



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

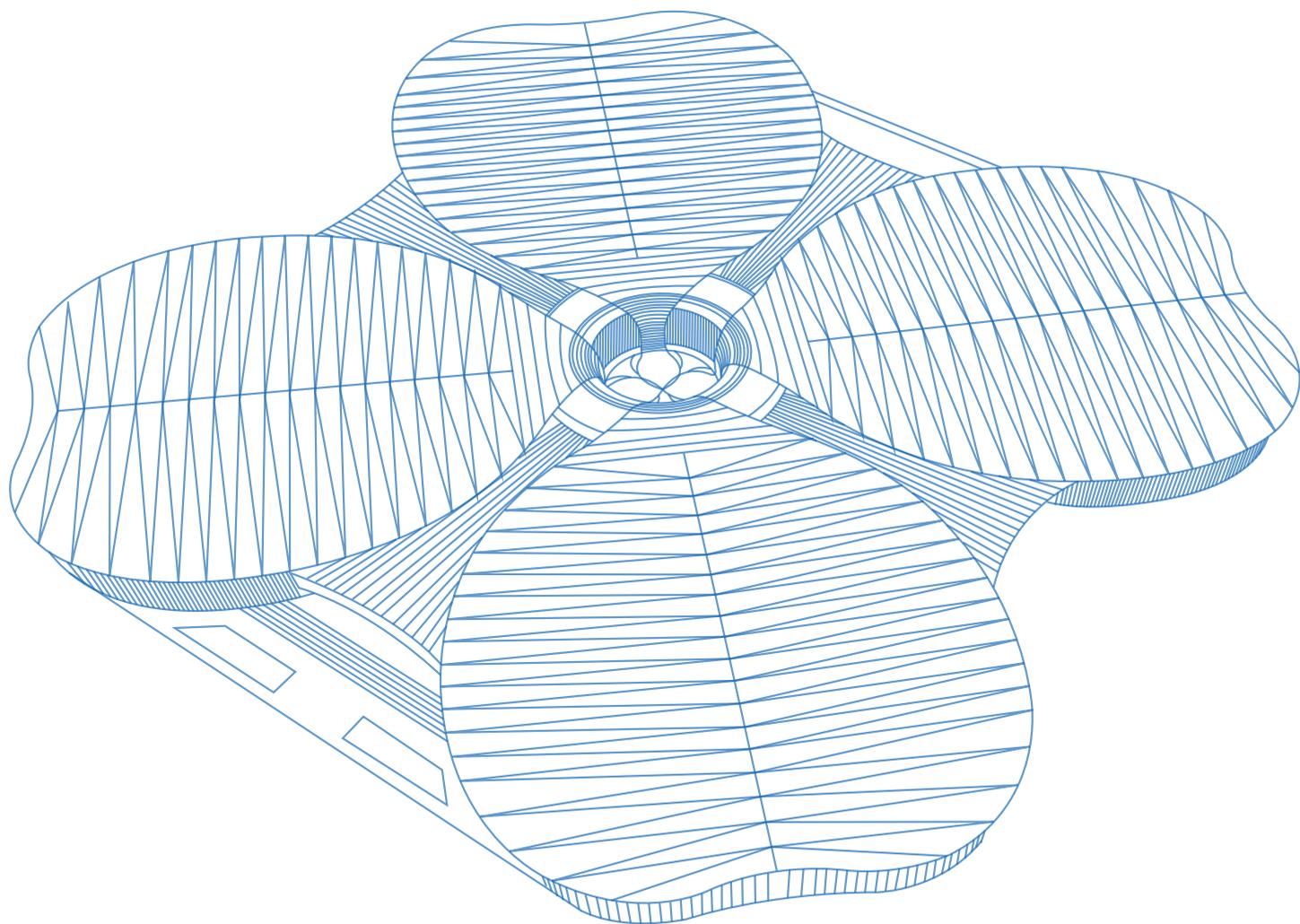
2019  
5th-10th  
November

2019年11月5-10日

# 第二届中国国际进口博览会 企业商业展

The 2<sup>nd</sup> China International Import Expo  
Enterprise & Business Exhibition

新 时 代      共 享 未 来  
NEW ERA SHARED FUTURE



# 参展邀请

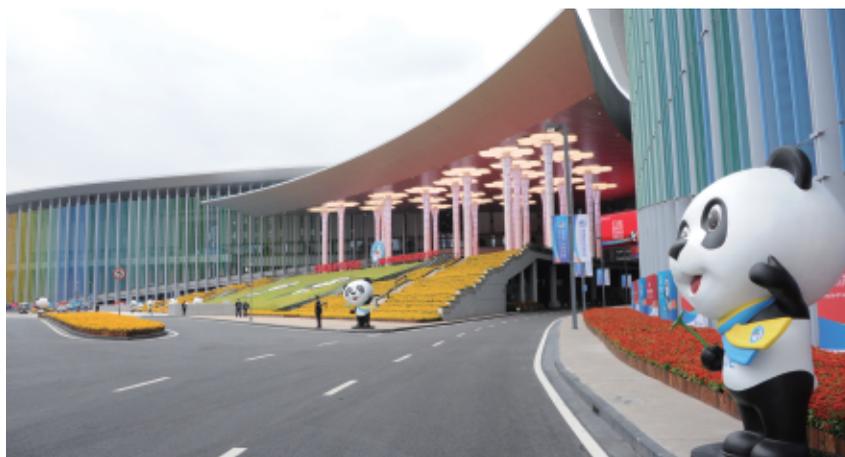
Invitation



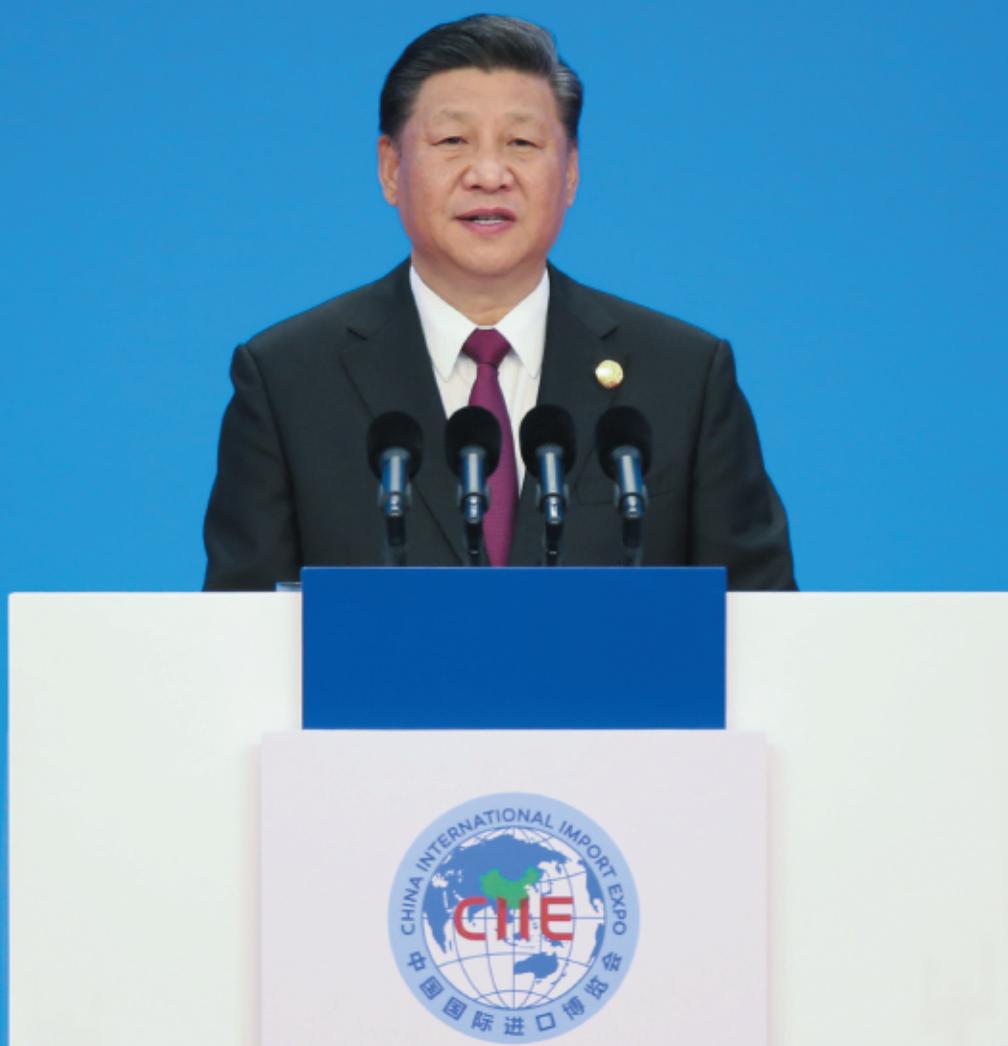
Chinese President Xi Jinping proposed that the CIIE is an event to be held on an annual basis, which will feature good performance, good results and continued success in the years to come, when delivering a speech at the Opening Ceremony of the First CIIE on November 5, 2018.

The CIIE, the world's first import-themed national-level exhibition, is a great innovation in the history of international trade. It is a significant move for the Chinese government to hold CIIE to give firm support to trade liberalization and economic globalization and actively open the Chinese market to the world. It facilitates countries and regions all over the world to strengthen economic and trade communication and cooperation, and to accelerate global trade and world economic growth in order to make the world economy more open.

The Chinese government sincerely welcomes government officials, business communities, exhibitors and buyers across the world to participate in CIIE and to explore the Chinese market. We would like to work with all countries, regions and international organizations to make CIIE a world-class Expo, providing new channels for countries and regions to do business, strengthen cooperation and promote common prosperity of the world economy and trade.



## 中国国际进口博览会 “办出水平、办出成效、越办越好”



2018年11月5日，中国国家主席习近平出席首届中国国际进口博览会开幕式并发表主旨演讲时表示，中国国际进口博览会不仅要年年办下去，而且要办出水平、办出成效、越办越好。

中国国际进口博览会，是迄今为止世界上第一个以进口为主题的国家级展会，是国际贸易发展史上一大创举。举办中国国际进口博览会是中国政府坚定支持贸易自由化和经济全球化、主动向世界开放市场的重大举措，有利于促进世界各国加强经贸交流合作，促进全球贸易和世界经济增长，推动开放型世界经济发展。

中国政府诚挚欢迎各国政要、工商界人士，以及参展商、专业采购商参展参会，拓展中国市场。我们愿同世界各国和国际组织一道，努力把中国国际进口博览会打造成国际一流的博览会，为各国开展贸易、加强合作开辟新渠道，促进世界经济和贸易共同繁荣。

### 中国市场潜力巨大

#### Prospective Market of China

中国拥有全球最多的人口，是全球第二大经济体、第二大进口国和消费国。预计未来十五年，中国进口商品和服务将分别超过30万亿美元和10万亿美元。

With the world's largest population, China is the second largest economy, as well as the second largest importer and consumer in the world. Its total imports of goods and services are expected to exceed USD 30 trillion and USD 10 trillion respectively in the next 15 years.

### 政策措施力度进一步加大

#### More Supportive Policies and Measures

中国真诚地向各国开放市场，将进一步降低关税，提升通关便利化水平，消减进口环节制度性成本；并将持续放宽市场准入，落地各项相关措施。另外，将加大知识产权保护力度，保障展商权益等。

China is earnestly opening its market to other countries, reducing tariffs, facilitating customs clearance, minimizing institutional costs during import, broadening market access and putting related measures into place. In addition, IPR will be strengthened to safeguard exhibitors' rights and interests.

### 媒体广泛宣传

#### Extensive Media Publicity

广大媒体全程参与，通过前期预热报道、中期集中宣传、后期持续关注，使展会传播更广泛、成果更突出、亮点更多样、影响更深远。与此同时，参展企业及其参展新产品、新技术、新服务有机会通过媒体宣传得到社会各界及行业的广泛关注，为企业开拓中国市场增添新的动力，开辟新的平台。

Vast media involved to make the event spread widely with more and more prominent achievements, diversified highlights and profound influence via pre-heating reports, mid-concentrated publicity and post-continuous promotion. Meanwhile, exhibitors together with their new products, technologies and services may get concerned from the whole society and industries via media publicity. On the ground of that, these enterprises will get new engines and platforms to expand Chinese market.

### 上海优势突出

#### Favorable Advantages of Shanghai

上海区位优势突出，经济实力雄厚，服务行业发达，具有全球资源配置能力。上海港集装箱吞吐量连续八年位居世界第一。

Shanghai enjoys favorable location advantage, great economic strength, well-developed service industries and the ability to allocate global resources. The container throughput of Shanghai Port has been ranking the first place for eight consecutive years.

### 新产品新技术发布平台

#### A Platform to Release New Products and Technologies

中国国际进口博览会汇聚全球相关行业最有代表性的品牌企业，是企业展示首发产品、前沿技术不容错过的绝佳平台。

The CIIE gathers together the most representative brand enterprises from different industries worldwide, and it is a great platform for exhibits to make their debut and for cutting-edge technologies to show their capabilities.

### 采购需求强劲，专业采购商数量众多

#### Strong Purchase Demand, Numerous Buyers

各省、自治区、直辖市、计划单列市及新疆生产建设兵团，中央企业组建交易团到会，交易团将邀请当地或所辖企业中有采购需求的单位参加；加大组织力度，邀请第三国客商到会采购。

Trade delegations from provinces, autonomous regions, municipalities directly under the Central Government, cities specifically designated in the state plan and Xinjiang Production and Construction Group, and central enterprises will invite local or subordinate units, which have purchase demand, to attend the CIIE. The CIIE will also take measures to invite buyers from other countries to the Expo.

### 配套活动精彩纷呈

#### Various Supporting Activities

将继续举办展前供需对接会；引导和支持各类主体在展中举办政策解读会、行业研讨会、产品发布会等配套活动，丰富展会功能、提升展会价值、促进展会成交。

The CIIE will hold pre-expo supply-demand matchmaking conferences; guide and support varied organizations to host policy interpretation meetings, seminars, product launches and other supporting activities during the Expo. Therefore, the CIIE can enrich its functions, improve its value and enhance cooperation.

# 首届展会回顾

Review of the First CIIE

## \$57,830,000,000+

The Cumulative Intended Turnover Reached ( Within A Year )  
现场意向成交金额(按一年计)

## 270,000m<sup>2</sup>

Scale of Enterprise & Business Exhibition  
企业商业展览面积

## 400,000+

Domestic Buyers  
境内采购商

## 5,000+

Exhibits Made Their Debut in China  
首次亮相中国展品

## 151

Countries and Regions Exhibiting  
参展国家和地区

## 6,200+

Overseas Buyers  
境外采购商

## 300+

New Released Products and Technologies  
新产品新技术首发

## 3,617

Exhibitors  
参展商

## 37

Provincial Trade Delegations  
地方交易团

## 370+

Supporting Activities  
配套活动

## 220+

Exhibitors of Fortune Global 500  
Companies and Industrial Leaders  
世界500强和行业龙头参展

Trade Delegations of Central Enterprises  
Trade Delegations of the National  
Health Commission  
中央企业交易团  
国家卫生健康委交易团

## 4+100

4 Large Comprehensive Service Centers  
Nearly 100 Service Counters  
4个大型综合服务区近100个服务点

## 境外嘉宾

### Overseas Guests

共接待了来自90多个国家（地区）、5个世界性国际组织等境外部长级以上政要参观团120多个，到场参观嘉宾包括捷克总统泽曼、格鲁吉亚总理巴赫塔泽、匈牙利总理欧尔班、俄罗斯总理梅德韦杰夫、越南总理阮春福、英国约克公爵安德鲁王子等多位国家元首和政要。

More than 120 overseas delegations of political leaders above the ministerial level from over 90 countries (or regions) and 5 international organizations participated in the CIIE. The attending guests included Miloš Zeman, President of the Czech Republic, Mamuka Bakhtadze, Prime Minister of Georgia, Viktor Orban, Prime Minister of the Hungarian, Dmitry Medvedev, Prime Minister of the Russian Federation, Nguyễn Xuân Phúc, Prime Minister of the Socialist Republic of Vietnam, Prince Andrew, the Duke of York of UK and many heads of states and politicians from other countries.



# 首届展会回顾

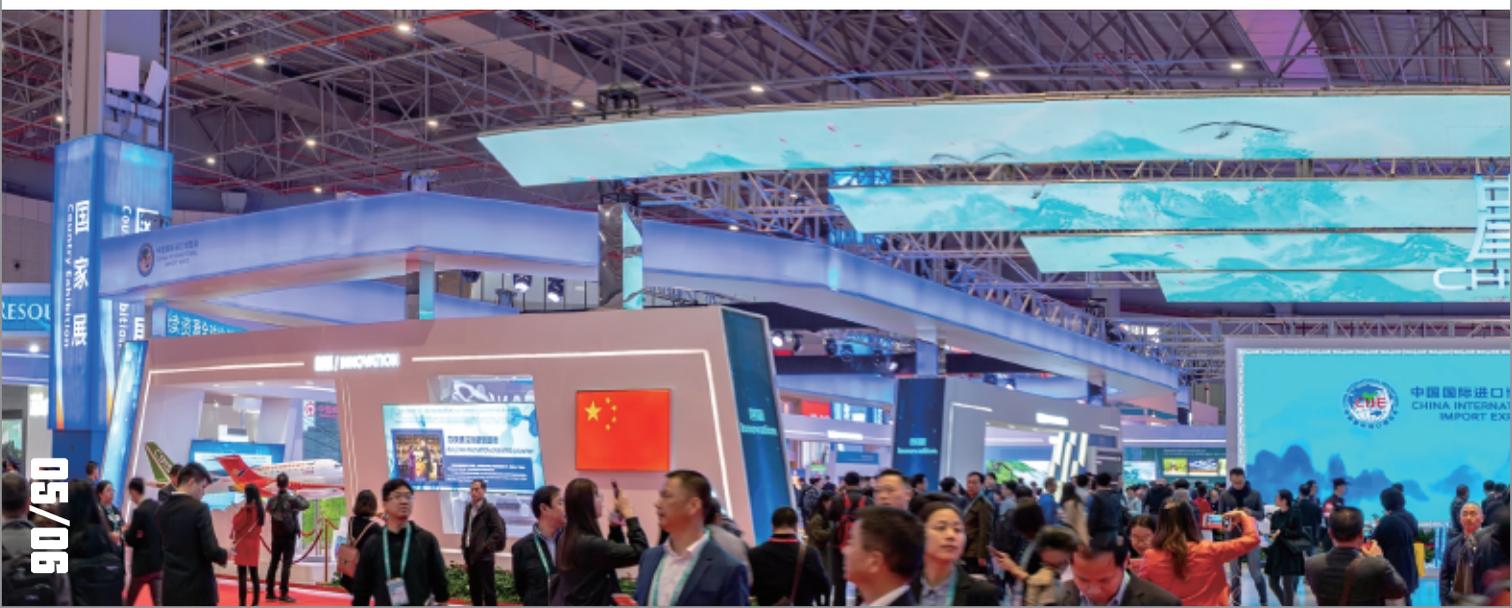
Review of the First CIIE

## 境内嘉宾

### Domestic Guests

共接待了副部级以上领导参观团组近60个，包括党中央、国务院领导，各省（自治区、直辖市）党委和人民政府负责人，中央有关部门负责人达数百名，各地各级政府负责人上千名。

Nearly 60 Chinese delegations of political leaders above the deputy ministerial level participated in the Enterprise & Business Exhibition, including the leaders of the CPC Central Committee and the State Council, the heads of party committees and people's governments of provinces (or autonomous regions and municipalities under the direct administration of central government), hundreds of heads of the relevant departments in the central government and thousands of heads of local governments at all levels.



## 媒体聚焦

### Media Focus

中国国际进口博览会吸引了来自70多个国家（地区）近700家媒体，共计4100余名中外媒体记者参会报道。人民日报、新华社、中央广播电视总台、SMG等中央和地方各类媒体全力参与，俄罗斯国际新闻通讯社等300多家国外及港澳台媒体积极报道，全方位多角度呈现首届进口博览会盛况。

The CIIE attracted nearly 700 media outlets from over 70 countries and regions, and a total of more than 4,100 domestic and foreign journalists to report the Expo. The People's Daily, Xinhua News Agency, China Media Group, SMG and other central and local media outlets participated in the Expo, and no less than 300 media including RIA Novosti from foreign countries, and Media from China's Hong Kong and Macao Special Administrative Regions as well as Taiwan actively reported the event. Thanks to their efforts, the world comprehensively understood the grand occasion of the first CIIE from multiple perspectives.

## 配套活动

### Supporting Activities

中国国际进口博览会着力推进供需对接、贸易撮合，帮助参展商和采购商加强展前展中成交。

来自82个国家（地区）的1178家参展商、2462家采购商参加了展会现场供需对接会，其中601对参展商和采购商达成了进一步实地考察意向，657对参展商和采购商达成意向成交。

展会期间，370多场配套活动聚焦权威政策发布、国际经贸形势分析、企业新品发布、采购签约、需求发布等。

The CIIE will play its role in matching supply and demand, while assisting exhibitors and buyers in striking deals before and during the expo.

1,178 exhibitors from 82 countries and regions and 2,462 buyers attended on-site supply-demand matchmaking conference, of which 601 and 657 pairs of them agreed to make field visits and struck intentional deals respectively.

During the Expo, around 370 supporting activities focused on releases of authoritative policies, analyses on international economic and trading situation, product launches, signing ceremonies and demand releases.

