

BOOTH APPLICATION FORM

Company Name	
Contact Person	Title/Department
Address	
Postcode	E-mail
Tel	Mobile
Fax	Website
I want to reserve	<input type="checkbox"/> Raw Space ___m ² <input type="checkbox"/> Standard Booth(9m ² /unit) ___unit(s)
Exhibit Scope	<input type="checkbox"/> Food&Drink <input type="checkbox"/> Lifestyle <input type="checkbox"/> Tourism & Culture <input type="checkbox"/> Sport & Health <input type="checkbox"/> Investment & Trade

When completed, please send the FORM to:

ORGANIZING COMMITTEE

Tel: +86-21-62792828, +86-21-62472349

Fax: +86-21-65455124

Email: organizers@siec-ccpit.com

Contact Persons

Ms. Eelia Yao Mr. Samuel Hu
Ms. Sophia Chen Ms. Sabrina Luo
Mr. Xie Fengtao Mr. Soldier Chen



ORGANIZERS



China Council for the Promotion of International Trade Shanghai Sub-council



China Chamber of International Commerce Shanghai Chamber of Commerce

CO-ORGANIZERS



Shanghai International Exhibition Co., Ltd



World Trade Center Association Shanghai



www.brbexpo.com

BELT & ROAD BRAND EXPO 2017

2017 一带一路名品展

Better Life and Beyond

2017年12月8日 - 10日 上海展览中心
8-10 December 2017 Shanghai Exhibition Center
(No. 1000 Middle Yan An Road, Shanghai)

WELCOME ADDRESS

Distinguished guests,

We sincerely invite you to join the “Belt and Road Brand Expo 2017” on behalf of China Council for the Promotion of International Trade, Shanghai Sub-council (CCPIT Shanghai), China Chamber of International Commerce Shanghai Chamber of Commerce (CCOIC Shanghai), and World Trade Center Association Shanghai (WTC Shanghai).

Proposed in 2013, the “Belt and Road” Initiative has received positive response and support from over 100 countries and international organizations, among which more than 40 have signed cooperation agreements with China. The investment by Chinese companies to countries along the route amounted to over 50 billion US dollars, a booster to the region’s economy. In May this year, China will host in Beijing the “Belt and Road Forum for International Cooperation”, which aims to enhance collaboration by building platforms and sharing outcomes. By injecting fresh energy into inter-connected development, the “Belt and Road” Initiative will deliver greater benefits to people of countries involved.

Being the economic center of China, Shanghai is well located in a key position of the “Belt and Road” route. Shanghai gave birth to China’s first Free Trade Zone and assumes great responsibilities to promote China’s economic development, international communication and cooperation, as well as the implementation of the “Belt and Road” Initiative.

CCPIT Shanghai actively acts upon the “Belt and Road” Initiative by translating favorable policies into concrete projects. By doing so, we hope to increase imports from countries involved, introduce more branded products into China, better satisfy Chinese consumers’ upgraded consumption demand and improve people’s quality of life. After contacting with numerous chambers of commerce from all over the world and foreign representatives in China, a consensus is finally reached to launch the “Belt and Road Brand Expo 2017”. We are committed to establishing an ideal platform of information exchange and business cooperation for countries along the “Belt and Road” route to strengthen the exchange and cooperation among business communities in Shanghai and from the rest of the world.

The theme of this year’s expo is “Better Life and Beyond”. The event will showcase the most featured and exquisite products, culture and technologies of all participating nations to provide Chinese consumers a feast of quality living. Instead of being a mere political concept, the “Belt and Road” Initiative provides an opportunity for people of different countries to live beyond their routine lives and embrace a myriad of possibilities. By now, we have attained extensive support from over 20 commerce and trade organizations in different countries and regions, as well as endorsement from Shanghai municipal governments and related ministries and commissions. We are convinced that with the guidance of the government authorities and the support from global chambers of commerce, CCPIT Shanghai and CCOIC Shanghai will make the Expo a prominent world-class event through our market-oriented operation.

We are looking forward to your presence. See you in Shanghai!



WHY SHANGHAI ?

- Largest economic center in China, ranking 1st in China's Urban Comprehensive Competitiveness List, attracting numerous Fortune 500 corporations.
- City GDP reached 399.8 billion USD in 2016, contributing 3.7% of China's total GDP with only 0.06% land area. City trade volume reached 417.8 billion USD to lead the national level.
- Launched China's 1st Free Trade Zone in Shanghai. To be built into an international economic, financial, trading and shipping center by 2020.
- To be established as the Capital of International Convention and Exhibition by 2020.
- Shanghai Spirit: Tolerance to diversity, Pursuit of excellence, Enlightened wisdom, and Humility, which demonstrates its aspiration to embrace business communities from all over the world.

WHY CCPIT SHANGHAI, CCOIC SHANGHAI ?

- Established in 1956, CCPIT Shanghai enjoys more than 60 years of experience in promoting international trade, investment and technology cooperation.
- As the "non-governmental economic ambassador", CCPIT Shanghai provides service in fields of international communication, exhibitions and conventions, legal consultancy, etc.
- Established in 1988, CCOIC Shanghai has above 3000 director members, 15 group members, and above 200 organizations contact members whose service extends to further 110,000 companies. Besides, it has established friendly cooperative relationship with 119 chambers of commerce from the rest of the world.
- Bridge business communities with government as well as chambers and associations to implement China's "Going Global" and "Bringing in" strategies.

FOUR WHY?

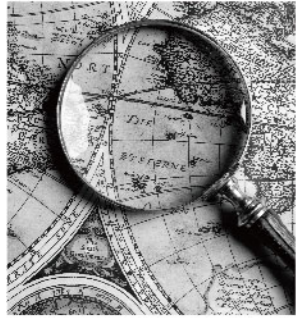
WHY SIEC ?

- Industry leader in China's exhibition and convention field, authorized as Top 10 Shanghai Convention and Exhibition Organizers.
- Subsidiary of CCPIT Shanghai, enjoying 33 years of experience and resource in organizing large international exhibitions and conventions.
- Organized nearly 600 exhibitions and 25 international conferences covering 105 industries and categories with a total exhibition area of 10 million m², 140,000 exhibitors and 23 million visits.
- Offering "full-scope" business solutions including freight forwarding, exhibition planning and design, booth construction, advertising, trade liaison and customer service.

WHY EXHIBIT ?

- Showcase of featured products, culture and technology of countries along the route to echo the call for trade connectivity announced during the "Belt and Road Forum for International Cooperation" and lay a solid foundation for "China International Import Expo".
- Platform to integrate resources of government and business communities for clients' better accessibility to learn policies and solve problems.
- Channel to explore market and expand business as well as to attract media attention for promotion campaign.
- Consensus by numerous chambers of commerce and associations from across the world to build up an international cooperation network to introduce more brand name commodities to Chinese buyers and consumers, saving their trouble of going abroad for purchases.

VISITORS

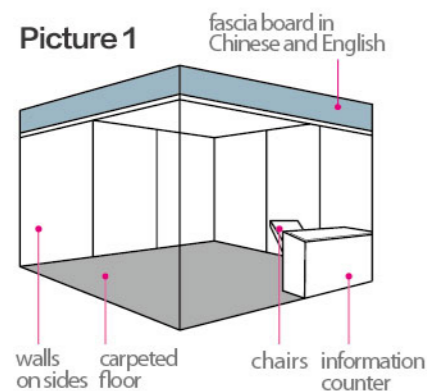


- Related Foreign Organizations, Associations, and Chambers of Commerce, Foreign Representatives in China, International Trade and Commerce Entities, etc.
- Wholesaler, Agent, Distributor, Dealer, Importer, Exporter, Manufacturer, Purchaser, Cross-border and Domestic Online Retailer, WeChat Retailer, etc.
- Supermarket Group, Chain Store, Specialty Store, Franchisee, etc.
- Legal Consultancy, R&D Institute, Professional and Expert, etc.
- Individual consumers from Shanghai, Zhejiang, Jiangsu and the rest of China.

CONCURRENT ACTIVITIES

- **Forum:** Analyzing policies, markets and investment opportunities. Providing consultancy on laws and regulations for broader business accesses.
- **Match-making:** Meeting key buyers and decision-makers one-on-one during the expo through online reservation.
- **Master Class:** Gathering foreign experts and insiders from various sectors to share basic knowledge and expertise on jewelry, gourmet, wine, health and more.
- **Show Time:** Staging exotic and breath-taking performances of costumes, music, dancing, and handicrafts by performers and artists from various countries and regions.
- **LOHAS Experience:** Getting immersive experience on featured food & wine as well as folk culture of specific countries. Engaging in high-tech interaction in the atmosphere of foreign landscape and places of historic interest as if embarking on a magical journey through time and space.
- **Awards and Contests:** Participating in awards and contests designed to establish brand image, such as Awards for Best Photography, Most Attractive Booth, Best Folk Performance, Most Impressive Technology, Most Popular Handicraft, etc.

PARTICIPATION CRITERIA & FEE



TYPE	PRICE	FITTINGS
Standard Booth (Exclude Lobby)	RMB10000/unit (9 m ²)	Walls on sides, carpeted floor, fascia board in Chinese and English, 1 information counter, 2 chairs, 1 electric socket and 2 spot lights. (Reference Picture 1)
Raw Space (Exclude Lobby)	RMB1000/m ² (above 36m ²)	None. On your own construction.

❶ To ensure the Expo brand, corporate reputation, and commodity quality, Organizers shall verify the applicant's qualification before arranging the booth.

EXHIBITS SCOPE



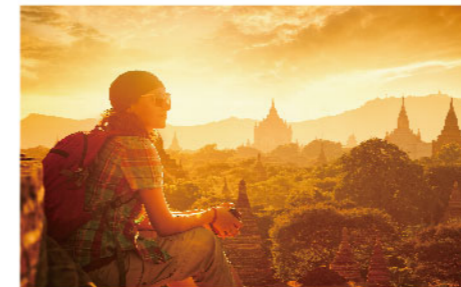
FOOD & DRINK

Coffee, Tea, Alcohol, Edible Oil, Snacks, Aquatic product*, Meat and finished product*, Green food, Dairy*, Agricultural product (Non seed and grain processing products)*, Healthcare product, etc.

❶ Exhibits with * shall be reported to Organizers for related import licensing

LIFESTYLE

Apparel, Fashion, Furniture and decoration, Cosmetics, Jewelry, Handicraft, Gift, etc.



TOURISM & CULTURE

View 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.