

2023 WTCA CIIE PROGRAM

November 5-10, 2023 · Shanghai · China & Virtually

With Further Promotion at



中国国际消费品博览会

CHINA INTERNATIONAL
CONSUMER PRODUCTS EXPO

2024 CICPE

April 11-15, 2024 · Haikou · China & Virtually

Hosted by



WORLD TRADE CENTERS
ASSOCIATION

Supported by

World Trade Center Shanghai

World Trade Center Haikou

Following its successful participation over the past four years, the WTCA is once again partnering with WTC Shanghai to launch the 2023 WTCA CIIE Program. The program will offer a hybrid approach to China International Import Expo (CIIE), the top trade show for imported goods in China, for worldwide WTCA Members and their business networks to showcase products and services. The hybrid program provides free remote participation for convenient and cost-effective access by overseas WTCA Members and their business networks, as well as an in-person booth managed by WTCA staff to allow for face-to-face interaction with potential buyers. In-person attendance from overseas organizations to the 2023 CIIE is also welcome as China has fully opened up after pandemic. All participating organizations and products will also be promoted to local Chinese business communities by WTCA Members, and WTCA partners in Shanghai and other cities throughout China.

As an additional new benefit starting this year, all participating consumer products and services will be jointly promoted by the WTCA and WTC Haikou at the 2024 China International Consumer Products Expo (CICPE).

Last year's WTCA CIIE program saw participation by 39 enterprises across 7 World Trade Center businesses, bringing a total of 134 products and services from 12 countries covering four major industries.



About China International Import Expo (CIIE)

The 6th annual [China International Import Expo](#) (CIIE) will take place in Shanghai – China’s business and trade hub – from November 5-10, 2023. As the top trade show for imported goods, CIIE covers a wide range of industries, including:

- Automobile
- Consumer goods
- Food and agricultural products
- Intelligent industry & information technology
- Medical equipment & health products
- Trade in services

CIIE 2022 Highlights in Numbers

- 145 countries, regions, and international organizations
- 2,800+ exhibitors at business exhibition
- 284 of the world’s top 500 companies and industry giants at business exhibition
- 438 representative new products, technologies and services debuted
- USD \$73.52 billion worth of tentative deals reached for one-year purchases of goods and services

About China International Consumer Products Expo (CICPE)

The 4th [China International Consumer Products Expo](#) (CICPE) will take place in Haikou city of Hainan Free Trade Zone from April 11-15, 2024. As the first trade show for consumer products, CICPE covers a wide range of industries, including:

- Travel and Outdoor+ Consumer-related Services
- Fashion & premium brands
- Food, Beverage, and Health Supplement
- Beauty & Health Supplement
- Fashion Lifestyle
- E-Commerce & Duty Free

CICPE 2023 Highlights in Numbers

- 2,800 high-end consumer brands
- 61 countries and regions
- 622 new product debut and releases
- 1,955 exhibitors
- 40,000+ buyers and professional visitors



- 180,000 visitors

2023 WTCA CIIE & 2024 CICPE Participant Benefits

- Cost-savings as remote participation is complimentary for WTCA Members and their business networks
- CIIE booth promotion, managed by WTCA Asia Pacific Regional Office (APRO) team
- Company profile and products included in the 2023 WTCA CIIE and 2024 CICPE booklet (*translation provided by WTCA APRO team*)
- Local support and business promotion provided by WTC Shanghai and WTC Haikou
- Virtual matchmaking with interpretation assistance when interests match between sellers and buyers
- Pre- and post-exhibition online products and services promotion at CIIE Online Exhibition (*limited to the first 50 products/services received by the WTCA and approved for listing by CIIE*)
- **Additional Promotion by China-based WTCA Members and Partners:** promotional services with local business communities will be offered by Chinese WTCA Members and partners
- **Further Promotion by at 2024 China International Consumer Products Expo (CICPE),** China's first international expo focusing on consumer products.

[READ ON FOR DETAILS ON HOW TO PARTICIPATE!](#)

Participation/Registration

If your World Trade Center business is located outside of mainland China, you are welcome to participate by taking the following steps:

- Reach out to your business community with the [customizable promotion template](#) or with your own message
- Your World Trade Center location and its business members download, complete, and return the following by **Monday, October 9:**
 - **WTCA CIIE/CICPE Program Profile Form for Booklet:** for inclusion in the booth booklet
 - **WTCA CIIE/CICPE Program Products and Services Form:** for promotion to businesses throughout China via WTCA Members and partners. The first 50 products/services received by the WTCA *and approved by CIIE* will also be listed on the CIIE Online Exhibition site. *Please note, we are unable to accept physical product samples for display at CIIE & CICPE.*



- Send all completed forms to Ms. Adele Zhang, Program Manager, WTCA APRO at azhang@wtca.org before the **registration deadline of Monday, October 9, 2023**

Key Dates and Deadlines

- Now – October 9, 2023: Worldwide promotion and registration
- October 9, 2023: Registration deadline (all forms due)
- October 9 – October 20, 2023: Translation, information processing
- October 20 – November 4, 2023: Pre-CIIE promotion to partners in China
- November 5 – 10, 2023: CIIE show and promotion; promotion to partners in China continues
- November 11, 2023: Lead follow-ups via CIIE and Chinese-market partners
- April 11 - 15, 2024: Promoted at 2024 CICPE
- After April 15, 2024: Lead follow-ups via CICPE and Chinese-market partners

Program Contact

For questions or to register, please contact:

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