

CHINA INTERNATIONAL IMPORT EXPO

Invitation Letter for the Road Show on March 19th 2018 in Zurich

Dear friends,

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 5th to 10th, 2018**. It represents an important move of China to open its market and promote trade, while also serving as an important opportunity for Swiss companies to expand their cooperation with China and share the development dividend of China.

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 trade in goods (High-end intelligent equipment; Consumer electronics & appliances; Automobile; Apparel, accessories & consumer goods; Food & Agricultural products; Medical Equipment & Medical care products etc.) and trade in services (Tourism services; Emerging technologies; Culture & education; Creative design; Service outsourcing etc.). The registration deadline for the exhibitor is June 30th 2018.

Thanks to the support of the Swiss government and business communities, the Chinese Embassy in Switzerland held a successful promotion event on January 15th in Bern. The Swiss government has already officially confirmed that Switzerland will be present at CIIE with a Country Pavilion. A lot of Swiss MNCs and SMEs have also accomplished their applications to the CIIE. **To further raise the profile of CIIE and extend the invitation to more exporters, the Chinese Embassy and CIIE Bureau will organize a Road Show on March 19th 2018 from 10:30 to 13:00 in Widder Hotel Zürich.** During this event, the representatives of Ministry of Commerce and CIIE Bureau will tell you the progress of the Expo, answer your questions as well as provide advice and help for your participation.

For registration, please contact the Economic and Commercial Counsellor's Office of the Chinese Embassy before March 15th. Tel: 0041 31 5550239-891. Email: ch@mofcom.gov.cn.

Embassy of the People's Republic of China in Switzerland
China International Import Expo Bureau

