CHINA INTERNATIONAL IMPORT EXPO

NOVEMBER 5-10, 2018

Venue: National Exhibition and Convention Center (Shanghai)

Hosts: Ministry of Commerce of the People's Republic of China
Shanghai Municipal People's Government

Supporters: The World Trade Organization
The United Nations Industrial Development Organization

Organizers: China International Import Expo Bureau
National Exhibition and Convention Center (Shanghai) Co., Ltd.





INVITATION

In May 2017, Chinese President Xi Jinping announced at the *Belt and Road Forum for International Cooperation* that China will hold *China International Import Expo* (CIIE) starting from 2018.

It is a significant move for the Chinese government to hold CIIE to give firm support to trade liberalization and economic globalization and actively open the Chinese market to the world. It facilitates countries and regions all over the world to strengthen economic cooperation and trade, and to promote global trade and world economic growth in order to make the world economy more open.

The Chinese government sincerely welcomes government officials, business communities, exhibitors and professional purchasers across the world to participate in CIIE and to explore the Chinese market. We would like to work with all countries, regions and international organizations to make CIIE a world-class Expo, providing new channels for countries and regions to do business, strengthen cooperation and promote common prosperity of the world economy and trade.

HIGHLIGHTS

HUGE CHINESE MARKET, RAPID GROWTH OF CONSUMPTION AND IMPORT

With the world's largest population, China is the second largest economy, as well as the second largest importer and consumer in the world. Now China has entered a new development stage at which consumption keeps increasing, indicating enormous potential for the growth of consumption and import. In the next five years, China is expecting to import products and services valuing more than 10 trillion U.S. dollars, which provides a historic opportunity for enterprises across the world to enter the huge Chinese market.

IDEAL LOCATION OF SHANGHAI, AS TRADE CENTER OF CHINA

Located in the Yangtze River Delta Economic Zone, Shanghai enjoys favorable location advantage, great economic strength, well-developed service industries and the ability to allocate global resources. The container throughput of Shanghai Port has been ranking the first place for seven consecutive years. The passenger throughput of airport exceeds 100 million, with flight network covering 282 cities around the world.

LARGE EXHIBITION, DIVERSIFIED AND TARGETED SUPPORTING ACTIVITIES

Enterprises from over 100 countries and regions are expected to participate in the first CIIE. Supporting activities such as supply-demand matchmaking meetings, seminars and product releases will be held during the Expo.

MULTIPLE MEASURES GUARANTEEING ALL-ROUND AND EFFECTIVE SERVICE

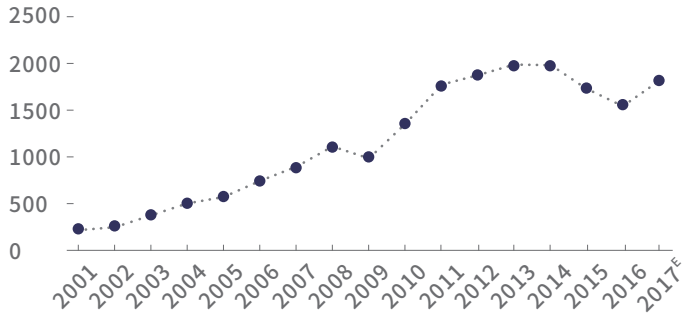
The CIIE will facilitate participation in terms of customs clearance, inspection and quarantine, provide long-term one-stop transaction services online and offline, and strengthen protection of intellectual property rights to safeguard the rights and interests of merchants.

STRONG PURCHASE DEMAND, A LARGE NUMBER OF PROFESSIONAL PURCHASERS

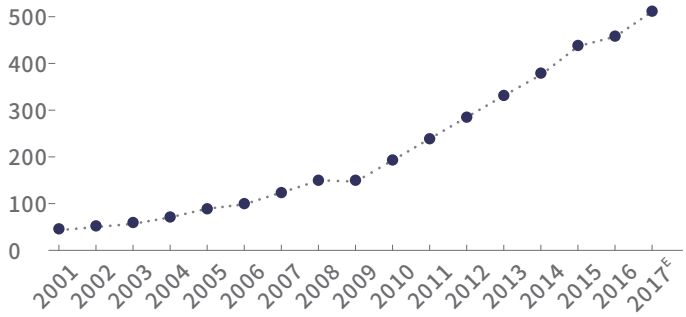
The CIIE will invite Chinese enterprises from across country to come to do business. Merchants from third countries will also be invited to the Expo. It's estimated that 150,000 domestic and foreign professional purchasers will participate in the Expo.



CHINA IMPORT OF TRADE IN GOODS (BILLION USD)



CHINA IMPORT OF TRADE IN SERVICES (BILLION USD)



CHINA RETAIL SALES OF CONSUMER GOODS（BILLION USD）





LAYOUT

The Area consists of two sections, trade in goods and services.

The section of trade in goods includes 6 exhibition areas: High-end Intelligent Equipment; Consumer Electronics & Appliances; Automobile; Apparel, Accessories & Consumer Goods; Food & Agricultural Products; Medical Equipment & Medical Care Products with a total area of 180,000 m^2.

The section of trade in services comprises Tourism, Emerging Technologies, Culture & Education, Creative Design and Service Outsourcing with a total area of 30,000 m^2.

BOOTH RATES

300 USD /m^2 for Raw Space,

3,000 USD /9m^2 for Standard Booth

20% off for reservation by January 31, 2018, i.e.

240 USD /m^2 for Raw Space,

2,400 USD /9m^2 for Standard Booth

BOOKING DEADLINE

June 30, 2018

PROFILE OF THE EXHIBITS

TRADE IN GOODS

Area	Profile of Exhibits
High-end Intelligent Equipment	Artificial Intelligence, Industrial Automation & Robots, Digital Factories, IoT, Materials Processing & Molding Equipment, Industrial Parts & Components, ICT Equipment, Energy Conservation & Environmental Protection Equipment, New Energy, Power & Electrical Equipment, Aviation & Aerospace Technologies and Equipment, Power Transmission & Control Technologies, 3D Printing, etc.
Consumer Electronics & Appliances	Mobile Devices, Smart Home, Smart Household Appliances, VR & AR, Video Games, Sports & Fitness, Audio, Video HD Devices, Life Technologies, Display Technologies, Online Games & Home Entertainments, Product & System Solutions, etc.
Automobile	Intelligent Drive Vehicles and Technologies, Intelligent Connected Vehicles and Technologies, New Energy Vehicles and Technologies, Brand Automobiles, etc.
Apparel, Accessories & Consumer Goods	Apparel, Textiles, Silk Products, Kitchenware & Tableware, Homeware, Gifts, Home Decorations, Festival Products, Jewelry & Ornaments, Furniture, Infant & Children Products, Toys, Culture Products, Skincare, Hair Beauty & Personal Care Products, Sports & Leisure, Suitcases & Bags, Footwear & Accessories, Clocks & Watches, Ceramic & Glass Products, etc.
Food & Agricultural Products	Dairy, Meat, Seafood, Vegetable & Fruit, Tea & Coffee, Beverage & Liquor, Sweet & Snacks, Health Products, Condiment, Canned & Instant Food, etc.
Medical Equipment & Medical Care Products	Medical Imaging Equipment, Surgical Equipment & Devices, IVD, Rehabilitation & Physical Therapy Products, High Value Medical Disposables, Mobile Health & AI, Beauty care & cosmetic surgery, Nutrition & Supplements, Advanced Health Examination, Welfare & Elderly Care Products and Services, etc.





TRADE IN SERVICES

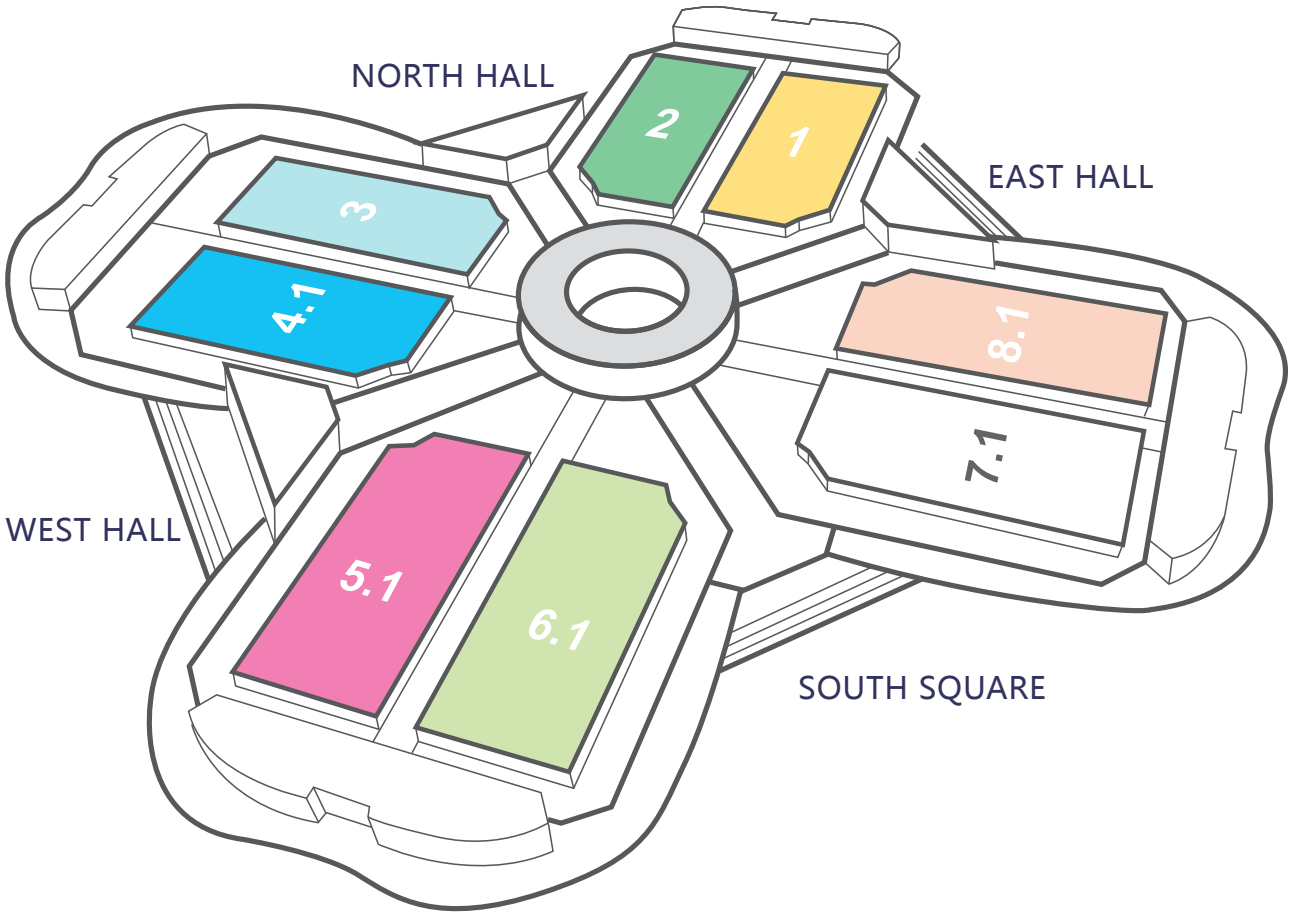
Area	Profile of Exhibits
Tourism	Featured Scenic Spots, Travel Routes & Products, Travel Agencies, Cruise Ships & Airlines, Award Tours, Online Travel Services, etc.
Emerging Technologies	Information Technology, Energy Conservation, Environmental Protection, Biotechnology, Scientific Research Institutions, Intellectual Property, etc.
Culture & Education	Culture, Education, Publications, Education & Training, Overseas Education Institutions & Universities, etc.
Creative Design	Artistic Design, Industrial Design, Design Software, etc.
Service Outsourcing	Information Technology Outsourcing, Business Process Outsourcing, Knowledge Process Outsourcing, etc.





HALL PLAN

- Consumer Electronics & Appliances
- Apparel, Accessories & Consumer Goods
- Automobile
- High-end Intelligent Equipment
- Food & Agricultural Products
- Medical Equipment & Medical Care Products
- Trade in Services

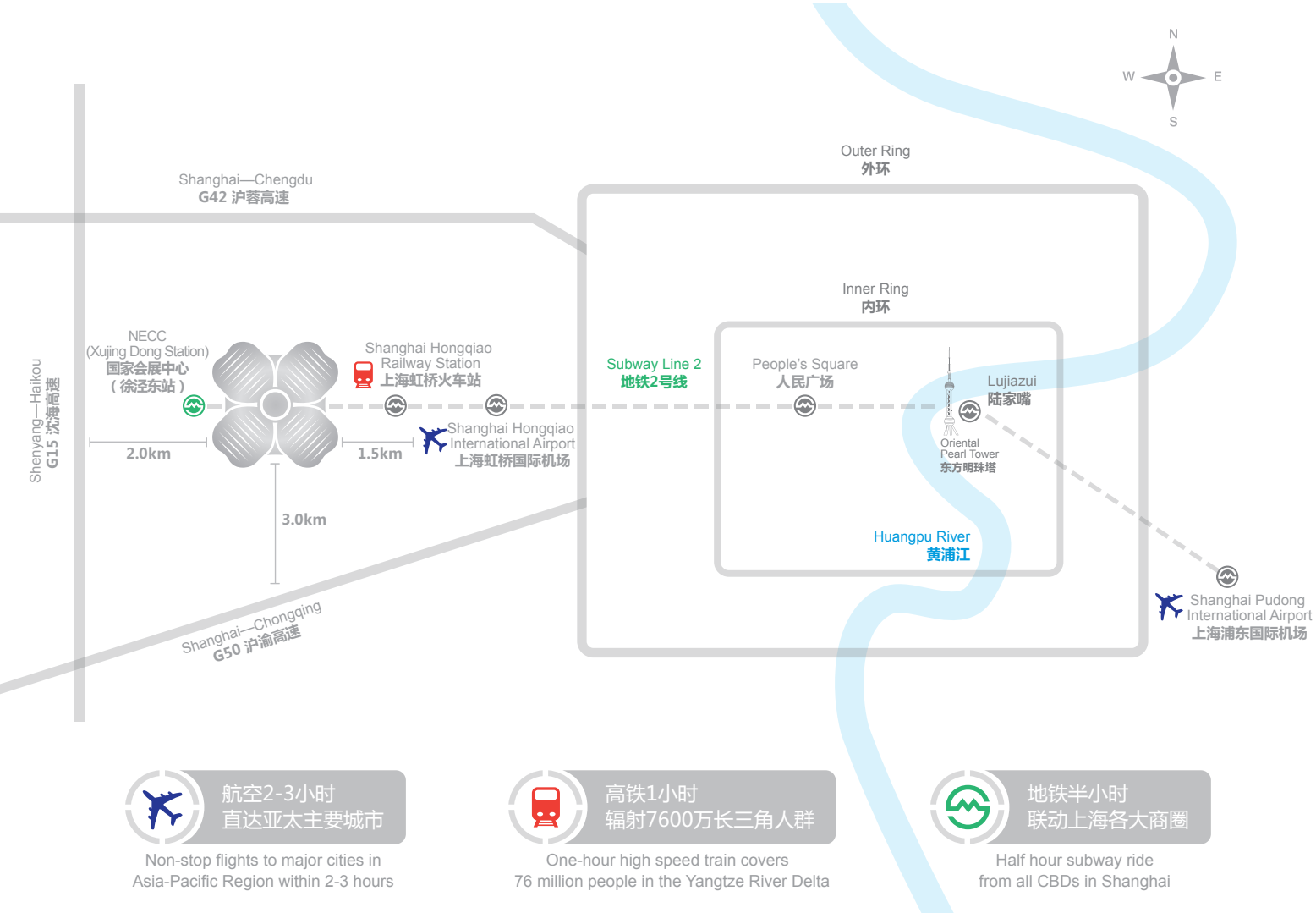


INTRODUCTION TO THE VENUE

National Exhibition and Convention Center (Shanghai) is the world's largest single block building and exhibition complex with a total construction area of nearly 1.5 million m^2. Facilities at NECC (Shanghai) include exhibition halls, the commercial plaza, office buildings and a hotel. These four facilities are linked together by an 8-meter-high elevated Exhibition Boulevard so that people can easily traverse these functional areas.

NECC (Shanghai) has a total area of 500,000 m^2, including 400,000 m^2 indoor exhibition hall and 100,000 m^2 outdoor area. The indoor exhibition area consists of 13 big halls with each of 30,000 m^2, and 3 small halls with each of 10,000 m^2, all accessible by trucks. Over 60 fully-equipped conference rooms surround the exhibition halls.

1.5 km away from Hongqiao Transportation Hub, NECC (Shanghai) is linked to Hongqiao Airport and Hongqiao Railway Station by the city's metro line. Because of the convenient national highway network, the major cities in the Yangtze River Delta region are easily reachable within 2 hours.



航空2-3小时
直达亚太主要城市

Non-stop flights to major cities in
Asia-Pacific Region within 2-3 hours

高铁1小时
辐射7600万长三角人群

One-hour high speed train covers
76 million people in the Yangtze River Delta

地铁半小时
联动上海各大商圈

Half hour subway ride
from all CBDs in Shanghai