

2021

June 8-11

ZHEJIANG INTERNATIONAL IMPORT COMMODITY FAIR

Ningbo International Conference & Exhibition Center, Zhejiang, China
No.181 Huizhan Rd. Yinzhou Ningbo China

**EXCELLENT FAIR
HELD IN ZHEJIANG
DIVERSIFIED COMMODITIES
FROM THE WORLD**

Host:

Department of Commerce of Zhejiang Province

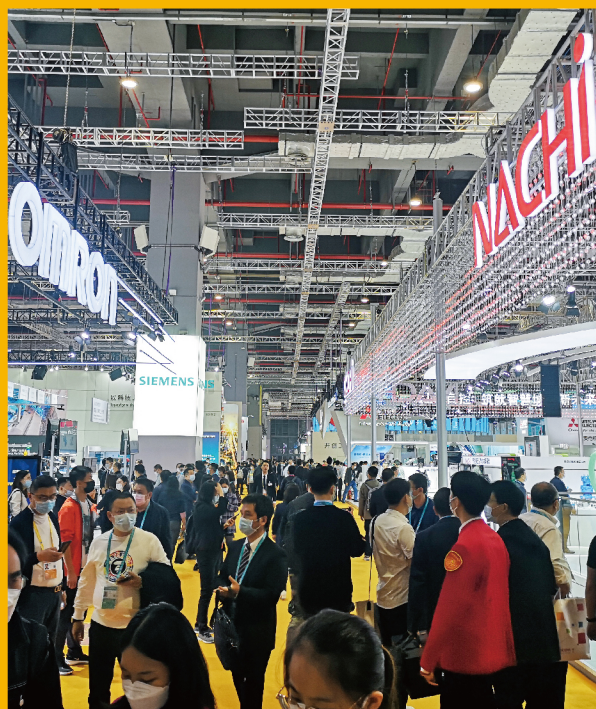
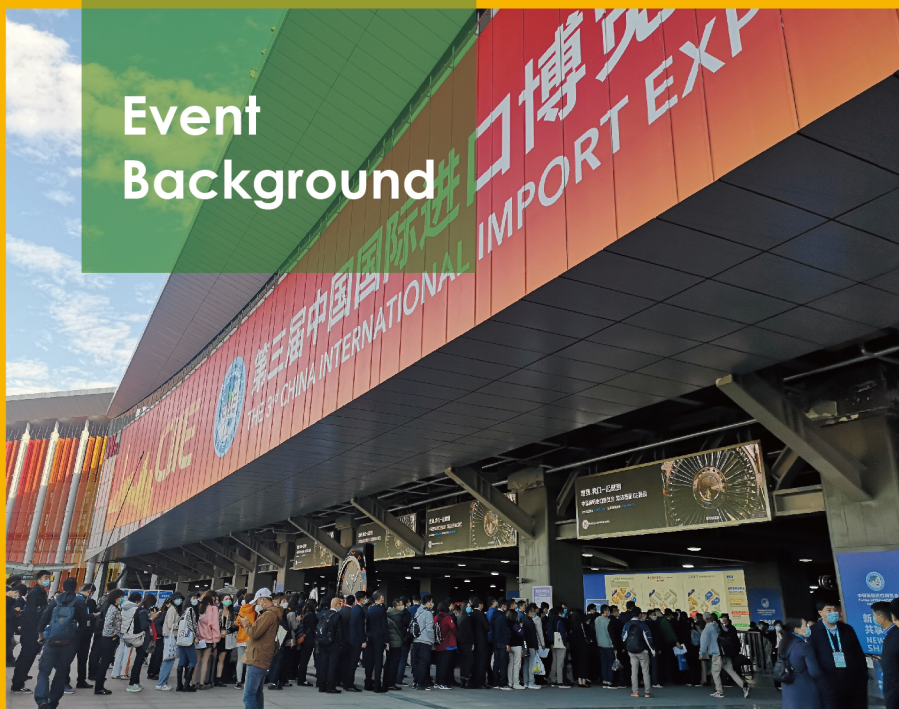
Undertaker:

Zhejiang Broad International Convention & Exhibition Co., Ltd.



BroadExpo 
Exhibition | Convention

Event Background



In order to thoroughly implement the strategy of expanding imports put forward by the People's Government of Zhejiang Province, further expand the spillover effect of the CIIE, Department of Commerce of Zhejiang Province will hold 2021 Zhejiang International Import Commodity Fair at Ningbo International Conference & Exhibition Center in June, 2021, themed by boosting homestays, tourism and pedestrian streets. As the supporting event of the 4th CIIE, the fair gathers Zhejiang provincial key imported commodity markets and key cross-border e-commerce platforms and building the distribution system for commodity products to enter the Yangtze River Delta and China markets, to create a "world supermarket" for Zhejiang's never-ending CIIE and imported commodities.

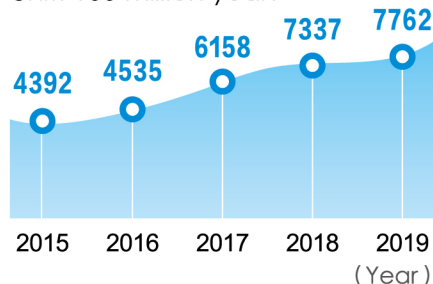
> About Zhejiang Province

Zhejiang Province is located on the southeast coast of China along the southern part of the Yangtze River Delta, has the permanent resident population of 58.5 million by the end of 2019, an increase of 1.13 million over the last year. Zhejiang's GDP reached 6235.3 billion yuan, up by 6.8% over the last year. Adjacent to Shanghai, Zhejiang province has the natural geographical advantage of carrying on the spillover effect of CIE. By the end of **2019**, foreign investors (including those based in Hong Kong, Macao and Taiwan) have invested **68,189** projects in Zhejiang, with the actual utilization of foreign investment amounting to US\$**226.32** billion, among which **642** projects invested by **187** Fortune Global **500** companies.

> Advantages of imported industrial environment

Imports

Unit: 100 million yuan



Consumer Market



32026 Yuan

The Per Capita Household Consumption Expenditure in 2019



No.3

The Ranking among 31 provinces nationwide (including regions and cities)

Cross-border E-commerce



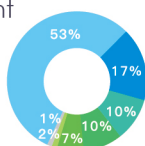
The Cross-border Online Retail Sales in 2019



The Cross-border Online Retail Imports in 2019

Major Imported Commodities

- Imported Bulk Commodities **53%**
- Mechanical and Electrical Commodities **17%**
- High-tech Products **10%**
- Agricultural by-product **10%**
- Agricultural Products **7%**
- Textile & Garment **2%**
- Eight Categories of Light Industry Products **1%**



Customs Clearance Services



Zhejiang province vigorously promotes the construction of **Single Window** of international trade, comprehensively implement various measures for customs clearance facilitation, aiming to build high-level business environment.

Port Resources

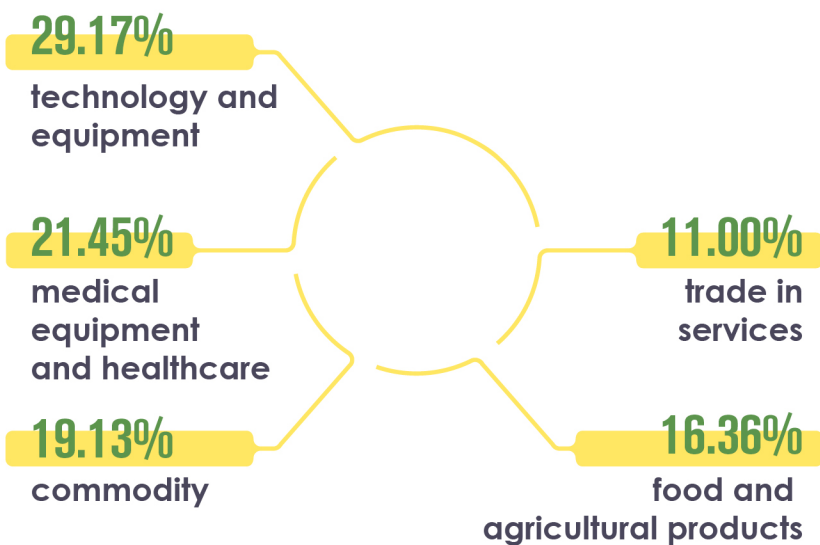


No.1 in the world

Ningbo-Zhoushan Port ranks top for 11 consecutive years in cargo handling capacity



Participation of Zhejiang in CIIE



On the 3rd CIIE, there are total 61 major foreign investment projects with the total investment 10.9 billion US dollars. The intended purchase volume of Zhejiang Delegation maintains the top nationwide, up by 23.16% over the last year.



Event Highlights

- Serve the "Dual Circulation" pattern, Build the highland for Import Trade
- Serve the implementation of the "dual circulation" development pattern, and implement the strategy of expanding imports
- Strengthen the professionalism of activities with a scientific exhibition model
- Advanced "Internet +" concept and online and offline interaction
- Public open day and encourage public involvement



Concurrent Event

- Zhejiang Import Supply Chain Ecological Development Conference & ZIF Achievement Show
- 2021 Zhejiang International Import Commodity Fair Communication Conference
- Zhejiang Import Platform Promotion Conference
- Special Subject of Import Match-making Conference
- International Imported Commodity New Product Release Meeting
- Global Live Broadcast

> Event Profile

Ningbo International Conference & Exhibition Center

The exhibition area of the event is about 10,000 square meters



6 Major Exhibition Areas



Exhibition Area of International Home Furnishing Brands



Exhibition Area of International Imported Food



Exhibition Area of International Leisure Life



Exhibition Area of International Intelligent Life



Exhibition Area of International Comprehensive Health



Exhibition Area of Key Import Platforms

> Target Purchasers (More than 10000 professional buyers attended the meeting)

From the High Quality Purchasers of Zhejiang Delegation of CIIE

Trade visitors

<p>Key import platforms</p>	<p>Cross-border e-commerce platforms</p>	<p>Pedestrian streets in Zhejiang Province, hotels and homestays</p>	<p>Large supermarkets</p>	<p>Key Importers</p>
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Ordinary visitors

> Event Promotion

The event combines traditional media with new media to carry out promotion in an all-around way and through multiple channels for target exhibitors and purchasers, and rationally allocates marketing channels and information launch frequency.

- Official broadcast media
- Outdoor LED screen advertisement
- Print media
- We-media and Portal websites



> Event Cost

- **Site fee:** free of charge
- Open booth construction fee:** RMB 8,000 /9 square meters
- Special installation fee:** Charge according to actual occurrence
- Exhibits transportation fee:** the enterprise shall bear its own expenses.

> Contact Information

Undertaker: Zhejiang Broad International Convention & Exhibition Co., Ltd.
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Zhejiang International Import Commodity Fair

Application Form

Complete the form with official seal, and then send it to
Zhejiang Broad International Convention&Exhibition Co., Ltd
Sabrina_chen@broadexpo.com

June 8-11, 2021
Ningbo International Conference & Exhibition Center
Zhejiang China

Basic Information			
*Company Name (full name)	Chinese		
	English		
*Address			
*Country/Region		City	
*Contact Person		*Position	
*Mobile Phone		*Email	
Exhibitor Website		Phone	
Fax		Postal Code	
*Company Profile			
Exhibition Area/ Exhibit			
*Exhibition Area (minimum one)	<input type="checkbox"/> Home Furnishing Brands <input type="checkbox"/> Imported Food <input type="checkbox"/> Leisure Life <input type="checkbox"/> Intelligent Life <input type="checkbox"/> Comprehensive Health <input type="checkbox"/> Key Import Platforms		
*Exhibit			
<p>*Applicant's application:</p> <p><input type="checkbox"/> A.Pay booth fee _____ before ____ MM ____ DD ____ YY as a deposit (<input type="checkbox"/> USD / <input type="checkbox"/> RMB)</p> <p><input type="checkbox"/> B. _____ open booth(s)(USD 1,150 or RMB 8,000 for the construction fee of a booth, 9m² per booth,providing sites for free)</p> <p><input type="checkbox"/> C.Raw Space _____ m² (minimum 36², charging construction fee accroding actual situation)</p> <p>* Content marked * is required.</p> <p>* The applicationform shall be validly filled in, stamped, signed and submitted before Applicants who intend to participate the exhibition qualified. The organizer will confirm the participation by wiitten notice after receiving the application form.</p> <p>* The booth will be distributed by service category and other standards.</p> <p>* Registration deadline: April 30, 2021</p> <p style="text-align: right;">Applicant(signature): Exhibitor(seal): Application Date:</p>			