

*Exhibitor's Manual for China International Import Expo*  
**Enterprise & Business Exhibition**

**Opening Remarks**

Dear Exhibitors,

In May 2017, Chinese President Xi Jinping announced that China would host China International Import Expo (CIIE) from 2018 onwards and that the first session would be held in Shanghai from November 5 to 10, 2018 at the Belt and Road Forum for International Cooperation. The CIIE will mark a significant move for the Chinese government to push forward a new round of high-level opening-up, and an important measure to actively open the Chinese market to the world. It will serve as an open cooperation platform for countries and regions across the world to showcase their development achievements and launch international trade, and also an international public product for promoting trade liberalization and economic globalization.

The first CIIE will set up a business show for enterprises, including two divisions of goods trade and service trade. Goods trade division will comprise exhibition areas of intelligent & high-end equipment, consumer electronics & home appliances, apparel & accessories and daily consumer goods, automobile, food & agricultural products, medical equipment & healthcare products, etc. Service trade division will comprise exhibition areas of emerging technology, service outsourcing, creative design, culture & education, tourism service, logistics service,

comprehensive service, etc. During the Expo, Hongqiao International Trade Forum as well as a series of substantial trade promotion activities will be held. Enterprises from more than 100 countries and regions will participate in the Expo, and 150,000 professional buyers are expected to attend the exhibition.

In the next five years, China is expected to import over 10 trillion USD goods and services, which means a historic opportunity for enterprises across the globe to expand their business in the market of China.

On behalf of the CIIE organizing committee, we hereby sincerely thank you for your participation in the CIIE to showcase your most competitive products and services, promote global trade growth, and achieve greater mutual benefit and win-win cooperation. We look forward to your coming to Shanghai, China!

**China International Import Expo (CIIE)**

## Notes

Dear Exhibitors,

In order to help you understand about the venue facilities and various requirements of the expo, and to help you prepare well, we are providing this *Exhibitor Manual* so that you will pass through the participation formalities more quickly and efficiently.

### **I. Forms to Fill In**

Forms to be filled in are listed in Part VII “Forms” of the *Exhibitor Manual*. Please read them carefully and submit the filled-out forms by the deadlines indicated separately in the Tables of Content and in the forms. It is suggested to make a copy of the forms as backups before filling them out and sending them back.

### **II. Safety Notes**

Please read carefully the rules and regulations in this *Exhibitor Manual* on safe working conditions, fire safety and civilized participation in the expo, and urge your service providers to strictly follow these rules and regulations as well.

### **III. Disclaimer**

The Organizers of CIIE will make every effort to provide best quality services in every aspect, to meet the exhibitors’ requirements; the Organizers, however, shall not bear any liability

arising from the following situations:

1. Any delay or failure to provide all or part of the services due to delayed return of the forms by the exhibitor after the deadline.
2. Any surcharge or failure to provide all or part of the services resulting from delayed submission of application by the exhibitor after the deadline.
3. Any delay, compensation, damage due to failure to comply with the expo rules and regulations and relevant laws by the exhibitor.
4. Any delay, damage, disputes due to the engagement with any non-designated service provider by the exhibitor.
5. Any inaccuracy in the publication materials provided by the exhibitor or constructor, or delayed submission.

# **Part One: General Information of the Expo**

## **1. Basic Information**

### **1.1 Name of the Expo**

China International Import Expo (CIIE)

### **1.2 Time**

November 5-10, 2018

### **1.3 Venue**

National Exhibition and Convention Center (Shanghai) (NECC)

Address: No. 333, Songze Avenue, Qingpu District, Shanghai

### **1.4 Hosts**

Ministry of Commerce of the People's Republic of China

Shanghai Municipal People's Government

### **1.5 Supporters**

The World Trade Organization (WTO)

United Nations Industrial Development Organization (UNIDO)

United Nations Conference on Trade and Development (UNCTD)

### **1.6 Organizers**

China International Import Expo Bureau

National Exhibition and Convention Center (Shanghai)

### **1.7 Expo Layout**

Relevant information will be released at a later time.

## **1.8 Trade Forum**

Name: Hongqiao International Trade Forum

Date: November 5, 2018

Venue: NECC (Shanghai)

Hosts: Ministry of Commerce of the People's Republic of China;

Shanghai Municipal People's Government

Supporters: WTO, UNIDO, UNCTD

Organizers: China International Import Expo Bureau;

National Exhibition and Convention Center (Shanghai)

## **1.9 Official Website**

[www.ciie.org](http://www.ciie.org)

## **2. Expo Contact List**

### **2.1 Contact Information of the Organizers**

China International Import Expo Bureau

National Exhibition and Convention Center (Shanghai)

Address: No.333 Songze Avenue, Shanghai, China

Exhibitor Information: +86-21-67008870/ 67008988

Service Hotline: +86-21-968888

Fax: +86-21-67008811

E-mail: [info@ciie.org](mailto:info@ciie.org)

## 2.2 Official Service Suppliers

### 2.2.1 Official Constructors

Relevant contact information will be released at a later time.

### 2.2.2 Official Transporters

Relevant contact information will be released at a later time.

### 2.2.3 Drawing Inspectors

Relevant contact information will be released at a later time.

### 2.2.4 Advertising Agencies

Chinese Name:	上海亚太广告有限公司
English Name:	Shanghai Asia-Pacific Advertisting co.,ltd
Address:	Building 6, No.788, Xueye Road, Pudong New Area, Shanghai
Contacts 1:	Zhenhua Kang
Tel.:	+86-21-62107339-859
Mobile:	13916906279
E-mail:	kangzhenhua@cpit- exhibition.com
Contacts 2:	Guangyi Zhu
Tel.:	+86-21-62107339-838
Mobile:	13801727673
E-mail:	zhuguangyi@cpit- exhibition.com
Contacts 3:	Chen Wang
Tel.:	+86-21-62107339-845
Mobile:	13917627074
E-mail:	wangchen@cpit-exhibition.com
Fax:	+86-21-62107350

## 2.3 Recommended Expo Service Suppliers

### 2.3.1 Service Suppliers for International Transport

Relevant contacts will be released at a later time.

### 2.3.2 Special Booth Constructors

For more details, please refer to Appendix 6: *List of Recommended*

*Special Booth Constructors.*

### 2.3.3 Translation Service Suppliers

Chinese Name:	中译语通信息科技(上海)有限公司	语言桥翻译集团	北京策马翻译有限公司	上海外服(集团)有限公司
English Name:	Global Tone Communication Technology (Shanghai) Co., Ltd.	Lan-bridge Communications	Beijing Grouphorse Translations Co., Ltd.	Shanghai Foreign Service (Group) Co., Ltd.
Address:	Room 4301, No. 735, Liyang Road, Hongkou District, Shanghai	Building G 28 <sup>th</sup> Floor, World Plaza, No. 855, South Pudong Road, Shanghai	Room 1007, Yonghe Building A, No. 28, Dongda Street, Anding Gate, Dongcheng District, Beijing	SFSC Mansion 15 <sup>th</sup> Floor, No. 1000, Quyang Road, Shanghai
Contacts 1:	Qing Zhao	Mengsi Wu, Tammy	Jingqi Zhou	Bingyuan Huang
Tel.:	+86-21-61730877-8128	+86-571-81112037	+86-4000123543	+86-21-62772105
Mobile:	15221615860	15757852621	18502185884	13816752323
E-mail:	zhaoqing@ctpc.com.cn	Tammy@lan-bridge.com	transbiz@grouphorse.com	bingyuan.huang@fsg.com.cn
Contacts 2:	Tongyu Liu	Xiaohong Hou, Connie	Lijuan Han	Jia Wang
Tel.:	+86-21-61730876	+86-21-68877803	+86-4000123543	+86-21-62778682
Mobile:	15000272883	18605103068	18721909027	13917341976
E-mail:	417322152@qq.com	connie.hou@lan-bridge.com	transbiz@grouphorse.com	wangjia@fsg.com.cn
Fax:	+86-21-61730873	+86-21-58369066	+86-10-56158819	+86-21-62273663

### 2.3.4 Travel Service Suppliers

Chinese Name:	上海靖达国际商务会展旅行有限公司	广州交易会国际旅行社有限公司	上海携程国际旅行社有限公司
English Name:	East Star Event Management	Canton Fair International Travel Agency Co., Ltd.	Ctrip Corporate Travel
Address:	No. 111, World Expo Hall Road, Pudong New Area, Shanghai	Room 702, Canton Fair Tower, No. 679, Middle Fengpu Road, Haizhu District, Guangzhou	Building B, Hongqiao International Plaza, No. 999, Jinzhong Road, Shanghai
Contacts 1:	Yiming Hu	Wenjun Guo	Xiao Li
Tel.:	+86-21-20777030	+86-20-89268102	+86-21-34064880-12568
Mobile:	13918331237	13922275068	13701892155
E-mail:	Stanley.hu@sheaststar.com	584610823@qq.com	lixiaoa@ctrip.com
Contacts 2:	Wen Wu	Jianfeng Huang	Yifan Xu
Tel.:	+86-21-20777005	+86-20-89268105	+86-21-34064880-18451
Mobile:	18918559873	13430280974	15618930337
E-mail:	Jessie.wu@sheaststar.com	584610823@qq.com	yifanxu@ctrip.com



### 3. Venue & Supporting Facilities

#### 3.1 Venue

##### 3.1.1 Introduction

1. With a total floor area of nearly 1.5 million m<sup>2</sup>, NECC (Shanghai) is currently the largest individual building structure and exhibition complex in the world. It consists of four parts, respectively exhibition pavilions, commercial centers, office buildings and hotels, which are connected together by a Convention Avenue that is 8m in elevation, providing people easy and convenient access to various parts of the structure.
2. NECC (Shanghai) covers a total exhibition area of 500,000 m<sup>2</sup>, including indoor exhibition halls covering 400,000 m<sup>2</sup> and outdoor exhibition space covering 100,000 m<sup>2</sup>. For the indoor exhibition halls, there are 13 large halls and 3 smaller ones, all directly accessible by trucks. Near each exhibition hall there are more than 60 conference halls, functioning adequately as meeting facilities.

#### 3.2 Technical Data of the Venue

##### 3.2.1 Infrastructure

Venue No.	1H	2H	3H	4.1H	5.1H/6.1 H	7.1H/8.1 H	6.2H/7.2 H	4.2H/5.2H/8.2H	NH	EH	WH
Elevation(m)	±0.00						16.00		±0.00	16.00	
Freight Entry	8 × 6.5										

(m: width × height)										
Venue Area (m <sup>2</sup> )	26460	27010	26829	26193	26867	27226	26477	10463	9779	9664
Column Grid (m* m)	/			27×36			54×36			/
Clear Height (m)	32			12			17			18 12
Allowed Height for Booths (m)	6m for single-layer booths; 8.5m for double-layer booths									
Ground Load (ton/m <sup>2</sup> )	5			3.5			1.5			3.5 1.5
Brightness (LX)	300									
Transport Method	Venues are accessible by exclusive truck lanes									

### 3.2.2 Water Supply Capacity

Venue No.	Process Water Supply Capacity (m <sup>3</sup> /h)
1H	50
2H	50
3H + NH	100
4.1H+4.2H+ WH	100
5.1H +5.2H	100
6.1H +6.2H	75
7.1H +7.2H	75
8.1H +8.2H + EH	75

### 3.2.3 Gas Supply Capacity

Venue No.	Total Gas Supply Capacity of Venues (m <sup>3</sup> /min)
1H +2H	15

3H +4.1H +4.2H	20
5.1H +5.2H +6.1H +6.2H	10
7.1H +7.2H +8.1H +8.2H	10

### **3.2.4 Mobile Communication and Networks**

The 4G network signal fully covers all areas of the venue, with its work capacity currently able to meet the call demand of about 250,000 people per day; a high-performance switching network platform has been built inside the venue, and the comprehensive network cabling covers a wide range of services. The available services include ordinary broadband, high-speed private line broadband, wired fixed line, etc. At the same time, the venue provides a free wireless Wi-Fi network “NECC-FREE” with wide coverage, which can offer high-density, high-bandwidth customized wireless access services according to the needs of the Expo.

### **3.3 Supporting Facilities of the Venue**

1. Commerce: The Commercial Plaza of NECC (Shanghai) integrates the functions of shopping, catering, exhibition, entertainment and leisure, and is connected with various exhibition halls. It not only provides supporting services for the Expo, but also extends the Expo effect to meet various needs. In addition to the introduction of large chain restaurants, such as KFC, McDonald’s, Pizza Hut, and Starbucks, as well as domestic and foreign specialty food brands, the plaza has established a series of experience sites of well-known brands such as

banks, supermarkets, and import direct sales centers that include the functions of publicity and sales, with an aim to provide one-stop, personalized supporting services for exhibitors.

2. Hotel: InterContinental Shanghai Hongqiao NECC is the only luxury hotel located within NECC (Shanghai). It is located at the southwest end of the “Clover” and is connected to the exhibition halls via a walking path of 8 meters in elevation. The hotel integrates such functions as accommodation, conference, business, catering, and leisure. Whether traveling for business or leisure, you can always enjoy the comfortable amenities and considerate services of a five-star hotel.

### **3.4 Supporting Facilities of the Venue**

Located in Shanghai Hongqiao Central Business District, NECC (Shanghai) is only 1.5 kilometers away from the Hongqiao Transportation Hub. It is closely connected to Hongqiao High-speed Rail Station and Hongqiao Airport through subway. The surrounding expressway network extends in all directions, making it possible to make a trip to each major city in the Yangtze River Delta within 2 hours, and providing people with much convenience in transport. At the same time, NECC (Shanghai) has a total of about 5,050 parking spaces for cars and buses, which can meet the demands of various major exhibitions and events.

#### **1. Rail Transit**

NECC (Shanghai) can be reached by taking Metro Line 2 to East Xujing Station, and by Metro Line 17 to Zhuguang Road Station. While taking Line 2, visitors may transfer to Lines 1, 3, 4, 6, 7, 8, 9, 10, 11, 12, 13 and 16 to get to various areas of Shanghai; while taking Line 17, visitors can transfer to Line 2 and Line 10 at Hongqiao Railway Station.

## **2. Airport**

NECC (Shanghai) is approximately 4.5 km away from the No.1 Terminal of Hongqiao Airport (straight-line distance), 2 km from No.2 Terminal of Hongqiao Airport (straight-line distance), and approximately 60 km from Pudong International Airport. Visitors may reach the venue by metro from these three places.

### 1) No.1 Terminal of Hongqiao Airport-NECC (Shanghai)

By metro: Visitors may take Metro Line 10 to Hongqiao No.2 Terminal Station, and then transfer to Metro Line 2 to East Xujing Station

By taxi: about 20 minutes (10 kilometers)

### 2) No.2 Terminal of Hongqiao Airport-NECC (Shanghai)

By metro: Visitors may take Metro Line 2 to East Xujing Station

By taxi: about 10 minutes (6 kilometers)

### 3) Pudong International Airport - NECC (Shanghai)

By metro: Visitors may take Metro Line 2 to East Xujing Station

By taxi: about 70 minutes (about 60 kilometers)

## **3. Railway Stations**

### **1) Shanghai Hongqiao Railway Station - NECC (Shanghai)**

By metro: Visitors may take Metro Line 2 to East Xujing Station, or Metro Line 17 to Zhuguang Road Station

By taxi: about 10 minutes (6 kilometers)

### **2) Shanghai Railway Station - NECC (Shanghai)**

By metro: Visitors may take Metro Line 3 or Line 4 to Zhongshan Park Station and transfer to Line 2 to East Xujing Station

By taxi: about 35 minutes (25 kilometers)

### **3) The South Shanghai Railway Station- NECC (Shanghai)**

By metro: Visitors may take Metro Line 3 to Zhongshan Park Station and transfer to Line 2 to East Xujing Station

By taxi: about 30 minutes (about 23 kilometers)

## **4. By Car**

### **1) Yangtze River Delta**

From the Yangtze River Delta: Traffic flows from Hangzhou, Ningbo and Suzhou may move from Highways such as G60 and G2 to G15 Shenyang-Haikou Highway- Songze Avenue Off-ramp - Songze Avenue- NECC (Shanghai); or Songze Avenue - Zhuguang Road - East Yinggang Road- NECC (Shanghai).

### **2) Elevated Roads in Downtown Shanghai**

- a. In the direction of Yan'an Elevated Road & Southern Outer Ring Highway: Jiading-Minhang Elevated Road - Jianhong Elevated Road - East Yinggang Road-NECC (Shanghai)
- b. In the direction of Beizhai Elevated Road & Northern Outer Ring Highway: Jiading-Minhang Elevated Road - Songze Elevated Road - Panlong Road Off-ramp - Longlian Road - Zhuguang Road - Songze Avenue - NECC (Shanghai)

### **3) Ground-level Roads**

- a. In the direction of Beizhai Road/West Tianshan Road/West Xianxia Road: Shenchang Road or Huaxiang Road - Songze Avenue - Zhuguang Road - NECC (Shanghai)
- b. In the direction of Yan'an Road: West Yan'an Road - Huqingping Highway - Zhuguang Road - NECC (Shanghai)