



CHINA INTERNATIONAL IMPORT EXPO (CIIE 2018)

SHANGHAI | 5-11 NOVEMBER 2018

THE ANCHOR GROUP

PRESENTATION

February 2018



CHINA INTERNATIONAL IMPORT EXPO (CIIE 2018)

SHANGHAI | 5 – 11 NOVEMBER 2018

INTRODUCTION

In May 2017, the Chinese President Xi Jinping announced at the Belt and Road Forum that China will hold a China International Import Expo (CIIE) starting from 2018. The very first edition of **CIIE** will take place in Shanghai from **the 5th till the 11th of November 2018**.

It is a significant move for the Chinese Government to hold an expo, exclusively focussed on **import** and with a view of firmly supporting trade liberalization and economic globalization and actively **opening the Chinese market to the world**.

The Anchor Group, via its branch in Shanghai, **invites its members and partners**, interested in penetrating the Chinese market with their products or services, to participate in CIIE 2018 and to benefit fully from the unique **export** opportunities this expo provides.





CHINA INTERNATIONAL IMPORT EXPO (CIIE 2018)

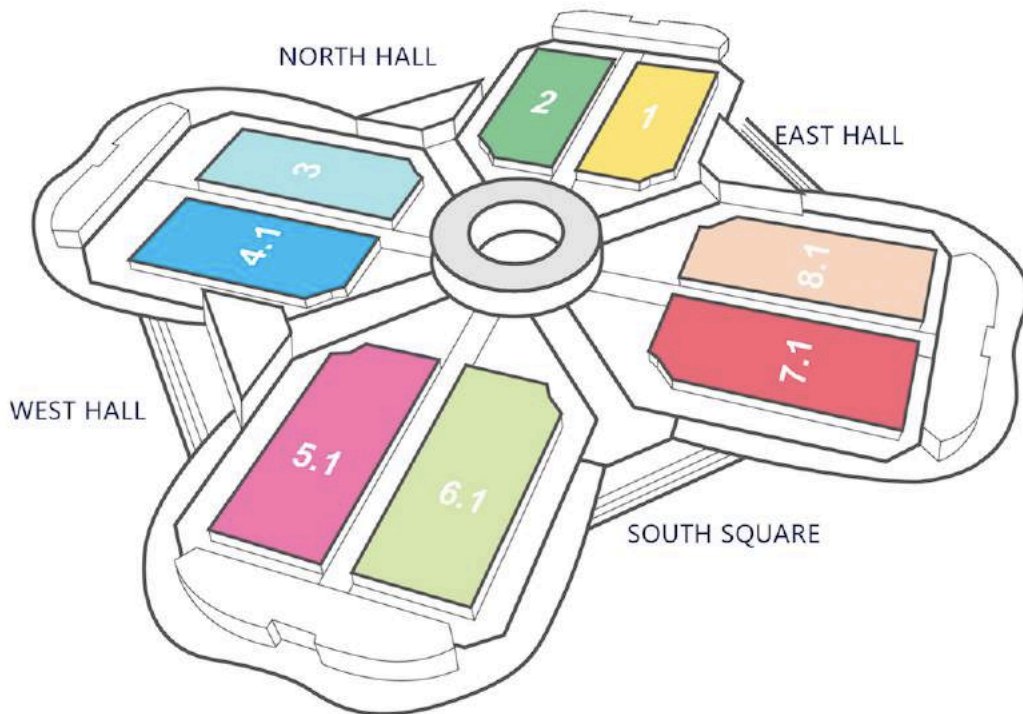
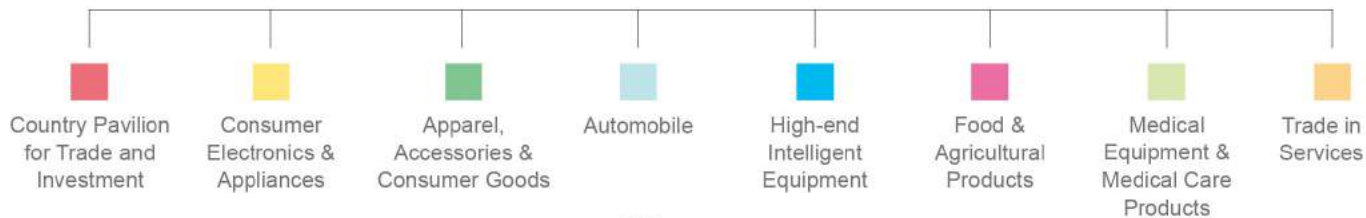
SHANGHAI | 5 – 11 NOVEMBER 2018

GENERAL INFORMATION

- Held in the **National Exhibition and Convention Center of Shanghai**, hosted by the Chinese Ministry of Commerce and the Municipality of Shanghai and supported by the World Trade Organisation (**WTO**) and the United Nations Industrial Development organisation (**UNIDO**).
- Divided into three major parts: the Hongqiao International Trade Forum, Country Pavilions for Trade & Investment and the actual **Enterprise & Business Exhibition**, spread over more than **50.000m2 of exhibition area**.
- The **CIIE** invites Chinese government officials and enterprises from across the 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.
- **The Anchor Group** has secured booths in three different exhibition areas to ensure that the activities of its members are covered; in hall 2 for Apparel, Accessories & **Consumer Goods**, in hall 5.1 for **Food** & Agricultural Products and in hall 8.1 for Trade in **Services**.



CIIE 2018 HALL PLAN



scan with Wechat



CHINA INTERNATIONAL IMPORT EXPO (CIIE 2018)

SHANGHAI | 5 – 11 NOVEMBER 2018

REASONS TO PARTICIPATE

If your company's aim and strategy is to penetrate new export markets with its products and services, CIIE is the ideal opportunity to do so for China.

Herewith five reasons why.

1. HUGE MARKET WITH 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**.





CHINA INTERNATIONAL IMPORT EXPO (CIIE 2018)

SHANGHAI | 5 – 11 NOVEMBER 2018

REASONS TO PARTICIPATE

2. SHANGHAI, THE IDEAL LOCATION AS TRADE CENTER FOR CHINA

Located in the Yangtze River Delta Economic Zone, Shanghai enjoys the advantage of its **favourable location**, boasts great economic strength, has a well-developed service industry and the ability to allocate global resources. The container throughput of Shanghai Port has been ranked first place for seven consecutive years.

In addition, **The Anchor Group** has its Chinese branch in Shanghai and through its local representatives and members, such as the **Orient Holding**, can handle the administrative and logistic part of the trade. This permits, in preparation for CIIE, to create synergies and opportunities in advance, so that actual trade and trade contracts during and after CIIE are facilitated.





CHINA INTERNATIONAL IMPORT EXPO (CIIE 2018)

SHANGHAI | 5 – 11 NOVEMBER 2018

REASONS TO PARTICIPATE

3. MULTIPLE MEASURES GUARANTEEING ALL-ROUND AND EFFECTIVE SERVICE

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.

4. STRONG PURCHASE DEMAND, LARGE NUMBER OF PROFESSIONAL PURCHASERS

CIIE will invite Chinese enterprises from across the country to **come and 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.

In addition, **The Anchor Group** in collaboration with its local representatives and members will organise and hold specific B2B Matchmaking events during CIIE 2018.





CHINA INTERNATIONAL IMPORT EXPO (CIIE 2018)

SHANGHAI | 5 – 11 NOVEMBER 2018

REASONS TO PARTICIPATE

5. ALL LOGISTICS HANDLED

The **Anchor Group** handles and coordinates all the procedures and logistics.

Services include handling the participation and registration procedures, booth layout and **product & services display**, translation of documents, business cards, booth presence in Chinese language, flights, accommodation and transfers.

And last but not least, The **Anchor Group** will prepare you in advance for trade, including custom clearance procedures, local distributors, representation and feasibility studies. Take full advantage of our **local knowledge and network**.





CHINA INTERNATIONAL IMPORT EXPO (CIIE 2018)

SHANGHAI | 5 – 11 NOVEMBER 2018

COST OF PARTICIPATING AS PART OF THE ANCHOR GROUP

Members of The Anchor Group get priority and do not pay any participation fee, ie. membership provides **free participation** with your products and services on one or more of The Anchor Group booth of your choice.

The Anchor Group is currently working on a number of **comprehensive packages** covering booth layouts, brand presentation, display of product & services, booth presence in Chinese and other **logistics** typically associated with international fairs.

The Anchor Group provides **travel and accommodation** services and will host a series of private **B2B networking events** in Shanghai during CIIE where members will be invited to.

Non-members, wishing to participate under the Anchor flag will be charged a participation fee and a supplement for logistics, travel, accommodation and network events.





CHINA INTERNATIONAL IMPORT EXPO (CIIE 2018)

SHANGHAI | 5 – 11 NOVEMBER 2018

CONTACT

If interested in participating to CIIE2018 under The Anchor Group flag or to obtain more detailed information about this unique opportunity, please contact:

Yannick KALANTARIAN

Partner

yannick@kalantarian.eu

+ 32 475 291150

or

Ivan HIEL

Partner

ivan.hiel@anchorg.com

+ 32 491 919279



THE ANCHOR GROUP

www.anchorg.com

China International Import Expo

NOVEMBER 5-10, 2018

China · Shanghai

