 2015 (All day before 8:30pm)

Note for exhibitors: Please make sure your exhibition standing decorated before 17:30 on November 14, 2015

Location: Wanda Realm Hotel's Hall

Address: No. 2 Jianyuan East Road, Longwen District, Zhangzhou, Fujian 363000, P. R.  
China

Tel: +86-596-866666

Fax: +86-596-2869217

### 16. Accommodations

The 9th Chinese Mushroom Days will be held in Wanda Realm Hotel. Accommodations are available with the hotel as well. Room rates are as below.

Level	Rate (1 room per day)
Deluxe King	USD80.00
Deluxe Twin	<b>Sold Out</b>
Grand Deluxe King	USD85.00
Grand Deluxe Twin	
Executive Floor Deluxe King	USD115.00
Executive Floor Deluxe Twin	
Deluxe Suite	USD208.00

## Location of Wanda Realm Hotel



Before making hotel reservation, please fill in the attached reservation form and have it sent to: [mushroomdays@hotmail.com](mailto:mushroomdays@hotmail.com)

### 17. How to Get to the Hotel

The organizing committee does NOT offer shuttle service between the airport and the hotel. Please take an airport taxi at your first arrival in Xiamen International airport which is 56 km away from the hotel (about an-hour trip, self-pay). Destination will be the Wanda Realm Hotel, Zhangzhou. For emergency purpose, please contact the staffs in organizing committee.

### 18. Contact Information

Staffs of the Organizing Committee, the 9<sup>th</sup> Chinese Mushroom Days

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E-mail: [sammi.xiong@wandahotels.com](mailto:sammi.xiong@wandahotels.com)



Please follow us on WeChat!

The organizing committee, the 9th Chinese Mushroom Days