

2019 CIIE
11.5 - 11.10
SHANGHAI · CHINA

中国国际进口博览会
CHINA INTERNATIONAL IMPORT EXPO



ABOUT CIIE



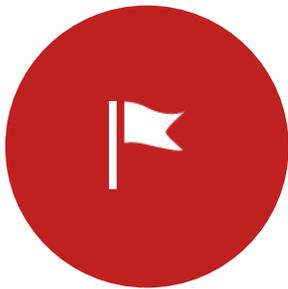
中国市场这么大，欢迎大家都来看看。

The Chinese market is such a big one that you should all come and see what it has to offer.

中国将张开双臂，为各国提供更多市场机遇、投资机遇、增长机遇，实现共同发展。

China will reach out its arms and offer countries in the world more opportunities of market, investment and growth. Together, we can achieve development for all.

——习近平出席第二届中国国际进口博览会开幕式并发表主旨演讲
Chinese President Xi delivers Keynote speech at opening ceremony of the second CIIE



COUNTRY PAVILION FOR TRADE AND INVESTMENT

15 guest countries of honor
+ 49 participating countries
and International Organizations



ENTERPRISE & BUSINESS EXHIBITION

7 areas including
trade in services and goods



HONGQIAO INTERNATIONAL ECONOMIC FORUM

opening ceremony
+ 5 parallel forums

A. COUNTRY PAVILION FOR TRADE AND INVESTMENT (COUNTRY EXHIBITION)

64 countries and international organizations such as WTO, the United Nations Industrial Development Organization and the International Trade Center participated in the exhibition.

15 Guests Countries of Honor: Cambodia, Czech Republic, France, Greece, India, Italy, Jamaica, Jordan, Kazakhstan, Malaysia, Peru, Russia, Thailand, Uzbekistan, Zambia, etc.



B. HONGQIAO INTERNATIONAL ECONOMIC FORUM

Opening ceremony+5 parallel sessions

01 Opening-up, Regulation and Business Environment

the Role of Governments and Perspectives of Multinationals

02 Artificial Intelligence and Innovative Development

Ideas, Technology and Markets

03 WTO Reform and Free Trade Agreements

Options and Prospects

04 E-commerce in the Digital Era

New Platform and New Vision (The Global E-Commerce Forum)

05 China's 70-Year Development and the Building of a Community with a Shared Future for Mankind



B. HONGQIAO INTERNATIONAL ECONOMIC FORUM

▼ President Xi Jinping and foreign leaders, representatives of entrepreneurs and think tanks pose for photos



C. ENTERPRISE & BUSINESS EXHIBITION

7 major exhibition areas, with an total area of **330,000m²**

3,893 companies from **181** countries and regions (an increase of 7% compared with last year, SME account for 52%)

87 Top500s+ **145** leading companies

1,793 exhibitors brought **5,446** products and services that have not yet entered the Chinese market

The number of registered professional visitors exceeded **500,000** (up 25% from last expo)

and the expo attracted more than **930,000** visitors (up 16.3% from last expo)

The value of intended deals reaching over **\$71.13** billion, up 23 percent from the first expo



C. MEDIA VOICE ON ENTERPRISE & BUSINESS EXHIBITION

More than 4,100 reporters from over 70 countries and regions
Nearly 700,000 reports during Nov 1-15
46 covers in Xinwen Lianbo (Network News Broadcast)"
About 300 original stories published on "People's Daily"
Xinhua News Agency has published more than 3,000 related reports



Cumulative live, interaction and views of such topics exceeded 200 million on 5 major platforms including Tik Tok, Kuaishou and Huajiao



C. CIIE TRAVELS A THOUSAND MILES



21 investment roadshows in 20 provinces (districts, municipals) before the event

Covering major central cities of import, consumption and region nationwide;

5 large-scale supply-demand matchmaking meetings involving all 7 major areas

Over 380 supporting activities were held during the exhibition, with 311 in the venue;

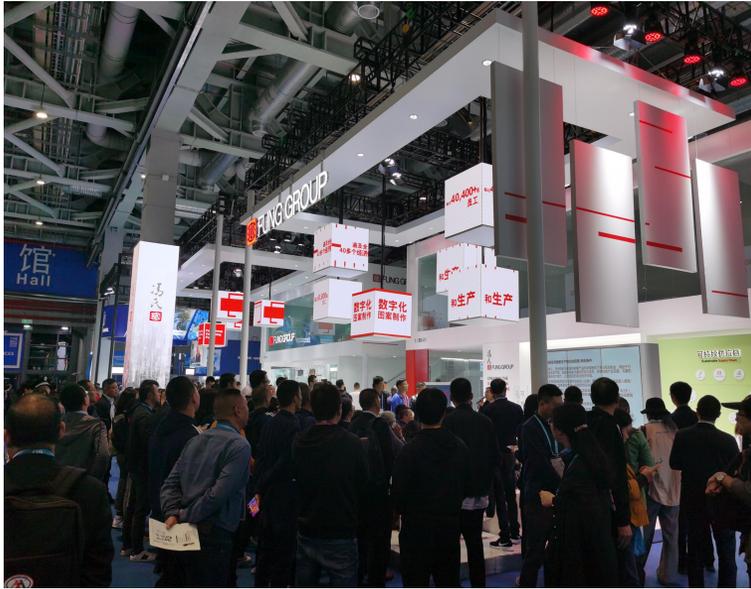
Large-scale supply-and-demand matchmaking meeting from Nov 6 to 8

attracted 1,367 exhibitors and 3,258 buyers

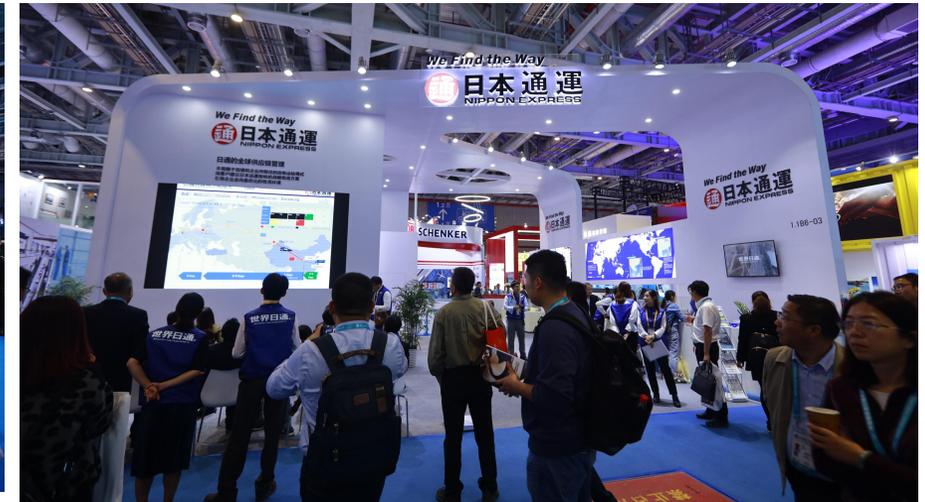
reached a total of 2,160 purchase intention agreements



C. ENTERPRISE & BUSINESS EXHIBITION (TRADE IN SERVICES)



Cover 30,000m²
With 330+ enterprises
The total passenger flow on Nov 6
was 70,547
Participating contract renewal
intentions exceed 70%



OPTIMIZE EXHIBIT STRUCTURE, CREATE A MINI EARTH WITH SUPER BRAIN



Business logistics and supply chain services 123 enterprises 5850m²

The number of exhibitors increased year-on-year **19.4%**

Exhibition area increased year-on-year **27.3%**



Cultural and tourism services 107 enterprises 2579m²

Exhibition area increased year-on-year **15.0%**



Financial and consulting services 25 enterprises 1461m²

The number of exhibitors increased year-on-year **125.8%**

Exhibition area increased year-on-year **66.7%**

- ▶ **Keyword1 : International logistics services continue to reduce costs and increase efficiency**

Logistics service providers use technologies such as the IoT, big data and AI to simplify delivery process, improve the competitiveness of products, reduce troubles in the supply chain, and help return the focus of enterprise development to enhance channels and products.

- ▶ **Keyword2 : BRI helps enterprises go abroad**

Standard Chartered, Nippon Express, and SGS rely on the service experience of global customers and based on the resources of the Belt and Road Initiative to improve the security of funds, the convenience of channels, and reduce non-tariff technical barriers to overseas market expansion, in order to help companies go abroad.

- ▶ **Keyword3: "Culture + Technology" promotes lifestyle changes**

The traditional service areas such as animation IP, hotels, and aviation will reach out to manufacturing industry, demonstrating a prominent industry convergence. As far as the development stage is concerned, China's tourism is developing from sightseeing tourism to vacation tourism, leisure tourism, urban tourism, study tours and other diversified needs. And the age of major force changes from post-50s to post-60s, post-70s, and post-80s.

- ▶ **Keyword4 : Digital empowerment, Smart City construction grows rapidly**

Four major professional service agencies with nearly a thousand construction cases and experiences of smart city transformation worldwide to support China's smart city construction and development with wisdom and intelligence.

Leading enterprises from various industries form one-stop solution to meet the needs of domestic and foreign trade services

Comprehensive Logistics



Express



Shipping and Ports



Railway and Warehousing



Trade and Logistics Services



Financial and Consulting Services



SGS



TÜVRheinland®
Precisely Right.



Comprehensive Services

FUNG GROUP

AECOM



Marubeni



KING
KING WAI HOLDINGS
经纬置地



Atos



IHG®



DARGAUD

EASTAR JET



EATALK by HERE



Inspection, Testing and Certification



Cultural and Tourism Services

2020 CIIE 服务贸易展区-1.1H

TRADE IN SERVICES AT CIIE 2020-1.1H



2020 CIIE 服务贸易展区-1.2H

TRADE IN SERVICES AT CIIE 2020-1.2H

