

新时代 共享未来  
New Era, Shared Future

2019 the Second China International Import Expo Road Show

2019第二届中国国际进口博览会推介会



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

The CIIE, an event to be held on an annual basis, will feature good performance, good results and continued success in the years to come.

“I wish to welcome you all to the second CIIE to be held next year. I am confident that the large market of China, with a population of close to 1.4 billion, will be a source of dynamic growth for the global economy.”

——President Xi Jinping



## First CIIE

- Country Pavilion for Trade & Investment
- Enterprise and Business Exhibition
- Hongqiao International Economic and Trade Forum

## Organization of the Second CIIE

- Exhibition area
- Participation Requirements
- Booth Prices
- How to Apply

## Venue Introduction





首届中国国际进口博览会举办情况

First CIIE

**国家贸易投资综合展**

Country Pavilion for Trade & Investment



## Country Pavilion for Trade & Investment

**82** countries and international organizations such as WTO, UNCTAD, and UNIDO

**71** booths installed

**12** guest countries of honor and other participating countries



A stylized world map in a lighter blue shade, composed of concentric circles and radial lines, serving as a background for the text.

首届中国国际进口博览会举办情况

First CIIE

**企业商业展**

Enterprise and Business Exhibition



## Enterprise and Business Exhibition

Average distribution of participating countries and high-caliber participating enterprises

**3,617** participating enterprises

**151** countries and regions

**220** Fortune 500 companies and industrial leading players.

All G20, BRICS, and SCO members



## Enterprise and Business Exhibition

Spacious exhibition area and high-level display

**270,000** square meters

**70 m<sup>2</sup>** average exhibition area

**2,290** square meters

**40,000** exhibitors and booth personnel

**91%** ratio of special booth





## Enterprise and Business Exhibition

Varied featured exhibits and debut products

**141** Italian companies participated in the first CIIE

Total area was **5152** m<sup>2</sup>

Total turnover **760** million

High-End Equipment Area **430** million

Food and Agricultural Products Area **110** million

Apparel, Accessories & Consumer Goods **90** million

## Enterprise and Business Exhibition

Varied featured exhibits and debut products

The first CIIE also assembled exhibits with national characteristics from countries around the world



**Italy “LEONARDO” Helicopter AW139**  
**nearly 30 million euro**



## Enterprise and Business Exhibition

Varied featured exhibits and debut products

The first CIIE also assembled exhibits with national characteristics from countries around the world



Enjoy Italian food.

The best wine, pasta and olive oil



## Enterprise and Business Exhibition

Varied featured exhibits and debut products

The first CIIE also assembled exhibits with national characteristics from countries around the world



More than 5,000 quality  
The first "flying car"

## Enterprise and Business Exhibition

Varied featured exhibits and debut products

The first CIIE also assembled exhibits with national characteristics from countries around the world



The giant “Taurus” milling machine and coin-sized pacemakers

Over 300 of the world’s up-to-date technologies

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## **Enterprise and Business Exhibition**

Sound deal conclusion and high matching efficiency

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The results of the first CIIE were remarkable



Cumulative intentional turnover recording 57.83 billion USD.  
On-site “one to one” negotiations and reaching more than 1,200 cooperation intentions.



## Enterprise and Business Exhibition

Plenty supporting policies to promote facilitations



**MOFCOM**



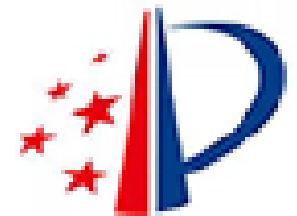
**GACC**



**SAMR**



**SAFE**



**SIPO**

### **Facilitation measures of trade and customs clearance**

Exhibit negative list management

Tax exemption for exhibit sales

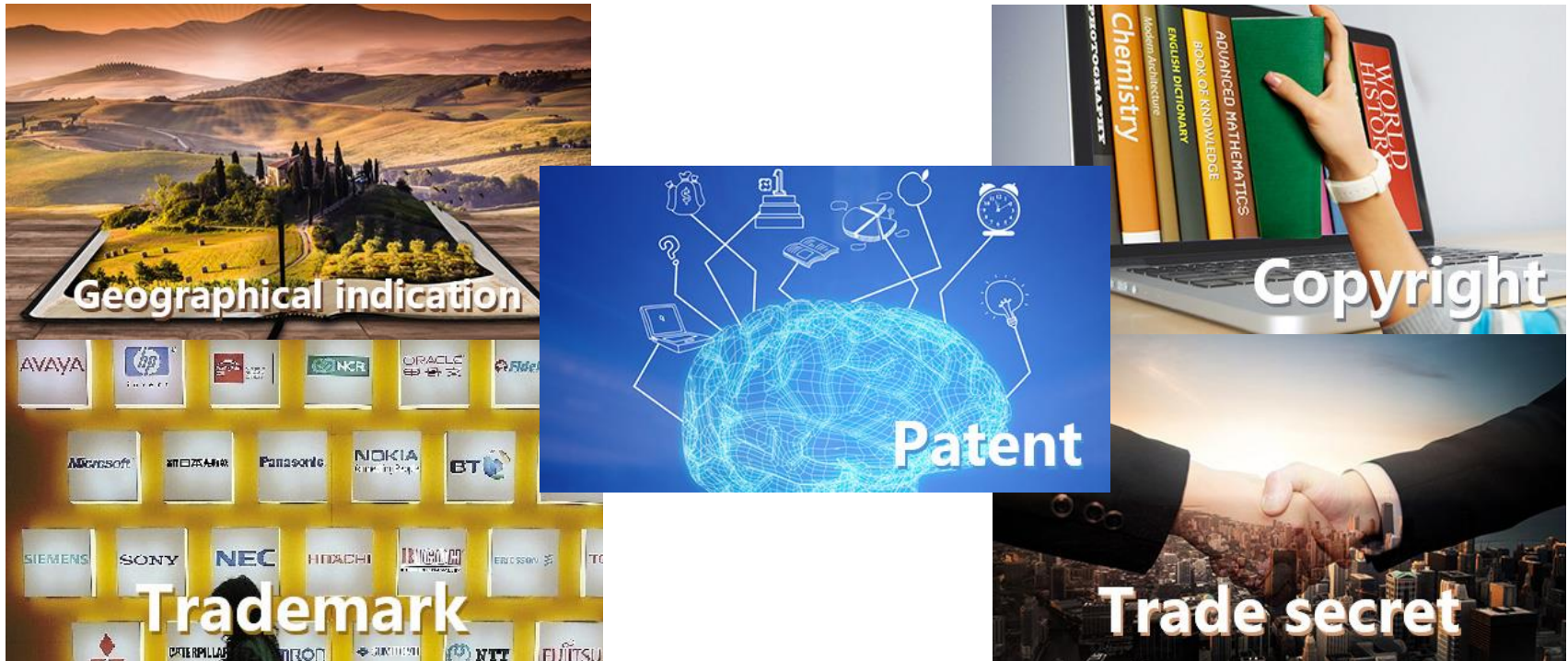
Fast customs clearance of exhibits

Green channels for registration and certification of related exhibits

Tariffs on imported goods were reduced from 9.8% in 2017 to 7.5%

## Enterprise and Business Exhibition

Valuing intellectual property rights to make exhibitors feel assured



Intellectual Property Rights Protection and Commercial Disputes Settlement Service Center  
services and facilitations for protecting the intellectual property rights of the debut products and technologies



首届中国国际进口博览会举办情况

First CIIE

**虹桥国际经贸论坛**

Hongqiao International Economic and Trade Forum





4500多名中外各界知名人士，包括40多位有关国家和地区领导人、重量级产学研界嘉宾和国际组织负责人出席

Over 4,500 well-known figures including 40+ national and regional leaders, special distinguished guests from industrial and academic community and heads of international organizations

# Organization of the Second CIIE

## Exhibition area

The Second CIIE will have five thematic sections

**Equipment**

**Consumption** (Automobile , Sci-tech Life , Quality life)

**Food**

**Health**

**Service**

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The total area will hit 270,000 square meters indoor and 30,000 square meters outdoor (which will be used only for the display of engineering equipment)



A stylized world map is visible in the background, rendered in a lighter blue color than the main background. The map uses a grid of lines to represent continents and oceans, with a focus on the Asian continent.

## Organization of the Second CIIE

# Participation Requirements

The exhibitors and exhibits must come from overseas, which means the exhibitors must be body cooperates or organizations (relevant incorporation documents must be furnished) duly incorporated and validly existing beyond the territory of China (including Hong Kong, Macau, and Taiwan). Moreover, all exhibits in principle must come from overseas (including Hong Kong, Macau, and Taiwan).



A stylized world map in a lighter blue shade, centered on the Atlantic Ocean, serves as the background for the slide. The map is composed of concentric, wavy lines that create a textured, globe-like effect.

# Organization of the Second CIIE

## Booth Prices

### Indoor exhibition hall

**Raw space** : 300 USD /m<sup>2</sup>  
(the minimum area is 36m<sup>2</sup>)

**Standard booth** : 3,000 USD/each

### Outdoor exhibition hall

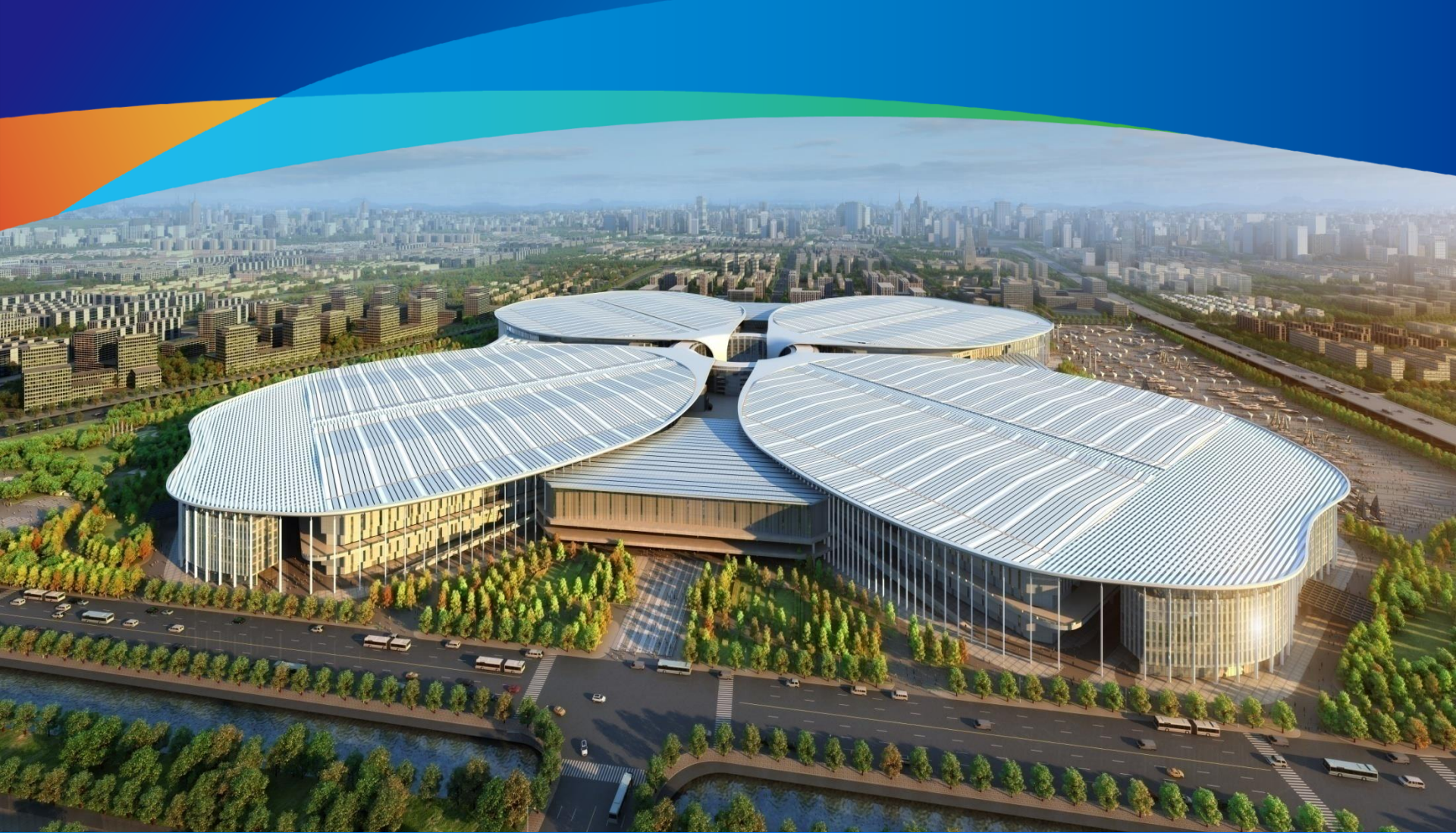
200 USD/m<sup>2</sup>  
(the minimum area is 36m<sup>2</sup>)

A stylized world map is visible in the background, rendered in a lighter blue color than the main background. The map uses a hatched or line-art style to represent the continents. It is centered behind the main text.

# 会展中心场馆介绍

## Venue Introduction





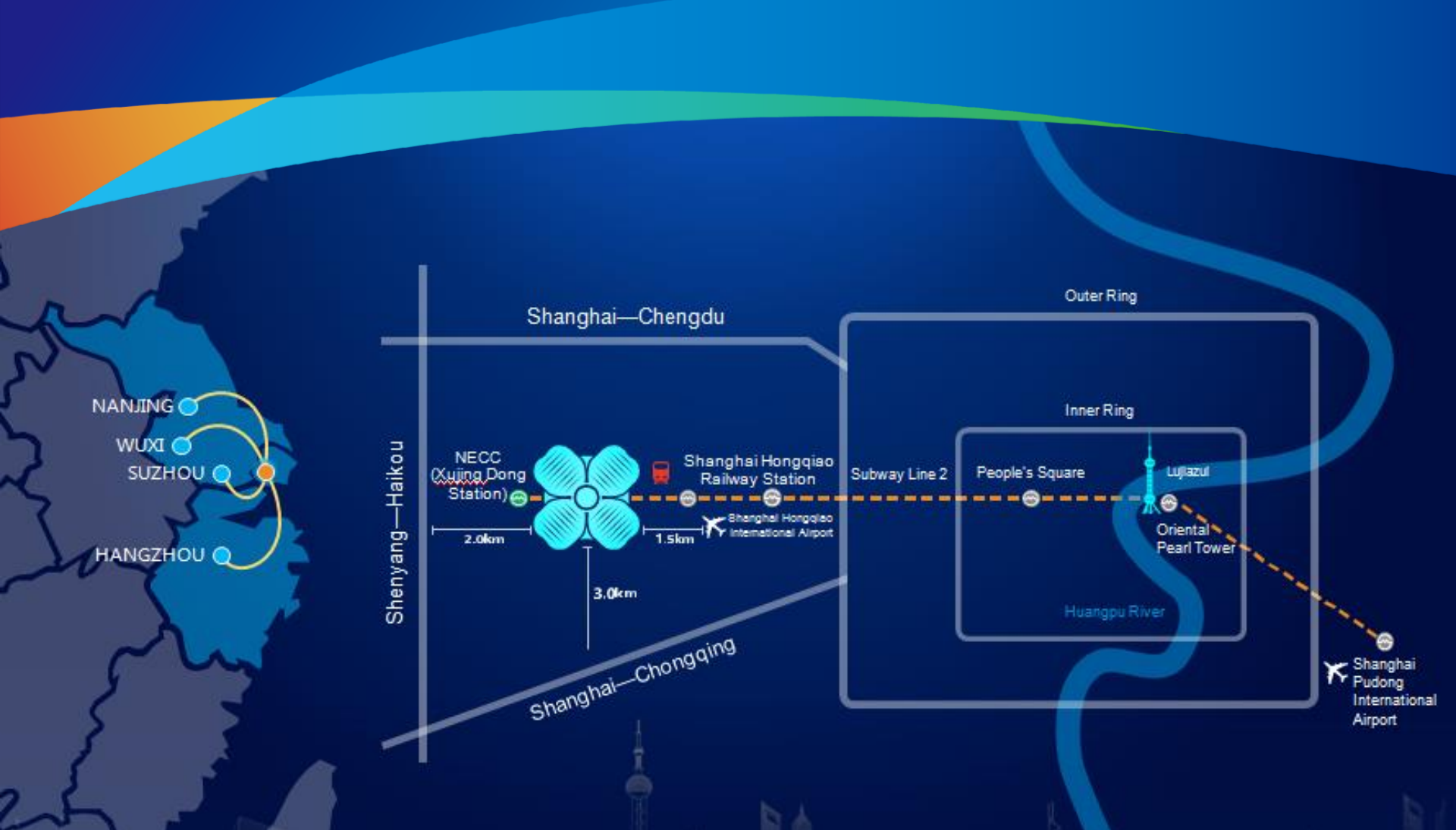
**World's largest single block building and exhibition complex**

construction area **1.5 million m<sup>2</sup>**

exhibition area **500,000 m<sup>2</sup>**







Shanghai—Chengdu

Outer Ring

Inner Ring

Shenyang—Haikou

NECC  
(Xujing Dong  
Station)

Shanghai Hongqiao  
Railway Station

Subway Line 2

People's Square

Lujiazui

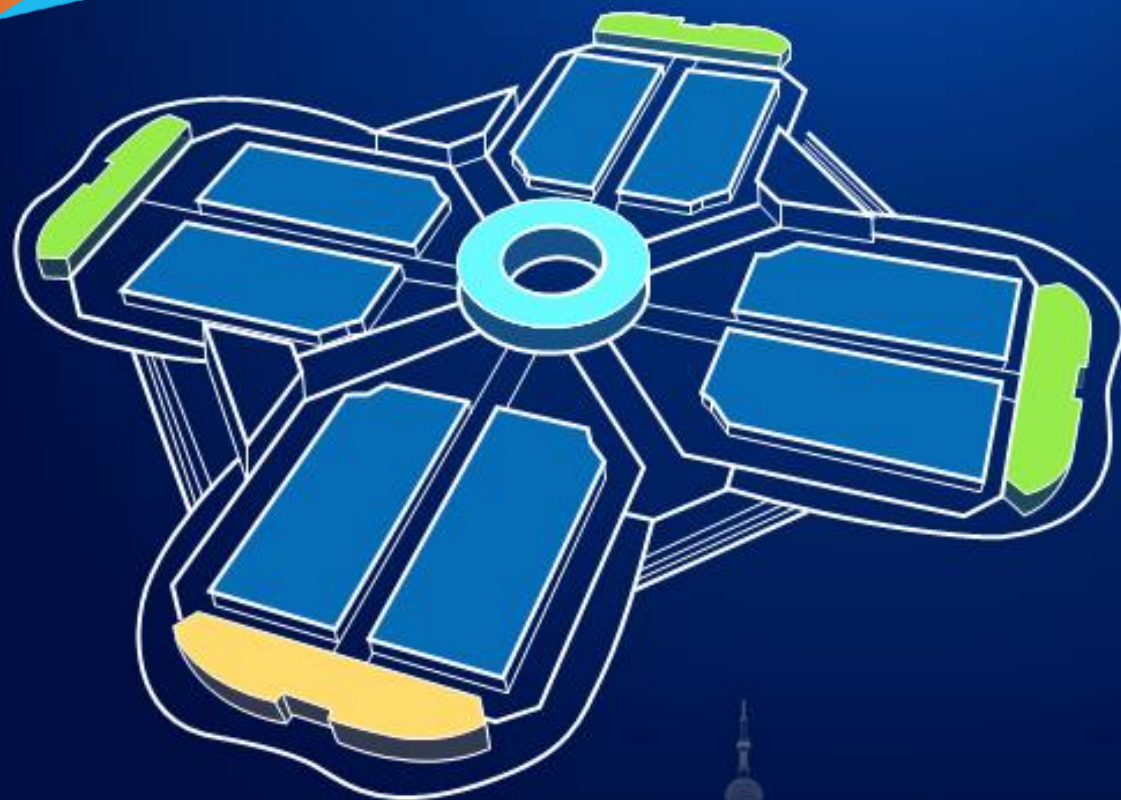
Oriental  
Pearl Tower

Huangpu River

Shanghai—Chongqing

Shanghai  
Pudong  
International  
Airport



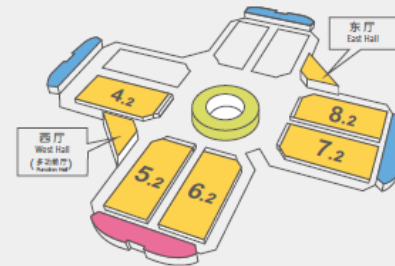


- OFFICE BUILDINGS
- THE HOTEL
- EXHIBITION FACILITIES
- NECC PLAZA

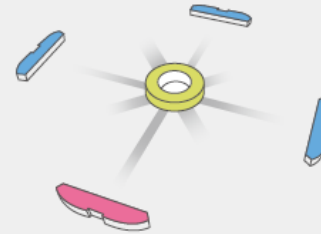


## VERTICAL VIEW 立面图

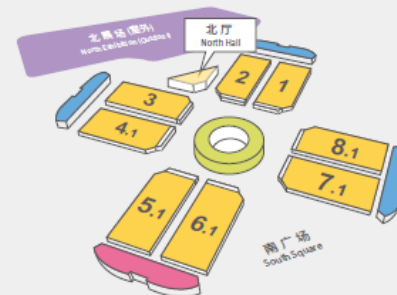
二层展厅 2 Floor Hall (16.00米标高)



人行层步道 Pedestrian Floor (8.00米 标高)



一层展厅 1 Floor Hall (0.00米标高)





More-than-enough  
exhibition area

**500,000 m<sup>2</sup>**  
exhibition area

**16**  
halls

Loaded weight  
allowance

**5.0T/m<sup>2</sup>**  
4 halls

**3.5T/m<sup>2</sup>**  
5 halls

**1.5T/m<sup>2</sup>**  
7 halls

Potential-tapping  
space

**32m**  
single-decker column-free halls  
clear height

**12m/17m**  
double-decker halls  
clear height

# Meeting

Small meeting  
rooms

40

90-300 m<sup>2</sup>

Medium-sized  
rooms

10

330-550 m<sup>2</sup>

Banquet  
room

1

1000 m<sup>2</sup>







# Three Class-A office buildings

administrative service center, staff canteen  
500 m<sup>2</sup> multi-functional conference rooms, two hanging gardens

# THANK YOU



中国国际进口博览会  
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IMPORT EXPO