

# CHINA INTERNATIONAL IMPORT EXPO

## Invitation Letter for the Promotion Event

**Dear friends,**

The Chinese economy is developing steadily with a medium-high speed of growth. In the following five years, China is expecting to import goods and service worth more than ten trillion USD, which provides a historic opportunity for enterprises to enter the huge Chinese market.

In May 2017, Chinese President Xi Jinping announced at the Belt and Road Forum for International Cooperation in Beijing that China will host **China International Import Exposition (CIIE)** starting from 2018. The first CIIE will be held in **Shanghai** during **November 5<sup>th</sup> to 10<sup>th</sup>, 2018**. It represents an important move of China to open its market and promote trade, while also serving as a platform for international cooperation for all countries to showcase their development achievements and discuss global economic and trade issues. The Swiss Federal Councillor, Mr. Johann Schneider-Ammann has already received the invitation from the Minister of Commerce of China, Mr. Zhong Shan.

The first CIIE consists of three parts: Country Pavilion for Trade and Investment, Enterprise and Business Fair as well as International Trade Forum. The Enterprise and Business Fair will cover the following business sectors:

1. Trade in goods: High-end intelligent equipment; Consumer electronics & appliances; Automobile; Apparel, accessories & consumer goods; Food & Agricultural products; Medical Equipment & Medical care products.
2. Trade in services: Tourism services; Emerging technologies; Culture & education; Creative design; Service outsourcing.

The registration deadline for the exhibitor is June 30<sup>th</sup> 2018. Those who register by January 31<sup>th</sup> 2018 will enjoy a discount of 20%. I sincerely invite your company to participate in CIIE as exhibitor, and warmly expect you to join our **Promotion Event on January 15<sup>th</sup> 2018, from 14:30 to 17:30 in Bern, Hotel Schweizerhof** to get a more comprehensive understanding of the CIIE. For registration, please contact our Economic and Commercial Counsellor's Office. Tel: 0041 31 5550239-891. Email: [ch@mofcom.gov.cn](mailto:ch@mofcom.gov.cn).



Wenbing Geng

Ambassador of the People's Republic of China  
in the Swiss Confederation



## Promotion Event

*Embassy of the P. R. China in the Swiss Confederation*

# CHINA INTERNATIONAL IMPORT EXPO

November 5<sup>th</sup> - 10<sup>th</sup>, 2018 in Shanghai

**Date** Monday, January 15<sup>th</sup> 2018

**Place** Salon Trianon, Hotel Schweizerhof, Bahnhofplatz 11, 3001 Bern

**Language** English; English translation for speeches in Chinese

### Agenda

14:00-14:30 **Arrival and registration**

14:30-15:00 **Opening remarks**

Mr. Wenbing Geng, Ambassador of the P.R.China to Switzerland

A representative from the Swiss government (tbc)

Mr. Hans-Ulrich Bigler, National Councillor, CEO of sgv/usam

15:00-15:30 **Presentation about the China International Import Exposition**

Mr. Fangcai Cai, Economic and Commercial Counsellor of the Chinese Embassy

15:30-16:00 **Presentations of the Chinese companies about their products**

Air China Zurich Office

China Construction Bank Zurich Branch

16:00-16:30 **Panel: Opportunities and experiences in the Chinese market**

Swiss entrepreneurs and experts, from both MNC and SME (tbc)

16:30-17:30 Cocktail party with apéro

### *Our Partners:*

