



2021 WTCA CIIE Program

Expand Your Global Reach



2021 WTCA CIIE Program

Webinar Agenda

Welcome

Mr. Robin van Puyenbroeck, Executive Director-Business Development, WTCA

Invitation to CIIE

Mr. ZHOU Minhao, Chairman, CCPIT/WTC Shanghai, COIC

Ms. ZHOU Yannan, Deputy General Secretary of CCPIT/WTC Shanghai

2021 WTCA CIIE Program

Mr. Scott Wang, Vice President Asia-Pacific, WTCA

Mr. YANG Liyun, Vice Chairman, CCPIT Fujian

Q&A





2021 WTCA CIE Program

CIIE Statistics

Year	Exhibition Area (m ²)	Countries	Professional Buyers	Intended Transactions (US\$)
2018	270,000	151	400,000+	\$57.83 billion
2019	366,000	181	500,000+	\$71.13 billion
2020	396,000	124	~400,000	\$76.62 billion



Benefits of Participation

- Chinese market access through a top trade show
- WTCA-WTC Shanghai partnership to ensure quality
- Multi-layer hybrid promotion to maximize effect
- Virtual participation brings ease during pandemic
- Complimentary for all WTCs and their business members

Introducing hybrid promotion in 2021!



WORLD TRADE CENTERS
ASSOCIATION

2021 WTCA CIE Program

1. Hybrid Promotion – On-site Booth

- Exhibitor booth as access point
- Managed by WTCA staff
- WTCA branding/promotion
- On-site meetings
- Bilingual brochure for distribution



2. Hybrid Promotion – Online Presence

- CIIE online exhibition portal
- CIIE online product/service listing (cap of 50 products/services)
- Online WTCA brochure
- Virtual promotion





3. Hybrid Promotion – Country-wide Partnership

- Program partner – CCPIT/WTC Shanghai
- Promotion partners:
 - CCPIT/WTC Nanning
 - CCPIT/WTC Shanghai
 - CCPIT/WTC Tianjin
 - CCPIT/WTC Xiamen
 - CCPIT Fujian
 - CCPIT Shaanxi/WTC Xian
 - WTC Qingdao
 - WTC Shenyang
 - More to join!





中国国际贸易促进委员会 **福建省委员会**

CHINA COUNCIL FOR THE PROMOTION OF
INTERNATIONAL TRADE FUJIAN SUB-COUNCIL



中国国际贸易商会福建商会

CHINA NATIONAL COMMERCE
FEDERATION FUJIAN SUB-COMMERCE



2021 WTCA CIE Program

Program Participation



Reach out to your business community with customizable promotion template



Participating WTCs and companies download and complete online forms



Send completed forms to Adele Zhang at WTCA APRO by Friday, 17 September

<https://tinyurl.com/WTCACIIE2021>



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2021 WTCA CIE Program

2021 Key Dates/Deadlines



Contact

- For questions, or to submit completed forms, please contact:

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Questions?



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