



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



# CIE: AN EXPO OPENING THE WORLD TO OPPORTUNITY

Check out why you can't afford to miss out on the truly  
unique opportunities provided by the event.





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THE CHINA INTERNATIONAL IMPORT EXPO (**CIIE**),  
THE WORLD'S LARGEST IMPORT EXPO,  
WILL BE HELD FOR THE **FOURTH** TIME IN SHANGHAI **FROM NOV 5 TO 10, 2021.**

Holding the CIIE is of great significance for **China** to demonstrate its commitment to advancing its **high-level opening-up**.

Thousands of **exhibitors** and hundreds of thousands of **buyers** from across the globe have descended on Shanghai in the past three years to **reap the many benefits** that CIIE offers their businesses.

With its growing exhibition space and influence, CIIE is becoming **a must** for international businesses to put on the calendar every November.



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## Large in scale

- The world's largest import expo
- One of the top 10 business shows in the world
- It unleashes the potential of the global marketplace.

CIIE has grown in scale and influence each year.  
In 2020, the expo covered **360,000 square meters**  
· equivalent to the size of almost 70  
standard football fields.

## Covering extensive industries

- The global trade fair caters to a complete range of industries, including



**Food and agricultural products**



**Automobiles**



**Intelligent and information technology**



**Consumer goods**



**Medical devices and healthcare products**



**Trade in services**

- Each exhibition section of the comprehensive trade fair is **a professional trade show** in the specific industry.
- It is organized professionally and displays the industry's most cutting-edge products.



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## High-quality participants and exhibits

CIIE is attended by **top leaders of industry, governments and trade promotion agencies** from all over the world, who are eagerly looking to network and do business.

The past three years have welcomed a total of

**10,000 exhibitors**

many of whom represent **Global Fortune 500 companies** and **industry leaders**.

The event has become a must for influential industry leaders, such as the **top 10 pharmaceutical companies** in the world



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## High-quality participants and exhibits



No other event in the world provides a better stage with such scale and influence for **Asian and global product debuts.**

**1,300**  
products and  
services

In the past three editions, more than 1,300 products and services have made their global or Chinese debuts at the expo.



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## At CIIE, you can:

### Meet purchasers

CIIE is a fair visited by trade delegations from all provinces and large-scale enterprises in China to seek business opportunities and make purchases.

Some **1.3 million** buyers in total have attended the first three editions.

### Ink transactions

Over the past three years,  
**over \$200 billion**  
in deals have been signed.

### Enter the Chinese market and land projects

A total of **319 projects** backed by foreign investment worth **\$15 billion** have been initiated at the first and second expo. Many of them have already been implemented and are now in operation.



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## CIIE: A gateway to China and a highway to success

Participating in the CIIE provides a prime gateway into understanding and benefitting from **China's market of 1.4 billion people.**

CIIE is not only an important gateway for global trade access to the huge Chinese market. It also provides an excellent chance to **meet potential partners** of both **upstream and downstream businesses** across the industrial chain.



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# One-stop services

CIIE provides extra benefits to companies entering China by offering special services that make doing business with Chinese partners as smooth as possible.

The benefits cover

**consultancy, customs clearance, business registration, matchmaking** and much more.



## 01 Media coverage

At CIIE, participants can also promote their brand images and earn great media exposure. Global media attend CIIE each year to report the latest deals, products and innovations introduced into the market.

**Over 10,000** journalists were registered to cover the expo during the past three years. In the domestic market alone, more than **3.5 million** reports and social media posts featured CIIE.



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# One-stop services



## 02 IP protection

With its own intellectual property protection service team, the CIIE ensures every participant's IP is well-protected.



## 03 Preferential policies

Participants are given exclusive insight into gaining from preferential policies that make doing business in China easier, including preferential tax policies for the retention and purchase of imported exhibits.



## 04 Talk to government departments!

Participants can connect with new business partners, customers, suppliers, and more importantly, government departments of all levels in China via a complete communication platform featuring over 100 forums, seminars and policy-interpretation meetings.



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**Registration for the Business Exhibition of the 4th CIIE is now open.**

Visit [\*\*https://www.ciie.org/ciie/f/book/register?locale=en\*\*](https://www.ciie.org/ciie/f/book/register?locale=en) to register.

**Sign up before January 31, 2021 to enjoy early-bird offer!**

**See you at CIIE 2021!**