



## Guide to Trade Fairs in China





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*Acting as gateways to foreign markets, trade fairs provide companies with an effective marketing tool to use in their internationalisation campaigns. Exhibitions allow businesses to showcase their latest products and services, to verify the state of competition in their industries, to learn of the recent market trends and opportunities, to identify suppliers and to build business contacts.*

*Nevertheless, to fully reap the benefits fairs have to offer, companies must be aware of the risks associated with exhibiting, such as an inadequate preparation for the event and poor follow up, an incomplete plan for IPR protection, or even the wrong selection of the exhibition to attend. Considering the costs associated with participating in trade shows in China, it is crucial that SMEs become aware of these risks and respond accordingly through the implementation of dedicated strategies.*

*The aim of this report is to help EU SMEs devise such strategies through the provision of practical advice for trade-fair selection and preparation, as well as of a list of the most relevant sector specific exhibitions held yearly in China.*

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## 1. China's Convention and Exhibition Service Industry

### 1.1. A Brief Introduction

China's Convention and Exhibition Service Industry has shown a steady growth since the early '80s of the past century.

From only six international events held in the country in 1978, the number of fairs has grown to surpass 7,200 by the end of 2012. In the same year, total revenue topped CNY 350 billion (EUR 49.5 billion<sup>1</sup>), a year-on-year increase of 16.1% compared to 2011. Nowadays, China has already become the second country worldwide in terms of total national exhibition area available, and the first for additional indoor space added between 2006 and 2011<sup>2</sup> (Table 1). More than 12 million square meters of exhibition area can now be seen in China - although mainly concentrated in Beijing, Shanghai and Guangzhou<sup>3</sup> - with plans to further expand in other regions of the country.

National Exhibition Space Available in 2011		
Country	Total in Sqm	% of World Total
USA	6,712,342	21%
China	4,755,102	15%
Germany	3,377,821	10%
Italy	2,227,304	7%
France	2,094,554	6%
Spain	1,548,057	5%
The Netherlands	960,530	3%
Brazil	701,882	2%
United Kingdom	701,857	2%
Canada	684,175	2%

**Table 1** source UFI Global Exhibition Industry Statistics, 2014.

<sup>1</sup> Currency conversion as at March 1, 2016: EUR 1 = 7.13 CNY.

<sup>2</sup> Source: UFI Global Exhibition Industry Statistics, 2014. Available at: [http://www.ufi.org/wp-content/uploads/2016/01/2014\\_exhibitor\\_industry\\_statistics\\_b.pdf](http://www.ufi.org/wp-content/uploads/2016/01/2014_exhibitor_industry_statistics_b.pdf)

<sup>3</sup> Together they account for 27,8% of the total exhibition area in China.

## 2. Get Ready for the Show

### 2.1. Set your Goals and Prepare

Trade fairs and exhibitions represent an effective marketing tool that EU SMEs can adopt to achieve their international trade objectives.

Amongst other functions, fairs help companies:

- Find new customers and retain existing ones;
- Display new products and services to a vast and specialised attendance;
- Develop a clear sense of the state of a market and its competitive landscape;
- Enhance brand and company image;
- Generate media interest and consolidate public relations.

However, the mere participation in exhibitions is highly unlikely to bring any benefits to companies. In order to transform the attendance into a marketing success, EU SMEs need to take action and prepare a detailed plan in advance.

The first step businesses would have to take is to **establish clear objectives**: available data show that 71% of exhibiting companies do not set objectives prior to the event, nor plan any strategies for their participation. Moreover, of those firms that have established objectives, only half actually follow through on them at the event<sup>4</sup>.

But setting objectives and devising clear strategies is crucial. It affects almost all of the aspects of participating: from budgeting to products, from branding plans to IT support, from stand graphics and architecture to the composition of the staff.

Usually, companies set objectives as a combination of two or more of the following:

- Expand turnover: increase sales and gain new customers;
- Showcase new products and services;
- Strengthen customer relations;
- Enhance networking;
- Expand into new areas: enter new markets and territories;
- Achieve greater media exposure;
- Conduct market research: measure the competition;
- Enhance company profile and increase brand awareness;
- Educate the visitors.

Once the objectives are established, the next step would be to accordingly devise a strategy, and follow through on it during all the phases of the exhibition, from the preparation to the post-event follow-up.

#### 2.1.1. Before the Event

At this stage, **communication is fundamental**. Data show<sup>5</sup> that, at a typical exhibition, 40% of the audience is attending for the first time, and the 50% of buyers or delegates will not attend a second

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<sup>4</sup> Source: *Successful Exhibit Marketing*, UFI 2010. Available at: <http://ufinet.org/Medias/pdf/thetradefairsector/howtoexhibit.pdf>

<sup>5</sup> *Idem*.

event during the same year. Therefore, the goal is to interest as many qualified visitors as possible to visit your booth.

Basic actions to take are:

1. **Reach out to your regular customers and prospective clients** to communicate your attendance to the trade show. Specify clearly your location and your booth number;
2. **Use a mix of creativity and effectiveness** for your communication strategy. Consider adopting one or more of the following channels:
  - 2.1. **Company website.** Use your company website to promote your participation in a trade show. As an easy and immediate channel of communication, it is surprisingly underexploited by many companies.
  - 2.2. **Direct mailing.** Experience proves <sup>6</sup> that personalised direct mailing is an extremely convincing marketing tool. Make sure you send out at least three mails: each of them will increase the visitor response rate in your stand by 25%.
  - 2.3. **Specialty items.** Make the visit to your booth more appealing. Give-aways can be very effective in attracting interest or in raising curiosity; especially if used in combination with direct mailing: send one half of the items to possible visitors before the event, and invite them to come pick up the other half at your booth during the fair.
  - 2.4. **Advertising.** Consider promoting your attendance at the trade fair on the Internet (i.e. exhibition website or industry related sites and blogs), industry journals, trade magazines, exhibitors' catalogues, local and regional newspapers, and on banners to place in public areas and on the road to the fairground.
  - 2.5. **Sponsorship.** Purchasing sponsorship packages for the exhibition could be an additional way of gaining exposure to your company.
  - 2.6. **Newsletters.** Either electronic or printed. It must be easy to read and should contain valuable information for your current and future clients. It is most effective when sent before and after the event (in this case as a final promotion). Translate it into several languages if required, and highly advisable for trade fairs in China.

**Language differences** might easily become a barrier. Translating all your information material and invitations in English only will not be enough. Make sure to accurately translate all the information regarding your company, the products displayed and your booth location at the fairground in Chinese before contacting regular and potential customers.

3. Take the right time to think about the **best organisation for your booth**. A few factors to consider are:
  - 3.1. **Booth personnel.** Assign qualified staff at your booth. Experience<sup>7</sup> has proven that a single sales person might be insufficient; it is advisable to have at least two. Moreover, if you have a large stand consider appointing a mix of employees, including technical support persons, marketing specialists etc. In case budget constraints limit you to having a reduced staff, evaluate the possibility of having a direct connection with your technical support at home or with other offices in order to provide immediate assistance.
  - 3.2. **Language barriers.** It is vital to have **Chinese speaking staff** at your stand, or, at least, competent translators. It is not uncommon at trade fairs to see exhibitors displaying their

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<sup>6</sup> *Idem.*

<sup>7</sup> *Idem.*

products in booths staffed with only one sales person with no knowledge of Chinese language. This is a mistake that needs to be avoided.

In addition, make sure to translate all your marketing material in the local language, and provide your personnel with business cards in both English and Chinese.

- 3.3. **Product and technology.** Chinese visitors at trade fairs are extremely curious about foreign products. Consider exhibiting a small model or, alternatively, prepare a multimedia presentation, on-spot practical demonstrations or posters that can graphically explain your technology, especially in the case of complex machinery (beware of the information disclosed. *For IPR related issues see the next paragraph*). In addition, consider showing a picture of your headquarters and factory from your base-country.

### Official Country Pavilions

EU SMEs can benefit from financial and organisational support from their home countries by joining official national pavilions at trade fairs. Much of the support is allocated through international trade funding assigned by almost all of the EU Member States in support of their national enterprise network.

As for China, the Country Pavilions are usually professionally organised by foreign trade companies, and exhibitors are provided with a high-quality booth design “under one roof” (i.e. made in Italy, made in Germany etc.) as well as with extra services, such as translation and matchmaking meetings. Please note that the applying procedures may take over 4 or 5 months, so we suggest you to apply at least six months in advance.

#### 2.1.2. During the Exhibition

1. **Staff training.** It is crucial to train your staff, including the translators, on the objectives set for the exhibition and the strategy devised to reach them. Review with them the marketing plan, the products to be displayed and the information that can be disclosed. Go through the selling and the leads qualifying processes, as well as all the other relevant aspects associated with the trade fair.
2. **Never leave your stand unstaffed.** Make sure your personnel are regularly at your booth from the first to the last day of the exhibition supported by Chinese-speaking staff.
3. **Enquiry form.** Prepare a simple one-page enquiry form in English and Chinese and submit it to your visitors. Staple business cards on it.
4. **Take a look around.** Exhibitions are the perfect place to gain a picture of the competitive landscape from your industry. Review the exhibition catalogue and prepare to stroll the fair in advance.
5. **Take every visitor seriously.** It is not uncommon at trade fairs in China to see visitors collecting a large number of information materials on behalf of large potential customers. The latter might then visit your booth during the last day of the fair after having scanned all the information previously collected.

However, it may also happen that your competitor will send people to your booth to collect as much information as possible on your company and your products in particular<sup>8</sup>.

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<sup>8</sup> Learn to identify potential infringers and to protect your sensitive information from them in the next paragraph.

### 2.1.3. After the Event

Follow up on questions and potential leads. Send your potential clients a letter or a thank-you card, possibly with a product sample or a small gift. Make sure you answer all the questions you have received. But act quickly. Leads will lose interest if not contacted in a timely manner, and this can be very detrimental for your investment. Therefore, it is highly recommendable to appoint a post-fair marketing strategy well before attending the event.

## 2.2. Secure your Intellectual Property Rights (IPR)

*Content for this paragraph was developed together with the China IPR SME Helpdesk*

Trade fairs allow companies with the unique opportunity of showcasing their latest products and innovations to a vast audience of local and international visitors, agents and potential clients. However, exposure to competitors is also substantial, and so is the eventuality of IP related disputes.

As a matter of fact, it is not rare for foreign companies to witness their IP being infringed at events in China and, although there are procedures that can be put into place to minimise the chances of being infringed or maximise the likelihoods of a successful outcome in case of experienced infringement, the entire process is often challenging, and success is never guaranteed.

Preparation is therefore crucial. EU SMEs willing to attend events hosted in China need to timely devise and implement trade fair dedicated IPR protection plans, as part of their broader strategies for IPR enforcement and protection. Through precise steps to take before, during, and after the event, companies can successfully manage to minimise their exposure to possible IP related risks and effectively secure their own key intangible assets.

### 2.2.1. Before You Go

EU SMEs need to be aware of the IP-related risks associated with trade fair participation. A sound preparation prior to the event is essential to secure protection to the intellectual property rights as well as their enforcement in case of infringement. It is highly recommended that foreign companies follow the next few steps before attending the events:

1. **Identify and register your key IP assets** (trade marks, patents, copyright) before exhibiting at the fair. “The basic rule in China is that unless the right in question is registered, it will not be enforceable. The concept of unregistered rights is not well-established in China”<sup>9</sup>;
2. **Devise an IP protection strategy well in advance.** Work closely with a China expert lawyer to determine whether is more beneficial to your company to take enforcement at the trade fair or simply use it as an opportunity to gather evidences and build a case at a later stage;
3. In any case, it is advisable to **have all the required documents ready at disposal**<sup>10</sup>. Such as:
  - 3.1. Certificate of IP right ownership: Patents, Trade Marks, Copyrights;
  - 3.2. Where available, collect photographic evidences of the alleged infringing products. If you later want to use the evidence to prove infringement, the evidence needs to be notarised on the spot by a Chinese notary public.

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<sup>9</sup> Source: China IPR SME Helpdesk: *IP Strategy for European SMEs at Trade Fairs in China*. Available at: [http://www.china-iprhelpdesk.eu/docs/publications/tf\\_handbook.pdf](http://www.china-iprhelpdesk.eu/docs/publications/tf_handbook.pdf)

<sup>10</sup> Some documents need to be notarised and legalised. This process may take up to two months to be accomplished.

- 3.3. Notarised and legalised Power of Attorney (POA) in favour of the person in charge of enforcing your IP rights at the trade fair;
- 3.4. Collect basic information on the suspected infringers, including: company name, product specifications, contact details;
- 3.5. Any additional explanation or evidence on the alleged infringing products.
4. **Know where the relevant IP authorities are:** visit the exhibition's website or directly contact the organiser to make sure whether there is a complaint centre and what its location is. According to the relevant regulations<sup>11</sup>, trade fairs lasting more than three days are required to provide a complaint centre. In case the event is set to last less than three days, it is advisable to check the presence at the fair of the local enforcement authorities, such as the Administration for Industry and Commerce (AIC), the Public Security Bureau (PSB), or the Technical Supervision Bureau (TSB)<sup>12</sup>. Cooperate with other firms or contact the national chamber of commerce of your country, or any other relevant entities, in case local authorities show little intention of being supportive.
5. **Research the list of participants** and make sure to identify known, past or suspected infringers. Organisers should be able to provide you with a detailed list of exhibitors and stall number on request.
6. **Send Cease & Desist letters** to known infringers prior to the event, better if drafted by a local lawyer<sup>13</sup>.
7. **Read carefully all the terms of the exhibitor contract relevant to IP protection.** Become familiar with the relevant procedures and do not hesitate to contact the organiser for any further information. Consider referring to your industry association in case of absence of such provisions: partnering up with other SMEs could increase your lobbying power on the organiser and influence them to secure appropriate sanctions against infringers.

In addition, SMEs could also:

8. **Appoint non-disclosure and confidentiality agreements** for employees to sign prior to the participation and advise them on what can and what should not be disclosed about sensitive business information in public places during the event;
9. **Work closely with your Marketing or Business Development teams** to make sure that no sensitive business information is disclosed in written materials, or through any other information channels.

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<sup>11</sup> *The Measures for the Protection of Intellectual Property Rights during Exhibitions*: a special set of administrative norms promulgated by the MOC and SAIC on January 10, 2006 and entered into force on March 1, 2006. Source: China IPR SME Helpdesk <http://www.china-iprhelpdesk.eu/content/protecting-ip-trade-fairsfaqs>

<sup>12</sup> If not present, at least they could provide contact details of an officer who can be contacted in case of infringements.

<sup>13</sup> Possible risks are associated with cease & desist letters, e.g. the recipients might file a libel claim or you might be required to bring a suit.



### **Beware of What is Displayed**

If you are exhibiting at a trade fair, review and consider what materials you are displaying and distributing, especially if they relate to new products. Remember, displaying products at trade fairs can (but not in all circumstances) constitute ‘publication’ which may affect their novelty value. E.g., if you display a new product at a trade fair in such a way that its innovative elements are clearly visible and have been documented in some manner then you could be prevented at a later stage from obtaining a patent for that product or, if a patent is obtained, it may be vulnerable to invalidation. Please note that current patent law provides a grace period, meaning that an invention or creation does not lose its novelty if a patent application is filed within six months of when it is first exhibited at a trade fair recognised by the Chinese Government. Please be aware that any disclosure apart from this first publication as mentioned above could destroy novelty, as the rule is that patentable products need to be kept secret and safe until a patent registration for it is officially filed. Check with your lawyer if you are unsure of what constitutes “publication”.

**Source:** China IPR SME Helpdesk: *IP Strategy for European SMEs at Trade Fairs in China*. Available at: [http://www.china-iprhelpdesk.eu/docs/publications/tf\\_handbook.pdf](http://www.china-iprhelpdesk.eu/docs/publications/tf_handbook.pdf)

### **2.2.2. Once You Get There**

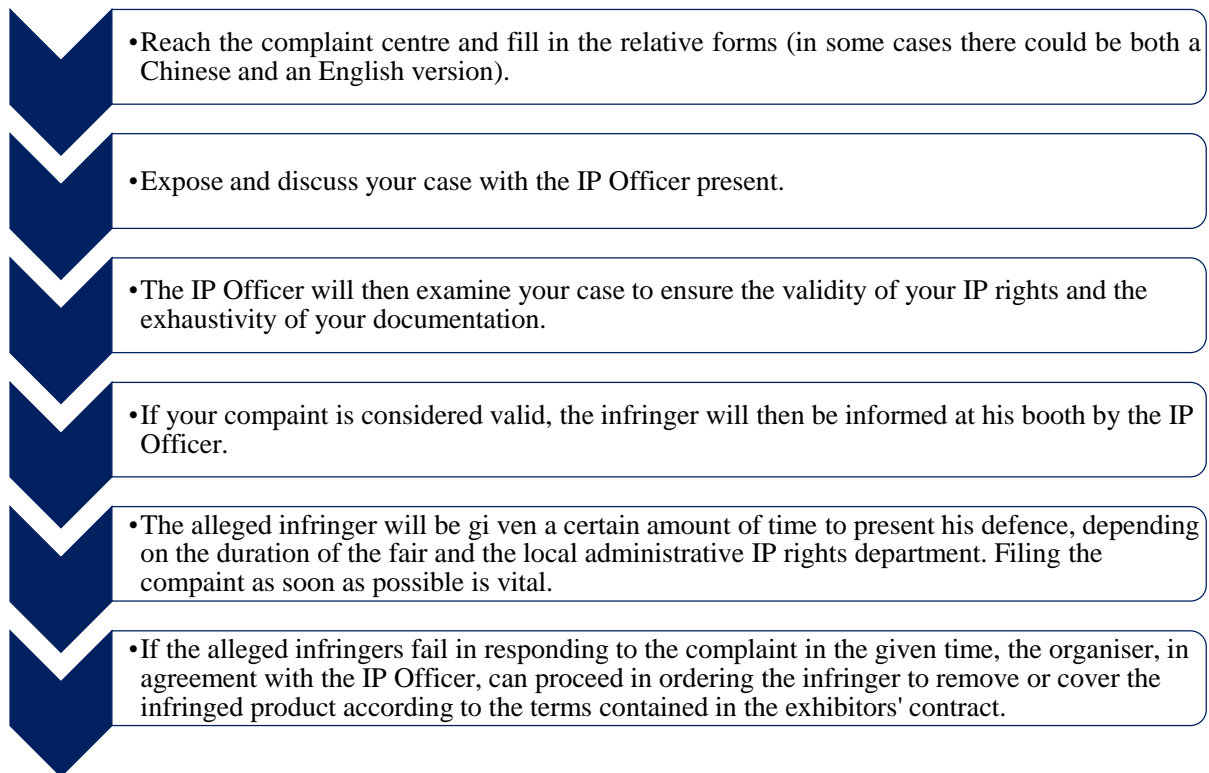
Once at the trade fair, it is crucial to maintain a proactive attitude. Companies should:

1. **Visit the trade fair** during the set-up phase and try to identify those companies whose behaviour appears particularly suspicious. Usual infringers follow common patterns: they seldom display their products, have learned to avoid attention and usually deal with their own customers outside of the fair.
2. **Localise the IP complaint centre as soon as possible.** It is advisable to contact the relevant IP authorities to make yourself known, and discuss with them specific issues that may apply to that particular event.
3. **Show IP ownership** where possible and appropriate by marking your products with patent numbers, trademark as well as copyright symbols.
4. **Collect any sort of evidence**, including: business cards, brochures, pictures and anything else that can help identify suspected infringers. If you later want to use the evidence to prove infringement, the evidence needs to be notarised on the spot by a Chinese notary public. It is not uncommon for infringers to provide business cards with different company names but an identical mobile phone number, or to refuse or object to picture taking. Along with other signs, this evidence might help you identify possible infringers, but only if their authenticity is not questionable<sup>14</sup>.

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<sup>14</sup> Only notarised evidence will meet formal evidentiary requirements in China.

### How to File a Complaint at a Trade-fair



#### 2.2.3. After the Event

Actions to be taken after the event depends on the strategy you followed during the fair itself:

1. In case action was taken during the trade-fair, it is necessary to **actively follow up** with the relevant authorities as well as conduct further investigation to assess whether the infringer has actually ceased its conduct.
2. If no actions were taken during the event, but evidence of possible cases of infringement were gathered it is advisable to **report all the information to your legal or IP department** and decide whether to proceed in enforcing your IP rights or not;
3. In any case, and if necessary, **be prepared to conduct further and additional enforcement actions.**



**CHINA IPR  
SME HELPDESK**

For further guidance, the **China IPR SME Helpdesk** can provide you with free of charge, confidential, business-focused IPR advice. Reach their experts at: <http://www.china-iprhelpdesk.eu/>

Marketing Tips		IPR Protection	
Before the Event	<ul style="list-style-type: none"> <li>• Communicate your participation in a fair to your regular clients and future prospects: use your company website, direct mailing, specialty items, advertisement, newsletters or purchase sponsorship packages.</li> <li>• Translate marketing material in Chinese, including the information regarding your company, products, location and booth number at the fair.</li> <li>• Assign well-trained, Chinese speaking staff at your booth.</li> <li>• Get more than one sales person and provide translation services.</li> <li>• Display models of your products, or graphically explain your technology to visitors (be aware of IPR related issues).</li> </ul>		<ul style="list-style-type: none"> <li>• Identify and register the key IP assets.</li> <li>• Work closely with a China expert lawyer to devise an IP protection strategy well in advance.</li> <li>• Have all the required documents ready at disposal.</li> <li>• Know where the relevant IP authorities are.</li> <li>• Research the list of participants and make sure to identify known, past or suspected infringers.</li> <li>• Send Cease &amp; Desist letters to known infringers prior to the event.</li> <li>• Read carefully all the terms of the exhibitor contract relevant to IP protection.</li> <li>• Appoint non-disclosure and confidentiality agreements for employees to sign.</li> </ul>
During the Event	<ul style="list-style-type: none"> <li>• Train your staff.</li> <li>• Never leave your stand unstaffed.</li> <li>• Prepare a simple enquiry form in English and Chinese.</li> <li>• Visit the fair and get an overview of your competitors.</li> <li>• Take every visitor seriously.</li> </ul>		<ul style="list-style-type: none"> <li>• Visit the trade fair during the set-up phase and try to identify usual infringers.</li> <li>• Localise the IP complaint centre as soon as possible.</li> <li>• Show IP ownership where possible and appropriate.</li> <li>• Collect any sort of evidences.</li> </ul>
After the Event	<ul style="list-style-type: none"> <li>• Actively follow up on questions and qualified leads you collected during the event.</li> </ul>		<ul style="list-style-type: none"> <li>• Actively follow up in case you took action during the fair.</li> <li>• Report all the gathered info to your legal department and decide on future steps in case no action was taken during the event.</li> <li>• Be ready for further enforcement actions.</li> </ul>

### 3. Event Selection

#### 3.1. Tips for Trade Fair Selection

Choosing the right fair in China can be challenging. Especially for a small or medium company. Resource constraints and high costs of attendance pressure SMEs to maximize their participation in events through the selection of those exhibitions that best match their sales, marketing, branding or any other business development targets.

#### Practical Tips For trade Fair Selection

According to the Global Association of the Exhibition Industry (UFI), companies should consider the following points during their trade fair selection process:

1. Focus on those global exhibitions offered in the industry sector that are appropriate for your company.
2. Consider the price of exhibiting at the fair: i.e. what is the price per m<sup>2</sup>?
3. Evaluate these exhibitions according to their importance within that sector, as well as their local, national, or international appeal. For example, how long have they been established?
4. What are the statistics related to the last event:
  - a) Number of visitors (national and foreign);
  - b) Types of visitors (professional or general visitors? from which countries? of which decision level?);
  - c) Number of exhibitors (national and foreign);
  - d) Presence of Country Pavilions,
  - e) Net exhibition area rented to exhibitors (national and foreign);
  - f) Have these figures been audited?
  - g) What were the results of the visitors' or exhibitors' satisfaction surveys carried out after the last event?
5. Are there additional meetings or conferences hosted during the fair?
6. If your competitors are exhibiting in these events, it may be a good indicator that you should consider exhibiting.
7. Carefully review the audience demographics (the published metrics or data about the visitors, exhibitors, press, VIPs, etc.). The exhibition visitor profile should offer your company a good potential for making sales or gathering sales leads. Do your customers attend the exhibition?
8. If your focus is on company branding, these visitor metrics should help you determine if there is an opportunity to achieve this.
9. Be sure that the company organising the exhibition has a good financial reputation. Find out how long they have been in business.
10. The total geographical area served by the exhibition should match your marketing needs.
11. The facility where the exhibition will be held should be evaluated, particularly for its technology offerings.
12. Evaluate the city where the exhibition will be held - are there good hotels nearby? What about entertainment opportunities for meeting with your current customers?
13. Consider accessibility to the exhibition by air, rail, auto, since this will affect attendance. Are there other transportation options available?
14. Evaluate the support services offered at the exhibition. For example, translation services are usually required.
15. Finally, the time of year the exhibition will be held and political considerations can be important factors.

Read more at <http://www.ufi.org/>

With its growing share of the total number of trade fairs held globally – there are estimated more than 30 thousand B2B events worldwide, with 7200 alone taking place in China – the PRC poses even a greater challenge when it comes to event selection. To help EU SMEs choose the exhibitions that best suit their needs and objectives, the EU SME Centre has developed a list of events we believe are the most relevant in their sectors, belonging to the following industries:

- Automobiles and Auto Parts
- Construction
- Food & Beverages
- Healthcare
- Green Technology
- ICT
- Machinery Equipment and Components
- Textiles and Apparel

**Other Industries:** If your Industry is not amongst the ones listed above, please browse the EU SME Centre Exhibition database. The directory features the most relevant exhibitions in China from a series of sectors, including Agriculture and Animal Husbandry; Industrial Automation/Equipment Manufacturing; International Trade, Leisure and Recreation; Transportation and many others. The complete list, featuring fairs such as the Canton Fair or the China Outbound Travel and Tourism Market (COTTM), is available at:

[http://www.eusmecentre.org.cn/calendar?evtype=EXHIBITIONS\\_ALL&status=All&ind=All&oper=All&city=All&title=&datefr%5Bmin%5D%5Bdate%5D=2016-03-30&datefr\[max\]\[date\]=2017-03-31](http://www.eusmecentre.org.cn/calendar?evtype=EXHIBITIONS_ALL&status=All&ind=All&oper=All&city=All&title=&datefr%5Bmin%5D%5Bdate%5D=2016-03-30&datefr[max][date]=2017-03-31)

### **3.2. Methodology**

China hosts literally thousands of international trade fairs each year all over the country. Selecting the right one for you to attend can be challenging especially if you have never attended an exhibition in China before.

This section of the report helps to highlight some of the more established trade fairs in China that present real opportunities for SMEs in the relevant sectors. The trade fairs identified in this section have been researched by the EU SME Centre and feature in the Centre's online database:

[http://www.eusmecentre.org.cn/calendar?evtype=EXHIBITIONS\\_ALL](http://www.eusmecentre.org.cn/calendar?evtype=EXHIBITIONS_ALL)

#### *Interviews*

Part of the selection process included a series of interviews conducted with experts in selected industries to gain first-hand feedback on each fair. The Centre also interviewed specialists from Chambers of Commerce in China to understand their experiences in attending and visiting these exhibitions.

#### *Research and Selection*

Extensive research was carried out on each exhibition taking into account the following criteria:

- How long the trade fair has been established – looking at the number of editions and organisers backing the event;
- What type of visitors attend the fair – analysing the demographics of the audience, including number of visitors, type, nationality;
- What type of exhibitors attend the fair – analysing the number of exhibitors, type, nationality, proportion of international exhibitors and number of country pavilions;
- Where is the fair located – looking at geographical scope;
- What support does the fair have – understanding which organisations back the event at international, national and/or regional level;
- Does the fair have other side-line events – see the full programme on offer for exhibitors and visitors.

### 3.3. The Automotive Industry

Learn more about the opportunities and the challenges in the Automotive industry in China in our sector report, available at: <http://www.eusmecentre.org.cn/report/automotive-market-china>

北京国际车展展会 <b>Beijing International Automobile Exhibition</b>	
<b>Date</b>	April 25 – May 4, 2016.
<b>Venue</b>	New China International Exhibition Center, Beijing.
<b>Organisers</b>	China Council for the Promotion Of International Trade, Automotive Sub-Council (CCPIT AUTO); China National Automotive Industry International Corporation (CNAICO); China International Exhibition Centre Group Corporation (CIEC); Society Of Automotive Engineers Of China (SAE - China).
<b>Contact Details</b>	Ms. Sylvia Vierck Tel: (+49) 89-55 29 12-353 Fax: (+49) 89-55 29 12-350 E-mail: <a href="mailto:sylvia.vierck@imag.de">sylvia.vierck@imag.de</a>
<b>Exhibition Website</b>	<a href="http://autochina.auto-fairs.com/">http://autochina.auto-fairs.com/</a>
<b>Description</b>	<p>Also known as Auto China, the Beijing International Automobile Exhibition is held biennially in the capital city since 1990. Organised by CCPIT, CNAICO CIEC and SAE (see above), in synergy with Auto Shanghai it delivers the best platform to foreign companies for accessing the growing Chinese automotive market.</p> <p>The trade fair, which now ranks amongst the top 4 auto shows in the world, is structured in two main parts: the <i>Auto Show</i>, where new models of production cars are exhibited together with concept cars; and the <i>Auto Parts</i>: a comprehensive exposition of automotive components (i.e. chassis, car body and accessories, automobile supplies, automobile maintenance, etc.) and new technologies from a variety of different fields, including car safety, energy saving, car connectivity and others.</p> <p>More than 2000 exhibitors from 14 countries took part in the 2014 edition. Among them, the biggest names in the automotive industry, both domestic and international. Their stands were visited by an audience of 850 thousand, confirming Auto China as one of the privileged gateway to the largest automotive market in the world.</p>

上海国际汽车工业展览会 <b>Shanghai International Automobile Industry Exhibition</b>	
<b>Date</b>	TBC
<b>Venue</b>	New International Expo Centre, Shanghai.
<b>Organisers</b>	China Association of Automobile Manufacturers; China Council for the Promotion of International Trade, Shanghai Sub – Council; China Council for the Promotion of International Trade, Automotive Sub – Council.
<b>Contact Details</b>	Messe Muenchen International/IMAG Mr Günter Miedaner Tel: (+49) 89- 55 29 12-116 Fax: (+49) 89-55 29 12-350 Email: <a href="mailto:guenter.miedaner@imag.de">guenter.miedaner@imag.de</a>
<b>Exhibition Website</b>	<a href="http://autoshanghai.auto-fairs.com/exhibition/">http://autoshanghai.auto-fairs.com/exhibition/</a>
<b>Description</b>	<p>Held biennially since 1985, the Shanghai International Automobile Industry Exhibition (Auto Shanghai) is the first automobile trade show in China to have featured in the UFI list of approved events, in 2004. With its equivalent show, the Beijing International Automobile Exhibition (with which it alternates), it shares the common objective of providing global carmakers and automotive suppliers with an effective platform for displaying new technologies and products as well as exchanging information and establishing business synergies.</p> <p>And it has done it successfully so far: organised by the China Association of Automobile Manufacturers and the CCPIT (China Council for the Promotion of International Trade), with the support of international players such as MMI - Messe München International, the last edition of Auto Shanghai (2015) has gathered more than 2,000 exhibitors over an exhibition space of over 280 thousand square meters. 928,000 visitors from 18 countries attended the fair, signalling the recognition this exhibition has achieved internationally during the last two decades.</p>



深圳国际汽车改装服务业展览会 <b>China International Automotive Aftermarket Industry and Tuning Trade Fair</b>	
<b><i>Date</i></b>	February 26-28, 2016.
<b><i>Venue</i></b>	Convention & Exhibition Center (SZCEC), Shenzhen.
<b><i>Organisers</i></b>	Jiuzhou Tarsus Exhibition Co., Ltd.
<b><i>Contact Details</i></b>	Mr. Victor Shen Tel: +86-20-3821 9963 Fax: +86-20-3821 9935 E-mail: <a href="mailto:victor@aaitf.org">victor@aaitf.org</a>
<b><i>Exhibition Website</i></b>	<a href="http://www.aaitf.org/en/">http://www.aaitf.org/en/</a>
<b><i>Description</i></b>	<p>Held yearly since 2006, the China International Automotive Aftermarket Industry and Tuning Trade Fair (AAITF) has gradually obtained a pivotal position amongst the other exhibitions in the automotive aftermarket segment in China. In 2015, approximately 180 thousand visitors attended the fair surveying the products displayed by more than 3500 domestic and international brands competing in a vast set of sub-segments, including car multimedia, automotive electronic and accessories, car tuning products and many others.</p> <p>With the bulk (90% and above) of newly developed products among the whole industry regularly displayed for the first time at the AAITF, this particular trade show has become the perfect place to gauge the overall industry trends in the car aftermarket sector. To facilitate trade between domestic and international players, a one-to-one B2B matchmaking event has been also included in the event schedule, along with industry-specific seminars, workshops and other side events.</p>

### 3.4. The Construction Industry

Learn more about the opportunities and the challenges in the Construction industry in China in our sector report, available at: <http://eusmecentre.org.cn/content/construction-sector-china>

For the subsector report on Green Building, please click here: <http://eusmecentre.org.cn/content/green-building-sector-china>

中国（广州）国际建筑装饰博览会 China International Building Decoration Fair	
<b>Date</b>	November 8-11, 2016.
<b>Venue</b>	China Import and Export Fair Complex, Guangzhou.
<b>Organisers</b>	China Foreign Trade Centre (Group); China Building Decoration Association; China Foreign Trade Guangzhou Exhibition General Corp.
<b>Contact Details</b>	Tel: (+86) 20-8912 8200 Fax: (+86) 20-8912 8222-8303 Email: <a href="mailto:cbd@fairwindow.com.cn">cbd@fairwindow.com.cn</a>
<b>Exhibition Website</b>	<a href="http://fair.cbd-china.com/index.php?l=en">http://fair.cbd-china.com/index.php?l=en</a>
<b>Description</b>	<p>Organised by the China Foreign Trade Centre (Group) and China Building Decoration Association and hosted by the China Foreign Trade Guangzhou Exhibition General Corp., the China International Building Decoration Fair (CBD) is annually held in Guangzhou with the participation of companies and experts from the building construction and decoration sector. Almost all of the industry is represented at this event, with products ranging from decorative hardware to windows and doors, interior decoration, custom-made furnishings and machinery equipment.</p> <p>At the 2015 edition, a total number of 2,215 exhibitors showcased their products to an audience of over 135 thousand professional visitors gathered on an exhibiting area of 340,000 square meters.</p> <p>Furthermore, CBD serves also as an effective platform for the exchange of information to help companies keep abreast of the latest market trends. Available to participants there are more than 40 complementary events, in the form of forums and meetings, each focusing on different aspects of the building construction and decoration industry.</p>

中国（北京）国际建筑装饰及材料展览会 China (Beijing) International Building Decorations & Building Materials Exhibition	
<b>Date</b>	March 16-19, 2016.
<b>Venue</b>	China International Exhibition Center, Beijing.
<b>Organisers</b>	China B & D Exhibition Co., Ltd.
<b>Contact Details</b>	Tel: (+86) 10- 8460 ext. 6672/6597 Fax: (+86) 10-84540980 Email: <a href="mailto:zhangchun1886@sina.com">zhangchun1886@sina.com</a> ; <a href="mailto:jc-zh@qq.com">jc-zh@qq.com</a> ; <a href="mailto:espofair@sina.com">espofair@sina.com</a>
<b>Exhibition Website</b>	<a href="http://www.builddecor.org/english.asp">http://www.builddecor.org/english.asp</a>
<b>Description</b>	<p>Also known as China Build-Décor, the Beijing International Building Decorations &amp; Building Materials Exhibition was brought to the public for the first time in 1994. Since then, and with the support of CCPIT (China Council for the Promotion of International Trade) and the China Building Decoration Association, it has developed into one of the leading exhibitions in its sector for the whole Northern China, and one of the most relevant in all Asia.</p> <p>Interior decoration materials, electrical equipment systems, building equipment and pro-environmental engineering are a sample of the products and services exposed at China Build-Décor, which gives a fairly exhaustive representation to the whole building and decoration material industry.</p> <p>This exhibition enjoys a rather international profile, as revealed by the figures from previous editions. In 2015, of the 4,000 total exhibitors who joined the event, 82.5% (3,300) were overseas players. For its 2016 instalment, China Build-Décor boasts a 150,000 thousand square meter exhibiting area, with an expected number of professional visitors exceeding 180,000, equal to a 20% increase compared to the previous edition.</p>

中国国际建筑装饰展览会 <b>Expo Build China</b>	
<b>Date</b>	March 29 - April 1, 2016.
<b>Venue</b>	New International Expo Centre, Shanghai.
<b>Organisers</b>	Shanghai UBM Sinoexpo International Exhibition Co., Ltd.; China Architectural Culture Center.
<b>Contact Details</b>	Tel: (+86) 10-88082070 Fax: (+86) 10-88082034 Email: <a href="mailto:sunny.99@163.com">sunny.99@163.com</a>
<b>Exhibition Website</b>	<a href="http://www.expobc.com/html/expobc/">http://www.expobc.com/html/expobc/</a>
<b>Description</b>	<p>Held annually since 1992, Expo Build China is part of the HDD Expo (Hotelex Design Deco), one of the largest trade show in the hospitality and building sector globally.</p> <p>With a specific focus on premium building materials, Expo Build China gives a vast representation to the construction and decoration industries. Amongst the products exhibited there are doors and windows, roof coverings, building façades, interiors, chemicals as well as green building materials.</p> <p>482 exhibitors from 25 countries participated in the 23<sup>rd</sup> edition of Expo Build China in 2015. Their products, together with the forums, festivals, matchmaking and networking events provided by the organiser with the support of co-operating associations, attracted more than 31 thousand visitors from 81 nations worldwide that year. Of these, building professionals, traders, agents, designers, hotel owners and developers constituted the bulk of the attendees.</p>

### 3.5. The Food and Beverage Industry

Learn more about the opportunities and the challenges in the Chinese market for Food and Beverage in our sector report, available at: <http://eusmecentre.org.cn/report/food-beverage-market-china>.

For the subsector report on Wine, please click here: <http://eusmecentre.org.cn/report/wine-market-china>

中国国际食品和饮料展览会 Sial China	
<i>Date</i>	May 5-7, 2016.
<i>Venue</i>	New International Expo Centre, Shanghai.
<i>Organisers</i>	Comexposium Group.
<i>Contact Details</i>	Please refer to <a href="http://www.sialchina.com/contactus.html">http://www.sialchina.com/contactus.html</a>
<i>Exhibition Website</i>	<a href="http://www.sialchina.com/">http://www.sialchina.com/</a>
<i>Description</i>	<p>Since it entered the local exhibition industry in 2000, SIAL China has gained and maintained a leading role amongst the trade fairs in the F&amp;B and Hospitality industries in the PRC. Organised by the France based Comexposium Group, this trade fair provides foreign businesses with an effective gateway to the local fast growing food markets, promoting information exchange amongst domestic and international players.</p> <p>Owing to its international scale and an exhaustive representation of the F&amp;B industry (21 product sectors were presented in 2015) Sial China has incited the interest of the main domestic and international brands and the attention of a large audience of industry professionals.</p> <p>As a matter of fact, for its 2015 edition, the exhibition experienced a 14% surge in total number of exhibitors (2,734 total) compared to 2014, +11.5% in total attendees (61,296 professional visitors) and a 20% increase in total exhibiting area (up to 115 thousand sqm). 61 nations and 21 Chinese provinces and cities were represented last year at the event, which featured also a number of country pavilions, including many from the European Union (e.g. Spain, Italy, France, Czech Republic, the Netherlands, UK, Poland and others).</p> <p>For the 2016 edition, the organisers expect some 66 thousand visitors and more than 2,900 exhibitors. To accommodate the growing demand for participation, an additional 11 thousand sqm of exhibiting area will be added this year to the fair, which will showcase products from categories such as semi-finished food products and ingredients; dairy products, eggs; fresh meat and offal; fresh poultry and game; fresh and semi-preserved fish, molluscs and shellfish; fresh fruits and vegetables, dried fruits; horticulture; confectionery, biscuits and pastry; cured and salted meat; delicatessen, home meal replacement; preserved and canned foods; pet foods; frozen products;</p>

	<p>organic products; health food and diet products, baby food; grocery products; wines &amp; spirits; other alcoholic beverages; non-alcoholic beverages; equipment, technologies and contract processing as well as services.</p> <p>To note as side-line events within Sial is also <i>SIAL Innovation</i>, the <i>Retail &amp; Hospitality Forum</i> and the <i>Wine Innovation Forum</i> among many others, which add additional content to an already well-established exhibition.</p>
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国际食品饮料及餐饮设备展览会 <b>International Wine &amp; Spirits Exhibition (FHC)</b>	
<b><i>Date</i></b>	November 07-09, 2016.
<b><i>Venue</i></b>	New International Expo Centre, Shanghai.
<b><i>Organisers</i></b>	China International Exhibitions (CIE) Ltd.
<b><i>Contact Details</i></b>	Tel: (+86) 21-6209 5209 Fax: (+86) 21-6209 5210 Email: <a href="mailto:fhc@chinaallworld.com">fhc@chinaallworld.com</a>
<b><i>Exhibition Website</i></b>	<a href="http://www.fhcchina.com/en/index.asp">http://www.fhcchina.com/en/index.asp</a>
<b><i>Description</i></b>	<p>First introduced in 1994, FHC China will hold its 20<sup>th</sup> edition at the Shanghai New International Expo Centre in November this year. More than 2000 exhibiting companies from 70 countries and regions are expected to participate in the event, with more than 40 official country pavilions to be also featured on the fairground. If confirmed, these figures would reinforce the positive trend already experienced with the 2015 edition, when 2,150 domestic and foreign companies signed their participation attracting the record number of almost 66,561 trade buyers, mostly from the retail (34.2%), trading, distribution and wholesale (30%) and hospitality (19.6%) sectors.</p> <p>Such a strong participation reflects in a rather comprehensive representation of the F&amp;B and Hospitality industry. Almost all of the product segments from these industries are regularly displayed at this fair, with specific product categories being showcased at FHC China related themed trade shows: ProWine China, Tea &amp; Coffee China, Meat China and Beer China. Remarkable for this UFI approved event is also the development of its branch FHC China West, a spin-off of the main exhibition targeting the inner and fast rising regions of the PRC.</p>

中国（广州）国际食品展暨广州进口食品展览会 <b>China (Guangzhou) International Food Exhibition and Guangzhou Import Food Exhibition</b>	
<b>Date</b>	June 29-July 1, 2016.
<b>Venue</b>	China Import and Export Fair Complex, Guangzhou.
<b>Organisers</b>	China Food Industry Association, Guangzhou Yifan Exhibition Service Co., Ltd.
<b>Contact Details</b>	Tel: (+86) 20-61089350 Fax: (+86) 20-61089459 Email: <a href="mailto:ifechina@foxmail.com">ifechina@foxmail.com</a>
<b>Exhibition Website</b>	<a href="http://www.ifechina.com/">http://www.ifechina.com/</a>
<b>Description</b>	<p>From June 29 to July 1, 2016 the China Import &amp; Export Fair Complex in Guangzhou will host the China International Food Exhibition and Guangzhou Import Food Exhibition (IFE) for its 16<sup>th</sup> edition.</p> <p>The fair, which enjoys the support from national as well as foreign institutions, e.g. the China National Food Industry Association and the EUCCC (European Chamber of Commerce in China), is a comprehensive exhibition covering almost exhaustively the entire food and beverage industry. Products from segments such as specialty food and regional products, beverages like wine, spirits, water and others, food additives and ingredients, food processing and packing equipment will be gathered at the stands at the trade show. In addition, dedicated halls will be allocated to five thematic exhibitions in the areas of High-end Drinking Water, International Coffee, Wine and Spirits, Edible and Olive Oil, Healthy and Organic Food.</p> <p>Such a vast representation of products combined with an offer of complementary events (forums, seminars, contests) and a dedicated business matchmaking session has gradually earned IFE the attention of a growing audience and the participation of an increasing number of companies. Statistics from the 15<sup>th</sup> edition show a 34% increase of total exhibitors (from more than 55 countries and regions worldwide) and an increase of 22% of total professional visitors (74% from China, 26% from abroad) compared to the 2014 (14<sup>th</sup>) edition. It is worthwhile mentioning the 23 National Country Pavilions that were also present at the event, which witnessed a +29% increase in total exhibiting area.</p>

### 3.6. The Healthcare Industry

Learn more about the opportunities and the challenges in the Chinese Healthcare market in our sector report, available at: <http://www.eusmecentre.org.cn/report/healthcare-sector-china>.

国际医疗设备设计与技术展览会 <b>MEDTEC China</b>	
<b>Date</b>	October 26 – 28, 2016.
<b>Venue</b>	World Expo Exhibition & Convention Centre, Shanghai.
<b>Organisers</b>	UBM Asia.
<b>Contact Details</b>	Mr Gerry Zhang Tel: (+86) 21-6157 7217 Email: <a href="mailto:gerry.zhang@ubm.com">gerry.zhang@ubm.com</a> More contacts at: <a href="http://www.medtecchina.com/index.php/en/contact">http://www.medtecchina.com/index.php/en/contact</a>
<b>Exhibition Website</b>	<a href="http://www.medtecchina.com/index.php/en">http://www.medtecchina.com/index.php/en</a>
<b>Description</b>	<p>First held 11 years ago, Medtec China is one of the leading events in manufacturing sourcing for medical devices in the PRC.</p> <p>Organised yearly by UBM Asia, the fair attracts domestic and international professional visitors searching for components, materials, technologies and solutions for their production lines. As figures from the last edition report, of the 11,610 total visitors who attended the fair in 2015, 51% were R&amp;D/Design/Manufacturing from Original Equipment Manufacturer (OEM) of medical devices, signalling the specific role of the exhibition of acting as a sourcing platform for this sector in China.</p> <p>Indeed, the representation of the medical devices industry given at Medtec is rather complete, with products ranging from R&amp;D and design services to computing and software, components, equipment, services and many others. In addition, the exhibition also serves as an effective hub for acquiring market insights and keeping abreast of the recent changes and trends in the industry. Through side events, such as conferences and seminars that are held during the trade show, visitors can learn more on areas such as regulation, innovation, quality and investment from the medical device market in China.</p> <p>Medtec China 2016 edition will be held at the Shanghai World Expo Exhibition &amp; Convention Center from 26 to 28 of October. The 2015 edition attracted 11,610 visitors and over 70 visiting groups, gathered on a fair-space of 14 thousand sqm to review the products of 301 exhibitors from 23 countries worldwide.</p> <p>A spin-off <a href="#">Medtec China South</a> will be held in Shenzhen on March 16-17 at the Shenzhen Great China International Square, with a specific focus on the Southern market.</p>



中国国际医疗器械博览会 <b>China International Medical Equipment Fair (CMEF)</b>	
<b>Date</b>	<i>Spring edition:</i> April 17-20, 2016. <i>Autumn edition:</i> 29 October - 1 November, 2016.
<b>Venue</b>	<i>Spring edition:</i> National Exhibition and Convention Centre, Shanghai. <i>Autumn edition:</i> Shenzhen Convention and Exhibitions Center, Shenzhen.
<b>Organisers</b>	Reed Sinopharm Exhibitions.
<b>Contact Details</b>	Please refer to: <a href="https://www.cmf.com.cn/g1251.aspx">https://www.cmf.com.cn/g1251.aspx</a>
<b>Exhibition Website</b>	<a href="https://www.cmf.com.cn/g1225.aspx">https://www.cmf.com.cn/g1225.aspx</a>
<b>Description</b>	<p>Organised by Reed Sinopharm Exhibitions, the China International Medical Equipment Fair (CMEF) is amongst the top events in the medical devices and equipment industry in China. During the fair, which is staged twice a year - in spring and autumn - products from the entire value chain of the medical equipment sector are exhibited, including medical imaging, electro medical, surgical and emergency treatment equipment, ultrasonic devices for diagnostics, laboratory equipment, radiology devices, rehabilitation and physiotherapy products, optical, dental, laser products, surgery and hospital furniture and consumables, ambulances, information technology.</p> <p>First held in 1979, participation has been growing considerably over the last 30 years. At the 2015 edition, more than 2,800 companies from 26 countries and regions joined, exhibiting their products to 92,399 visitors from 140 and more countries, over a total area of 130 thousand sqm. Of all the visitors, the highest portion belongs to the medical material sector, followed by industrial design, OEM components and manufacturing, packaging, medical software and services.</p> <p>In addition, the exhibition also serves as a hub for the exchange of information and insights on the actual state of the healthcare and medical devices market in China to those foreign players interested in bringing their technologies and services to the local market.</p>

国际医疗仪器设备展览会 <b>International Medical Instruments &amp; Equipment Exhibition (China Med)</b>	
<b>Date</b>	March 25-27, 2016.
<b>Venue</b>	China National Convention Center, Beijing.
<b>Organisers</b>	Messe Düsseldorf (Shanghai) Co., Ltd.; China World Trade Center.
<b>Contact Details</b>	<p>Cynthia Wan            Tel: (+86) 10 6505 4124            Fax: (+86)10 6505 3260            E-mail: <a href="mailto:wanmingyue@cwtc.com">wanmingyue@cwtc.com</a></p> <p>Vicky Zhang            Tel: (+86) 10 65358209            Fax: (+86) 10 65053260            E-mail: <a href="mailto:zhangsizhe@cwtc.com">zhangsizhe@cwtc.com</a></p>
<b>Exhibition Website</b>	<a href="http://www.chinamed.net.cn/en/Index.asp?columnId=1">http://www.chinamed.net.cn/en/Index.asp?columnId=1</a>
<b>Description</b>	<p>Held yearly since 1989, the International Medical Instruments &amp; Equipment Exhibition (China Med) is the first UFI-approved international medical instruments and equipment exhibition in China. The exhibition, organised by Messe Düsseldorf (Shanghai) and China World Trade Center Co., Ltd, enjoys the support, amongst the others, of the Beijing Municipal Health Bureau and the Chinese Hospital Association, signalling the importance this even has obtained in China, and internationally, in the medical instrument and equipment industry.</p> <p>This reflects not only in the vast number of products displayed annually at China Med (ranging from General Diagnostic Instrument to Surgical Instrument, medical consumables, and also specialised magazines and services), but also in the increasing number of new technology launches that take place during the days of the fair. At the 2015 edition, products such as CT/MR/X ray, mammography, molecular imaging, imaging equipment, radiation therapy equipment, medical ultrasound equipment and related devices, clinical laboratory analytical instruments, medical electronic equipment, physical treatment and healthcare equipment, medical consumables, operating room, emergency rooms, clinics room equipment and appliances were unveiled for the first time during China Med. As a result, the 2015 edition, which featured 570 exhibitors (+4.5% compared to 2014) from 20 countries, attracted 31,500 trade visitors from 40 countries (+6.7%) on a total fair ground of more than 32 thousand sqm.</p> <p>For this year's edition, China Med will be structured according to major themes (Medical Imaging, Ultrasound, Orthopaedic Medical Materials, Rehabilitation Equipment, Medical Consumables, Testing Equipments and</p>

	Country Pavilions), and will host also a number of academic conferences with the contribution of domestic and international experts.
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### 3.7. The Green-tech Industry

Learn more about the opportunities and the challenges in the Green-tech industry in China in our sector report, available at: <http://eusmeccentre.org.cn/content/green-tech-market-china>.

中国国际清洁能源博览会 <b>Clean Energy Expo China</b>	
<b>Date</b>	March 29-31, 2016.
<b>Venue</b>	China International Exhibition Centre, Beijing.
<b>Organisers</b>	China Electricity Council, the Construction Industry Sub-council and the Construction Industry Commerce Chamber, the China Council for the Promotion of International Trade and CCPIT Beijing, Koelnmesse.
<b>Contact Details</b>	Ms. Joyce Cao Tel: +86 10 6590 7766 ext 729 Fax +86 10 6590 6139 Email: <a href="mailto:jo.cao@koelnmesse.cn">jo.cao@koelnmesse.cn</a>
<b>Exhibition Website</b>	<a href="http://cleanenergyexpochina.com/">http://cleanenergyexpochina.com/</a>
<b>Description</b>	<p>First staged in 2009, the Clean Energy expo China (short CEEC), has rapidly gained a key role amongst the events in the clean energy industry in China. The fair, jointly organised by Koelnmesse, CCPIT and CEC with the support of the State grid Corporation of China, enjoys the recognition of many international government bodies and agencies, such as the World Wind Energy Association.</p> <p>In 2015, 300 exhibitors and 22 thousand visitors gathered at the exhibition, which developed on total space of 25 thousand square meters. The fair will exhibit products and technologies from 7 main areas, namely: 1. Grid Technologies, Energy Storage &amp; Charging Facilities; 2. Solar Photovoltaic; 3. Solar Thermal; 4. Wind Energy; 5. Distributed Energy; 6. Natural Gas and 7. Bioenergy.</p> <p>In addition, every year the China Power Conference is held the fair, comprising a plenary, sub-fora and a series of technical seminars to provide professionals in the clean energy business with an ideal platform for exchange. Themes of the conference are those of main concern by the industry, such as the latest market trends, rules and regulation, investment and financing conditions, and latest technology evolutions.</p>

中国电力电工展 China EPower	
<b>Date</b>	May 24-26, 2016.
<b>Venue</b>	New International Expo Centre, Shanghai.
<b>Organisers</b>	Deray Exhibition Planning Co., Ltd., Ronco Expo (Shanghai) Co., Ltd.
<b>Contact Details</b>	Tel: +86-21-5018 5270/ 5018 5271/ 5018 5272 Fax: +86-21-5186 2899 Email: <a href="mailto:epower@ronco.com.cn">epower@ronco.com.cn</a>
<b>Exhibition Website</b>	<a href="http://www.china-epower.cn/en/">http://www.china-epower.cn/en/</a>
<b>Description</b>	<p>First launched in 2001 and held annually ever since, China EPower is amongst the largest and most influential trade fairs in the electric power industry in China. During the fair, which has reached its 16<sup>th</sup> edition, products from the whole power industry chain are exhibited, including Power Generation to Power Transmission and Transformation Equipment, SmartGrid Equipment and Technology, Communication and Information Systems, Smart Metering and Management, Electrical Accessories and Construction Equipment and Protection.</p> <p>In 2015, more than 30 thousand visitors gathered at the exhibition covering 46,000 square meters, surveying the products displayed by 560 exhibitors from 36 countries. A breakdown of the visitors reveals that the top 10 visitors' company business segments were Power Engineering Company, Electric Power Plant, Power Supply Bureau/Electricity Company, Electric Power Research Institute and Design Institute, Trader/Agent/Distributor, Gas Turbine, Electric Power Materials Company/ Mechanical and Electrical Company, Energy and New Energy Investor, Project Contracting and Management, Company Government/Industry Association. For its 16<sup>th</sup> edition, China EPower will comprise five co-locating exhibitions, each dedicated to a segment of the Power market. They are: The 16th China International Electric Power &amp; Electric Engineering and Smart Grid Exhibition (E-Power); The 15th China (Shanghai) International Power and Generating Sets Exhibition (G-Power); The 10th China (Shanghai) International Wind Power Exhibition &amp; Conference (W-Power); The 5th Shanghai International Distributed Energy &amp; Energy Storage Application Exhibition (D-Energy); and the newly launched China (Shanghai) International Charging Technology &amp; Equipment Exhibition (C-Power).</p>

中国环博会 IE expo (IFAT CHINA+EPTEE+CWS)	
<b>Date</b>	May 5-7, 2016.
<b>Venue</b>	New International Expo Centre, Shanghai.
<b>Organisers</b>	Chinese Society for Environmental Science; Messe Muenchen International (MMI) MMI-ZM Trade Fairs (Shanghai) Co.,Ltd; China Environment Chamber of Commerce.
<b>Contact Details</b>	Ms. Ketty Zhang Tel: (+86) 021-20205539 / 021-23521128 Fax: (+86) 021-2352 1088 Email: <a href="mailto:ketty.zhang@mmi-shanghai.com">ketty.zhang@mmi-shanghai.com</a>
<b>Exhibition Website</b>	<a href="http://www.ie-expo.com">http://www.ie-expo.com</a>
<b>Description</b>	<p>One of the leading exhibitions in Asia for environmental technology solutions, IE expo 2016 will be held from the 5<sup>th</sup> to the 7<sup>th</sup> of May at the New International Expo Centre in Shanghai presenting the latest products and technologies in the areas of water, waste, air and soil. The products exhibited will cover areas such as water treatment equipment and membrane, sewage and wastewater, water supply/drainage, storm water collection and utilisation/flood control, refuse disposal and recycling technology and equipment, energy generation from waste materials, decontamination of old sites/soil treatment, technology and equipment for industrial pollution control and treatment, indoor air purification, oil vapour recovery, motor vehicle exhaust gas treatment, noise reduction and insulation, measuring, control and laboratory technology, services, research, technology transfer.</p> <p>First introduced in 1999, with the support of domestic and international government bodies and industry associations, IE expo has continuously expanded ever since. For the first time since it was founded, more than 1,000 exhibitors showcased their products at IE expo 2015 (1,085; +18% compared to 2014) attracting 4,048 visitors on a total fairground area of 60 thousand square meters (+20% y-o-y). 14 national pavilions were also present at the fair last year, with those of France, Germany and the Netherlands representing the European Union.</p>

### 3.8. The ICT Sector

Learn more about the opportunities and the challenges in the ICT industry in China in our sector report, available at: <http://www.eusmecentre.org.cn/report/ict-market-china>

中国国际电子生产设备暨微电子工业展 Nepcon China	
<b>Date</b>	April 26-28, 2016.
<b>Venue</b>	World Expo Exhibition and Convention Centre, Shanghai.
<b>Organisers</b>	Reed Exhibitions (Shanghai) Co, Ltd.
<b>Contact Details</b>	Mr Tim Wang Tel: (+86) 021- 2231 7016 Fax: (+86) 021- 2231 7181 Email: <a href="mailto:tim.wang@reedexpo.com.cn">tim.wang@reedexpo.com.cn</a>
<b>Exhibition Website</b>	<a href="http://www.nepconchina.com/en/Index/">http://www.nepconchina.com/en/Index/</a>
<b>Description</b>	<p>Organised by Reed Exhibitions Ltd., Nepcon China is amongst the most relevant, if not <i>the</i> most relevant exhibition for the entire SMT and electronics manufacturing industry in China. Part of the larger series of Nepcon shows hosted throughout Asia, this event provides a one-stop platform for foreign and domestic firms to showcase their newest technologies and to keep abreast of the latest trends within the Chinese SMT market. The products yearly displayed at Nepcon China cover almost exhaustively the electronics manufacturing industry, including segments such as electronics manufacturing automation, surface mount technology, soldering and dispensing, test and measurement, amongst the others. In addition, a series of on-site events, such as conferences and fora, are held during the days of the show with experts discussing the most compelling themes regarding the SMT market in China.</p> <p>21, 948 visitors attended Nepcon China in 2015, up 4.7% compared to 2014. For this year's event, more than 500 exhibitors from 22 countries and regions are expected to take part in the exhibition, which is set to attract 21 thousand visitors on a total fair area of 25,000 sqm.</p> <p>Notably regarding Nepcon China, are the two spin offs Nepcon South China (22<sup>nd</sup> edition, Shenzhen August 30 – September 1, 2016) and the recently launched Nepcon West China (4<sup>th</sup> edition, Chengdu June 21-23, 2016), which provide two additional marketing platforms to players in the SMT industry looking to further increase their presence in the Chinese local market.</p>

<b>Semicon China</b>	
<b><i>Date</i></b>	March 15-17, 2016.
<b><i>Venue</i></b>	New International Expo Centre, Shanghai.
<b><i>Organisers</i></b>	SEMI China.
<b><i>Contact Details</i></b>	<p>SEMI China Tel: +86 021-6027 8500 Email: <a href="mailto:semichina@semi.org">semichina@semi.org</a></p> <p>Mr. Richard Jiang Tel: +86 021-6027 8560 Email: <a href="mailto:tmjiang@semi.org">tmjiang@semi.org</a></p> <p>Mr. Jesse Zhang Tel: +86 021-6027 8558 Email: <a href="mailto:wdzhang@semi.org">wdzhang@semi.org</a></p>
<b><i>Exhibition Website</i></b>	<a href="http://www.semiconchina.org/">http://www.semiconchina.org/</a>
<b><i>Description</i></b>	<p>First launched in 1988, Semicon China is one of the key exhibitions in the semiconductor and microelectronics industry in the PRC.</p> <p>The show, which will celebrate its 28<sup>th</sup> edition in 2016, is held concurrently with the Flat Panel Display China (FPD China), 2016 and the China Semiconductor Technology International Conference (CSTIC), 2016. The latter in particular, is one of the largest and the most comprehensive annual semiconductor technology conferences in China, covering all aspects of semiconductor technology and manufacturing, including devices, design, lithography, integration, materials, processes, and manufacturing, as well as emerging semiconductor technologies and silicon material applications.</p> <p>For its 2016 edition, Semicon China will host six themed pavilions dedicated to IC Manufacturing, Led and Sapphire, TSV, Semiconductor Material, MEMS and Secondary Equipment Applications, Service and FAB Productivity Solutions, accommodating products and technologies ranging from manufacturing equipment and materials to components, parts and accessories, sub systems, software and services.</p> <p>At the 27<sup>th</sup> edition, in 2015, Semicon/FPD China hosted 937 exhibitors and attracted more than 18,500 attendees on a total net occupied exhibit area of 23.6 thousand square meters.</p>

<b>InfoComm China</b>	
<b><i>Date</i></b>	April 13-15, 2016.
<b><i>Venue</i></b>	China National Convention Center, Beijing.
<b><i>Organisers</i></b>	InfoCommAsia Pte Ltd.
<b><i>Contact Details</i></b>	Constance Lee Tel: +65 6674 8663 Fax: +65 6725 8334 Email: <a href="mailto:constancelee@infocommasia.com">constancelee@infocommasia.com</a>
<b><i>Exhibition Website</i></b>	<a href="http://www.infocomm-china.com/en/">http://www.infocomm-china.com/en/</a>
<b><i>Description</i></b>	<p>Since its debut in 2002, InfoComm China has emerged as one of the key trade shows in pro-AV and ICT in Asia Pacific. Organised by InfoCommAsia Pte Ltd. with the support of domestic and international organisations and industry associations, the exhibition will be held for the 11<sup>th</sup> time at the China National Convention Centre in Beijing from April 13 to 15. A rather exhaustive representation of the AV and ICT industry is given at the fair, which showcases products from a wide range of segments, including 3D Technology, Acoustic Products, Audio, Video, Data Conferencing Equipment &amp; Technologies, Computer / IT / Networking, Consoles, Lighting &amp; Studio Support Systems, Multimedia, Presentation &amp; Training Aids, Signal Management &amp; Processing, Simulation Systems, Systems Integration, Video Production and Editing Technologies, Wireless AV Systems and many others.</p> <p>For its 2015 edition, more than 23 thousand visitors from 43 countries attended the fair, which featured 277 exhibitors for a double digit percentage growth in participation and visitorship compared to the previous iteration. A trend testifying the key role InfoComm China plays as a networking platform allowing stakeholders from the AV and ICT industry to connect with each other and learn about the latest trends in the industry. It is worthwhile mentioning that the InfoComm China Summit takes place during the days of the exhibition and complements it by offering its participants first hand insights on emerging trends directly from players and experts in the field.</p>



### 3.9. The Machinery Sector

Learn more about the opportunities and the challenges in the Machinery industry in China in our sector report, available at: <http://www.eusmecentre.org.cn/report/machinery-sector-china>

上海宝马展 - 中国轨迹工程机械, 建材机械, 矿山机械, 工程车及设备展览会 <b>BAUMA China - International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles</b>	
<b>Date</b>	November 22-25, 2016.
<b>Venue</b>	New International Expo Centre, Shanghai.
<b>Organisers</b>	Messe München International MMI (Shanghai) Co., Ltd.; CCMA – China Construction Machinery Association; CCPIT–MSC – China Council for the Promotion of International Trade – Machinery Sub-Council; CNCMC – China Construction Machinery Co., Ltd.
<b>Contact Details</b>	<p><b>Bauma China Exhibition Management</b></p> <p>Tel.: +49 89 949-20251            Fax: +49 89 949-20259            E-mail: <a href="mailto:info@bauma-china.com">info@bauma-china.com</a></p> <p><b>MMI (Shanghai) Co., Ltd.</b></p> <p>Tel.: +86 21-2020-5500            Fax: +86 21-2020-5655 / -5666            E-mail: <a href="mailto:baumachina@mmi-shanghai.com">baumachina@mmi-shanghai.com</a></p>
<b>Exhibition Website</b>	<a href="http://www.bauma-china.com/">http://www.bauma-china.com/</a>
<b>Description</b>	<p>Bauma China, the International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles, takes place in Shanghai every two years and has emerged as one of the leading events in its sector for the whole Asia region. The exhibition, organised, among others, by Messe München International together with China Construction Machinery Association and the CCPIT- Machinery Sub-Council, enjoys the support of a large number of domestic and international partners (e.g. the China Machinery Industry Federation, the Association of Equipment Manufacturers, and the German Engineering Association).</p> <p>The international recognition the fair has earned along its 14 years of history (first launched in 2002) was testified by the record number of nearly 190 thousand visitors who attended the last edition in 2014 (+7% from 2012). On that occasion, 300,000 square meters of exhibition area was allocated by the organisers to products showcased by 3,098 exhibitors from 42 countries worldwide (+14% from 2012). The products ranged from construction sites machinery to mining extraction and processing materials machines,</p>

	machinery for the production of building materials, component and service suppliers.
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数控机床与金属加工展 <b>Metalworking and CNC Machine Tool Show</b>	
<b>Date</b>	November 1-5, 2016.
<b>Venue</b>	National Exhibition and Convention Centre, Shanghai.
<b>Organisers</b>	Deutsche Messe AG; Hannover Milano Fairs Shanghai Ltd.
<b>Contact Details</b>	Mr. Darren Kong / Ms. Alisa Sheng Tel: +86-21-50456700-222/284 Fax: +86-21-68862355 50459355 E-mail: <a href="mailto:mwcs@hmf-china.com">mwcs@hmf-china.com</a> ; <a href="mailto:Darren.kong@hmf-china.com">Darren.kong@hmf-china.com</a> ; <a href="mailto:Alisa.sheng@hmf-china.com">Alisa.sheng@hmf-china.com</a>
<b>Exhibition Website</b>	<a href="http://www.metalworkingchina.com/EN/">http://www.metalworkingchina.com/EN/</a>
<b>Description</b>	<p>Organised by Deutsche Messe AG and Hannover Milano Fairs Shanghai Ltd, the Metalworking and CNC Machine Tool Show (MWCS) is one of the nine professional theme shows of the China International Industry Fair (CIIF), with a specific focus on the metalworking industry. As an international trade fair and UFI approved event, MWCS has developed into one of the leading event in its industry for the eastern China. The show, which was first introduced in 1994, showcases products ranging from Metal Forming Machines; Metal Cutting Machine Tools; Machine Tool Components and Auxiliary Equipments; Abrasive, Cutting Tools, Tooling, Jig Fixture &amp; Related Products; Inspection Measuring Equipment; Non-traditional Machines and Special Purpose Machines; Numerical Control Systems, Digital Readout Units, Machine Tool Apparatus.</p> <p>The last edition, in 2015, gathered 469 exhibitors and 136,598 visitors on a total exhibiting area of 60 thousand square meters. A breakdown of the exhibitors reveals that of the total companies attending the fair, 57% were non-Chinese firms. Of these, 41.78% came from Europe, with Germany and Italy being the most represented countries (19.53% and 18.19% respectively). Of the visitors, the top five industries represented were machine tool industry, followed by automobile and motorcycle parts sector, die and mould, power and electricity and general machinery.</p> <p>Concurrent fora and ceremonies complement the exhibition making it an effective platform for information sharing and business networking.</p>

上海国际机床展 <b>EASTPO - Shanghai International Machine Tool Exhibition</b>	
<b>Date</b>	September 25-28, 2016.
<b>Venue</b>	National Exhibition and Convention Centre, Shanghai.
<b>Organisers</b>	Shanghai Northern EASTPO Exhibition Co., Ltd.
<b>Contact Details</b>	<p>Ms Anna Lynn            Tel: +86 21-60738940            Email: <a href="mailto:annalynn@eastpo.net">annalynn@eastpo.net</a></p> <p>Ms Molly Liu            Tel: +86 21-60738900            Email: <a href="mailto:mollyliu@eastpo.net">mollyliu@eastpo.net</a></p> <p>Others: <a href="http://www.eastpo.net/en/contact/contact_2.aspx">http://www.eastpo.net/en/contact/contact_2.aspx</a></p>
<b>Exhibition Website</b>	<a href="http://www.eastpo.net/en/">http://www.eastpo.net/en/</a>
<b>Description</b>	<p>First launched in 1999, the Shanghai International Machine Tool Exhibition (EASTPO) will be held for the 18<sup>th</sup> edition at the Shanghai NECC, from September 25 to 28. The fair, held in collaboration with the 2<sup>nd</sup> China Smart Factory and Robotics Exhibition, features the support of relevant domestic and international associations, notably among those, the European Association of the Machine Tool Industries (CECIMO), the China Machinery Industry Federation (CMIF) and the Korea Association of Machinery Industry (KOAMI). As a result, EASTPO acts as a preferential gateway for those foreign companies willing to tap into China's growing economy as well as for Chinese companies looking to get a foothold in foreign markets.</p> <p>In 2015, Eastpo attracted some 50,172 visitors from 35 countries during its four-day span, as well as 3,000 relevant associations and manufacturing factories and a high number of professional buyers from industries such as automobile manufacturing, machinery manufacturing, aerospace, mould, new energy industries etc. For this year's edition, the exhibition will be structured in five themed areas dedicated to machine tools, smart factory, cutting tools, manufacturing services and automobile equipment. This will allow exhibitors to showcase their products and solutions in machine tools technology, mechanical treatment, robotics, automotive manufacturing and so on. 70 thousand square meters of exhibition area will be allocated in 2016, as the fair is set to host 1000 enterprises from 20 countries and to attract approximately 80 thousand visitors.</p> <p>To complement the event, concurrent events such as summits and fora will be also hosted, allowing the participants to get first hand insight into the</p>

	recent evolution of the machinery industry in China, on new technologies and their application in manufacturing and control processes.
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中国国际工业博览会 China International Industry Fair - CIIF	
<b>Date</b>	November 1-5, 2016
<b>Venue</b>	National Exhibition and Convention Centre, Shanghai
<b>Organisers</b>	<p>National Development and Reform Commission, Ministry of Commerce, Ministry of Industry and Information Technology, Ministry of Science and Technology, Chinese Academy of Science, Chinese Academy of Engineering, China Council for The Promotion of International Trade, Shanghai Municipal People's Government.</p> <p><b>Show Management</b> Shanghai East Best International (Group) Co., Ltd</p>
<b>Contact Details</b>	Tel: +86 21-2206 8392 / 8203 Fax: +86 21-6289 5703 Email: <a href="mailto:ciif@shanghaiexpogroup.com">ciif@shanghaiexpogroup.com</a>
<b>Exhibition Website</b>	<a href="http://www.ciif-expo.com/en/">http://www.ciif-expo.com/en/</a>
<b>Description</b>	<p>From its first edition in 1999, the China International Industry Fair (CIIF) has developed into one of the leading events on equipment manufacturing in China and internationally. A UFI approved event, the CIIF is organised by seven Chinese Ministries together with the Shanghai Municipal People's Government and co-organised by China Machinery Industry Federation.</p> <p>The Fair, which will be held for the 18<sup>th</sup> time in November this year at the National Exhibition and Convention Centre in Shanghai, is structured in nine theme shows, including: Metalworking and CNC Machine Tool Show, Industrial Automation Show, Information &amp; Communication Technology Show, Energy Show, New Energy Auto Show, Robotics Show, Scientific and Technological Innovation Show, Environmental Protection Technology and Equipment Show, China Aerospace and Aviation technology Show.</p> <p>Such a wide scope, together with the vast offer of complementary events (more than 44 concurrent conferences and seminars were held at CIIF 2015) is part of the reason for the large participation the trade show enjoys every year. For its 2015 edition, the exhibition space totalled more than 230 thousand square meters featuring 2,270 exhibitors and several country pavilions (e.g. Germany and Italy), which attracted 136,598 trade visitors from 83 countries and regions worldwide (a total increase of 2.79% compared to the previous installation).</p>

### 3.10. The Textile and Apparel Industry in China

Learn more about the opportunities and the challenges in the T&A industry in China in our sector report, available at: <http://www.eusmecentre.org.cn/report/textiles-and-apparel-market-china>

中国国际纺织面料及辅料(春夏)博览会概览	
<b>Intertextile Shanghai Apparel Fabrics</b>	
<b>Date</b>	<i>Spring edition</i> March 16-18, 2016. <i>Autumn edition</i> October 11-13, 2016.
<b>Venue</b>	National Exhibition and Convention Centre, Shanghai.
<b>Organisers</b>	Messe Frankfurt (HK) Ltd.; CCPIT Sub-Council of Textile Industry; China Textile Information Centre (CTIC).
<b>Contact Details</b>	Tel: +852 2802 7728 Fax: +852 2598 8771 Email: <a href="mailto:info@hongkong.messefrankfurt.com">info@hongkong.messefrankfurt.com</a> More contacts here: <a href="http://intertextile-shanghai-apparel-fabrics-spring.hk.messefrankfurt.com/shanghai/en/toolbar/contact.html">http://intertextile-shanghai-apparel-fabrics-spring.hk.messefrankfurt.com/shanghai/en/toolbar/contact.html</a>
<b>Exhibition Website</b>	<a href="http://intertextile-shanghai-apparel-fabrics-spring.hk.messefrankfurt.com/shanghai/en/visitors/welcome.html">http://intertextile-shanghai-apparel-fabrics-spring.hk.messefrankfurt.com/shanghai/en/visitors/welcome.html</a>
<b>Description</b>	<p>Intertextile Shanghai Apparel Fabrics is one of the biggest platforms to showcase apparel fabrics and accessories in Asia, and one effective gateway for foreign companies to tap into China's growing demand for apparel. Despite the recent slowdown in the domestic economy, the T&amp;A market in China is in fact still gaining momentum. Intertextile Shanghai Apparel Fabrics appears as one of the leading fairs through which cater to the needs of such a growing industry.</p> <p>Organised by Messe Frankfurt and the Sub-Council of Textile Industry within CCPIT, since its inception in 1995 it has continually expanded, with both spring and autumn editions together now covering around 200,000 sqm. The products showcased are distributed amongst a number of distinct zones, namely: Salon Europe, which houses fabrics and accessories from more than 10 European countries and featured country pavilions from France, Germany and Italy (Milano Unica Pavilion), Portugal and the UK; the Premium Wool Zone; the Verve for Design area showcasing the most original design creations; the Asia Pavilions zone; the Performance Lab, where the latest innovations are exhibited; the All About Sustainability area featuring the entire sustainability supply chain; the Beyond Denim zone and the Accessories area, featuring garment and fashion accessories from China and overseas.</p> <p>In 2015, more than 2,600 exhibitors from 24 countries and regions presented their products at Intertextile Shanghai Apparel Fabrics, attracting over 66 thousand visitors as a result also of the colocation with Yarn Expo, PH Value</p>

	and CHIC. Complementary events, such as trend fora, seminars, contests, conferences and panel discussions also features at the fair, making it an effective hub for acquiring market insights, keeping up-to-date about the latest trends and creating strong business networks.
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中国国际服装服饰博览会 <b>CHIC – China International Fashion Fair</b>	
<b>Date</b>	<i>Spring edition</i> March 16-18, 2016. <i>Autumn edition</i> October 11-13, 2016.
<b>Venue</b>	National Exhibition and Convention Centre, Shanghai.
<b>Organisers</b>	China World International Exhibitions Co., Ltd.; Beijing Fashion Expo Co., Ltd.
<b>Contact Details</b>	<p>Ms Cathy Kwok                      Tel: +86 10-65054123                      Fax: +86 10-65053260                      E-mail: <a href="mailto:guoxiaomeng@cwtc.com">guoxiaomeng@cwtc.com</a></p> <p>Mr Jordan Zeng                      Tel: +86 10-65050546                      Fax: +86 10-65053260                      Email: <a href="mailto:zengqi@cwtc.com">zengqi@cwtc.com</a></p> <p>More contacts here: <a href="http://en.chiconline.com.cn/aboutus.aspx">http://en.chiconline.com.cn/aboutus.aspx</a></p>
<b>Exhibition Website</b>	<a href="http://en.chiconline.com.cn/">http://en.chiconline.com.cn/</a>
<b>Description</b>	<p>First launched in 1993 and held in Shanghai biannually since 2015, the China International Fashion Fair (CHIC) is among the leading exhibitions in the fashion industry in the PRC. Twice a year, in spring and autumn, the fair, which is co-located with Intertextile Shanghai Apparel Fabrics, allows domestic and overseas brands to showcase their latest products and designs to an audience of professional visitors from the apparel and fashion industry. By keeping its focus on final products, CHIC has become a reference point for those foreign brands seeking a foothold in the China apparel market, as well as an effective platform to present their brand to the Chinese public.</p> <p>Along its 20 years of history, CHIC has seen participation constantly grow. The spring edition in 2015 featured already 1,260 exhibitors from 21 countries and was attended by some 125 thousand visitors on a total fair ground of 206,000 square meters. For this year's edition, the organiser has re-arranged the floor plan in 3 major sections: the first, Category-specialised Section, includes segments from the more classic to the more casual, accessories, footwear, headwear, etc. The remaining Featured Section and Show-in-Shows, reserve a place for top Chinese fashion brands, independent</p>

	designers, stylish brands as well as host booths by intelligent manufacturing, specialised manufacturing, and various top ODM companies.
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中国国际家用纺织及辅料博览会 <b>Intertextile Shanghai Home Textiles</b>	
<b>Date</b>	<i>Spring edition</i> March 16-18, 2016. <i>Autumn edition</i> August 24-27, 2016.
<b>Venue</b>	National Exhibition and Convention Centre, Shanghai.
<b>Organisers</b>	Messe Frankfurt (HK) Ltd.; Beijing Hometex Expo Co. Ltd.
<b>Contact Details</b>	Tel: +852 2802 7728 Fax: +852 2598 8771 Email: <a href="mailto:info@hongkong.messefrankfurt.com">info@hongkong.messefrankfurt.com</a> More contacts here: <a href="http://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/shanghai/en/toolbar/contact.html">http://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/shanghai/en/toolbar/contact.html</a>
<b>Exhibition Website</b>	<a href="http://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/shanghai/en/visitors/welcome.html">http://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/shanghai/en/visitors/welcome.html</a>
<b>Description</b>	<p>First launched in 1995, Intertextile Shanghai Home Textiles is among the leading home textiles trade shows in Asia. The fair, jointly hosted by Messe Frankfurt, The Sub-Council of Textile Industry, CCPIT and China Home Textile Association, is held twice a year (spring and autumn editions) and targets the mid to high-end of the home textile market. For this very reason, as well as for the sound recognition European brands do enjoy in China in this specific market, Intertextile Shanghai Home Textiles has developed into the privileged gateway for EU business to tap into a market that appears to suffer little or none from the recent slowdown of the Chinese economy.</p> <p>In fact, at the previous autumn edition of the show, EU brands were present in great number gathered in the Exquisite Europe area - where top-end brands and premium products were showcased - in stand-alone booths and National Pavilions (e.g. the Italian and Belgium Pavilions). Due also to the relocation into the Shanghai National Exhibition and Convention Centre, participation from visitors and exhibitors reached its all-time record: 42,048 attendees from 97 countries and region and 1,402 exhibitors from 30 nations were present at the autumn edition. The products showcased belonged to Bedding &amp; Towelling, Decorative Fabrics – Upholstery, Decorative Fabrics – Curtains, Outdoor Textile for textile products; and for non-textile there were Windows, Wall and Interior decorations, Design Products, Digital Printing, Trade Publications and Ecommerce.</p> <p>For the 2016 edition, the organisers will recreate the same hall arrangement of last year with some innovations. To cater to the evolving needs of the home textile sector, Intertextile Shanghai Home Textiles 2016 will</p>

	<p>introduce, besides the traditional products categories (upholstery &amp; non-textile, bedding &amp; towelling, carpet &amp; rugs, intertextile design boutique, domestic upholstery fabrics and domestic non-textile), two new areas the digital painting and the whole-home style, which are set to even further increase the offer of solutions to respond to the demands of the Chinese domestic and international home textiles markets.</p>
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## 4. Annexes

### 4.1. Useful Websites

Useful Websites
<p><b>The Global Association of the Exhibition Industry</b>                      UFI, The Global Association of the Exhibition Industry is the association of trade show organisers, fairground owners, national and international associations of the exhibition industry, and its partners.  <a href="http://www.ufi.org/">http://www.ufi.org/</a></p>
<p><b>China Exhibition.com</b>                      China Trade Fairs directory  <a href="http://www.chinaexhibition.com/">http://www.chinaexhibition.com/</a></p>
<p><b>EventsEye.com</b>                      Trade Fairs directory for China and the rest of the world  <a href="http://www.eventseye.com/fairs/trade-shows-by-location.html">http://www.eventseye.com/fairs/trade-shows-by-location.html</a></p>
<p><b>EU SME Centre</b>                      The EU SME Centre is a European Union initiative that provides a comprehensive range of hands-on support services to European small and medium-sized enterprises (SMEs), getting them ready to do business in China.  <a href="http://www.eusmecentre.org.cn/">http://www.eusmecentre.org.cn/</a>                       The EU SME Centre provides an up-to-date database on the main trade fairs in China at:  <a href="http://www.eusmecentre.org.cn/calendar?evtype=EXHIBITIONS_ALL&amp;status=All&amp;ind=All&amp;oper=All&amp;city=All&amp;title=&amp;datefr%5Bmin%5D%5Bdate%5D=2016-03-01&amp;datefr[max][date]=2017-03-02">http://www.eusmecentre.org.cn/calendar?evtype=EXHIBITIONS_ALL&amp;status=All&amp;ind=All&amp;oper=All&amp;city=All&amp;title=&amp;datefr%5Bmin%5D%5Bdate%5D=2016-03-01&amp;datefr[max][date]=2017-03-02</a></p>
<p><b>China IPR SME Helpdesk</b>                      The China IPR SME Helpdesk supports European Union (EU) Small and Medium-sized Enterprises (SMEs) to both protect and enforce their Intellectual Property Rights (IPR) in or relating to Mainland China, Hong Kong, Macao and Taiwan through the provision of free information and services.  <a href="http://www.china-iprhelpdesk.eu/">http://www.china-iprhelpdesk.eu/</a></p>

The EU SME Centre helps EU SMEs prepare to conduct business in China by providing a range of information, advice, training and support services. Established in October 2010 and funded by the European Union, the EU SME Centre has entered its second phase, which will run until July 2018.

The EU SME Centre is implemented by a consortium of six partners: China-Britain Business Council (CBBC), Benelux Chamber of Commerce, China-Italy Chamber of Commerce, French Chamber of Commerce in China, EUROCHAMBRES, and the European Union Chamber of Commerce in China. All services are available on EU SME Centre's website after registration: [www.eusmecentre.org.cn](http://www.eusmecentre.org.cn).

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