

China International Import Expo - Invitation Letter

Dear friends and entrepreneurs of Switzerland,

The Chinese economy is developing steadily with a medium-high speed of growth. According to the 13th Five-Year-Plan and the report made by General Secretary Xi Jinping on the 19th National Congress of the Communist Party of China, the Chinese market will be further opened to the outside world. In the following five years, China is expecting to import goods and services worth more than ten trillion USD, which provides a historic opportunity for enterprises to enter the huge Chinese market.

In May 2017, Chinese President Xi Jinping announced at the Belt and Road Forum for International Cooperation in Beijing that China will host **China International Import Exposition (CIIE)** starting from 2018. The first CIIE will be held in **Shanghai** during **November 5th to 10th, 2018**. It represents an important move of China to open its market and promote trade, while also serving as a platform for international cooperation for all countries to showcase their development achievements and discuss global economic and trade issues.

The first CIIE consists of three parts:

1. Country Pavilion for Trade and Investment
2. **Enterprise and Business Fair**, where the enterprises all over the world display their commodities and services and make deals upon negotiations.
3. International Trade Forum

The Enterprise and Business Fair will cover the following business sectors:

1. Trade in goods: High-end intelligent equipment; Consumer electronics & appliances; Automobile; Apparel, accessories & consumer goods; Food & Agricultural products; Medical Equipment & Medical care products.
2. Trade in services: Tourism services; Emerging technologies; Culture & education; Creative design; Service outsourcing.

We sincerely welcome you to participate in the fair as exhibitor to show the quality of your product or service and build a positive image to the Chinese and international customers. For more information, please check the handbook in attachment.

Please contact the Expo bureau directly before June 30th 2018, if you want to join the exposition and book the booth. Those who register by January 31th 2018 will enjoy a discount of 20%. If you have any other questions, please don't hesitate to contact us.

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