

2015 Deep Research on Imported Food Market of China

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Abstracts

The imported food refers to food of non-domestic brands. Generally, it refers to food from other countries and regions, including the food which is produced in other countries and regions and packaged in China.

According to the statistics of China Light Industry Association, the import of food industry in China was \$8.83 billion in 2013, including \$5.19 billion of dairies, followed by \$2.07 billion of sugar. From January to August in 2014, the import of food industry in China was \$7.38 billion, including \$5.34 billion of dairies, followed by \$910 million of sugar.

It is pointed out in the Twelfth Five-year Development Plan of Food Industry that the intensification, scale and quality safety of food industry will be further improved in 2015, the regional distribution will be further optimized, and the modern food industry with strong capability of independent innovation, guarantee of safety and nutritional health and strong international competitiveness will be developed so as to improve the contribution of food industry to the society and strengthen the pillar position of food industry in expanding the consumption of urban and rural residents, driving the development of relevant industries and promoting the social harmony and stability in the new era.

The following years is still an important period of strategic opportunities for development of food industry in China. With the continuous expansion of the market, steady development of agricultural production, acceleration of application of high and new technologies, development of the emerging food industry, continuous improvement of the macro environment and other great opportunities, the food manufacturing industry tends to grow. It is predicted that the sales of food manufacturing industry of China will

reach RMB 2.71 trillion in 2018.

A lot of people in China enjoy snacks, which play an important role in their daily diet. In European and American countries, 97% of people often enjoy leisure food. This has become a fashion of life. Particularly, the leisure food which contains little oil and produced with fruits and vegetables as raw materials is very popular. It is developing towards health, vogue and functions. In China, the imported leisure food is popular due to the health and fashion demands, delicate package, unique taste and exquisite craft. Although the leisure food has a huge market, there is still no large-scaled and influential special brand enterprise engaged in imported food in China. The exclusive sales of imported food in China will inevitably become a golden industry with the most potential of development in next decade.

Contents

CHAPTER I OVERVIEW OF DEVELOPMENT OF IMPORTED FOOD INDUSTRY

SECTION I DEFINITION OF IMPORTED FOOD INDUSTRY AND MAJOR PRODUCTS

SECTION II ANALYSIS OF FOOD IMPORT PROCESS AND LICENSING

- I. Analysis of Import Process of Imported Food
- II. Analysis of Licensing Process of Imported Food
- III. Data for Customs Declaration of Imported Food

SECTION III ANALYSIS OF DEVELOPMENT CHARACTERISTICS OF IMPORTED FOOD INDUSTRY

- I. Analysis of Characteristics of Imported Food Industry
- II. Analysis of Import Way of Imported Food

SECTION IV ROLE OF IMPORTED FOOD INDUSTRY IN NATIONAL ECONOMY

SECTION V BASIC CHARACTERISTICS OF CUSTOMS CLEARANCE OF IMPORTED FOOD

CHAPTER II MACROECONOMIC ENVIRONMENT AND INFLUENCE OF IMPORTED FOOD

SECTION I ANALYSIS OF CHINA'S MACROECONOMIC ENVIRONMENT IN 2014

- I. Analysis of China's GDP Growth
- II. Analysis of Total Investment in Fixed Assets
- III. Total Retail Sales of Consumer Goods
- IV. Analysis of income growth of urban and rural residents
- V. Analysis of changes in consumer prices
- VI. Analysis of development status of foreign trade

SECTION II FORECAST AND ANALYSIS OF MACROECONOMIC DEVELOPMENT

CHAPTER III MONITORING AND ANALYSIS OF DATA OF CHINA'S FOOD

MANUFACTURING INDUSTRY FROM 2010 TO 2014

SECTION I ANALYSIS OF DEVELOPMENT OF CHINA'S FOOD MANUFACTURING INDUSTRY FROM 2013 TO 2014

SECTION II SCALE ANALYSIS OF FOOD MANUFACTURING INDUSTRY OF CHINA IN 2010 TO 2014

- I. Analysis of increase in number of enterprises
- II. Analysis of assets size increase
- III. Analysis of sales volume growth
- IV. Analysis of profit size increase

SECTION III ANALYSIS OF CHINA'S FOOD MANUFACTURING STRUCTURE FROM 2013 TO 2014

- I. Analysis of Enterprise Quantity Structure
- II. Analysis of Assets Scale and Structure
- II. Analysis of Sales Scale and Structure
- IV. Analysis of Profit Scale and Structure

SECTION IV ANALYSIS OF YIELD OF FOOD MANUFACTURING INDUSTRY OF CHINA IN 2010 TO 2014

- I. Analysis of Increase in Finished Products
- II. Analysis of Export Delivery Value

SECTION V ANALYSIS OF COST/EXPENSES OF CHINA'S FOOD MANUFACTURING INDUSTRY FROM 2010 TO 2014

- I. Statistics of sales cost
- II. Main expenses statistics

SECTION VI ANALYSIS OF OPERATING EFFICIENCY OF CHINA'S FOOD MANUFACTURING STRUCTURE FROM 2010 TO 2014

- I. Analysis of credit capacity
- II. Analysis of profitability
- III. Analysis of operating capacity

CHAPTER IV ANALYSIS OF IMPORT AND EXPORT OF FOOD MANUFACTURING INDUSTRY IN CHINA IN 2010 TO 2014

SECTION I ANALYSIS OF IMPORT OF CHINA'S FOOD MANUFACTURING INDUSTRY IN 2010 TO 2014

- I. Analysis of Overall Scale of Food Import in China
- II. Analysis of Sugar and Sugar Food Import of China
- III. Import Scale of Milk, Eggs, Honey and Other Food
- IV. Import Scale of Cocoa and Cocoa Products in China
- V. Import Scale of Grain Powder, Cakes and Other Food in China

SECTION II ANALYSIS OF EXPORT OF FOOD INDUSTRY OF CHINA IN 2010 TO 2014

- I. Analysis of Overall Scale of Food Export in China
- II. Analysis of Sugar and Sugar Food Export of China
- III. Export Scale of Milk, Eggs, Honey and Other Food
- IV. Export Scale of Cocoa and Cocoa Products in China
- V. Export Scale of Grain Powder, Cakes and Other Food

SECTION III ANALYSIS OF FOOD IMPORT SOURCES AND EXPORT DESTINATIONS OF CHINA IN 2012 TO 2013

- I. Analysis of Food Import Sources of China in 2012 to 2013
 - (I) Analysis of Food Import Sources of China in 2012
 - (II) Analysis of Food Import Sources of China in 2013
- II. Analysis of China Export Destinations in 2012 to 2013
 - (I) Analysis of China Food Export Destinations in 2012
 - (II) Analysis of China Food Export Destinations in 2013

SECTION IV IMPORT AND EXPORT MARKET FORECAST ANALYSIS OF CHINA FOOD INDUSTRY IN 2014 TO 2018

- I. Import Forecast of China Food Industry in 2014 to 2018
- II. Export Forecast of China Food Industry in 2014 to 2018

SECTION V ANALYSIS OF MAIN FACTORS AFFECTING FOOD IMPORT AND

EXPORT CHANGES

CHAPTER V ANALYSIS OF REGIONAL MARKETS OF IMPORTED FOOD INDUSTRY IN CHINA

SECTION I ANALYSIS OF IMPORTED FOOD INDUSTRY IN NORTH CHINA

- I. Analysis of market scale from 2010 to 2014
- II. Forecast and Analysis of Market Scale in 2014 to 2018

SECTION II ANALYSIS OF IMPORTED FOOD INDUSTRY IN NORTHEAST

- I. Analysis of market scale from 2010 to 2014
- II. Forecast and Analysis of Market Scale in 2014 to 2018

SECTION III ANALYSIS OF IMPORTED FOOD INDUSTRY IN EAST CHINA

- I. Analysis of market scale from 2010 to 2014
- II. Forecasting Analysis of Market Scale in 2014 to 2018

SECTION IV ANALYSIS OF IMPORTED FOOD INDUSTRY IN SOUTH CHINA

- I. Analysis of market scale from 2010 to 2014
- II. Forecasting Analysis of Market Scale in 2014 to 2018

SECTION V ANALYSIS OF IMPORTED FOOD INDUSTRY IN CENTRAL CHINA

- I. Analysis of market scale from 2010 to 2014
- II. Forecasting Analysis of Market Scale in 2014 to 2018

SECTION VI ANALYSIS OF IMPORTED FOOD INDUSTRY IN WEST CHINA

- I. Analysis of market scale from 2010 to 2014
- II. Forecasting Analysis of Market Scale in 2014 to 2018

CHAPTER VI ANALYSIS OF IMPORTED FOODS CONSUMPTION IN CHINA

SECTION I ENVIRONMENTAL ANALYSIS OF IMPORTED FOODS CONSUMPTION IN CHINA

- I. Population development and environmental analysis of China
- II. Consumption of foods by urban residents
- III. Food import has been encouraged in different countries

SECTION II CHARACTERISTIC AND CHANNEL ANALYSIS OF IMPORTED FOODS CONSUMPTION

- I. Market positioning of imported foods
- II. Characteristic analysis of imported foods consumption
- III. Channel analysis of imported foods consumption

SECTION III MARKET TREND ANALYSIS OF IMPORTED FOODS CONSUMPTION

- I. Advantageous categories of imported foods consumed
- II. Scale analysis of imported foods consumption
- III. Supply-demand analysis of imported food market
- IV. Price analysis of imported foods in the market

SECTION IV ANALYSIS OF ELECTRONIC SALES MARKET OF IMPORTED FOODS

- I. E-business in aspect of imported foods
- II. Advantages and disadvantages of the e-business channel for imported foods
- III. Online imported foods shopping brands
- IV. E-business innovation of imported foods
- V. Online sales of imported foods

CHAPTER VII ANALYSIS OF DOMESTIC AND FOREIGN KEY IMPORTED FOOD ENTERPRISES

SECTION I BEIJING BAISHUN HENGXING TRADING CO., LTD

- I. Overview of Enterprise Development
- II. Analysis of enterprise products
- III. Analysis of sales network

SECTION II SINODIS FOOD (SHANGHAI) CO., LTD

- I. Analysis of company profile

- II. Analysis of Main Products
- III. Analysis of enterprise operation
- IV. Analysis of enterprise cooperation brands
- V. Analysis of sales network

SECTION III SHANGHAI GAOFU LONGHUI FOOD CO., LTD

- I. Analysis of company profile
- II. Analysis of Main Products
- III. Analysis of enterprise operation
- IV. Analysis of enterprise marketing network

SECTION IV CORTTI FOOD (SHANGHAI) CO., LTD

- I. Analysis of company profile
- II. Analysis of Main Products
- III. Analysis of enterprise operation
- IV. Analysis of enterprise marketing network

SECTION V BEIJING YUANHE HENGTAI TRADING CO., LTD

- I. Analysis of company profile
- II. Analysis of Main Products
- III. Analysis of marketing network of company

CHAPTER VIII ANALYSIS AND FORECAST OF THE COMPETITION IN THE IMPORTED FOOD INDUSTRY

SECTION I ANALYSIS AND FORECAST OF COMPETITIVE FEATURES OF IMPORTED FOOD INDUSTRY

- I. Comprehensive evaluation of market competition in imported food industry
- II. Analysis of product structure of Chinese imported food industry
- III. Analysis of competition strategy of Chinese imported food industry

SECTION II ANALYSIS OF COMPETITION STRUCTURE OF IMPORTED FOOD INDUSTRY

- I. Analysis of distributors

- II. Analysis of purchasers
- III. Analysis of competitors within the industry

SECTION III ANALYSIS AND FORECAST OF ENTERPRISE ASSETS REORGANIZATION

SECTION IV ANALYSIS OF THE INDUSTRY CAPITAL OPERATION AND COMPETITIVE TRENDS

CHAPTER IX ANALYSIS AND FORECAST OF CHINESE IMPORTED FOOD INDUSTRY DEVELOPMENT IN 2014 TO 2018

SECTION I FORECAST OF CHINESE IMPORTED FOOD DEVELOPMENT ENVIRONMENT IN 2014 TO 2018

- I. China food industry development outlook in 2014 to 2018
- II. Analysis and forecast of market scale in Chinese food manufacturing industry

SECTION II ANALYSIS OF CHINESE IMPORTED FOOD MARKET SITUATION IN 2014 TO 2018

- I. Analysis of development trend about consumer group of Chinese imported food
- II. Analysis of factors affecting the Chinese market operation of imported food

SECTION III ANALYSIS OF CHINESE IMPORTED FOOD MARKET TREND IN 2014 TO 2018

- I. Analysis of Chinese imported food development trend in 2014 to 2018
- II. Development space of Chinese imported food market in 2014 to 2018
- III. Policy trend of Chinese imported food industry in 2014 to 2018

CHAPTER X ANALYSIS OF IMPORTED FOOD INDUSTRY INVESTMENT PROSPECTS AND STRATEGIES

SECTION I ANALYSIS OF SWOT MODEL IN THE IMPORTED FOOD INDUSTRY

- I. Strength
- II. Weakness
- III. Opportunity

IV. Threaten

SECTION II PEST ANALYSIS IN INDUSTRIAL DEVELOPMENT OF IMPORTED FOOD S

- I. Political and Legal Environment Analysis
- II. Analysis on Economical Development Environment
- III. Analysis on Social, Cultural and Natural Environment
- IV. Analysis on Technical Development Environment

SECTION III. ANALYSIS ON INVESTMENT VALUE OF IMPORTED FOOD INDUSTRY

- I. Analysis on Development Prospect
- II. Profitability Prediction
- III. Analysis of investment opportunity

SECTION IV ANALYSIS ON INVESTMENT RISKS OF IMPORTED FOOD INDUSTRY

- I. Policy risks
- II. Competition Risks
- III. Management risks
- IV. Food Safety Risks

SECTION V ANALYSIS ON INVESTMENT STRATEGIES OF IMPORTED FOOD INDUSTRY

- I. Analysis of Key Investment Types
- II. Analysis of Key Investment Regions

SECTION VI ANALYSIS ON INVESTMENT STRATEGIES OF IMPORTED FOOD INDUSTRY

- I .Analysis of Investment Factors of Imported Food Industry
- II .Investment Pattern of Imported Food Industry in 2014 to 2018
- III .Agency and Wholesale Investment Strategies for Imported Food in 2014 to 2018
- IV .Investment Strategies for Imported Food Operator in 2014 to 2018
- V .Suggestions on Development of Imported Food Enterprises in 2014 to 2018

List Of Figures

LIST OF FIGURES

Chart 1 Major Products of Food Manufacturing Industry

Chart 2 Trend of Proportion of Food Import to Gross Domestic Product in China in 2009 to 2013

Chart 3 China's GDP and growth rate variation during 2009-2014

Chart 4 GDP pattern and corresponding growth rate during 2013-2014

Chart 5 China's fixed-asset investments of the whole society during 2009-2014

Chart 6 China's Total Volume of Social Retail Goods and Growth Rate during 2009-2014

Chart 7 Per capita disposable incomes of urban residents and growth rate in 2009-2014

Chart 8 Trend Chart of monthly change for consumption prices of Chinese residents in 2014

Chart 9 China's total export-import volume during 2009-2014

Chart 10 Main Indicators of Economic and Social Development of China in the Twelfth Five-year Period

Chart 11 Statistics of Economic Indicators of Food Manufacturing Industry in 2013 to 2014

Chart 12 Trend Chart of China's food manufacturing industry in 2010-2014

Chart 13 Total assets of China's food manufacturing industry in 2010 to 2014

Chart 14 Assets variation trend of China's food manufacturing industry in 2010 to 2014

Chart 15 Sales revenue of China's food manufacturing industry in 2010-2014

Chart 16 Sales revenue variation trend of China's food manufacturing industry in 2010 to 2014

Chart 17 Total profit of Chinese food manufacturing industry in 2010 to 2014

Chart 18 Profit variation trend of China's food manufacturing industry in 2010 to 2014

Chart 19 Statistics on quantities of China's food manufacturing enterprises with different forms of ownership from 2013 to 2014

Chart 20 Proportions of Food Manufacturing Enterprises with Different Forms of Ownership in 2014

Chart 21 Statistics of Total Assets of Food Manufacturing Enterprises with Different Natures of Ownership in 2013 to 2014

Chart 22 Total assets' share of food manufacturing enterprises with different natures of ownership in 2014

Chart 23 Statistics on sales revenue of China's food manufacturing enterprises with different forms of ownership from 2013 to 2014

Chart 24 Proportions of Sales Revenues of Food Manufacturing Enterprises with

Different Natures of Ownership in 2014

Chart 25 Total profit of Chinese food manufacturing industry with different forms of ownership in 2013 to 2014

Chart 26 Total profit of Chinese food manufacturing industry with different forms of ownership in 2014

Chart 27 Yield Statistics of Food Manufacturing Industry in 2010 to 2014

Chart 28 Yield Increase Trend of Food Manufacturing Industry in 2010 to 2014

Chart 29 Total export delivery value of Chinese food manufacturing industry in 2010 to 2014

Chart 30 Trend of export delivery value of Chinese food manufacturing industry in 2010 to 2014

Chart 31 Sales costs of China's cosmetics manufacturing industry in 2010 to 2014

Chart 32 Trend of sales costs of China's cosmetics manufacturing industry in 2010 to 2014

Chart 33 The expenses of China's food manufacturing industry in 2010 to 2014

Chart 34 Asset-liability ratio of Chinese food manufacturing industry in 2010 to 2014

Chart 35 Gross margin of China's food manufacturing industry in 2010-2014

Chart 36 Ratio of profit to cost of China's food manufacturing industry in 2010 to 2014

Chart 37 Profit ratio of sales of China's food manufacturing industry in 2010 to 2014

Chart 38 Rate of return on assets of China's food manufacturing industry in 2010 to 2014

Chart 39 Turnover ratio of account receivable of China's food manufacturing industry in 2010 to 2014

Chart 40 Turnover rate of current assets of China's food manufacturing industry in 2010 to 2014

Chart 41 Turnover rate of total assets of China's food manufacturing industry in 2010 to 2014

Chart 42 Imported Food Scale Trend of China in 2009 to 2014

Chart 43 Statistics of Imports of Food Industry in China in 2012 to 2014

Chart 44 Statistics of Imports of Food Industry of China in 2012 to 2014

Chart 45 Statistics of Sugar and Sugar Food Import of China in 2009 to 2014

Chart 46 Import Scale of Milk, Eggs, Honey and Other Edible Animal Products in China in 2009 to 2014

Chart 47 Import Scale of Cocoa and Cocoa Products in China in 2009 to 2014

Chart 48 Import Scale of Grains, Grain Powder, Starch or Dairy Products Cakes and Snacks in China in 2009 to 2014

Chart 49 Food Export Scale Trend of China in 2009 to 2014

Chart 50 Statistics of Exports of Food Industry in China in 2012 to 2014

Chart 51 Statistics of Exports of Food Industry in China in 2012 to 2014

Chart 52 Statistics of Sugar and Sugar Food Export of China in 2009 to 2014

Chart 53 Export Scale of Milk, Eggs, Honey and Other Edible Animal Products in China in 2009 to 2014

Chart 54 Export Scale of Cocoa and Cocoa Products in China in 2009 to 2014

Chart 55 Export Scale of Grains, Grain Powder, Starch or Dairy Products Cakes and Snacks in China in 2009 to 2014

Chart 56 Import Sources of Dairy, Eggs, Natural Honey and Other Edible Animal Products in 2012

Chart 57 Import Sources of Sugar and Sugar Food in 2012

Chart 58 Import Sources of Cocoa and Cocoa Products in 2012

Chart 59 Import Sources of Grains, Grain Powder, Starch or Dairy Products, Cake and Snacks in 2012

Chart 60 Import Sources of Dairy, Eggs, Natural Honey and Other Edible Animal Products in 2013

Chart 61 Import Sources of Sugar and Sugar Food in 2013

Chart 62 Import Sources of Cocoa and Cocoa Products in 2013

Chart 63 Import Sources of Grains, Grain Powder, Starch or Dairy Products, Cake and Snacks in 2013

Chart 64 Export Destinations of Dairy, Eggs, Natural Honey and Other Edible Animal Products in 2012

Chart 65 Export Destinations of Sugar and Sugar Food in 2012

Chart 66 Export Destinations of Cocoa and Cocoa Products in 2012

Chart 67 Export Destinations of Grains, Grain Powder, Starch or Dairy Products, Cake and Snacks in 2012

Chart 68 Export Destinations of Dairy, Eggs, Natural Honey and Other Edible Animal Products in 2013

Chart 69 Export Destinations of Sugar and Sugar Food in 2013

Chart 70 Export Destinations of Cocoa and Cocoa Products in 2013

Chart 71 Export Destinations of Grains, Grain Powder, Starch or Dairy Products, Cake and Snacks in 2013

Chart 72 Forecast Trend of Food Import Scale of China in 2014 to 2018

Chart 73 Forecast Trend of Food Export Scale of China in 2014 to 2018

Chart 74 Codes Included in Data of Chinese Food Import Regions

Chart 75 Statistics of Food Imports of North China in 2010 to 2014

Chart 76 Trend of Food Imports of North China in 2010 to 2014

Chart 77 Forecast Trend of Food Imports in North China in 2014 to 2018

Chart 78 Statistics of Food Imports of Northeast in 2010 to 2014

Chart 79 Trend of Food Imports of Northeast in 2010 to 2014

Chart 80 Forecast Trend of Food Imports of Northeast in 2010 to 2014

- Chart 81 Statistics of Food Imports of East China in 2010 to 2014
- Chart 82 Trend of Food Imports of East China in 2010 to 2014
- Chart 83 Forecast Trend of Food Imports of East China in 2014 to 2018
- Chart 84 Statistics of Food Imports of South China in 2010 to 2014
- Chart 85 Trend of Food Imports of South China in 2010 to 2014
- Chart 86 Forecast Trend of Food Imports of South China in 2014 to 2018
- Chart 87 Statistics of Food Imports of Central China in 2010 to 2014
- Chart 88 Trend of Food Imports of Central China in 2010 to 2014
- Chart 89 Forecast Trend of Food Imports of Central China in 2014 to 2018
- Chart 90 Statistics of Food Imports of West China in 2010 to 2014
- Chart 91 Trend of Food Imports of West China in 2010 to 2014
- Chart 92 Forecast Trend of Food Imports of West China in 2014 to 2018
- Chart 93 Tendency Chart of growth of China's total population 2008 to 2013
- Chart 94 Statistics of Chinese population and composition in 2013
- Chart 95 Per capita foods consumption expenditure of urban residents in 1990 to 2013
- Chart 96 Major series products of Beijing Baishun Hengxing Trading Co., Ltd
- Chart 97 Main products of Sinodis Food (Shanghai) Co., Ltd
- Chart 98 Assets and income of Sinodis Food (Shanghai) Co., Ltd
- Chart 99 Partial cooperation brands of Sinodis Food (Shanghai) Co., Ltd
- Chart 100 Sales network distribution of Sinodis Food (Shanghai) Co., Ltd
- Chart 101 Main products of Shanghai Gaofu Longhui Co., Ltd
- Chart 102 Main brands of Shanghai Gaofu Longhui Co., Ltd
- Chart 103 Assets and income of Shanghai Gaofu Longhui Food Co., Ltd
- Chart 104 Main products of Cortti Food (Shanghai) Co., Ltd
- Chart 105 Assets and income statistics of Cortti Food (Shanghai) Co., Ltd
- Chart 106 Marketing network distribution of Cortti Food (Shanghai) Co., Ltd
- Chart 107 Main products of Beijing Yuanhe Hengtai Trading Co., Ltd
- Chart 108 Product imports structure diagram of Chinese imported food industry
- Chart 109 Number of brands of Chinese imported packaged food from the major countries of origin
- Chart 110 Sales forecast trend of China's food manufacturing industry
- Chart 111 Industrial growth rate trend of 2013 value added of nationwide scale or above
- Chart 112 Industrial growth rate trend of 2014 value added of nationwide scale or above

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