

CHINA INTERNATIONAL IMPORT EXPO



NOV 5 - 10, 2024
SHANGHAI

WHY CIIE IS THE MUST-ATTEND EVENT

The world's first import-focused expo held on a national level since 2018

The world's biggest trade show that draws the highest number of buyers

The one-stop gateway for tapping into the enormous Chinese market

Vast business opportunities by leveraging matchmaking and government relations

Unprecedented media coverage at the most publicized international trade show

Covers a complete range of industries:

- ✓ Food & Agriculture Products
- ✓ Consumer Goods
- ✓ Trade in Services
- ✓ Automobile
- ✓ Intelligent Industry & Information Technology
- ✓ Medical Equipment & Healthcare Products



2023 CIIE HIGHLIGHTS

500,000 +

professional
visitors

3486

international
exhibitors

73.52

Billion USD

worth of tentative deals
signed (calculated by
one year)

200 +

matchmaking
events, promotion
activities, policy
seminars

289

Fortune Global 500 enterprises participated

154

countries, regions
and international organizations



2024 CIIE CALIFORNIA PAVILION

As a member of the **China Trade and Investment Network**, the Bay Area Council has been hosting the California Pavilion to **promote products and services** from around the state for the last six consecutive years. This consistency enabled the creation of a **unique platform** that unites and **highlights California brands** to Chinese buyers. We're excited to invite you, alongside our partner, the Port of Oakland, as we showcase and champion the diverse industries '**Made in California**'.

- ✓ Located in the heart of the Food and Agricultural Zone
- ✓ All industries are welcome, food and agricultural products are preferred
- ✓ Highlighting & Promoting California Made products and services
- ✓ Diverse services and support offered by the BAC and the Port of Oakland
- ✓ Attracting tourism and FDI into California
- ✓ Tailored packages designed to fulfill the unique requirements of exhibitors
- ✓ Supported by U.S. Department of Agriculture and AmCham Shanghai
- ✓ Backed by Governor's Office of Business and Economic Development



FOOD & AGRICULTURAL PRODUCTS ZONE

Theme: Seeking Innovation and Opportunities in Food

The exhibits mainly include:

- ✓ Fruits, vegetables and agricultural products
- ✓ Meat, Seafood, frozen foods
- ✓ Snack foods, sweets, condiments
- ✓ Beverage and Liquor
- ✓ Dairy Products
- ✓ Synthetic Foods

2023 HIGHLIGHTS

Most visited zone
90,000 sq m space
nearly 2000 exhibitors
from over 100 countries

The 2023 CIIE American Food and Agriculture Pavilion attracted 17 exhibitors and facilitated purchase deals exceeding \$500 million

2024 OUTLOOK

Enhanced networking opportunities for businesses seeking to expand their presence in the global market

The 2024 CIIE will feature the largest and most prominent US delegation since its inception in 2018