SWISS CENTERS CLUSTER @ CIIE 2020
5 - 10 November, 2020
Shanghai, China
China International Import Expo (CIIE)

+ 3rd edition of the world’s 1st and largest import-themed national-level expo

Key facts CIIE 2019
+ 366,000 sqm space
+ 500,000+ domestic and overseas buyers
+ 181 countries, regions and international organizations
+ 3,800 exhibitors
+ > 71 billion USD cumulative intended turnover reached in 2019

Exhibiting Halls CIIE 2020
+ Consumer Goods
+ Food and Agricultural Products
+ Trade in Services
+ Automobile
+ Intelligent Industry & Information Technology
+ Medical Equipment & Healthcare Products

Key Data CIIE 2020
+ 5 – 10 November 2020
+ National Exhibition and Convention Center (Shanghai)
+ Exhibitor Guide
+ CIIE Official Site
About Swiss Centers Cluster

- Official partner of CIIE for Swiss participation

CIIE 2019
- Present with 2 booths with a total space of 308 sqm
- 16 Swiss companies in Consumer Goods and Food Hall
- High visitor traffic due to great location and activities
- Exposure on various media including CCTV 13, the state-run news broadcaster in China

CIIE 2020
- 2 booths in Consumer Goods and Food and Agricultural Products Hall
- Increased size; Larger space for events, marketing & networking
- “Swissness” in design and activities

Advantages of joining the Cluster:
- Ideal platform for your brands: great visibility and recognition for your products under the roof of the “Swiss” booth
- Minimised administration: comprehensive project management by Swiss Centers China
- Flexible packages to meet your needs and budget
**Booth Concept**

### MARKET STAND (M)
- **8 – 32 sqm booths**
- Traditional exhibition stand
- Standard design and furniture by SCC
- Storage facilities

### COMMON SPACE (C)
- **Restaurant & Cooking**
- **Experience & Networking**
- VIP

#### MARKET STAND (M)
- **Restaurant & Cooking**
  - Eat and drink
  - Open to Public and bookable for Companies

#### COMMON SPACE (C)
- **Experience & Networking**
  - Multifunctional space to network, promote and meet
  - Semi-open to public, used by exhibitors and bookable for shows, product presentation
- **VIP**
  - Space to network, eat and meet
  - Booking only

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**One Booth per Hall:**
- Consumer Goods Hall
- Food and Agricultural Products Hall
Offer - up to 45% off

- Minimum bookable booth: 8m² for ¥ 60,000
- Combiable up to 4 blocks

Surcharge for corner booth:
- Corner plus 30%

Discounts:
- 16m²: 5% off
- 24m²: 15% off
- 32m²: 30% off

Extra discounts:
- Early bird paid before:
  - April 30: 10% off
  - May 30: 5% off
- Members:
  - Swiss Centers: 5% off
  - SwissCham: RMB 2,000 off
Offer: what do I get?

**BOOTH (example 8m²)**
- 1 or 2 walls (incl. printing of logo/visual)
- 1 reception desk and 1 reception chair
- 2 chairs and 1 table
- 1 lockable cabinet
- 1 brochure stand
- 1 standard electricity socket
- Storage on the Booth
- Full access to Common space

**SERVICE**
- Single Point of Contact
- Support in EN, CN, DE or FR before and during the fair
- Planning and Sales Support
- Logistics Support
- Company Introduction on Swiss Centers channels
- 2 hours Consulting on Trading and Company set-up in China

**SALES & NETWORKING**
- Participation in all events in common area
- Invitation and Logo presence at Swiss Business Networking Event
- Free Access to SCC business facilities
- Coverage in Press Release
- More to come
**Offer: what do I get?**

<table>
<thead>
<tr>
<th>BOOTH FACILITIES</th>
<th>1 standard block (8 m²)</th>
<th>2 standard blocks (16 m²)</th>
<th>3 standard blocks (24 m²)</th>
<th>4 blocks (32 m², raw space)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walls (incl. printing)</td>
<td>Minimum 1</td>
<td>Up to 3</td>
<td>Up to 3</td>
<td>Uniform floor and electricity access, otherwise custom built by exhibitors</td>
</tr>
<tr>
<td>Chairs &amp; Tables</td>
<td>2 &amp; 1</td>
<td>4 &amp; 2</td>
<td>6 &amp; 3</td>
<td></td>
</tr>
<tr>
<td>Lockable Cabinets</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Brochure Racks</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
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<tr>
<td>Reception Tables</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Reception Chairs</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Electricity Sockets</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Storage Room</td>
<td>1.5 m² / 6.5m³</td>
<td>3 m² / 13m³</td>
<td>4 m² / 20m³</td>
<td></td>
</tr>
</tbody>
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