



The Second Annual China International Import Expo (CIIE)

The Largest Platform for Exporting to China

After the huge success of the 2018 China International Import Export (CIIE), November 2019 will see the second iteration of undoubtedly the largest trading fair on earth.

As part of eCargo's growing level of service in China to its suppliers and partners, we have secured a total of 150m² of prime exhibition space to showcase the best of what the world has to offer.

Taking onboard learnings from last year's CIIE, eCargo will again lead the pre, during and post CIIE activities so as to realize the greatest results and exposure for our partners.

In addition to exhibiting, eCargo will utilize its full capabilities to offer a comprehensive corporate package tailored to help you optimize your China sales and marketing strategy.

Spots are limited, so don't miss out!

Package Includes

- A 10m² booth under the Metcash Pavilion, including design and standard fit out
- Freight planning, facilitation and support for showcased products
- Marketing and translation support for showcased products
- Interpreters and on-the-ground support during the expo
- Business networking opportunities
- A trade tour of Shanghai retail offerings
- Chinese Government facilitated business matching sessions on key market categories
- Post expo report of observations and consumer feedback
- Introductory Market Update workshop
- Coverage of freight expenses for showcased products *
- Representation recruitment for your booth (up to 2 people) *
- Two hours of 1 on 1 market strategy consultation with eCargo *
- VIP dinner *

Expressions of interest to Nelson Gable at nelsongable@ecargo.com

Representation Requirements Include:

- Letter of Authorization to represent your brand at CIIE
- Comprehensive product information and marketing on all featured products
- 10% deposit on signup

*Premium Package Items

Standard – 25,000USD**

Premium – 30,000USD**

**20% early bird discount for first five signups

Venue: National Exhibition and Convention Centre (Shanghai)

Date: 5th - 10th November, 2019

Hosts: Ministry of Commerce of the People's Republic of China
The Shanghai Municipal People's Government

Supporters: World Trade Organization, United Nations Conference on Trade and Development and United Nations Industrial Development Organization

Organizers: China International Import Expo Bureau and The National Exhibition and Convention Center (Shanghai)

Expo Highlights:

\$10 Trillion - In the next five years, China is expecting to import products and services valuing more than 10 trillion U.S. dollars. This event is a statement in support of this inevitable trajectory.

150,000 Purchasers - The CIIE will see Chinese enterprises from across the country come to do real business. It's estimated that 150,000 domestic and foreign professional purchasers will participate in the Expo.

100+ Countries and Regions - 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.

Click to view Metcash 2018 CIIE Video – [YouTube](#) or [Youku](#)

