

Participation Criteria & Fee

Type	Price	Fittings
Standard Booth	RMB10000/unit (9m ²)	Walls on sides, fascia board in Chinese and English, 1 information counter, 2 chairs, 1 electric socket and 2 spot lights.
Raw Space	RMB1000/m ² , above 36m ²	None. On your own construction.

❶ To guarantee Expo branding, corporate reputation, and product quality, the Organizer shall verify the applicant's qualification before acceptance.

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SPECIAL SUPPORTER



China-Singapore (Chongqing)
Demonstration Initiative on Strategic
Connectivity Administrative Bureau

ORGANIZERS



Council for the Promotion of
International Trade Shanghai



Chamber of International
Commerce Shanghai

CO-ORGANIZERS



www.brbexpo.com

BELT & ROAD CHONGQING BRAND EXPO 2018

2018 一带一路名品展·重庆

Quality Life to Share

July 6-8, 2018

Chongqing International Expo Center
(No. 66 Yuelai Avenue, Yubei District, Chongqing)

2018 EVENT PROFILE

To echo the “Belt and Road” Initiative for international cooperation, meet people’s increasing needs for a better life, and establish a Southwest China pivot for “Belt and Road” construction, **Belt & Road Brand Expo 2018 · Chongqing** will be held from **July 6 to July 8** at Chongqing International Expo Center with the theme of “Quality Life to Share”, following **Belt & Road Brand Expo 2018 · Shanghai** to be held from **June 29 to July 1**. With the strong support of Chongqing Municipal People’s Government, Chongqing Commerce Commission, China–Singapore (Chongqing) Demonstration Initiative on Strategic Connectivity Administrative Bureau, and Liangjiang New Area Government, the Expo will be launched in Chongqing, the only municipality in Western China, to deepen the implement of the “Belt and Road” Initiative along China’s Yangtze River Economic Belt and to establish a world-class serial exhibition.

Chinese President Xi Jinping announced the plan to hold “China International Import Expo” in 2018 while attending the “Belt and Road Forum for International Cooperation” held in Beijing in May 2017, further demonstrating China’s resolution for a new round of opening up its market to the outside world. In this context, Belt & Road Brand Expo 2017 received strong support from nearly 200 embassies and consulates, foreign chambers of commerce and economic representative offices in Shanghai. The 3-day Expo attracted over 160 exhibitors from 28 countries and regions, covering an area of 10,000 sqm and delivering fantastic visiting experience to nearly 20,000 visitors. During the Expo, 12 sessions of road shows and 70 match-makings were held. Nearly 60 journalists from over 40 mainstream media delivered live report, releasing a total of over 1400 news reports throughout the event. The attention from all sectors of the community fully reflects that the favorable policies brought by the Initiative have given strong momentum to global trade and investment, and reaffirms China’s status as a business-friendly country characterized by internationalization, rule of law and business facilitation.

Well located in the crossroad of “Silk Road Economic Belt”, “China – Indo-China Peninsula Economic Corridor” and “Yangtze River Economic Belt”, Chongqing set up China (Chongqing) Pilot Free Trade Zone in 2017. In addition, since Chongqing–Xinjiang–Europe International Railway became operational, Chongqing has become a key gateway connecting Europe, Asia-Pacific Region and ASEAN. With the further implementation of the Initiative, the Belt & Road Brand Expo 2018 will bring the world even more surprises, acting as a gateway of modern Silk Road to create a comprehensive and convenient platform for more branded companies to explore China and the world market.



Visitors

- Related Foreign Organizations and Associations, Chambers of Commerce, Foreign Representatives in China, International Trade and Commerce Entities, etc.
- Distributor, Agent, Importer, Exporter, Wholesaler, Purchaser, Manufacturer, E-commerce, On-line Retailer, etc.
- Department Store, Supermarket, Chain Store, Imported Product Retailer, Hotel, Restaurant, Franchisee, etc.
- Legal Consultancy, R&D Institute, Professional and Expert, etc.
- Individual Consumers.



Activities



- **Roadshow** : Release national specialty, trade and investment policies, history, culture, etc.
- **Match-making** : Arrange tailor-made meetings between exhibitors and visitors via pre-event matching.
- **LOHAS experience** : Discover cuisine, handicraft and culture from the world's five continents.
- **Show Time** : Enjoy exotic art performances from participating countries.
- **Game Interaction** : Win awards by competing in on-site contests and games.
- **Master Class** : Have a hands-on experience of jewelry, wine, Thanka, carpets, cigars, woodcarving and more under the guidance of masters and experts.

Exhibits

FOOD & DRINK

Coffee, Tea, Alcohol, Edible Oil, Snacks, Condiment, Aquatic Product*, Meat and Finished Product*, Green Food, Agricultural Product (Non-seed and non-grain processed products)*, Dairy*, Fruit*, Healthcare Product, etc.

❶ Exhibits with * shall be referred to the Organizer for import licensing matters



LIFESTYLE

Jewelry, Cosmetics, Apparel, Fashion, Handicrafts, Furnishing and Decoration, Home Appliances, etc.

TOURISM & CULTURE

Scenic Spot, Tourism Product, Tourism Organization, Board, Lodging and Transportation, Featured Culture, Exotic Product, Education, Art, etc.



SPORT & HEALTH

Sport, Healthcare Product and Service, etc.

INVESTMENT & TRADE

Investment, Financing, Consultancy, Technology Transfer, Brand Franchising, etc.



2017 REVIEW

Exhibitors : **160+**
Scale : **10,000** m²
Visitors: nearly **20,000**
Media Reports: **1,400+**
Countries and Regions: **28**



China



Australia



Croatia



Cuba



Czech Republic



Dominica



Ecuador



Greece



Hungary



Indonesia



Iran



Japan



Kazakhstan



Korea



Latvia



Mauritius



Nepal



The Netherlands



Pakistan



Philippines



Poland



Russia



South Africa



Sri Lanka



Thailand

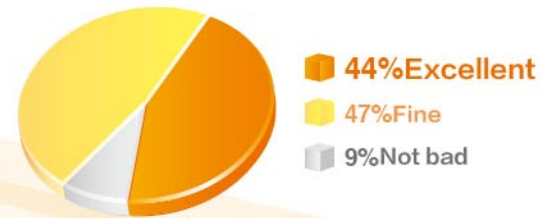


Turkey

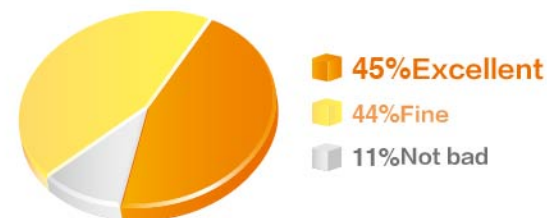


What Do Exhibitors Say About

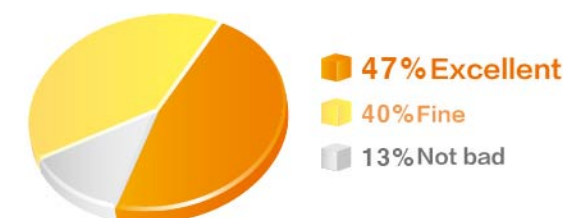
Expo in General



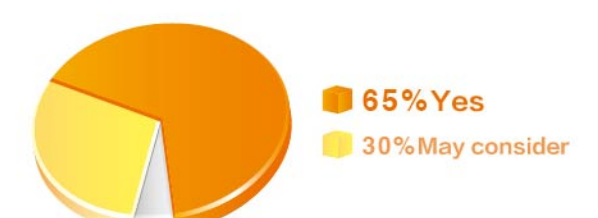
Quality of Visitors



Media Promotion



Participation in 2018



Dominica Pavilion

This Expo enables an extensive range of visitors to get a glimpse of the cigar culture and to learn that there are companies specializing in cigar in Shanghai. We invited a cigar-making master to demonstrate the whole eye-catching process, which played a positive role in promoting the culture of cigar.

Mauritius Pavilion

We are excited about Chinese people's passion for our products. The rum we brought this time has become an "internet celebrity", and we expect a promising future in the Chinese market.

Our exhibitors are all very satisfied with the Expo. We have brought three kinds of featured products from Indonesia. The bird's nest companies have networked with potential distributors in China. The noodle companies have received unexpected warm welcome. And the coffee companies are also very popular with the visitors.

Indonesia Pavilion

The marvelous expo allows Chinese visitors to learn more about Pakistan specialties. For example, our delicate handicrafts are highly welcome here. We believe the Brand Expo will provide Pakistan's companies with more business opportunities.

Pakistan Pavilion

Iran Pavilion

Some of our exhibitors come to China for the first time, and they are astonished by the huge market and people's consumption capacity here in China. The expo not only offers a great opportunity for trade cooperation, but also gives us the impression of the friendly business environment here.

Russia Pavilion

We are happy to have established relationship with over 30 dealers. The products we brought, such as ice cream, cookies, and puffed food have received positive feedback. It's a great platform to explore China's market.

It's really a fruitful fair. We networked with several big e-commerce companies in China, like JD.com and Suning.com, to name just a few. We will consider setting up an online shop to introduce more Kazakhstan green food to China.

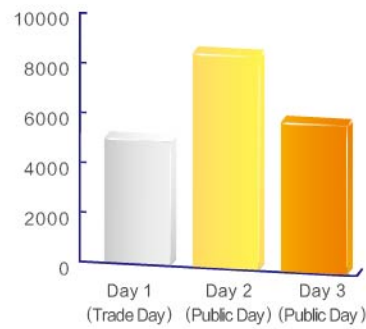
Kazakhstan Pavilion

Chinese consumers have a growing knowledge for Sri Lanka's black tea in recent years, so we brought various brands and flavors for their appreciation. We can feel the enthusiasm, and will consider Shanghai as our key market in the future.

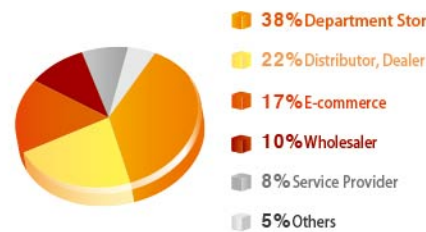
Sri Lanka Pavilion

Visitors Analyses & Comments

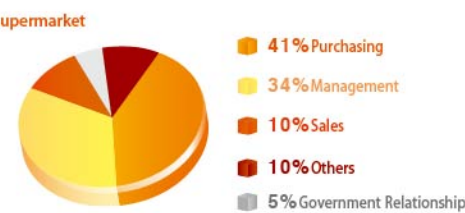
Number of Visitors



Trade Visitors by Channel



Trade Visitors by Department



The Expo is marvelous! We find chances to match with countries along the Belt and Road route, especially for our Group's food subsidiaries and distributing channels like supermarkets and department stores.



The expo is quite distinctive and highly praised by our top executives. It helps a lot with our purchasing plan for imported products.

Both our purchasing and marketing departments visited the expo, and we are satisfied to have found suitable brands, as it will further expand JD's online product lines.

JD.COM



The expo not only allows us to have a better understanding of characterized products in various countries, but also helps us find suitable partners through match-making. We are very satisfied and will participate again.

There are so many participating countries, and our headquarters have found brands that matched our profile. It's an amazing show.

SUNING.COM



Media Report

- Live Reporting: 60+ journalists from 40+ domestic and overseas media
- Number of News Reports: 1366
- New Media Promotion: 65 articles reaching a total of around 500,000 viewers

