



**2021 WTCA
CIIE Program**
Nov 5-10 · Shanghai · China



2021 WTCA CIIE PROGRAM

November 5-10, 2021 · Shanghai · China

Hosted by



**WORLD TRADE CENTERS
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Following its successful participation over the past two years, the WTCA is partnering with WTC Shanghai to launch the 2021 WTCA CIIE Program. The program will offer a hybrid market access approach to China International Import Expo (CIIE), the **top trade show for imported goods in China**, for worldwide World Trade Centers (WTCs) and their business members to showcase products and services. The hybrid program provides online participation for convenient and cost-effective access by overseas WTCs and companies, as well as an in-person booth managed by WTCA staff to allow for face-to-face interaction with potential buyers. As an enhanced benefit, all participating organizations will also be promoted to local Chinese business communities by WTCs and WTCA partners in Shanghai and other cities throughout China.

China International Import Expo (CIIE)

The 4th annual [China International Import Expo](#) (CIIE) will take place in Shanghai – China’s business and trade hub – from November 5-10, 2021. 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 Highlights

- 400,000 expected professional visitors in 2021
- 72.62 billion USD worth of tentative deals reached for one-year purchases of goods and services
- Over 70% of Global 500 companies and industry leaders signed up for this year’s expo



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2021 WTCA CIIE Participant Benefits

- CIIE booth promotion, managed by WTCA Asia Pacific Regional Office (APRO) team
- Company profile included in the 2021 WTCA CIIE booklet for online and offline distribution (*translation provided by WTCA APRO team*)
- Local support and business promotion provided by WTC Shanghai
- Amplified promotion of your company and products/services to the Chinese market via multiple WTCs and partners in China
- Online products and services promotion at CIIE Online Exhibition (*limited to the first 50 products/services received by WTCA and approved for listing by CIIE*)

Additional Promotion by China-based WTCs and Partners

Promotional services with local business communities will be offered by Chinese WTCs and partners, including:

- CCPIT/WTC Nanning
- CCPIT/WTC Shanghai
- CCPIT/WTC Tianjin
- CCPIT/WTC Xiamen
- CCPIT Fujian
- CCPIT Shaanxi/WTC Xian
- WTC Qingdao
- WTC Shenyang

Benefits to Worldwide WTCs and Business Members

- Access to one of the largest markets in the world for your business community via a top trade show
- Value-added services provided by WTCA and WTC Shanghai, as well as promotion by additional partners in China
- Seamless integration of virtual participation and managed in-person booth to penetrate the Chinese market
- Promotion of company and products and services via inclusion in the booth booklet for online/offline distribution
- Cost-saving as virtual participation is complimentary for WTCs and their business members

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



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Participation/Registration

If your WTC is located outside mainland China, you are welcome to participate by taking the following steps:

1. Reach out to your business community with the enclosed customizable promotion template or with your own message.
2. Your WTC and your WTC's business members download, complete and return the following:
 - a. **WTCA CIIE Program Profile Form for Booklet**: for inclusion in the booth booklet
 - b. **WTCA CIIE Program Products and Services Form**: for promotion to businesses throughout China via WTCA Members and partners. The first 50 products/services received by 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.*
3. Send all completed forms to Ms. Adele Zhang, Program Manager, WTCA APRO at azhang@wtca.org before the registration deadline of Friday, September 17, 2021.

Key Dates and Deadlines

- Now – September 17, 2021: Worldwide promotion and registration
- September 17, 2021: Registration deadline (all forms due)
- September 17 – 30, 2021: Translation, information processing
- October 1 – November 4, 2021: Pre-CIIE promotion to partners in China
- November 5 – 10, 2021: CIIE show and promotion, promotion to partners in China continues
- November 11, 2021: Lead follow-ups via CIIE and Chinese-market partners

Program Contact

For questions or to register, please contact:

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