

Guide to Trade Fairs in China



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Summary of the Guideline

Acting as gateways to foreign markets, trade fairs provide companies with an effective marketing tool to use in their internationalisation campaigns. Exhibitions allow businesses to showcase their latest products and services, to verify the state of competition in their industries, to learn of the recent market trends and opportunities, to identify suppliers and to build business contacts.

Nevertheless, to fully reap the benefits fairs have to offer, companies must be aware of the risks associated with exhibiting, such as an inadequate preparation for the event and poor follow up, an incomplete plan for IPR protection, or even the wrong selection of the exhibition to attend. Considering the costs associated with participating in trade shows in China, it is crucial that SMEs become aware of these risks and respond accordingly through the implementation of dedicated strategies.

The aim of this report is to help EU SMEs devise such strategies through the provision of practical advice for trade-fair selection and preparation, as well as of a list of the most relevant sector specific exhibitions held yearly in China.

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1 China's Convention and Exhibition Service Industry

1.1 A Brief Introduction

China's Convention and Exhibition Service Industry has shown a steady growth since the early '80s of the past century.

From only six international events held in the country in 1978, the number of fairs has grown to surpass 10,000 by the end of 2017¹. In the same year, total revenue topped CNY 500 billion (EUR 65,8 billion²). Nowadays, China has already become the second country worldwide in terms of total national exhibition area available, and the first for additional indoor space added between 2006 and 2018³ (Table 1). More than 5 million square meters of exhibition area can now be seen in China - although mainly concentrated in Shanghai, Guangzhou, Wuhan, Chongqing, Chengdu, Beijing, Shenyang, Shenzhen, Changchun and Suzhou (venues with more than 100,000 sqm).

In 2017, world's total exhibition space reached 34.8 million sqm (aggregate of 1,212 venues). The top 5 countries accounted for almost 60% of the whole exhibition space.

China's presence in this rank is very significant: the country holds the second largest available exhibition space, and it is the leader in Asia with the 70 % of the whole regional market share (the second, Japan, provides 365,575 sqm, equal to 1.1% of total world space).

Table 1. National Exhibition Space Available in 2017

National Exhibition Space Available in 2017				
World ranking	Country	Total in Sqm	% of World Total	Number of venues
1	USA	6,850,426	19.7%	320
2	China	5,753,724	16.5%	110
3	Germany	3,228,020	9.3%	60
4	Italy	2,304,748	6.6%	43
5	France	2,245,311	6.5%	93
6	Spain	1,526,319	4.4%	44
7	Canada	840,376	2.2%	34
8	Brazil	788,011	2.3%	31

¹ https://www.researchandmarkets.com/research/ccmsck/china_exhibition?w=12

² Currency conversion as at March, 2019: EUR 1 = 7.6 CNY.

³ Source: UFI World Map Of Exhibition Venues 2017 Edition. Available at: https://www.ufi.org/wp-content/uploads/2018/12/UFI_World_Map_of_Venues_2017_revDec18.pdf

9	Russia	768,276	2.2%	28
10	The Netherlands	709,701	2%	42

Source: UFI, 2018.

2 Get Ready for the Show

2.1 Set Your Goals and Prepare

Trade fairs and exhibitions represent an effective tool that EU SMEs can adopt to achieve their international trade objectives.

Amongst other functions, fairs help companies:

- Find new customers and retain existing ones;
- Display new products and services to a vast and specialised attendance;
- Develop a clear sense of the state of a market and its competitive landscape;
- Enhance brand and company image;
- Generate media interest and consolidate public relations.

However, the mere participation in exhibitions is unlikely to bring many benefits to companies. In order to transform the attendance into a marketing success, EU SMEs need to take action and prepare a detailed plan in advance.

The first step businesses would have to take is to **establish clear objectives**: available data show that 71% of exhibiting companies do not set objectives prior to the event, nor plan any strategies for their participation. Moreover, of those firms that have established objectives, only half actually follow through on them at the event⁴.

Setting objectives and devising clear strategies is crucial. It affects almost all of the aspects of participating: from budgeting to products, from branding plans to IT support, from stand graphics and architecture to the composition of the staff.

Usually, companies set objectives as a combination of two or more of the following:

- Expand turnover: increase sales and gain new customers;
- Showcase new products and services;
- Strengthen customer relations;
- Enhance networking;
- Expand into new areas: enter new markets and territories;
- Achieve greater media exposure;
- Conduct market research: measure the competition;
- Enhance company profile and increase brand awareness;
- Educate the visitors.

⁴ Source: *Successful Exhibit Marketing*, UFI 2013. Available at: <https://www.sme.government.bg/uploads/2013/02/howtoexhibit.pdf>

Once the objectives are established, the next step would be to accordingly devise a strategy and follow through on it during all the phases of the exhibition, from the preparation to the post-event follow-up.

2.1.1. Before the Event

At this stage, **communication is fundamental**. Data show⁵ that, at a typical exhibition, 40% of the audience is attending for the first time, and the 50% of buyers or delegates will not attend a second event during the same year. Therefore, the goal is to interest as many qualified visitors as possible to visit your booth.

Basic actions to take are:

1. **Reach out to your regular customers and prospective clients** to communicate your attendance to the trade show. Specify clearly your location and your booth number;
2. **Use a mix of creativity and effectiveness** for your communication strategy. Consider adopting one or more of the following channels:
 - 2.1. **Company website**. Use your company website to promote your participation in a trade show. As an easy and immediate channel of communication, it is surprisingly underexploited by many companies.
 - 2.2. **Direct mailing**. Experience proves⁶ that personalised direct mailing is an extremely convincing marketing tool. Make sure you send out at least three mails: each of them will increase the visitor response rate in your stand by 25%.
 - 2.3. **Specialty items**. Make the visit to your booth more appealing. Give-aways can be very effective in attracting interest or in raising curiosity; especially if used in combination with direct mailing: send one half of the items to possible visitors before the event and invite them to come pick up the other half at your booth during the fair.
 - 2.4. **Advertising**. Consider promoting your attendance at the trade fair on the Internet (e.g. exhibition website or industry related sites and blogs), industry journals, trade magazines, exhibitors' catalogues, local and regional newspapers, and on banners to place in public areas and on the road to the fairground.
 - 2.5. **Sponsorship**. Purchasing sponsorship packages for the exhibition could be an additional way of gaining exposure to your company.
 - 2.6. **Newsletters**. Either electronic or printed. It must be easy to read and should contain valuable information for your current and future clients. It is most effective when sent before and after the event (in this case as a final promotion). Translate it into several languages if required, and highly advisable for trade fairs in China.

Language differences might easily become a barrier. Translating all your information material and invitations in English only will not be enough. Make sure to accurately translate all the information regarding your company, the products displayed and your booth location at the fairground in Chinese before contacting regular and potential customers.

3. Take the right time to think about the **best organisation for your booth**. A few factors to consider are:
 - 3.1. **Booth personnel**. Assign qualified staff at your booth. Experience⁷ has proven that a single sales person might be insufficient; it is advisable to have at least two. Moreover, if you have a large stand consider appointing a mix of employees, including technical support persons, marketing specialists etc. In case budget constraints limit you to having a reduced staff, evaluate the possibility of having a

⁵ *Idem.*

⁶ *Idem.*

⁷ *Idem.*

direct connection with your technical support at home or with other offices in order to provide immediate assistance.

- 3.2. **Language barriers.** It is vital to have **Chinese speaking staff** at your stand, or, at least, competent translators. It is not uncommon at trade fairs to see exhibitors displaying their products in booths staffed with only one sales person with no knowledge of Chinese language. This is a mistake that needs to be avoided.

In addition, make sure to translate all your marketing material in the local language, and provide your personnel with business cards in both English and Chinese.

- 3.3. **Product and technology.** Chinese visitors at trade fairs are extremely curious about foreign products. Consider exhibiting a small model or, alternatively, prepare a multimedia presentation, on-spot practical demonstrations or posters that can graphically explain your technology, especially in the case of complex machinery (beware of the information disclosed. *For IPR related issues see the next paragraph*). In addition, consider showing a picture of your headquarters and factory from your base-country.

Official Country Pavilions

EU SMEs can benefit from financial and organisational support from their home countries by joining official national pavilions at trade fairs. Much of the support is allocated through international trade funding assigned by almost all of the EU Member States in support of their national enterprise network.

As for China, the Country Pavilions are usually professionally organised by foreign trade agencies, and exhibitors are provided with a high-quality booth design “under one roof” (e.g. made in Italy, made in Germany etc.) as well as with extra services, such as translation and matchmaking meetings. Please note that the applying procedures may take over 4 or 5 months, so we suggest you to apply at least six months in advance.

2.1.2. During the Exhibition

1. **Staff training.** It is crucial to train your staff, including the translators, on the objectives set for the exhibition and the strategy devised to reach them. Review with them the marketing plan, the products to be displayed and the information that can be disclosed. Go through the selling and the leads qualifying processes, as well as all the other relevant aspects associated with the trade fair.
2. **Never leave your stand unstaffed.** Make sure your personnel are regularly at your booth from the first to the last day of the exhibition supported by Chinese-speaking staff.
3. **Enquiry form.** Prepare a simple one-page enquiry form in English and Chinese and submit it to your visitors. Staple business cards on it.
4. **Take a look around.** Exhibitions are the perfect place to gain a picture of the competitive landscape from your industry. Review the exhibition catalogue and prepare to stroll the fair in advance.
5. **Take every visitor seriously.** It is not uncommon at trade fairs in China to see visitors collecting a large number of information materials on behalf of large potential customers. The latter might then visit your booth during the last day of the fair after having scanned all the information previously collected.

However, it may also happen that your competitor will send people to your booth to collect as much information as possible on your company and your products.⁸

2.1.3. After the Event

Follow up on questions and potential leads. Send your potential clients a letter or a thank-you card, possibly with a product sample or a small gift. Make sure you answer all the questions you have received. But act quickly. Leads will lose interest if not contacted in a timely manner, and this can be very detrimental for your investment. Therefore, it is highly recommendable to appoint a post-fair marketing strategy well before attending the event.

2.2 Secure Your Intellectual Property Rights (IPR)

Content for this paragraph was developed together with the China IPR SME Helpdesk

Trade fairs allow companies with the unique opportunity of showcasing their latest products and innovations to a vast audience of local and international visitors, agents and potential clients. However, exposure to competitors is also substantial, and so is the eventuality of IP related disputes.

As a matter of fact, it is not rare for foreign companies to witness their IP being infringed at events in China and, although there are procedures that can be put into place to minimise the chances of being infringed or maximise the likelihoods of a successful outcome in case of experienced infringement, the entire process is often challenging, and success is never guaranteed.

Preparation is therefore crucial. EU SMEs willing to attend events hosted in China need to timely devise and implement trade fair dedicated IPR protection plans, as part of their broader strategies for IPR enforcement and protection. Through precise steps to take before, during, and after the event, companies can successfully manage to minimise their exposure to possible IP related risks and effectively secure their own key intangible assets.

2.2.1. Before You Go

EU SMEs need to be aware of the IP-related risks associated with trade fair participation. A sound preparation prior to the event is essential to secure protection to the intellectual property rights as well as their enforcement in case of infringement. It is highly recommended that foreign companies follow the next few steps before attending the events:

1. **Identify and register your key IP assets** (trademarks, patents, copyright) before exhibiting at the fair. “The basic rule in China is that unless the right in question is registered, it will not be enforceable. The concept of unregistered rights is not well-established in China”⁹;
2. **Devise an IP protection strategy well in advance.** Work closely with a China expert lawyer to determine whether is more beneficial to your company to take enforcement at the trade fair or simply use it as an opportunity to gather evidences and build a case at a later stage;
3. In any case, it is advisable to **have all the required documents ready at disposal**¹⁰. Such as:
 - 3.1. Certificate of IP right ownership: Patents, Trade Marks, Copyrights;

⁸ Learn to identify potential infringers and to protect your sensitive information from them in the next paragraph.

⁹ Source: China IPR SME Helpdesk: *IP Strategy for European SMEs at Trade Fairs in China*. Available at: http://www.china-iprhelpdesk.eu/docs/publications/tf_handbook.pdf

¹⁰ Some documents need to be notarized and legalized. This process may take up to two months to be accomplished.

- 3.2. Where available, collect photographic evidences of the alleged infringing products. If you later want to use the evidence to prove infringement, the evidence needs to be notarised on the spot by a Chinese notary public.
- 3.3. Notarised and legalised Power of Attorney (POA) in favour of the person in charge of enforcing your IP rights at the trade fair;
- 3.4. Collect basic information on the suspected infringers, including company name, product specifications, contact details;
- 3.5. Any additional explanation or evidence on the alleged infringing products.
4. **Know where the relevant IP authorities are:** visit the exhibition's website or directly contact the organiser to make sure whether there is a complaint centre and what its location is. According to the relevant regulations¹¹, trade fairs lasting more than three days are required to provide a complaint centre. In case the event is set to last less than three days, it is advisable to check the presence at the fair of the local enforcement authorities, such as the Administration for Industry and Commerce (AIC), the Public Security Bureau (PSB), or the Technical Supervision Bureau (TSB)¹². Cooperate with other firms or contact the national chamber of commerce of your country, or any other relevant entities, in case local authorities show little intention of being supportive.
5. **Research the list of participants** and make sure to identify known, past or suspected infringers. Organisers should be able to provide you with a detailed list of exhibitors and stall number on request.
6. **Send Cease & Desist letters** to known infringers prior to the event, better if drafted by a local lawyer¹³.
7. **Read carefully all the terms of the exhibitor contract relevant to IP protection.** Become familiar with the relevant procedures and do not hesitate to contact the organiser for any further information. Consider referring to your industry association in case of absence of such provisions: partnering up with other SMEs could increase your lobbying power on the organiser and influence them to secure appropriate sanctions against infringers.

In addition, SMEs could also:

8. **Appoint non-disclosure and confidentiality agreements** for employees to sign prior to the participation and advise them on what can and what should not be disclosed about sensitive business information in public places during the event;
9. **Work closely with your Marketing or Business Development teams** to make sure that no sensitive business information is disclosed in written materials, or through any other information channels.

¹¹ *The Measures for the Protection of Intellectual Property Rights during Exhibitions*: a special set of administrative norms promulgated by the MOC and SAIC on January 10, 2006 and entered into force on March 1, 2006. Source: China IPR SME Helpdesk <http://www.china-iprhelpdesk.eu/content/protecting-ip-trade-fairsfaqs>

¹² If not present, at least they could provide contact details of an officer who can be contacted in case of infringements.

¹³ Possible risks are associated with cease & desist letters, e.g. the recipients might file a libel claim or you might be required to bring a suit.

Beware of What is Displayed

If you are exhibiting at a trade fair, review and consider what materials you are displaying and distributing, especially if they relate to new products. Remember, displaying products at trade fairs can (but not in all circumstances) constitute ‘publication’ which may affect their novelty value. E.g., if you display a new product at a trade fair in such a way that its innovative elements are clearly visible and have been documented in some manner then you could be prevented at a later stage from obtaining a patent for that product or, if a patent is obtained, it may be vulnerable to invalidation. Please note that current patent law provides a grace period, meaning that an invention or creation does not lose its novelty if a patent application is filed within six months of when it is first exhibited at a trade fair recognized by the Chinese Government. Please be aware that any disclosure apart from this first publication as mentioned above could destroy novelty, as the rule is that patentable products need to be kept secret and safe until a patent registration for it is officially filed. Check with your lawyer if you are unsure of what constitutes “publication”.

Source: China IPR SME Helpdesk: *IP Strategy for European SMEs at Trade Fairs in China*. Available at: http://www.china-iprhelpdesk.eu/docs/publications/tf_handbook.pdf

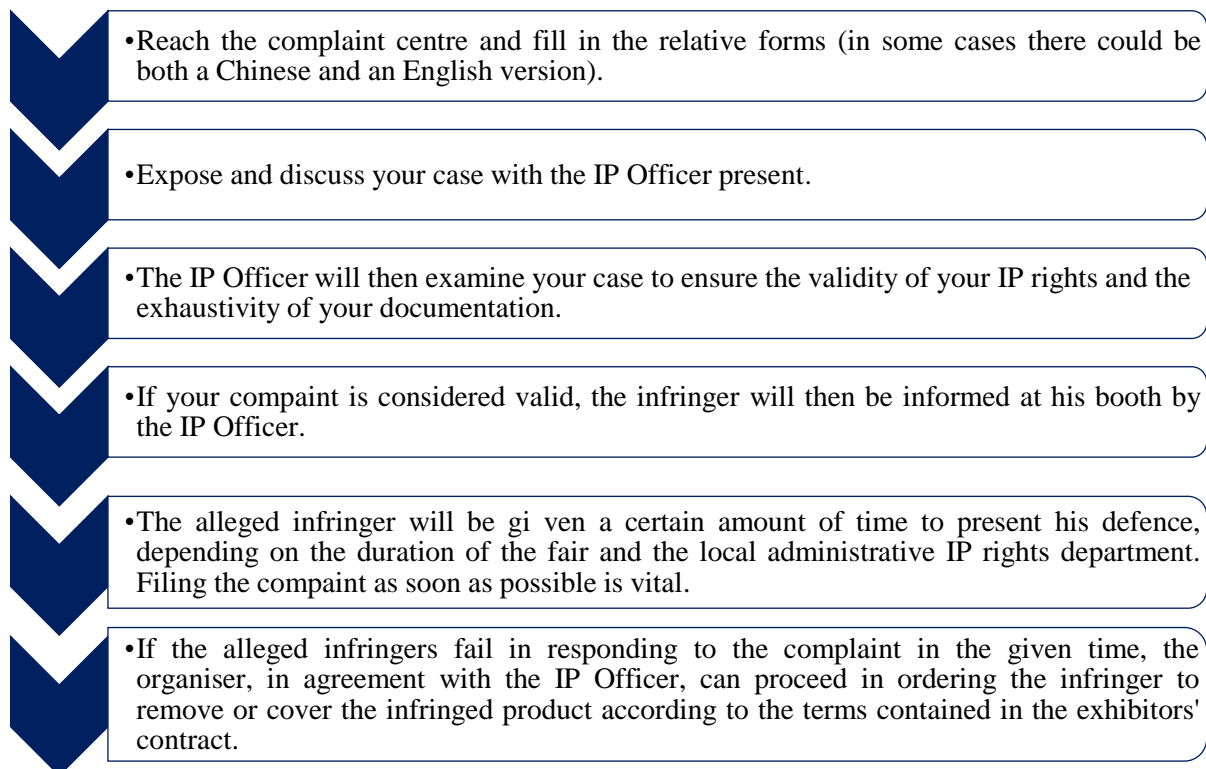
2.2.2. Once You Get There

Once at the trade fair, it is crucial to maintain a proactive attitude. Companies should:

1. **Visit the trade fair** during the set-up phase and try to identify those companies whose behaviour appears particularly suspicious. Usual infringers follow common patterns: they seldom display their products, have learned to avoid attention and usually deal with their own customers outside of the fair.
2. **Localise the IP complaint centre as soon as possible.** It is advisable to contact the relevant IP authorities to make yourself known and discuss with them specific issues that may apply to that particular event.
3. **Show IP ownership** where possible and appropriate by marking your products with patent numbers, trademark as well as copyright symbols.
4. **Collect any sort of evidence**, including business cards, brochures, pictures and anything else that can help identify suspected infringers. If you later want to use the evidence to prove infringement, the evidence needs to be notarised on the spot by a Chinese notary public. It is not uncommon for infringers to provide business cards with different company names but an identical mobile phone number, or to refuse or object to picture taking. Along with other signs, this evidence might help you identify possible infringers, but only if their authenticity is not questionable¹⁴.

¹⁴ Only notarised evidence will meet formal evidentiary requirements in China.

How to File a Complaint at a Trade-fair



2.2.3. After the Event

Actions to be taken after the event depends on the strategy you followed during the fair itself:

1. In case action was taken during the trade-fair, it is necessary to **actively follow up** with the relevant authorities as well as conduct further investigation to assess whether the infringer has actually ceased its conduct.
2. If no actions were taken during the event, but evidence of possible cases of infringement were gathered it is advisable to **report all the information to your legal or IP department** and decide whether to proceed in enforcing your IP rights or not;
3. In any case, and if necessary, **be prepared to conduct further and additional enforcement actions.**

	Marketing Tips	IPR Protection
Before the Event	<ul style="list-style-type: none"> • Communicate your participation in a fair to your regular clients and future prospects: use your company website, direct mailing, specialty items, advertisement, newsletters or purchase sponsorship packages. • Translate marketing material in Chinese, including the information regarding your company, products, location and booth number at the fair. • Assign well-trained, Chinese speaking staff at your booth. • Get more than one sales person and provide translation services. • Display models of your products, or graphically explain your technology to visitors (be aware of IPR related issues). 	<ul style="list-style-type: none"> • Identify and register the key IP assets. • Work closely with a China expert lawyer to devise an IP protection strategy well in advance. • Have all the required documents ready at disposal. • Know where the relevant IP authorities are. • Research the list of participants and make sure to identify known, past or suspected infringers. • Send Cease & Desist letters to known infringers prior to the event. • Read carefully all the terms of the exhibitor contract relevant to IP protection. • Appoint non-disclosure and confidentiality agreements for employees to sign.
During the Event	<ul style="list-style-type: none"> • Train your staff. • Never leave your stand unstaffed. • Prepare a simple enquiry form in English and Chinese. • Visit the fair and get an overview of your competitors. • Take every visitor seriously. 	<ul style="list-style-type: none"> • Visit the trade fair during the set-up phase and try to identify usual infringers. • Localise the IP complaint centre as soon as possible. • Show IP ownership where possible and appropriate. • Collect any sort of evidences.
After the Event	<ul style="list-style-type: none"> • Actively follow up on questions and qualified leads you collected during the event. 	<ul style="list-style-type: none"> • Actively follow up in case you took action during the fair. • Report all the gathered info to your legal department and decide on future steps in case no action was taken during the event. • Be ready for further enforcement actions.

3 Event Selection

3.1 Tips for Trade Fair Selection

Choosing the right fair in China can be challenging. Especially for a small or medium company. Resource constraints and high costs of attendance pressure SMEs to maximize their participation in events through the selection of those exhibitions that best match their sales, marketing, branding or any other business development targets.

Practical Tips for Trade Fair Selection

According to the Global Association of the Exhibition Industry (UFI), companies should consider the following points during their trade fair selection process:

1. Focus on those global exhibitions offered in the industry sector that are appropriate for your company.
2. Consider the price of exhibiting at the fair: i.e. what is the price per m²?
3. Evaluate these exhibitions according to their importance within that sector, as well as their local, national, or international appeal. For example, how long have they been established?
4. What are the statistics related to the last event:
 - a) Number of visitors (national and foreign);
 - b) Types of visitors (professional or general visitors? from which countries? of which decision level?);
 - c) Number of exhibitors (national and foreign);
 - d) Presence of Country Pavilions,
 - e) Net exhibition area rented to exhibitors (national and foreign);
 - f) Have these figures been audited?
 - g) What were the results of the visitors' or exhibitors' satisfaction surveys carried out after the last event?
5. Are there additional meetings or conferences hosted during the fair?
6. If your competitors are exhibiting in these events, it may be a good indicator that you should consider exhibiting.
7. Carefully review the audience demographics (the published metrics or data about the visitors, exhibitors, press, VIPs, etc.). The exhibition visitor profile should offer your company a good potential for making sales or gathering sales leads. Do your customers attend the exhibition?
8. If your focus is on company branding, these visitor metrics should help you determine if there is an opportunity to achieve this.
9. Be sure that the company organising the exhibition has a good financial reputation. Find out how long they have been in business.
10. The total geographical area served by the exhibition should match your marketing needs.
11. The facility where the exhibition will be held should be evaluated, particularly for its technology offerings.
12. Evaluate the city where the exhibition will be held - are there good hotels nearby? What about entertainment opportunities for meeting with your current customers?
13. Consider accessibility to the exhibition by air, rail, auto, since this will affect attendance. Are there other transportation options available?
14. Evaluate the support services offered at the exhibition. For example, translation services are usually required.
15. Finally, the time of year the exhibition will be held and political considerations can be important factors.

Read more at <http://www.ufi.org/>

With its growing share of the total number of trade fairs held globally – there are estimated more than 30 thousand B2B events worldwide, with 7200 alone taking place in China – the PRC poses even a greater challenge when it comes to event selection. To help EU SMEs choose the exhibitions that best suit their needs and objectives, the EU SME Centre has developed a list of events we believe are the most relevant in their sectors, belonging to the following industries:

- Automobiles and Auto Parts
- Construction
- Food & Beverages
- Healthcare
- Energy
- ICT
- Machinery Equipment and Components
- Textiles and Apparel

3.2 Methodology

China hosts literally thousands of international trade fairs each year all over the country. Selecting the right one for you to attend can be challenging especially if you have never attended an exhibition in China before.

This section of the report helps to highlight some of the more established trade fairs in China that present real opportunities for SMEs in the relevant sectors. The trade fairs identified in this section have been researched by the EU SME Centre and feature in the Centre's online database:

http://www.eusmecentre.org.cn/calendar?evtype=EXHIBITIONS_ALL

Research and Selection

Part of the selection process included a series of interviews conducted with experts in selected industries to gain first-hand feedback on each fair.

Extensive research was carried out on each exhibition taking into account the following criteria:

Criteria	Suggestion
Provide database	At least report from last edition
Official website working correctly and is updated	Updated English translated detailed information about incoming events
How information from former editions are provided on website.	Transparently and easy to find
How many European exhibitors attended the fair in recent years	The more the better
Does the fair have other side-line events – see the full programme on offer for exhibitors and visitors.	The more the better
What support does the fair have – understanding which organisations back the event at international, national and/or regional level;	The more international organisations, embassies support, co-organise or attend on fair than better
Where is the fair located – looking at geographical scope	Placed in big and well-known city
How long the trade fair has been established – looking at the number of editions and organisers backing the event;	The longer the better.
What type of exhibitors attend the fair – analysing the number of exhibitors, type, nationality, proportion of international exhibitors and number of country pavilions.	The more EU presence the better.

3.3 The Automotive Industry

Learn more about the opportunities and the challenges in the automotive industry in China in our sector report, available at: <http://www.eusmecentre.org.cn/report/automotive-market-china>

上海国际汽车工业展览会 Shanghai International Automobile Industry Exhibition	
Date	April 18– 25, 2019
Venue	National Shanghai Center for Exhibition and Convention, Shanghai
Organisers	China Association of Automobile Manufacturers; China Council for the Promotion of International Trade, Shanghai Sub – Council; China Council for the Promotion of International Trade, Automotive Sub – Council.
Contact Details	Günter Miedaner Tel: +49 89 55 29 12-116 Fax: +49 89 55 29 12-350 Email: guenter.miedaner@imag.de Aglaia Kindermann Tel: +49 89 55 29 12-321 Fax: +49 89 55 29 12-350 Email: aglaia.kindermann@imag.de
Exhibition Website	https://autoshanghai.auto-fairs.com/
Description	<p>Held biennially since 1985, the Shanghai International Automobile Industry Exhibition (Auto Shanghai) is the first international automobile trade show in China to have featured in the UFI list of approved events in 2004. With its equivalent show, the Beijing International Automobile Exhibition (with which it alternates), it shares the common objective of providing global carmakers and automotive suppliers with an effective platform for displaying new technologies and products as well as exchanging information and establishing business synergies.</p> <p>The 2017 Auto Shanghai edition attracted over 1,000 exhibitors and more than one million visitors from 19 countries and regions, over a total exhibition area of 360,000 square meters.</p>

北京国际车展展会 15 th Beijing International Automobile Exhibition	
Date	2020 edition date TBC
Venue	New China International Exhibition Center, Beijing.
Organisers	China Council for the Promotion Of International Trade, Automotive Sub-Council (CCPIT AUTO); China National Automotive Industry International Corporation (CNAICO); China International Exhibition Centre Group Corporation (CIEC); Society Of Automotive Engineers Of China (SAE - China).
Contact Details	<p>Ms. Aglaia Kindermann Tel: +49 89-55 29 12-321 Fax: +49 89-55 29 12-350 Email: Aglaia.Kindermann@imag.de</p> <p>Claudia Grzelke Phone: +49 (0) 89 55 29 12-202 Fax: +49 (0) 89 55 20 12-350 Email: Claudia.Grzelke@imag.de</p>
Exhibition Website	http://autochina.auto-fairs.com/
Description	<p>Also known as Auto China, the Beijing International Automobile Exhibition is held biennially in the capital city since 1990. Organised in synergy with Auto Shanghai, it delivers the best platform to foreign companies for accessing the growing Chinese automotive market, and it is well recognized as one most important automotive fair in the world.</p> <p>The 2018 trade fair was structured in three main parts: the exhibition of <i>NEVs</i>, where new models of electric vehicle were exhibited together with charging equipment, station services, connectors etc; the exhibition of <i>auto parts</i>, that is a comprehensive exposition of automotive components (e.g. chassis, car body and accessories, automobile supplies, automobile maintenance, etc.) and new technologies from a variety of different fields, including car safety, energy saving, car connectivity and others; the exhibition of <i>auto parts for NEVs</i>, that includes power control units, electric engines and others.</p> <p>Over an exhibition space of 220 thousand square meters, the 2016 fair attracted more than 850,000 visitors and more than 1,600 exhibitors from 14 countries. Among them, the biggest names in the automotive industry, both domestic and international.</p>

深圳国际汽车改装服务业展览会

The 17th China International Automotive Aftermarket Industry and Tuning Trade Fair

<i>Date</i>	February 27-March 1, 2019.
<i>Venue</i>	Convention & Exhibition Centre (SZCEC), Shenzhen.
<i>Organisers</i>	Jiuzhou Tarsus Exhibition Co., Ltd.
<i>Contact Details</i>	Mr. Victor Shen Tel: +86 2038219963 Fax: +86 2038219935 Email: victor@aaitf.org , info@aaitf.org
<i>Exhibition Website</i>	http://www.aaitf.org/en/
<i>Description</i>	<p>Held yearly since 2006, the China International Automotive Aftermarket Industry and Tuning Trade Fair (AAITF) has gradually obtained a pivotal position amongst the other exhibitions in the automotive aftermarket segment in China.</p> <p>With the bulk (90% and above) of newly developed products among the whole industry regularly displayed for the first time at the AAITF, this particular trade show has become the perfect place to gauge the overall industry trends in the car aftermarket sector. To facilitate trade between domestic and international players, a one-to-one B2B matchmaking event has been also included in the event schedule, along with industry-specific seminars, workshops and other side events.</p> <p>In 2017, more than 180 thousand visitors attended the fair, surveying the products displayed by more than 3500 domestic and international brands competing in a vast set of sub-segments, including car multimedia, automotive electronic and accessories, car tuning products and many others.</p>

四十七届中国（广州）国际汽车零部件展览会

The 17th China (Guangzhou) International Auto Parts Expo 2019

<i>Date</i>	April 09 - 11, 2019
<i>Venue</i>	Pazhou International Procurement Center, Guangzhou
<i>Organisers</i>	Guangzhou First-Class Exhibition Co., Ltd.

<p>Contact Details</p>	<p>Mr Yang 136 000 26211 Tel: +86-20-8922 0050 8922 0105 Fax: +86-20-8922 0585 E-mail: info@fce.cn</p> <p>Miss Chen 135 560 31997 Tel: +86-20-8922 0050 8922 0105 Fax: +86-20-8922 0585 E-mail: info@fce.cn</p>
<p>Exhibition Website</p>	<p>http://www.ciape.cn/en/</p>
<p>Description</p>	<p>At its 17th edition, China (Guangzhou) International Auto Parts Expo 2019 (CAPE) has become an international top-grade brand. With the encouragement and the support from governmental sectors and industrial associations, the new edition of “CAPE 2019” will exhibit the latest products, technical innovations, achievements and future developmental directions of the auto field.</p> <p>The 16th edition that was held in 2018 in Guangzhou. The exhibition area was 67 thousand square meters and it welcomed over 3,000 booths, over 65,000 visitors and buyers and suppliers from different countries, including China, USA, Germany, France, UK and Italy, among the others.</p>

3.4 The Construction Industry

Learn more about the opportunities and the challenges in the Construction industry in China in our sector report, available at: <http://eusmecentre.org.cn/content/construction-sector-china>

For the subsector report on Green Building, please click here: <http://eusmecentre.org.cn/content/green-building-sector-china>

中国国际建筑装饰展览会 Expo Build for Commercial Properties 2019	
Date	April 25 – 27, 2019
Venue	New International Expo Centre, Shanghai
Organisers	China Architectural Culture Center
Contact Details	Mr. Chen Hai Tel: Tel: 86-10-68311372 Email: chenhai0321@126.com
Exhibition Website	http://www.expocacc.com/en/
Description	<p>Held annually since 1992, the Expo Build for Commercial Properties now represents one of the most important international exhibitions for, among the others, machinery buildings, building supplies and technology, machines for building materials and installation materials, as well as sanitary installations and technology, roof construction, doors and windows.</p> <p>With a specific focus on premium building materials, Expo Build China gives a vast representation of the construction and decoration industry. Exhibition includes, among the others, windows and doors, ceramics, stairs, sun shading, flooring, wall decorations, interiors.</p> <p>With a history of more of 25 years, Expo Build China aims to become a platform for commercial spaces like hotels, shopping malls, restaurants and others, as well as a business platform for participants where to build contacts, establish their brand and expose their products.</p> <p>During the 2017 edition, the expo attracted more than 31,000 visitors coming from 81 countries worldwide, and 482 exhibitors participated in the fair.</p> <p>The visitors include buyers from hotels, shopping malls, restaurants, office buildings as well as architects and designers.</p>

厦门国际石材展览会

XIAMEN STONE FAIR 2019

<i>Date</i>	March 6 -9, 2019.
<i>Venue</i>	Xiamen International Conference and Exhibition Center, Xiamen
<i>Organisers</i>	Xiamen Jinhongxin Exhibition Co. Limited
<i>Contact Details</i>	Tel: +86 5925959616 Fax: +86 5925959611 E-mail: info@stonefair.org.cn , info@cxisf.com
<i>Exhibition Website</i>	www.stonefair.org.cn/
<i>Description</i>	<p>China Xiamen International Stone Fair has been held annually since 2001 and it has rapidly evolved in the largest professional stone exhibitions in the world.</p> <p>The fair offers a platform to display new products, new technology and equipment, and to create new business opportunities as well as to increase their trading volume. The exhibition area is divided in six areas: domestic stone, machinery and tools, international, outdoor, new product and design and education.</p> <p>Xiamen Stone Fair 2018 hosted more than 2,000 manufacturers and suppliers from 56 countries, attracting more than 150,000 industry professionals from 146 countries and regions.</p>

中国（广州）国际建筑装饰博览会 China International Building Decoration Fair	
Date	March 26-28, 2019 (Shanghai) July 8-11, 2019 (Guangzhou)
Venue	National Convention & Exhibition Center (Shanghai) China Import and Export Fair Complex, Guangzhou.
Organisers	China Foreign Trade Centre (Group); China Building Decoration Association; China Foreign Trade Guangzhou Exhibition General Corp.
Contact Details	Tel: (+86) 20-8912 8260 Fax: (+86) 20-8912 8222-8303 Email: cbd@fairwindow.com.cn
Exhibition Website	http://en.cbd-china.com/index.html www.fairwindow.com
Description	<p>Organised by the China Foreign Trade Centre (Group) and China Building Decoration Association and hosted by the China Foreign Trade Guangzhou Exhibition General Corp., the China International Building Decoration Fair (CBD) is held biannually in Shanghai (March) and in Guangzhou (July) with the participation of companies and experts from the building construction and decoration sectors. Almost all of the industry is represented at this event, with products ranging from decorative hardware to windows and doors, interior decoration, custom-made furnishings and machinery equipment.</p> <p>Furthermore, CBD serves also as an effective platform for the exchange of information to help companies keep abreast of the latest market trends. Available to participants there are more than 40 complementary events, in the form of forums and meetings, each focusing on different aspects of the building construction and decoration industry.</p> <p>The 2018 edition had a great success, both in Shanghai and in Guangzhou. CBD Fair in Guangzhou is expected to gather more than 180,000 professionals and more than 2,000 exhibitors that will showcase their products in an exhibition area of more than 416,000 square metres.</p>

3.5 The Food and Beverage Industry

Learn more about the opportunities and the challenges in the Chinese market for Food and Beverage in our sector report, available at: <http://eusmecentre.org.cn/report/food-beverage-market-china>.

For the subsector report on Wine, please click here: <http://eusmecentre.org.cn/report/wine-market-china>

中国国际食品和饮料展览会 Sial China	
Date	May 14-16, 2019.
Venue	New International Expo Centre, Shanghai.
Organisers	Comexposium Group.
Contact Details	Please refer to www.sialchina.com/contactus.html
Exhibition Website	www.sialchina.com/
Description	<p>Since it entered the local exhibition industry in 2000, SIAL China has gained and maintained a leading role amongst the trade fairs in the F&B and Hospitality industries in the PRC. Organised by the France based Comexposium Group, this trade fair provides foreign businesses with an effective gateway to the local fast-growing food markets, promoting information exchange amongst domestic and international players.</p> <p>SIAL China is the 4th biggest food show in the world, with 18 years' experience in the market. Major market players from retail, hotel/restaurant/catering (HoReCa), food services, trade and manufacturing come to this show.</p> <p>SIAL China sets the benchmark for overseas companies stepping into China's F&B sector, it provides valuable market insights, trends and innovations regarding the regional food industry, in particular in the meat, dairy and beverage segments.</p> <p>SIAL China 2019 will cover an area of 199,500 square meters of exhibition space arranged in 17 halls, and it is expected to witness the participation of 4,300 exhibitors representing 70 countries and a footfall of 112,000 professionals. To note, as side-line events within SIAL, are the <i>SIAL Innovation</i>, the <i>Retail & Hospitality Forum</i> and the <i>Wine Innovation Forum</i>, which add additional content to an already well-established exhibition.</p>

北京世界食品博览会 ANUFOOD China 2019	
Date	November 20-22, 2019.
Venue	China National Convention Centre, Beijing
Organisers	Koelnmesse - Global Competence in Food and FoodTec CFNA - China Chamber of Commerce of Foodstuffs and Native Produce
Contact Details	<p><u>Visitor & media:</u> Ms. Kelly Chen Tel: +86 21 6390 6161-810 Fax: +86 21 6390 6858 Email: kelly.chen@koelnmesse.cn</p> <p><u>Exhibitor:</u> Ms. Melody Wang Tel: +86 21 6010 3122 Fax: +86 21 6390 6858 melody.wang@koelnmesse.cn</p> <p><u>For international:</u> Ms. Vivienne Lee Tel: +86 21 6010 3119 Fax: +86 21 6390 6858 vivienne.lee@koelnmesse.cn</p>
Exhibition Website	www.anufoodchina.com/
Description	<p>Held annually since 2014, ANUFOOD China has been transformed into the global food & beverage exhibition serving mainly region from North Asia.</p> <p>The international trade fair is an important platform for food retailers, hotel and restaurant operators. The exhibition offers an overview on both local and imported food sector and it will display a wide variety of products, including fine foods and imported beverages.</p> <p>The main exhibit sectors of ANUFOOD China are fine food, frozen food, meat, dairy, bread and bakery, drinks and hot beverages, food service, fruits and vegetables, halal, sweets and snacks.</p> <p>With an exhibition area of 22,000 square meters, ANUFOOD 2018 hosted 451 international exhibitors and attracted more than 15,200 visitors from 35 countries and regions.</p>

第二十二届 2019 上海国际食品饮料及餐饮设备展览会

FOOD & HOTEL CHINA (FHC)

<i>Date</i>	November 12-14, 2019.
<i>Venue</i>	New International Expo Centre, Shanghai.
<i>Organisers</i>	China International Exhibitions (CIE) Ltd.
<i>Contact Details</i>	<p>Ceci Wang/ Teresa Zhao. Tel:+86 21 3339 2215/2145 Email: Ceci.Wang@ubmsinoexpo.com</p> <p>Gladys Lui Tel: +85 225856159 Fax: +85 237497310 Email: Gladys.Lui@ubmsinoexpo.com</p>
<i>Exhibition Website</i>	http://www.fhcchina.com/en/index.asp
<i>Description</i>	<p>First introduced in 1994, FHC China will hold its 23rd edition at the Shanghai New International Expo Centre in November this year. More than 3500 exhibiting companies from 70 countries and regions are expected to participate in the event, with more than 48 official country pavilions to be also featured on the fairground.</p> <p>If confirmed, these figures would reinforce the positive trend already experienced with the 2017 edition, when 2,450 domestic and foreign companies signed their participation attracting the record number of almost 91,301 trade buyers, mostly from the Consultants, Management, Services (34.36%), trading, distribution and wholesale (22.55%) and hospitality (16.74%) sectors.</p> <p>FHC is exclusively for imported and top-quality products and it is the benchmark for international companies looking to collaborate with markets in China and Asia.</p>

中国（广州）国际食品展暨广州进口食品展览会

China (Guangzhou) International Food Exhibition and Guangzhou Import Food Exhibition

Date	June 26-28, 2019.
Venue	China Import and Export Fair Complex, Guangzhou.
Organisers	China Food Industry Association, Guangzhou Yifan Exhibition Service Co., Ltd.
Contact Details	<p><u>Exhibiting Inquiry:</u> Tel: +86 02029191521 Fax: +86 02029191501 Email: info@ifechina.com</p> <p><u>Visiting Inquiry:</u> Tel: + 86 02029191515 Email: flower.huang@informa.com</p>
Exhibition Website	www.ifechina.com/
Description	<p>The fair, which enjoys the support from national as well as foreign institutions, e.g. the China National Food Industry Association and the EUCCC (European Chamber of Commerce in China), is a comprehensive exhibition covering almost exhaustively the entire food and beverage industry.</p> <p>Products from segments such as specialty food and regional products, beverages like wine, spirits, water, food additives and ingredients, food processing and packing equipment will be gathered at the stands at the trade show. In addition, dedicated halls will be allocated to five thematic exhibitions in the areas of High-end Drinking Water, International Coffee, Wine and Spirits, Edible and Olive Oil, Healthy and Organic Food.</p> <p>With an exhibition area of 76,000 square metres, the 2018 edition attracted 1,800 exhibitors from 41 countries, including France, South Korea, Germany, Italy etc., and 131,850 visitors.</p>

3.6 The Healthcare Industry

Learn more about the opportunities and the challenges in the Chinese Healthcare market in our sector report, available at: <http://www.eusmecentre.org.cn/report/healthcare-market-medical-devices-market-china>.

国际医疗设备设计与技术展览会 MEDTEC China	
<i>Date</i>	September 25-27, 2019.
<i>Venue</i>	World Expo Exhibition & Convention Centre, Shanghai.
<i>Organisers</i>	UBM Asia.
<i>Contact Details</i>	Mr Linc Cai Tel: +86 2161577217 Email: Linc.cai@ubm.com More contacts at: http://www.medtecchina.com/index.php/en/contact
<i>Exhibition Website</i>	http://medtecchina.com/
<i>Description</i>	<p>First held 14 years ago, Medtec China is one of the leading events in manufacturing sourcing for medical devices in the PRC.</p> <p>Organised yearly by UBM Asia, the fair attracts domestic and international professional visitors searching for components, materials, technologies and solutions for their production lines. The exhibition will be attended by suppliers of medical design and R&D, raw materials, accessories, processing technology and manufacturing services to China's medical device industry.</p> <p>This year, Medtec China will take place at the Shanghai World EXPO Exhibition Convention Centre.</p> <p>The 2018 edition attracted over 21,500 visitors from 4,663 companies. The 354 exhibitors coming from 23 regions and countries of the worlds, showcased their products on a fair-space of 15,000 square metres.</p>

中国国际医疗器械博览会 China International Medical Equipment Fair (CMEF)	
Date	May 14 – 17, 2019
Venue	<i>Spring edition:</i> National Exhibition and Convention Centre, Shanghai.
Organisers	Reed Sinopharm Exhibitions.
Contact Details	Ms. Cindy Zhu Tel: +86 10 84556578 Fax: +86 10 82022922 Email: xinyi.zhu@reedsinopharm.com
Exhibition Website	https://www.cmef.com.cn/g1225.aspx
Description	<p>Organised by Sinopharm Exhibitions, the China International Medical Equipment Fair (CMEF) is amongst the top events in the medical devices and equipment industry in China. During the fair, which is staged twice a year - in spring and autumn - products from the entire value chain of the medical equipment sector are exhibited, including medical imaging, electro medical, surgical and emergency treatment equipment, ultrasonic devices for diagnostics, laboratory equipment, radiology devices, rehabilitation and physiotherapy products, optical, dental, laser products, surgery and hospital furniture and consumables, ambulances, information technology.</p> <p>First held in 1979, participation has been growing considerably over the last 40 years. In the 2017 edition in Shanghai, more than 4,200 exhibitors from 28 countries and regions joined and exhibited their products to over 120,000 visitors from more than 150 countries and regions. During the fair, more than 600 new products were displayed in exhibition area of over 220 thousand sqm.</p>

国际医疗仪器设备展览会 International Medical Instruments & Equipment Exhibition (China Med)	
Date	March 22-24, 2019.
Venue	China National Convention Centre, Beijing.
Organisers	Messe Düsseldorf (Shanghai) Co., Ltd.; China World Trade Centre.
Contact Details	Cynthia Wan Tel: +86 1065054124 Email: wanmingyue@cwtc.com
Exhibition Website	www.chinamed.net.cn/en/Index.asp?columnId=1

<p><i>Description</i></p>	<p>Held yearly since 1988, the International Medical Instruments & Equipment Exhibition (China Med) is the first UFI-approved international medical instruments and equipment exhibition in China.</p> <p>The exhibition, organised by Messe Düsseldorf (Shanghai) and China World Trade Centre Co., Ltd, enjoys the support, amongst the others, of the Beijing Municipal Health Bureau and the Chinese Hospital Association, signalling the importance this even has obtained in China, and internationally, in the medical instrument and equipment industry.</p> <p>This reflects not only in the vast number of products displayed annually at China Med (ranging from general diagnostic instrument to surgical instrument, medical consumables, and also specialised magazines and services), but also in the increasing number of new technology launches that take place during the days of the fair.</p> <p>CHINA MED is one of the most influential exhibitions in Chinese medical instruments and equipment industry. At the 2018 edition, 617 exhibitors coming from 20 countries and regions displayed their products in an exhibition area of over 33 thousand sqm, welcoming over 50,000 professional visitors from 40 countries and regions.</p>
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3.7 The Energy Industry

Learn more about the opportunities and the challenges in the Green-tech industry in China in our sector report, available at: <http://eusmecentre.org.cn/content/green-tech-market-china>.

中国环博会 IE expo (IFAT CHINA+EPTEE+CWS)	
Date	April 15 – 17, 2019
Venue	New International Expo Centre, Shanghai.
Organisers	Chinese Society for Environmental Science; Messe Muenchen International (MMI) MMI-ZM Trade Fairs (Shanghai) Co.,Ltd; China Environment Chamber of Commerce.
Contact Details	<p>Ms. Ketty Zhang Tel: +86 +86-21 23521128 / 2020 5539 Fax: +86 2123521088 Email: ketty.zhang@mm-sh.com</p> <p>Ms. Tanja Dettmann Senior Exhibition Manager Email: tanja.dettmann@messe-muenchen.de Tel: +49 8994920295 Fax: +49 899499720295</p> <p>Ms. Andrea Graf Senior Exhibition Manager Email: andrea.graf@messe-muenchen.de Tel: +49 8994920297</p>
Exhibition Website	www.ie-expo.com
Description	<p>As one of the Asia's leading environmental show, IE expo China 2019 will present the latest products and technologies in the areas of water, waste, air and soil. This edition will take place from April 15th to 17th at Shanghai New International Expo Centre and will cover all the high potential segments in environmental area: Water and Sewage Treatment, Waste Management, Site Remediation, Air Pollution Control and Air Purification.</p> <p>First introduced in 1999, with the support of domestic and international government bodies and industry associations, IE Expo has continuously expanded ever since. In the 2018 edition, held in Shanghai New International Expo Centre, more than 1,700 exhibitors showcased their products, attracting over 66,500 visitors on a total fairground area of 60 thousand sqm.</p>

中国国际清洁能源博览会 Clean Energy Expo China	
Date	March 29-31, 2016.
Venue	China International Exhibition Centre, Beijing.
Organisers	China Electricity Council, the Construction Industry Sub-council and the Construction Industry Commerce Chamber, the China Council for the Promotion of International Trade and CCPIT Beijing, Koelnmesse.
Contact Details	Ms. Joyce Cao Tel: +86 10 6590 7766 ext 729 Fax +86 10 6590 6139 Email: jo.cao@koelnmesse.cn
Exhibition Website	http://english.cec.org.cn/No.111.1490.htm
Description	<p>First staged in 2009, the Clean Energy expo China (short CEEC), has rapidly gained a key role amongst the events in the clean energy industry in China. The fair, jointly organised by Koelnmesse, CCPIT and CEC with the support of the State Grid Corporation of China, enjoys the recognition of many international government bodies and agencies, such as the World Wind Energy Association.</p> <p>In 2015, 300 exhibitors and 22 thousand visitors gathered at the exhibition, which developed on total space of 25 thousand square meters. The fair will exhibit products and technologies from 7 main areas, namely: 1. Grid Technologies, Energy Storage & Charging Facilities; 2. Solar Photovoltaic; 3. Solar Thermal; 4. Wind Energy; 5. Distributed Energy; 6. Natural Gas and 7. Bioenergy.</p> <p>In addition, every year the China Power Conference is held at the fair, comprising a plenary, sub-fora and a series of technical seminars to provide professionals in the clean energy business with an ideal platform for exchange. Themes of the conference are those of main concern by the industry, such as the latest market trends, rules and regulation, investment and financing conditions, and latest technology evolutions.</p>

第 19 届中国国际电力电工设备暨智能电网展览会 The 19 th China International Electric Power & Electric Engineering and Smart Grid Exhibition	
Date	April 21-22, 2019
Venue	New International Expo Centre, Shanghai.

<p><i>Organisers</i></p>	<p>China Electrical Equipment Industry Association China Electrotechnical Society Independent Power Producers Forum Shanghai Chinese Society for Electrical Engineering Shanghai Electrical Apparatus Manufacturers Trade Association</p>
<p><i>Contact Details</i></p>	<p>Tel: +86-21-5018 5270/ 5018 5271/ 5018 5272 Fax: +86-21-5186 2899 Email: epower@ronco.com.cn</p>
<p><i>Exhibition Website</i></p>	<p>http://www.china-epower.cn/en/</p>
<p><i>Description</i></p>	<p>First launched in 2001 and held annually ever since, China E-Power is amongst the largest and most influential trade fairs in the electric power industry in China. During the fair, which has reached its 19th edition, products from the whole power industry chain are exhibited, including Power Generation to Power Transmission and Transformation Equipment, SmartGrid Equipment and Technology, Communication and Information Systems, Smart Metering and Management, Electrical Accessories and Construction Equipment and Protection.</p> <p>In 2018, more than 27,000 visitors gathered at the exhibition covering 46,500 square meters, surveying the products displayed by 1,043 domestic and overseas companies from 45 countries.</p>

3.8 The ICT Sector

Learn more about the opportunities and the challenges in the ICT industry in China in our sector report, available at: <http://www.eusmeccentre.org.cn/report/ict-market-china>

Semicon China	
<i>Date</i>	March 20 - 22, 2019.
<i>Venue</i>	New International Expo Centre, Shanghai.
<i>Organisers</i>	Semiconductor Equipment and Materials International (SEMI); China Electronics Chamber of Commerce.
<i>Contact Details</i>	<p>SEMI China Tel: +86 0216027 8500 Email: semichina@semi.org</p> <p>Mr. Jesse Zhang Tel: +86 2160278558 Email: wdzhang@semi.org</p>
<i>Exhibition Website</i>	www.semiconchina.org/
<i>Description</i>	<p>First launched in 1988, Semicon China is one of the key exhibitions in the semiconductor and microelectronics industry in China. Since its first edition, the event has kept growing, reaching a key in its segment. The exhibition is divided into six sections where national and international exhibitors display their new products, technologies and services.</p> <p>The conference will have nine symposiums covering all aspects of semiconductor technology with focus on manufacturing and advanced technology, including detailed manufacturing processes, device design, integration, materials, and equipment, as well as emerging semiconductor technologies, circuit design, and silicon material applications.</p> <p>During its 3-days fair, Semicon 2018 attracted more than 91,000 visitors and 1,116 exhibitors.</p>

GMIC 北京 2019 GMIC Beijing 2019	
<i>Date</i>	July 23-24, 2019
<i>Venue</i>	China National Convention Center, Beijing.
<i>Organisers</i>	GWC China
<i>Contact Details</i>	Tel: +86 1082525377 Email: gmic@gwc.net
<i>Exhibition Website</i>	http://beijing.thegmic.com
<i>Description</i>	<p>The Global Mobile Internet Conference (GMIC) connects innovators from different countries, various industries and sectors. Held annually since 2009, the conference has expanded from Beijing to other innovation hubs around the world.</p> <p>The GMIC hosts mobile industry executives, entrepreneurs, developers and investors from around the globe to build partnerships, learn from industry thought leaders and the newest innovations. The conference is a platform where SMEs and start-ups companies can find business connection with China ICT. During the exhibitions, executives operating in global markets will give an overview over the latest innovations and market trends, as well as showcasing latest products and innovation from emerging and established companies.</p> <p>GMIT 2018 attracted 248 exhibitors and almost 35,000 attendees from 48 countries and regions.</p>

3.9 The Machinery Sector

Learn more about the opportunities and the challenges in the Machinery industry in China in our sector report, available at: <http://www.eusmecentre.org.cn/report/machinery-sector-china>

中国国际工程机械，建材机械，矿山机械，工程车辆
及设备展览会

BAUMA China 2020 - International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles

Date	November 24-27, 2020
Venue	New International Expo Centre, Shanghai.
Organisers	Messe München International MMI (Shanghai) Co., Ltd.; CCMA – China Construction Machinery Association; CCPIT–MSC – China Council for the Promotion of International Trade – Machinery Sub-Council; CNCMC – China Construction Machinery Co., Ltd.
Contact Details	Messe München GmbH Tel: +49 8994920720 Fax: +49 8994920729 Email: info@messe-muenchen.de
Exhibition Website	www.bauma-china.com/
Description	<p>BAUMA China, the International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles, takes place in Shanghai every two years and has emerged as one of the leading events in its sector for the whole Asia region. The exhibition, organised, among others, by Messe München International together with China Construction Machinery Association and the CCPIT- Machinery Sub-Council, enjoys the support of a large number of domestic and international partners (e.g. the China Machinery Industry Federation, the Association of Equipment Manufacturers, and the German Engineering Association).</p> <p>BAUMA is both a platform for product presentations and a party for communications and cooperation. The exhibited products are divided into 4 different sectors: “All around construction sites”, that offers construction vehicles, earth-moving machines, construction equipment, tools and special systems among the others; “Mining, extraction and processing of raw materials”, which offers machines for extraction of raw materials and for mining and mineral processing equipment’s; “Production of building materials”, which showcase different types of machines for producing purposes (e.g. Machines and plants for producing asphalt); “Component and service suppliers”.</p> <p>In 2018, Bauma once again underlines its leading role in Asia: 3,350 exhibitors from 38 countries gathered in a exhibition area of 330,000 sqm. and more than 212,400 trade visitors attended the fair, 25% more than the previous edition, and 94</p>

	percent coming from Asia.
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数控机床与金属加工展 Metalworking and CNC Machine Tool Show	
Date	September 17 – 21, 2019
Venue	National Exhibition and Convention Centre, Shanghai.
Organisers	Hannover Milano Fairs Shanghai Ltd., Shanghai Eastbest International(group)co., Ltd, Deutsche Messe Worldwide, Hannover Fairs International GmbH
Contact Details	<p>Mr. Darren Kong Tel: +86 2150456700 ext. 222 Fax: +86 2168862355/ 5045 9355 Email: darren.kong@hmf-china.com</p> <p>Ms. Leticia Zheng Tel: +86 2150456700ext. 284 Fax: +86 21-68862355/ 5045 9355 Email: leticia.zheng@hmf-china.com</p> <p>Ms. Vicky Huang Tel: +86 2150456700 ext. 246 Fax: +86 2168862355/ 5045 9355 Email: vicky.huang@hmf-china.com</p>
Exhibition Website	http://www.metalworkingchina.com/EN/
Description	<p>Organised by Deutsche Messe AG and Hannover Milano Fairs Shanghai Ltd, the Metalworking and CNC Machine Tool Show (MWCS) is one of the nine professional theme shows of the China International Industry Fair (CIIF), with a specific focus on the metalworking industry.</p> <p>As an international trade fair and UFI approved event, MWCS has developed into one of the leading event in its industry for the eastern China. The show, which was first introduced in 1994, showcases products ranging from Metal Forming Machines; Metal Cutting Machine Tools; Machine Tool Components and Auxiliary Equipments; Abrasive, Cutting Tools, Tooling, Jig Fixture & Related Products; Inspection Measuring Equipment; Non-traditional Machines and Special Purpose Machines; Numerical Control Systems, Digital Readout Units, Machine Tool Apparatus.</p> <p>The last edition, in 2018, gathered 600 exhibitors and more than 173,000 visitors from 80 countries on a total exhibiting area of 36 thousand square meters.</p>

3.10 The Textile and Apparel Industry in China

Learn more about the opportunities and the challenges in the T&A industry in China in our sector report, available at: <http://www.eusmecentre.org.cn/report/textiles-and-apparel-market-china-update-2017>

中国国际纺织面料及辅料(春夏)博览会概览 Intertextile Shanghai Apparel Fabrics	
Date	March 12 - 14, 2019. September 25 – 27, 2019
Venue	National Exhibition and Convention Centre, Shanghai.
Organisers	Messe Frankfurt (HK) Ltd.
Contact Details	Ms Maggie Tse/ Ms Gaile Yeung Tel: +85 222389963 / 9999 Email: maggie.tse@hongkong.messefrankfurt.com Tel: +85 228027728 Fax: +85 225988771 itx-service@hongkong.messefrankfurt.com
Exhibition Website	http://intertextile-shanghai-apparel-fabrics-spring.hk.messefrankfurt.com/shanghai/en/visitors/welcome.html
Description	<p>Intertextile Shanghai Apparel Fabrics (formerly known as Intertextile Shanghai Fair) was first launched in 1995, with cooperation from Sub-Council of Textile Industry, CCPIT and China Textile Information Centre. It is one of the world's leading apparel fabrics and accessories fairs, and one of the biggest platforms to showcase apparel fabrics and accessories in Asia. With both the spring and autumn shows in Shanghai it provides an excellent opportunity for overseas suppliers to build stronger relationships in the region and increase their presence in the market.</p> <p>The products showcased are distributed amongst a number of distinct zones, namely: Salon Europe, which offers premium European-made products from more than 10 European countries and featured country pavilions from France, Germany and Italy (Milano Unica Pavilion), Portugal and the UK; the Premium Wool Zone; the Verve for Design area showcasing the most original design creations; the Asia Pavilions zone: the Functional Lab, where the latest innovations are exhibited; the All About Sustainability area featuring the entire sustainability supply chain; the Beyond Denim zone and the Accessories area, featuring garment and fashion accessories from China and overseas.</p> <p>In 2018, more than 3,386 exhibitors from 22 countries and regions presented their products at Intertextile Shanghai Apparel Fabrics, attracting over 82 thousand visitors from 104 countries and regions in 2018.</p>

中国国际服装服饰博览会 CHIC – China International Fashion Fair	
Date	March 12 – 14, 2019 September 2019, TBC
Venue	National Exhibition and Convention Centre, Shanghai.
Organisers	China World International Exhibitions Co., Ltd.; Beijing Fashion Expo Co., Ltd.
Contact Details	Ms Cathy Kwok Tel: +86 1065054123 Fax: +86 1065053260 Email: guoxiaomeng@cwtc.com Email: zengqi@cwtc.com , lvjiang@cwtc.com Consulting: Tel: +86 1065050617 More contacts here: http://en.chiconline.com.cn/aboutus.aspx
Exhibition Website	http://en.chiconline.com.cn/
Description	<p>First launched in 1993 and held in Shanghai biannually since 2015, the China International Fashion Fair (CHIC) is among the leading exhibitions in the fashion industry in the PRC. Twice a year, in spring and autumn, the fair, which is co-located with Intertextile Shanghai Apparel Fabrics, allows domestic and overseas brands to showcase their latest products and designs to an audience of professional visitors from the apparel and fashion industry. By keeping its focus on final products, CHIC has become a reference point for those foreign brands seeking a foothold in the China apparel market, as well as an effective platform to present their brand to the Chinese public.</p> <p>Along its 25 years of history, CHIC has seen participation constantly grow. As one of the most influential and largest fashion shows in China, the spring edition 2017 featured 1,177 enterprises from 20 countries and regions, including China, France, Germany, Italy, Brazil, Japan among the others.</p> <p>During three days, the fair attracted an audience of 104,592 people, gathered in 100,000 square meters of exhibition hall.</p>

中国进出口商品交易会 The 125th Canton Fair (phase3)	
Date	May 1 – 5 2019

Venue	China Import and Export Fair Pazhou Complex
Organisers	China International Exhibitions (CIE) Ltd.
Contact Details	Email: cs@cantonfair.org.cn , info@cantonfair.org.cn Tel: +85 228771318; +86 202888 8999
Exhibition Website	http://www.cantonfair.org.cn/en/index.aspx
Description	<p>Canton Fair (China Import and Export Fair) is the largest trade fair with the largest scale, the most complete exhibit variety, the broadest distribution of overseas buyers and the greatest business turnover held in Guangzhou (Canton) China. First established in 1957, the fair is now held annually every spring and autumn.</p> <p>The Canton fair is divided into three phases, each of which displays different goods from different sectors, going from electronics and machinery, to consumer goods, home decoration, to food and clothing.</p> <p>During the last edition, the comprehensive three phases of the fair welcomed a total of 25,500 vendors with more than 60,000 booths displayed in a total exhibition space of 1,185,000 square meters. The fair attracted over 189,000 buyers coming from more than 120 countries.</p> <p>The Canton Fair Phase three focuses on clothing, bags, footwear, as well as medical devices and health products. Regarding the textile area, the fair offers a big variety of products, that covers men, women and kids wear, as well as furs and leather products and fashion accessories.</p>

3.11 Others

中国(广州)国际家具博览会 CIFF Guangzhou – China International Furniture Fair	
<i>Date</i>	Phase 1: March 18-21, 2019 Phase 2: March 28-31, 2019
<i>Venue</i>	Canton Fair Complex, Guangzhou
<i>Organisers</i>	China Foreign Trade Guangzhou Exhibition General Corp.
<i>Contact Details</i>	Ms. Jasmine Chen Email: chenjw@fairwindow.com.cn Tel: +86.020.89128280
<i>Exhibition Website</i>	https://www.ciff.furniture/
<i>Description</i>	<p>CIFF (China International Furniture Fair) is the world's largest furniture exhibition and one of the most important business platforms in Asia.</p> <p>Founded in 1998, CIFF is now at its 43rd edition, and starting from September 2015, it takes place annually Guangzhou in March and in Shanghai in September.</p> <p>CIFF covers the themes of home furniture, homedecor & hometextile, outdoor furniture, office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials.</p> <p>The 43rd edition of China International Furniture Fair will take place in Guangzhou over two phases, divided according to product sector: the first one will take place from 18 to 21 March 2019 and is dedicated to home furnishings, outdoor and leisure furniture, home décor and home textiles; the second one, from 28 to 31 March, will display office furniture, hotel furnishings, accessories, metal furniture, and furnishings for public spaces and reception areas, as well as materials and machinery for the furniture industry.</p> <p>The fair is expected to host over 4,100 exhibitors gathered in an exhibition space extending over 760,000 square meters.</p>

第十九届中国国际石油石化技术装备展览会 CIPPE – The 19 th China International Petroleum & Petrochemical Technology and Equipment Exhibition	
<i>Date</i>	March 27-29, 2019 (Beijing) (Shanghai)
<i>Venue</i>	New China International Exhibition Center, Beijing
<i>Organisers</i>	Beijing Zhenwei Exhibition Co.,Ltd
<i>Contact Details</i>	Email: cippe@zhenweiexpo.com , visitor@zhenweiexpo.com

	Tel: +86 1058236561 / 6588 Fax: +86 1058236567
Exhibition Website	http://www.cippe.com.cn/en/en.html
Description	<p>China International Petroleum & Petrochemical Technology and Equipment Exhibition (CIPPE) is a regular gathering in petroleum and petrochemical industry. Now at its 19th edition, CIPPE is held annually in Beijing and it will have the 11th edition in Shanghai (Shanghai International Petroleum Technology and Equipment Exhibition).</p> <p>The 2018 Beijing edition attracted 1,800 exhibitors and over 117,000 professional visitors from 65 countries and regions. With an exhibition space of around 90,000 square meters and 18 international pavilions (including USA, Germany, UK, France, Canada, Korea), CIPPE has become one of the largest petroleum exhibitions in the world.</p> <p>The fair received great support from the domestic oil giants, such as CNPC, SINOPEC, and SANY.</p>

第 25 届义乌国际小商品博览会

Yiwu Fair 2019 - The 25th China Yiwu International Commodities Fair

Date	October 21 -25, 2019
Venue	Yiwu International Expo Center (YWIEC)
Organisers	Zhejiang Provincial Department of Commerce Zhejiang Provincial Administration of Quality and Technology Supervision Yiwu Municipal People's Government
Contact Details	Email: trade@yiwufair.com , service@yiwufair.com Tel: +86-579-8541 5888 Fax: +86-579-8541 5777
Exhibition Website	http://en.yiwufair.com/
Description	<p>Started in 1995, China Yiwu International Commodities Fair (Yiwu Fair) is one of the largest and most influential fairs for daily consumer goods in China. The event is a perfect platform for both China and foreign companies that want to widen their network and build new contacts.</p> <p>The Yiwu fair is approved by the State Council, jointly hosted by the Ministry of Commerce, the People's Government of Zhejiang Province Standardization Administration of the People's Republic of China and other relevant authorities.</p> <p>It is a comprehensive international trade service platform that can fulfil all the demands of the SMEs, providing services that include logistics and transportation, insurance and legal consultation, foreign trade agents and CBEC and high-quality</p>

	<p>suppliers.</p> <p>The 2017 edition gathered 2,200 enterprises in an exhibition area of 100,000 square meters. The fair attracted more than 63,000 professional buyers and over 9,000 overseas buyers and it is expected to attract 200,000 visitor in the upcoming edition.</p>
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2019 第七届中国国际航空服务业博览会 ASCE- The 7 th China International Aviation Services Trade Fair Shanghai	
Date	November 15 – 17, 2019
Venue	National Exhibition and Convention Center, Shanghai
Organisers	Shanghai Golden Commercial Exhibition Co., Ltd.
Contact Details	Email: info@goldenexpo.com.cn Tel: +86 2161629719
Exhibition Website	http://www.aviationfair.com.cn/expo/en/
Description	<p>Shanghai International Aviation Services Trade Fair (ASCE CHINA) has been successfully held since 2013, and it is now one of the most professional exhibitions in the aviation service field. Every year, the fair attracts professionals to collect the latest information on the industry and products.</p> <p>The fair covers six big fields of aviation food & beverage, kitchen catering, in-flight services & supplies, aviation engineering and interiors, general aviation and helicopters, airport facilities and technology, gathering nearly a thousand of major airlines, aircraft manufacturers, and airport groups as well as ten thousand of top professional buyers in the global aviation service.</p> <p>The event has been strongly supported and participated by a large number of airlines and delegates from some major Chinese airports, such as Air China, China Eastern Airlines, China Southern Airlines, Xiamen Airlines, Hainan Airlines, Beijing Capital International Airport, Shanghai Airport, Guangdong Airport, and related aviation industry associations, etc.</p> <p>With a total exhibition area of more than 70,000 sqm, last year edition has attracted thousands of suppliers in aviation services and supplies field from more than 40 countries and regions all over the world.</p> <p>The fair is estimated to have an increase on both expo scale and professional visitors, and it is expected to attract nearly a thousand of major airlines, airport groups, aircraft manufacturers and related aviation service enterprises as well as ten thousand of professional global buyers.</p>

CIIE 2019 - China International Import Expo 2019	
<i>Date</i>	November 2019
<i>Venue</i>	National Exhibition and Convention Center (NECC), Shanghai
<i>Organisers</i>	Ministry of Commerce of the People's Republic of China National Exhibition and Convention Center (Shanghai) Co., Ltd.
<i>Contact Details</i>	Email: info@ciie.org Tel: +86-21-6700 8870/8988; +86-21-968 888
<i>Exhibition Website</i>	https://www.ciie.org/
<i>Description</i>	<p>The first China International Import Expo was held in Shanghai from the 5 to 10 November 2018 and it was hosted by the Ministry of Commerce and the Shanghai Municipal People's Government.</p> <p>The event gathered government officials, business communities, exhibitors and professional purchasers across the world and providing them with new channels for countries and regions to do business, strengthen cooperation and promote common prosperity of the world economy and trade.</p> <p>The expo welcomed over 3,000 enterprises coming from more than 130 countries and regions and was able to attract over 150,000 domestic and foreign buyers. There were exhibitors covering all different sectors, including sci-tech life, automobile, medical equipment and health care products, trade in services, and food and beverage products.</p> <p>Because of the success of the 2018 edition, some of the exhibitors soon confirmed their participation to the following year edition.</p>

4 Annexes

4.1 Useful Websites

Useful Websites

The Global Association of the Exhibition Industry

UFI, The Global Association of the Exhibition Industry is the association of trade show organisers, fairground owners, national and international associations of the exhibition industry, and its partners.

<http://www.ufi.org/>

China Exhibition.com

China Trade Fairs directory

<http://www.chinaexhibition.com/>

EventsEye.com

Trade Fairs directory for China and the rest of the world

<http://www.eventseye.com/fairs/trade-shows-by-location.html>

EU SME Centre

The EU SME Centre is a European Union initiative that provides a comprehensive range of hands-on support services to European small and medium-sized enterprises (SMEs), getting them ready to do business in China.

<http://www.eusmecentre.org.cn/>

The EU SME Centre provides an up-to-date database on the main trade fairs in China at:

[http://www.eusmecentre.org.cn/calendar?evtype=EXHIBITIONS_ALL&status=All&ind=All&oper=All&city=All&title=&datefr%5Bmin%5D%5Bdate%5D=2016-03-01&datefr\[max\]\[date\]=2017-03-02](http://www.eusmecentre.org.cn/calendar?evtype=EXHIBITIONS_ALL&status=All&ind=All&oper=All&city=All&title=&datefr%5Bmin%5D%5Bdate%5D=2016-03-01&datefr[max][date]=2017-03-02)

China IPR SME Helpdesk

The China IPR SME Helpdesk supports European Union (EU) Small and Medium-sized Enterprises (SMEs) to both protect and enforce their Intellectual Property Rights (IPR) in or relating to Mainland China, Hong Kong, Macao and Taiwan through the provision of free information and services.

<http://www.china-iprhelpdesk.eu/>

About the EU SME Centre

The EU SME Centre helps EU SMEs get ready for China by providing them with a range of information, advice, training and support services.

To find out more, visit: www.eusmecentre.org.cn.



Need more help?

The EU SME Centre provides a range of **China Business Solutions**, including:

- Tailored China market research
- Company verification
- Customised step-by-step guide to exporting to China
- Importer/distributor search, and others

Read more about China Business Solutions at www.eusmecentre.org.cn/solutions or contact info@eusmecentre.org.cn. To submit your enquiries directly to our experts go to *Ask-the-Expert* www.eusmecentre.org.cn/expert.

Further reading...

The EU SME Centre has over 100 reports, guidelines and case studies in its **Knowledge Centre**, the following may be relevant to you:

- Individual Income Tax in China
- Tax Liability for Non-Resident Enterprises Engaging in Service Provision
- China Enterprise Income Tax
- Establishment and Operation of a Representative Office
- Establishment of a Foreign Invested Enterprise in China
- Repatriation and Reinvestment of the Assets of Foreign Invested Enterprise in China

Access the Knowledge Centre here: www.eusmecentre.org.cn/knowledge-centre.



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