



TRADESHOW CHINA INTERNATIONAL IMPORT EXPO

National Exhibition and Convention Centre, Shanghai

ABOUT THIS EVENT

The China International Import Expo (CIIE) is a six-day multi-sector trade show for imported products, timed with the 40th anniversary of the opening of the Chinese economy to international trade and investment.

CIIE is co-hosted by China's Ministry of Commerce and the Shanghai Municipal Government and is supported by Austrade, the Australia-China Business Council and the China Chamber of Commerce in Australia (CCCA).

Qualified Australian companies attending CIIE will be offered national branding, access to dedicated Australian business lounge facilities and networking support from the Austrade team in China.

An **Australian National Pavilion** will serve as a focal point of Australian capability exhibited at CIIE. Commercial booths are located separately in seven Business and Enterprise halls.

For more information on CIIE including frequently asked questions, visit www.austrade.gov.au/CIIE2018.

Important information

Date:

5-10 November 2018

Location:

National Exhibition and Convention Centre, Shanghai

Register by:

30 June 2018

Who should attend?

Australian businesses in:

- established businesses seeking to strengthen their brand credentials
- new entrants seeking distribution
- OEM manufacturers seeking partners
- service providers, including logistics, international freight, warehousing and sourcing.

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WHY YOU SHOULD PARTICIPATE

- Showcase your products to state owned enterprises, importers, traders, distributors and regional sub-distributors, online and offline retailers
- Identify and explore business opportunities to enter the China market and/or increase your export sales under the China-Australia Free Trade Agreement
- Promote your product and services under Australia's nation brand
- Access to Austrade networking events and assistance from Austrade's Business Development Managers
- Be recognised in China as a supporter of the inaugural CIIE.

PROGRAM

Date	Details
4 November 2018	<ul style="list-style-type: none">• Welcome reception for Australian companies
5-10 November 2018	<ul style="list-style-type: none">• CIIE trade show

EVENT REGISTRATION COSTS

Direct costs to China Chamber of Commerce in Australia (CCCA)

- Standard 9sqm commercial booth – **USD\$3,000**
- Raw space – **USD\$300 per sqm**
- PAYMENT STRUCTURE:
 - Exhibition fees are payable direct to CCCA who are the event organisers
 - Payment of the full amount must be paid by the date specified in the invoice
 - **CCCA is offering a 20% discount on booth fee.**
- Participants are responsible for their own travel, transport, accommodation and meals.
- You may also be eligible to claim some of your marketing and promotion costs associated with this Expo through the Export Market Development Grant scheme. For more information visit www.austrade.gov.au/grants or call 13 28 78.

HOW TO APPLY

Applications are open until 30 June.

As spaces are expected to sell quickly, Australian companies are encouraged to register before 31 May.

- Registrations can be lodged via the China Chamber of Commerce in Australia website at <https://www.cccaau.org/event-registration/>

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AUSTRADE ACTIVITIES AT CIIE

To assist Australian exhibitors at CIIE, Austrade will work with the event organisers to co-locate Australian exhibitors prominently in the exhibition halls where possible. Austrade will also be organising a number of business events and the use of national branding for Australian exhibitors. Eligible Australian businesses should be:

- a registered Australian business with an Australian Business Number (ABN)
- seeking to export products or services, including education services, from Australia to foreign markets, or seeking to establish an overseas presence to promote your Australian capabilities
- conducting activities overseas that bring an economic benefit to the Australian economy or enhance the reputation of Australia and/or Australian industry
- committed to obeying the laws of Australia and foreign nations, including compliance with [anti-bribery legislation](#).

To express interest in these services, [please register with Austrade here](#).

IMPORTANT INFORMATION

If you are considering this tradeshow, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at www.smartraveller.gov.au. Travel advice is updated regularly on this site.

Please note: Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Australian/Export/Guide-to-exporting/Legal-issues/Bribery-of-foreign-public-officials>.

KEY AUSTRADE CONTACTS

If you would like to discuss participating in this trade show, please contact:

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