

ITC'S SUPPORT TO MSMEs FROM DEVELOPING COUNTRIES TO ATTEND THE CHINA INTERNATIONAL IMPORT EXPO (CIIE) 2020

NATIONAL EXHIBITION & CONVENTION CENTER, SHANGHAI, CHINA, 5 – 10 NOVEMBER 2020

CONTEXT

The International Trade Centre (ITC) is for the 3rd time supporting the participation of micro, small and medium-sized enterprises (MSMEs) from developing countries in the 3rd China International Import Expo (CIIE) on 5-10 November 2020 in Shanghai, China.

China has become the second largest consumer and importing country in the world. CIIE is the largest import expo in the world. This creates enormous export opportunities for MSMEs from developing countries. During the first two editions in 2018 and 2019, the MSMEs supported by ITC initiated deals worth close to USD\$ 200 million.

CIIE 2020 will be co-hosted by the Ministry of Commerce of the People's Republic of China (MOFCOM) and the Shanghai Municipal People's Government. Government officials, business communities, exhibitors and professional buyers across the world are expected to participate again in CIIE. The two previous events gathered 150,000 domestic and foreign professional buyers each time, as well as exhibitors from over 100 countries. The expos provided an unprecedented opportunity for companies to make inroads into the Chinese market.

For more information, please go to the CIIE website: <https://www.ciie.org/zbh/en/>

OBJECTIVES

ITC will support MSMEs from developing countries to participate in CIIE 2020. MSMEs will be able to:

- Promote their products and services with good export potential to China, focusing on:
 1. Processed food and agricultural products,
 2. Quality life products i.e. apparel, accessories, consumer goods,
 3. Services i.e. tourism, education-related services and ICT;
- Familiarize themselves with Chinese market requirements including product quality, delivery conditions, export pricing, market trends and offers by competitors;
- Meet potential Chinese and international business partners.

EXPECTED RESULTS

- MSMEs exhibited and promoted their products and services at the world's largest import fair;
- MSMEs reported improved knowledge and understanding of the Chinese market;
- MSMEs established and consolidated business contacts with Chinese buyers.

PROGRAMME

ITC's support to MSMEs will consist of:

- Exhibition space, related construction and set-up (booth size to be confirmed);
- Accommodation in Shanghai for one company representative for the duration of the Expo;
- Assistance for the expo registration and issuance of visa invitation letters for company representatives;
- Training to prepare for their participation in the Expo, via e-learning, through online courses on "Exporting to China" and "Doing Business with Chinese People";
- Production of one catalogue in English and Chinese to promote companies' products and services prior and during the fair;
- Information to facilitate product customs clearance, inspection and quarantine to China;
- Promotion, in cooperation with Expo organizers, of the products and services of the participating companies to professional buyers prior to and during the event;
- Advisory support prior, during and after the Expo, including minimum English/Chinese interpretation support;
- The organization of a side visit or training session (to be confirmed).

CONDITIONS FOR PARTICIPATION

To be eligible for receiving ITC's support, MSMEs should:

- Originate from a developing country;
- Offer products or services in the following sectors:
 - **Processed food,**
 - **Quality Life products i.e. apparel, accessories and consumer goods,**
 - **Services, i.e. tourism, education related services and ICT;**
- Be export-ready, preferably with export experience to China and/or developed countries;
- Participate in CIIE with a representative with decision making authority and proficient in English and/or Chinese; investing time to prepare for the event, manage contacts during and after the Expo;
- Confirm that the products offered can access the Chinese market (e.g. SPS requirements for food products, etc.);
- Follow and complete the 2 online training courses offered by ITC to prepare for the event;
- Prepare marketing materials (i.e. posters/flyers/visiting cards etc.) in English and preferably also in Chinese;
- Select and exhibit representative product samples during CIIE 2020;
- Have digital skills and internet access to follow on-line courses and do on-line registrations; have a permanent email address to communicate that should not change once selected;
- Contribute to the Expo registration process by downloading and uploading required documents and pictures;
- Be willing and able to cost-share the expenses of their participation. Companies will have to cover the following costs:
 - Travel costs/flights to/from Shanghai,
 - Local transport in Shanghai (airport-hotel-expo);
 - Shipment of product samples/exhibiting materials and related costs, with advice and relevant contacts to be provided by CIIE Bureau through ITC,
 - Meals and miscellaneous expenses in Shanghai,
 - Visa arrangements – with letter of invitation to be facilitated through CIIE Bureau and ITC.

Companies, which have already registered/rented booths with the Expo organizers directly, are not eligible for ITC support.

Participation is by invitation only. Company selection will be based on the above-mentioned eligibility criteria and will be confirmed by ITC.

HOW TO APPLY FOR ITC-SUPPORTED PARTICIPATION IN CIIE

Interested companies fulfilling the above-mentioned criteria should electronically complete, seal stamp and sign the attached ITC/CIIE Company Questionnaire and send it to ITC at the following email address: ciie@intracen.org **by 20 March 2020.**