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: World Trade Organization
          United Nations Conference on Trade and Development
          United Nations Industrial Development Organization
Organizers: China International Import Expo Bureau
           National Exhibition and Convention Center (Shanghai) Co., Ltd.
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.
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 m².

The section of trade in services comprises Tourism, Emerging Technologies, Culture & Education, Creative Design and Service Outsourcing with a total area of 30,000 m².

**BOOTH RATES**

300 USD /m² for Raw Space,
3,000 USD /m² for Standard Booth
20% off for reservation by January 31, 2018, i.e.
240 USD /m² for Raw Space,
2,400 USD /m² for Standard Booth

**BOOKING DEADLINE**

June 30, 2018
## PROFILE OF THE EXHIBITS

### TRADE IN GOODS

<table>
<thead>
<tr>
<th>Area</th>
<th>Profile of Exhibits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Electronics &amp; Appliances</td>
<td>Mobile Devices, Smart Home, Smart Household Appliances, VR &amp; AR, Video Games, Sports &amp; Fitness, Audio, Video HD Devices, Life Technologies, Display Technologies, Online Games &amp; Home Entertainments, Product &amp; System Solutions, etc.</td>
</tr>
<tr>
<td>Automobile</td>
<td>Intelligent Drive Vehicles and Technologies, Intelligent Connected Vehicles and Technologies, New Energy Vehicles and Technologies, Brand Automobiles, etc.</td>
</tr>
<tr>
<td>Food &amp; Agricultural Products</td>
<td>Dairy, Meat, Seafood, Vegetable &amp; Fruit, Tea &amp; Coffee, Beverage &amp; Liquor, Sweet &amp; Snacks, Health Products, Condiment, Canned &amp; Instant Food, etc.</td>
</tr>
<tr>
<td>Medical Equipment &amp; Medical Care Products</td>
<td>Medical Imaging Equipment, Surgical Equipment &amp; Devices, IVD, Rehabilitation &amp; Physical Therapy Products, High Value Medical Disposables, Mobile Health &amp; AI, Beauty care &amp; cosmetic surgery, Nutrition &amp; Supplements, Advanced Health Examination, Welfare &amp; Elderly Care Products and Services, etc.</td>
</tr>
<tr>
<td>Area</td>
<td>Profile of Exhibits</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>------------------------------------------------------------------------------------</td>
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<tr>
<td>Tourism</td>
<td>Featured Scenic Spots, Travel Routes &amp; Products, Travel Agencies, Cruise Ships &amp; Airlines, Award Tours, Online Travel Services, etc.</td>
</tr>
<tr>
<td>Emerging Technologies</td>
<td>Information Technology, Energy Conservation, Environmental Protection, Biotechnology, Scientific Research Institutions, Intellectual Property, etc.</td>
</tr>
<tr>
<td>Culture &amp; Education</td>
<td>Culture, Education, Publications, Education &amp; Training, Overseas Education Institutions &amp; Universities, etc.</td>
</tr>
<tr>
<td>Creative Design</td>
<td>Artistic Design, Industrial Design, Design Software, etc.</td>
</tr>
<tr>
<td>Service Outsourcing</td>
<td>Information Technology Outsourcing, Business Process Outsourcing, Knowledge Process Outsourcing, etc.</td>
</tr>
</tbody>
</table>
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

NORTH HALL

WEST HALL

SOUTH SQUARE

EAST HALL

- 2
- 1
- 3
- 4.1
- 5.1
- 6.1
- 7.1
- 8.1
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 m². 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 m², including 400,000 m² indoor exhibition hall and 100,000 m² outdoor area. The indoor exhibition area consists of 13 big halls with each of 30,000 m², and 3 small halls with each of 10,000 m², 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.
BOOTH BOOKING

Please contact us and book your booth as soon as possible.

Submit online at the official website (www.neccsh.com) of the National Exhibition and Convention Center (Shanghai) Co., Ltd.

Fill and send the Confirmation Form to info@sinoexpo.cc or fax it to +86-21-67008811

Call the booking hotline Telephone: +86-21-67008870/67008988
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