

企业商业展参展邀请手册



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

第七届中国国际进口博览会 企业商业展 参展邀请手册

The 7th China International Import Expo (CIIE)
Enterprise & Business Exhibition
Exhibitor Invitation

2024年11月5日-10日
Nov.5-10, 2024

中国·上海
Shanghai, China



“希望进博会加快提升构建新发展格局的窗口功能,以中国新发展为世界提供新机遇;充分发挥推动高水平开放的平台作用,让中国大市场成为世界共享的大市场;更好提供全球共享的国际公共产品服务,助力推动构建开放型世界经济,让合作共赢惠及世界。”

——中国国家主席习近平

I hope the CIIE will better serve as a window for fostering a new development pattern that creates new opportunities for the world through China's further development, and as a platform of high-standard opening up that allows China's enormous market to be shared by the world. In addition, I hope the expo will play a greater role in providing shared international public goods and services that facilitate an open world economy and let the world benefit from win-win cooperation.

-by Chinese President Xi Jinping

2017年5月,中国国家主席习近平在“一带一路”国际合作高峰论坛上宣布,中国将从2018年起举办中国国际进口博览会。自此,这场盛会每年11月在中国上海如期举办,即将在2024年迎来第七届。

中国国际进口博览会由国家展、企业商业展、虹桥国际经济论坛、专业配套活动和人文交流活动等组成。其中,企业商业展是境外企业展示商品、技术和服务,促进各国出口商、采购商相互交流和合作的平台。

诚挚邀请全球企业来华参展参会,共享发展机遇。

In May 2017, Chinese President Xi Jinping announced at the Belt and Road Forum for International Cooperation that China will hold CIIE from 2018. Since then, the expo has been held as scheduled every November in Shanghai, China, and is about to celebrate its seventh edition in 2024.

CIIE consists of Country Exhibition, the Business Exhibition, the Hongqiao International Economic Forum, specialized supporting activities and cultural exchange activities. **The Business Exhibition is a platform for overseas enterprises to showcase their goods, technologies and services, thus facilitating exchanges and cooperation among world exporters and buyers.**

We warmly invite global enterprises to CIIE and seek development opportunities.

- 中国国家主席习近平向第六届进博会致信,重申了中国推进高水平开放、推动构建开放型世界经济的坚定决心。

Chinese President Xi Jinping sent a letter to the 6th CIIE, reaffirming China's determination to promote high-level opening up and build inclusive world economy.

- 国务院总理李强出席开幕式并发表主旨演讲,开幕式前参观企业展,开幕式后同与会外国领导人共同巡馆。多国领导人和国际组织负责人现场发表致辞。

Premier Li Qiang attended the opening ceremony and delivered a keynote speech, visited the Business Exhibition before the opening ceremony, and went around national pavilions with foreign leaders after the opening ceremony. Leaders from multiple countries and heads of international organizations delivered speeches on site.

- 来自世界154个国家、地区和国际组织的政商学等各界代表约1500人出席开幕式,其中包括来自44个国家、地区和国际组织的约90位部长级以上嘉宾。

About 1,500 representatives from politics, business, and academic circles of 154 countries, regions, and international organizations attended the opening ceremony, including about 90 guests of ministerial level or above from 44 countries, regions, and international organizations.

/// 企业商业展亮点数据(2023年) Highlights of 2023 CIIE Business Exhibition

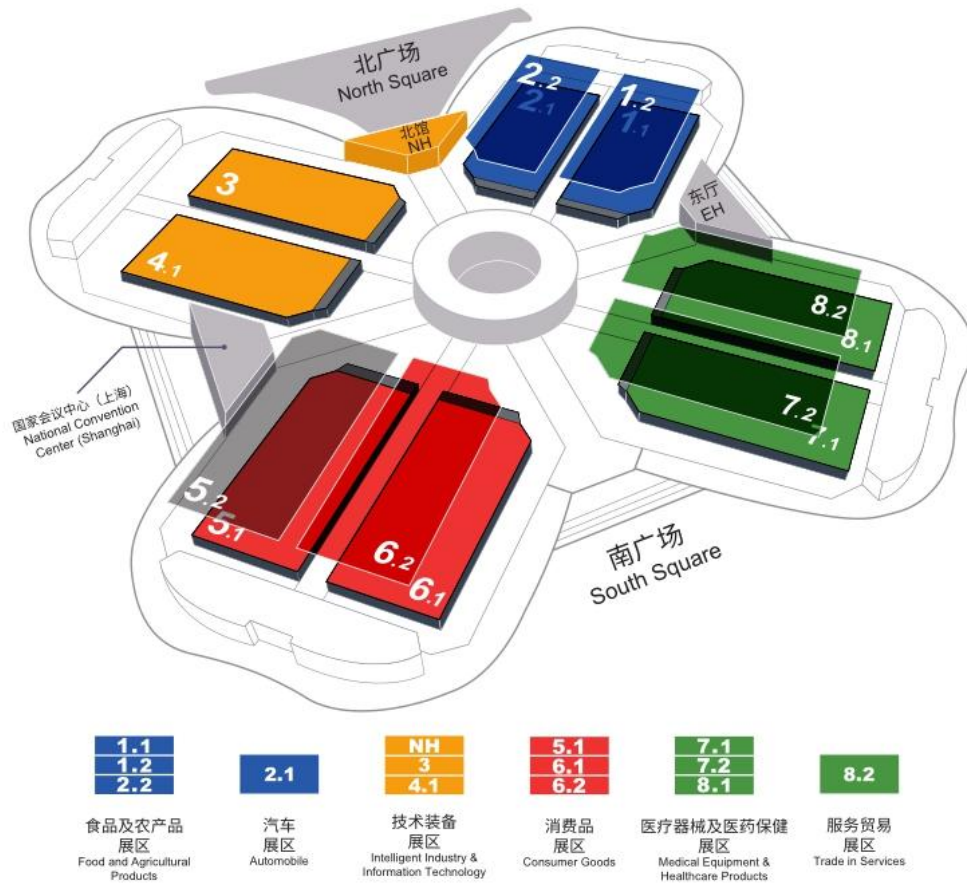


展会基本信息 Overview

- **举办时间:** 2024年11月5-10日
- **举办地点:** 国家会展中心(上海)
- **主办单位:** 中华人民共和国商务部、上海市人民政府
- **承办单位:** 中国国际进口博览局、国家会展中心(上海)有限责任公司
- **合作单位:** 世界贸易组织、联合国开发计划署、联合国贸易和发展会议、联合国粮农组织、联合国工业发展组织、国际贸易中心
- **展会面积:** 超过36万平方米
- **展会题材:** 中国国际进口博览会以“新时代、共享未来”为主题,是世界上首个以进口为主题的国家级博览会。企业商业展秉持“综合展、专业办”理念,设置六大展区:食品及农产品、汽车、技术装备、消费品、医疗器械及医药保健、服务贸易。展区内进一步划分板块和专区,同行业集中布展,并为种子期、初创期、成长期企业集中设置创新孵化专区。
- **Time:** Nov.5-10, 2024
- **Venue:** National Exhibition and Convention Center (Shanghai), China
- **Hosts:** Ministry of Commerce of the People's Republic of China
Shanghai Municipal People's Government
- **Organizers:** China International Import Expo Bureau
National Exhibition and Convention Center (Shanghai) Co., Ltd.
- **Partners:** World Trade Organization
United Nations Development Programme
United Nations Conference on Trade and Development
Food and Agriculture Organization of the United Nations
United Nations Industrial Development Organization
International Trade Center
- **Exhibition Area:** Over 360,000 m²
- **Theme of CIIE:** With the theme of "New Era Shared Future", CIIE is the world's first national-level import-focused expo. Following the concept of "Professional Delivery of a Comprehensive Exhibition", the business exhibition is divided into six areas: Food and Agricultural Products, Automobiles, Intelligent Industry & Information Technology, Consumer Goods, Medical Equipment & Healthcare Products, and Trade in Service. The exhibition area will be subdivided into sections and specialized areas. Exhibitors of the same industry will be grouped together. In addition, an Innovation Incubation Special Section is set up for seed, start-up and growth-stage enterprises.



展区设置 Exhibition Areas



食品及农产品展区 Food and Agricultural Products

85000m²

1600+ 参展企业
Exhibitors

100+ 参展国家地区
Countries and Regions

50+ 境外商协会展团
Pavilions of Overseas
Organizations



科技进步驱动着食品行业的变革和创新,消费者对食品健康、营养、安全、个性化等需求也不断提升。在这样的时代背景下,食品与农产品展区以“共商美味创新,共话食代商机”为主题,致力于打造全球特色产品以及企业品牌形象、综合实力、社会责任的展示平台,促进国际食品行业的对话、交流与合作。

Advancements in science and technology are spurring innovation in the food industry, with a growing demand for healthy, nutritious, safe, and personalized food among consumers. In such a context, the Food and Agricultural Products Exhibition Area, under the theme of "Seeking Innovation and Opportunities in Food", is committed to creating a platform for showcasing unique global products, corporate brand image, comprehensive strength and social responsibility, facilitating dialogue, exchange and partnerships between Chinese and international food industries.

■ 展品范围

乳制品: 液体乳, 乳粉, 炼乳, 乳脂肪, 干酪, 乳品添加剂
蔬果和农产品: 蔬菜, 水果, 粮食, 食用油, 植物基产品
农作物种业: 农作物种子, 育种或栽培技术, 种业创新研发成果, 农业机械, 农药, 化肥
酒类: 葡萄酒, 啤酒, 烈酒, 鸡尾酒, 白酒, 酒精饮料
咖啡、茶和饮料: 咖啡, 果汁, 矿泉水, 碳酸饮料, 凉茶, 功能性饮料, 蛋白饮料, 冲调类饮品, 茶, 蜂蜜
肉类、水产品 and 冷冻食品: 肉类, 肉制品, 水产动植物产品, 水产动植物加工产品, 冷冻食品
休闲食品、甜食和调味品: 饼干, 糕点, 蜜饯, 膨化食品, 坚果, 巧克力, 冰激凌, 糖果, 甜食, 调味品
综合食品: 综合品类食品, 商超, 宠物食品

■ Range of Exhibits

DAIRY PRODUCTS: liquid milk, milk powder, condensed milk, milk fat, cheese, dairy additives
FRUITS, VEGETABLES AND AGRICULTURAL PRODUCTS: fruits, vegetables, grain, oil, plant-based products
CROP SEED INDUSTRY: seeds, crop breeding or cultivation technologies, innovative R&D achievements of seed industry, instrument technology and equipment, pesticides, micro element fertilizers
ALCOHOL: wine, beer, spirits, cocktails, Baijiu, alcoholic drinks
COFFEE, TEA AND BEVERAGE: coffee, fruit juice, mineral water, carbonated drinks, herbal tea, functional drinks, protein drinks, prepared drinks, tea, honey
MEAT, AQUATIC PRODUCTS AND FROZEN FOODS: meat, meat products, aquatic animal and plant products, aquatic animal and plant processed products, cooled and frozen food
SNACK FOODS, SWEETS, CONDIMENTS: biscuits, cakes, preserves, puffed food, nuts, chocolate, ice cream, candy, sweets, condiments
COMPREHENSIVE FOOD: comprehensive food, supermarket, pet food



汽车展区 Automobiles

30000m²

40+参展企业
Exhibitors



15大整车品牌
Leading Car
Manufacturers



以“出行,未来无限可能”为主题,定位“高端科技展示平台、汽车新品首发平台”,聚焦汽车新技术、新趋势、新产品,共同探索各技术路径为人类未来生活带来的无限可能和现实意义。结合智能交通、未来出行、电动化、旅居生活等汽车新兴热点,打造汽车出行产品及技术进入中国市场的集中展示地、互动体验地、新品首发地。

The Automobiles Exhibition Area, revolving around the theme of "Unlimited Mobility Possibilities in the Future", serves as a platform for showcasing high-end technology and debuting new automotive products. This exhibition focuses on new automotive technologies, trends and products, exploring the unlimited possibilities and real-life significance of various technology paths for the future life of mankind. It also features topics of intelligent transportation, future mobility, electrification, travel life and other emerging automotive hotspots, to offer a centralized exhibition, interactive experience and new product debut for automotive and mobility products and technologies to enter the Chinese market.

■ 展品范围

整车: 乘用车, 高端超跑, 商用车, 概念车, 新能源车, 非道路用车, 两轮车, 房车

智慧出行及新能源: 自动驾驶产品技术及解决方案, 智能网联, 新能源, 智慧交通, 未来出行, 驱动部分, 底盘部分, 车身部分, 轻量化, 汽车内饰, 车载系统, 汽车运动及赛事, 汽车文化及生活方式

汽车配套和养护: 汽车后市场, 测量、检测、诊断设备, 油漆, 润滑油

■ Range of Exhibits

FINISHED VEHICLES: passenger cars, supercar, prototype vehicles, concept vehicles, new energy vehicles, off-road vehicles, two-wheeled vehicle, recreation vehicle

SMART MOBILITY & NEW ENERGY: automatic driving product, technologies and solutions, intelligent Internet connection, new energy, smart transportation, future mobility, drive part, chassis part, body part, lightweight, auto interior, on-board system, automobile sports and competitions, automobile culture and lifestyle

AUTOMOBILE SUPPORTING PRODUCTS AND MAINTENANCE SUPPLIES: automobile aftermarket, measuring, testing and diagnostic equipment, oil paint, lubricating oil



技术装备展区 Intelligent Industry & Information Technolog

70000m²

300+ 参展企业
Exhibitors

30+ 世界500强企业
Fortune 500
Exhibitors



技术装备展区秉承“引领创新发展，融合全产业链”的发展目标，以高端及智能装备为基础，重点围绕“双碳”、数字化、集成电路、人工智能等题材，融入“高端+智能+绿色”发展理念，设立工业、科技、环保三大板块。以先进技术为中心，引领行业创新趋势，集中展示前沿技术和高端装备，为全球制造业提供高端展示和交流平台。展期重点打造人工智能体验区和低碳高峰论坛。

Committed to the goal of "leading innovative development and integrating the whole industry chain", this area focuses on high-end and intelligent equipment, and addresses key topics such as peak carbon dioxide emissions and carbon neutrality, digitization, integrated circuits and artificial intelligence. The "high-end + intelligent + green" development concept is incorporated and presented in three sectors: industries, science and technology, and environmental protection. Centering on advanced technology, this exhibition leads the innovation trends of related industries and showcases cutting-edge technology and high-end equipment, providing a high-end exhibition and communication platform for the global manufacturing industry. Highlights of this exhibition will be an AI experience area and a low-carbon summit.

■ 展品范围

数字工业自动化：工业自动化，工业机器人，工业解决方案，工程机械装备，切削机床，成形机床，特种激光加工设备，增材制造刀具，工夹具，检验、测量及零部件，航空航天
集成电路：原材料，半导体设备，芯片
能源低碳及环保技术：矿业，新材料，新能源，化石能源，水处理，环保技术
人工智能：人机交互，数据库，物联网，通信
数字打印及光学技术：数码印刷，3D打印，扫描设备，光学材料，光学设备与技术

■ Range of Exhibits

DIGITAL INDUSTRIAL AUTOMATION: industrial automation, industrial robotics, industrial solutions, construction machinery and equipment, cutting machine, pressing machine, special laser processing equipment, additive manufacturing tool, fixture, testing tool, measurement and parts, aviation and aerospace
INTEGRATED CIRCUIT: raw materials, semi-conductor equipment, chips
LOW-CARBON ENERGY AND ENVIRONMENTAL PROTECTION TECHNOLOGY: mining, new materials, new energy, fossil energy, water treatment, environmental protection technology
ARTIFICIAL INTELLIGENCE: human-computer interaction, database, Internet of Things, communication
DIGITAL PRINTING AND OPTICAL TECHNOLOGY: digital printing, 3D printing, scanning equipment, optical materials, optical equipment and technology



消费品展区 Consumer Goods

80000m²

600+参展企业
Exhibitors

70+参展国家和地区
Countries and Regions



消费品展区以“共享品质生活，共创美好生活方式”为主题，着重展示消费品生产企业在绿色和可持续发展、创新产品和服务、跨界合作和融合、个性化定制和智能化技术方面的成果，满足人们对日益增长的美好生活需求。

The Consumer Goods Exhibition Area is centered around the theme of "Exploring the World's Top Consumer Goods and Enjoying a Green, Innovative and Fashionable Life". The focus is on consumer good manufacturers' achievements in green and sustainable development, innovative products and services, cross-sectoral cooperation and fusion, and customization and intelligent technology. This exhibition aims to satisfy the people's growing demand for a better life.

■ 展品范围

美妆及日化用品：面部护理及彩妆，身体护理及日化用品，母婴及女性护理，家用清洁及纸品，专业美容
智能家电及家居：白色家电、黑色家电、小家电、厨房家电、卫浴、家具、家居用品、消费电子产品
时尚潮流及珠宝：高品质服饰、珠宝、腕表、鞋履、箱包、艺术品
体育及户外用品：体育用品，运动科技，户外服饰和装备，健身器材，体育赛事，电子竞技

■ Range of Exhibits

BEAUTY, COSMETICS AND CLEANING PRODUCTS: facial care and make-up, body care and daily use chemical products, maternal and child products and feminine care, household cleaning and paper, professional beauty
GREEN AND INTELLIGENT HOME APPLIANCES AND FURNISHINGS: White goods, black goods, small appliances, kitchen appliances, bathroom, furniture, household goods, consumer electronics
FASHION CLOTHING AND ACCESSORIES: High-quality clothing, jewelry, watches, shoes, bags, artworks
SPORTS & OUTDOORS: sporting goods, sports technology, outdoor clothing and products, fitness equipment



医疗器械及医药保健展区 Medical Equipment & Healthcare Products

70000m²

全球10大医疗器械企业
Top 10 Medical
Equipment Companies

10家世界500强制药企业
Fortune 500
Pharmaceutical Companies



医疗器械及医药保健展区以“健康中国，美好生活”为主题，把助力健康中国建设作为重中之重，聚焦全球医疗行业最新发展趋势和共性话题，紧贴广大人民群众对健康美好生活的向往，集中展示国际领先的医疗创新产品、尖端技术和服务。

The Medical Equipment & Healthcare Products Exhibition Area centers on the theme of "Healthy China, Better Life". It is dedicated to promoting a healthy China and highlighting the latest development trends and common topics in the global healthcare industry. The exhibition closely follows the aspirations of the public for a healthy and better life by featuring international leading medical innovation products and cutting-edge technologies and services.

■ 展品范围

医疗器械：检测及诊断设备、治疗设备、病房护理监护设备、内窥镜检查设备、急救设备、手术器械、生命科学与临床医学仪器、环境监测仪器、临床检验分析仪器、诊断试剂、实验室设备及仪器、生化诊断、免疫诊断、血球检测、分子诊断、POCT仪器及试剂、防护用品、净化设备及消杀产品、医疗美容等

药品：化学原料药、西药、生物药、中药、医药中间体、医药原料、疫苗等

营养保健食品：保健食品、营养补充剂、膳食补充剂、特殊医学用途配方产品、运动营养食品等

健康养老：康复辅助器具、特殊助行器具、适老产品、睡眠修复科技、运动损伤康复、无障碍设施、养老机构及养老地产、健康养护技术及产品、医疗旅游、医疗健康服务等

■ Range of Exhibits

MEDICAL INSTRUMENTS: testing and diagnostic equipment, treatment equipment, ward care and monitoring equipment, endoscopy equipment, first aid equipment, surgical instruments, instruments for life science and clinical medicine, environmental monitoring instruments, clinical testing and analysis instruments, diagnostic reagents, laboratory equipment and instruments, biochemical diagnosis, immune diagnosis, blood cell testing, molecular diagnosis, POCT instruments and reagents, protective supplies, purification equipment and disinfection products, medical cosmetology

PHARMACEUTICALS: bulk pharmaceutical chemicals, western medicines, biological medicines, Chinese medicines, medical intermediate, pharmaceutical raw materials, vaccine

NUTRITIONAL AND HEALTH FOOD: health food, nutrient supplements, dietary supplements, formula products for special medical purposes, sports nutritional food

HEALTH AND ELDERLY CARE: assistive products for rehabilitation, special mobility aids, nursing homes and pension real estate, elderly products, health care technologies, sleep repair, rehabilitation from sports injuries, medical tourism, medical health services



服务贸易展区 Trade in Services

30000m²300+参展企业
Exhibitors15世界500强企业
Fortune 500 Exhibitors

服务贸易展区以数字化为轴,关注商业活动全生命周期,形成“绿色低碳、稳链强链、数智未来”三位一体的展区主题。展区致力于服务全行业数字化转型,深入打造为五大货物贸易展区输送智力支持与潜在客户的转换平台,持续为实体经济聚智赋能。

Emphasizing digitalization and focusing on the whole life cycle of business activities, the theme of Trade in Services Exhibition Area represents an integration of "Green and Low-carbon Development, Stable and Strong Chains, and Digital and Smart Future". The exhibition area aims to facilitate the digital transformation of the entire industry by creating a platform for the other trade in goods exhibition areas to deliver intellectual support and potential customers, thus pooling and capability for the real economy.

■ 展品范围

商贸物流: 海运,陆运,空运,多式联运,货代,仓储,配送,信息处理;
国际商社,跨境电商平台
咨询服务: 财务,市场,法律,人力,战略,IT; 检验检测服务; 物业管理,设计
金融服务: 商业银行服务; 保险,融资,评估; 金融信息服务; 金融科技服务
文化旅游: 文化服务; 旅游平台服务,旅游代理服务,票务服务,酒店服务,餐饮服务; 娱乐服务; 知识产权及IP授权服务; 会展主办,场馆,会展配套
综合服务: 产业园区,国际组织,公共管理,社会组织

■ Range of Exhibits

SUPPLY CHAIN SERVICES: shipping, railway, air transport, multimodal transport, freight forwarding, warehousing, express, information processing; international companies, cross-border e-commerce platforms
CONSULTING SERVICES: finance, marketing, law, human resources, strategy, IT; inspection and testing services; property management, design
FINANCIAL SERVICES: commercial banking services; insurance, finance, credit rating; financial information services; fintech services
CULTURAL AND TOURISM: cultural services; tourism platform services, tourism agency services, ticketing services, hotel services, catering services; entertainment services; intellectual property and IP authorization services; exhibition organizer, venue, exhibition supporting services



创新孵化专区 Innovation Incubation Special Section

300+企业 & 项目
Enterprises and Projects

30+参展国家地区
Countries and Regions

创新孵化专区以“跨越边界，孵化创新力量，引领未来科技”为主题，邀请全球创新企业、跨国企业内部孵化平台、创新孵化园区参展，帮助创新企业释放创新激情，与行业领袖交流碰撞，共同探索创新之道。

创新孵化专区仅接受处于种子期、初创期、成长期的未上市成长性、创新性企业报名参展。考虑到企业发展需要，专区提供更加优惠的展位价格。此外，参展企业还能免费参与专区的评奖活动、论坛活动等。

专区着力构建“孵化加速+投资驱动+场景开放”的创新孵化体系，推动创新企业壮大在华朋友圈，全面加速落地中国。

第六届进博会期间，法国驻华大使白玉堂、冰岛驻华大使易卜雷、瑞典驻华大使欧思诚、丹麦驻上海总领事魏鸣珂、挪威王国驻北京大使馆商务参赞汉宁、芬兰驻华大使馆商务参赞田马可等各国驻华使节亲临创新孵化专区，参与研讨活动，共商创新发展。多家医疗机构、大型国有企业、中国民营500强企业在现场与参展企业达成合作意向。

Innovation Incubation Special Section focuses on the theme of "Crossing Boundaries, Incubating Innovative Forces and Leading Future Technologies". Innovative enterprises, incubation platforms of global top enterprises and innovation incubation parks are wel-

comed to participate in this special section. We aim to offer opportunities to unleash the passion for innovation, interact with industry leaders, and explore the way of innovation together.

Innovation Incubation Special Section only accepts unlisted growth and innovative enterprises in seed, start-up and growth stages. Considering the needs of enterprise development, CIIE grants preferential booth fee for this special section. In addition, exhibitors in this special section can participate in the awarding and other forum activities free of charge.

The special section focuses on creating an innovative incubation system of "incubation acceleration + investment drive + scenario access". It aims to drive innovative enterprises to expand their circle of friends and accelerate their commercialization in China.

During the 6th CIIE, H.E. Bertrand Lortholary, French Ambassador to China, H.E. Thorir Ibsen, Icelandic Ambassador to China, H.E. Per Augustsson, Swedish Ambassador to China, Mikael Hemniti Winther, Danish Consul General in Shanghai, Henning Kristoffersen, Norwegian Business Counselor to China, and Marko Tiesmäki, Finnish Business Counselor to China and other envoys stationed in China visited the Innovation Incubation Zone in person to join forums and discuss innovative development. Multiple medical institutions, large state-owned enterprises, and China's top 500 private enterprises reached cooperation intentions with exhibitors on site.



行业组团 Pavilion of Industrial Organizations

进博会与全球国际组织、各国各地区贸易投资促进机构、商协会组织广泛合作,支持并鼓励各类机构组织中小企业、特色产业企业组团参展,为中小企业来华参展提供便利。各组团根据所属行业,进入具体展区专区展示。

展期特别设置面向组团中小企业的贸易对接区,提升企业参展成效。

可访问进博会网站,查看您所在国家地区的组团单位。(www.ciie.org > 企业商业展 > 招展合作单位)。

欢迎世界各国(地区)有意愿、有组展能力、遵守参展政策的行业性及区域性机构协助开展企业商业展招展工作。具体事宜可咨询exhibition@ciie.org,或直接与中国驻当地使领馆经商机构联系。

The CIIE, in extensive cooperation with global international organizations, trade and investment promotion agencies and business associations from various countries and regions, supports and encourages various institutions to organize small and medium-sized enterprises and enterprises of distinctive industries to CIIE in groups, and facilitate small and medium-sized enterprises to China. Different groups will get their positions in specific exhibition zones.

During the CIIE, a special trade docking zone will be set up for small and medium-sized enterprises to enhance their effectiveness.

You can visit CIIE official website to see the pavilion organizers in your country or region. (www.ciie.org > Business Exhibition > Exhibition Partners)

We welcome industrial and regional organizations from all countries (regions) around the world who have the will, the ability to organize exhibitions and abide by the exhibition policies to assist in the recruitment of Enterprises & Business Exhibition. Details can be obtained from exhibition@ciie.org. Overseas institutions can directly contact the business institutions of local Chinese embassies and consulates.



/// 参展报名 How to participate

参展条件:

在中华人民共和国关境之外(包括外国以及中华人民共和国的单独关税区,简称关境外)注册的企业及机构,展示关境外生产的产品、研发的技术、提供的服务的,均可报名参展。

※经关境外企业授权,在中华人民共和国关境内注册的企业(如:子公司、代理商、合作方等)可在授权范围内代关境外企业办理参展事宜,有关展示、宣传等须以关境外企业或品牌名义开展。

※非政府机构报名参展的,需依法在中国境内设立代表机构,或完成临时活动备案。详见《中华人民共和国境外非政府组织境内活动管理法》。

Exhibition conditions:

Enterprises and institutions that are registered beyond the customs area of the People's Republic of China (including foreign countries and separate customs zones of the People's Republic of China), and display products produced, technologies researched and developed, and services provided beyond the customs area, are eligible for the exhibition.

※Authorized by overseas enterprises, the enterprises (such as subsidiaries, agents, partners, etc.) registered within the customs area of the People's Republic of China may handle exhibition matters on behalf of overseas enterprises. Relevant display and promotion activities shall be carried out in the name of overseas enterprises or brands.

※NGOs that register for CIIE must establish representative offices within China in accordance with the law or complete temporary registration. For details, please refer to the Law of the People's Republic of China on Adminstrating Domestic Activities of Overseas NGOs.

参展价格:

• 光地展位

(需自行承担设计、搭建、水电等费用,36平方米起订)

室内:330美元 或 2310人民币 每平方米

室外:220美元 或 1540人民币 每平方米

• 标准展位

(含基础搭建、照明、用电、桌椅、展架等)

3000美元 或 21000 人民币 每个(9平方米)

※以上两种展位类型,2024年1月31日前签订参展合同,可享受9折优惠。

• 创新孵化专区展位

(含基础搭建、照明、用电、桌椅等,亦可自行设计搭建)

450美元 或 3150人民币 每个(4.5平方米)

Price of Booth:

• Raw Space

(The cost of booth designing, construction, water, electricity, etc. are not included)

Indoor: USD 330 or CNY 2310 per m²

Outdoor: USD 220 or CNY 1540 per m²

• Standard Booth

(Including standard booth construction, basic lighting, basic electricity, table & chair, cabinet, etc.)

USD 3000 or CNY 21000 per booth (9m²)

※For the above two types of booth, signing participation contract before January 31, 2024 can enjoy a 10%-off discount.

• Standard Booth

- Innovation Incubation Special Section

(Including standard booth construction, basic lighting, basic electricity, table & chair, cabinet, etc.)

USD 450 or CNY 3150 per booth (4.5m²)

报名方式:

报名截止时间: 2024年5月30日

• 单独参展

可通过进博会官网报名

(www.ciie.org > 企业商业展 > 参展报名)。

如有疑问可咨询exhibition@ciie.org

或致电+86-21-968888。

往年参展过的企业,也可直接联系进博会工作人员报名。

• 组团参展

可联系进博会认可的组展机构

(www.ciie.org > 企业商业展 > 招展合作单位),

以组团形式参展。

如您希望成为组展机构,可咨询exhibition@ciie.org,

或与中国驻当地使领馆经商机构联系。

How to register

Booking deadline: May 30th, 2024

• Participate Individually

Individual exhibitors may register through the official website of the CIIE (www.ciie.org > Business Exhibition > Registration).

If you have any questions, please feel free to email exhibition@ciie.org, or call +86-21-968888.

Enterprises for previous sessions may directly contact the staff for registration.

• Participate in Industrial Pavilions

Exhibitors may contact the organizer recognized by the CIIE (www.ciie.org > Business Exhibition > Exhibition Partners) for CIIE in groups.

If you wish to become an organizer, please email exhibition@ciie.org, or contact the business institutions of local Chinese embassies and consulates.



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进博机遇 CIIE Opportunities

■ 政商交流更深入

多国政要、国际组织负责人、全球商界领袖、专家学者、国内各级政府代表亲临进博现场，在虹桥国际经济论坛和高级别配套活动发表进博声音。

每年邀请参展商参与“进博会走进地方”活动，前往中国各省市，围绕各地方特色优势产业及重点关注产业，搭建参展商与地方的投资贸易对接平台。

全年通过参展商联盟机制组织政商对话活动，共同探讨行业创新发展愿景和政府产业政策，积极建言献策，传递业界声音。

■ Deeper political-commercial exchanges

Politicians from multiple countries, leaders of international organizations, global business leaders, experts and scholars, and representatives of Chinese governments at all levels express their views at Hongqiao International Economic Forum and high-level activities during CIIE.

Every year, exhibitors are invited to "CIIE to Chinese Provinces" investment promotion activities to build an investment and trade docking platform between exhibitors and Chinese Provinces based on the local characteristic and advantageous industries and key industries.

Throughout the year, political-commercial exchanges are organized through the Exhibitor Alliance to explore the industrial innovative vision and industrial policies formulated by the government, actively providing suggestions and conveying the industrial voice.

■ 观众阵容更强大

通过“政府+市场”的双轮驱动招商机制，组建39个政府交易团和4个行业交易团，下设近600个政府交易分团和超150个行业交易分团，涵盖各地方、全产业、多领域，吸引各地影响力大、采购力强的企业到会参观。

■ Greater array of visitors

Through "government + market" dual-track investment promotion mechanism, 39 government trade missions and 4 industrial trade missions have been established, with nearly 600 government trade sub-missions and over 150 industrial trade sub-missions from various regions, industries, and fields, attracting influential purchasers from all over the world.



■ 采购对接更有效

线上开设“供采大厅”，具备信息发布、贸易配对、活动配对、行程安排四大特色功能，便利展商开展“云对接”。线下举办专场供需对接会、中国各大城市招商路演等活动，助力供需双方精准对接、当面对接。

■ More effective purchase docking

"Supply and Procurement Hall" was set up online to release information, pair up trade partners, match events and arrange schedules. It facilitates exhibitors and buyers to spot partners online. The special supply-demand meetings, investment roadshows in major cities in China, and other activities assist precise and face-to-face coordination between supply and requisitioning parties.

■ 品牌宣传更有力

进博会每年吸引数千名中外媒体记者采访报道，全网媒体信息量达百万级，曝光量达数十亿，是企业提升品牌知名度的绝佳平台。

首发新品可参与“进博新品发布平台”，进一步提升传播影响力。

■ Better brand promotion

The CIIE attracts thousands of Chinese and foreign reporters every year, with millions of data and billions of exposures on the whole network. It is an excellent platform for enterprises to enhance brand awareness.

The new products could make their debut on the "CIIE New Product Release Platform" to improve their influence.



■ 政策支持更便利

中国政府有关部门每年实施一系列进博会支持政策,包括展客商入境便利、展品留购税收优惠、知识产权保护等。让参展参会更轻松,让展品变商品更便捷。

■ More favorable policies

Relevant departments of the Chinese government implement a series of policies to support CIIE every year, including convenient entry for exhibitors, preferential tax treatment for the retention and purchase of exhibits, and intellectual property protection, making it easier for exhibitors to participate in the CIIE, and for exhibits to become products.





举办地 Venue

国家会展中心(上海)总建筑面积超过150万平方米,包括展馆、会议中心、商业广场、办公楼和一家高端酒店,集展览、会议、活动、商业、办公、酒店等多种业态为一体,是目前世界上最大的会展综合体。

国家会展中心(上海)位于上海虹桥商务区核心区,与虹桥交通枢纽的直线距离仅1.5公里,通过地铁与虹桥高铁站、虹桥机场紧密相连。周边高速公路网络四通八达,2小时内可到达长三角各重要城市,交通十分便利。

展览场馆: 国家会展中心(上海)可展览面积共计近60万平方米,其中室内展厅总面积近50万平方米,北广场室外展场10万平方米,货车可直达各个室内展厅。

会议中心: 国家会议中心(上海)是中国国际进口博览会开幕式、虹桥国际经济论坛举办地,包括84个大中小型会议室共5.6万平方米会议面积组成的国际化现代会议设施“群落”。

National Exhibition and Convention Center (Shanghai) is the world's largest convention and exhibition complex with a total construction area of more than 1.5 million m². Facilities at NECC (Shanghai) include exhibition halls, the conference center, the commercial plaza, office buildings and a high-end hotel, integrating functions of exhibition, conference, activity, business, office and hotel.

About 1.5 km away from Hongqiao Transportation Hub, NECC (Shanghai) is linked to Hongqiao Airport and Hongqiao Railway Station by the city's metro line. Because of the convenient national expressway network, the major cities in the Yangtze River Delta region are easily reachable within 2 hours.

Exhibition Hall: The area available to exhibitions at NECC (Shanghai) is nearly 600,000 m², including 500,000 m² of indoor exhibition hall and 100,000 m² outdoor area in North Square, which are all accessible to trucks.

Convention Center: National Exhibition and Convention Center (Shanghai) has witnessed the opening ceremony of the CIIE as well as the Hongqiao International Economic Forum. A total of 84 conference rooms of different sizes together with a conference area of 56,000 m² constitute a facility "community" for international modern conferences.

期待在2024年11月, 在中国上海, 与您相见!

Looking forward to seeing you
in November 2024 in Shanghai, China!

联系我们 Contact us

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