

Guide to Trade Fairs in China



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This Guideline was authored by:

Domenico Di Liello, Knowledge Centre Coordinator - EU SME Centre, Beijing.

Marcin Majewski, Project Assistant - EU SME Centre, Beijing.

Rafael Jimenez, Business Development Expert - EU SME Centre, Beijing.

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Summary of the Guideline

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.

Table of Contents

1	China's Convention and Exhibition Service Industry.....	1
1.1	A Brief Introduction.....	1
2	Get Ready for the Show	2
2.1	Set Your Goals and Prepare	2
2.1.1.	Before the Event.....	3
2.1.2.	During the Exhibition.....	4
2.1.3.	After the Event	5
2.2	Secure Your Intellectual Property Rights (IPR).....	5
2.2.1.	Before You Go	5
2.2.2.	Once You Get There	7
2.2.3.	After the Event	8
3	Event Selection	10
3.1	Tips for Trade Fair Selection	10
3.2	Methodology	11
3.3	The Automotive Industry	13
3.4	The Construction Industry	14
3.5	The Food and Beverage Industry	16
3.6	The Healthcare Industry.....	20
3.7	Energy	23
3.8	The ICT Sector.....	24
3.9	The Machinery Sector.....	26
3.10	The Textile and Apparel Industry in China.....	28
4	Annexes.....	31
4.1	Useful Websites	31

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 3,000 by the end of 2017. In the same year, total revenue topped CNY 500 billion (EUR 63.8 billion¹). 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 2018² (Table 1). More than 5 million square meters of exhibition area can now be seen in China - although mainly concentrated in, Shanghai, Guangzhou, Wuhan, Chongqing, Chengdu, Beijing, Shenyang, Shenzhen, Changchun and Suzhou (venues with more than 100,000 sqm)ⁱ.

In the 2017 the total used space used for hold exhibitions reaches 34.8 million sqm and was placed in 1,212 venues. The top 5 countries generate almost 60% of whole exhibition space.

Presence of China in this rank is very significant – China provide the second National Exhibition Space Available, and is an entire leader in Asia – 70 % of regional market share (the second Japan provide 365,575 sqm which is 1.1% of total world space).

National Exhibition Space Available in 2017				
World ranking	Country	Total in Sqm	% of World Total	Number of venues
1	USA	6,850,426	19.7%	320
2	China	5,753,724	16.5%	110
3	Germany	3,228,020	9.3%	60
4	Italy	2,304,748	6.6%	43
5	France	2,245,311	6.5%	93
6	Spain	1,526,319	4.4%	44
7	Canada	840,376	2.2%	34
8	Brazil	788,011	2.3%	31

¹ Currency conversion as at March 2, 2018: EUR 1 = 7.79 CNY.

² Source: UFI World Map Of Exhibition Venues 2017 Edition. Available at: http://www.ufi.org/wp-content/uploads/2018/01/UFI_World_Map_of_Venues_2017_revJan18-1.pdf, <http://www.chinabgao.com/stat/stats/81857.html>

9	Russia	768,276	2.2%	28
10	The Netherlands	709,701	2%	42

Table 1. National Exhibition Space Available in 2017,
www.ufi.org/wp-content/uploads/2018/01/UFI_World_Map_of_Venues_2017_revJan18-1.pdf

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 event³.

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.

³ Source: *Successful Exhibit Marketing*, UFI 2010. Available at:
<http://ufinet.org/Medias/pdf/thetradefairsector/howtoexhibit.pdf>

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 ⁴ 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 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 ⁵ 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. Experience⁶ has proven that a single sales person might be insufficient; it is advisable to have at least two. Moreover, if you have

⁴ *Idem*.

⁵ *Idem*.

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 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

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

⁶ *Idem.*

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 particular⁷.

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”⁸;
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;

⁷ Learn to identify potential infringers and to protect your sensitive information from them in the next paragraph.

⁸ 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

3. In any case, it is advisable to **have all the required documents ready at disposal**⁹. 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.
 - 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 regulations¹⁰, 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)¹¹. 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 lawyer¹².
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 Some documents need to be notarized and legalized. This process may take up to two months to be accomplished.

¹⁰ *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>

¹¹ If not present, at least they could provide contact details of an officer who can be contacted in case of infringements.

¹² 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.

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.

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 recognized 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

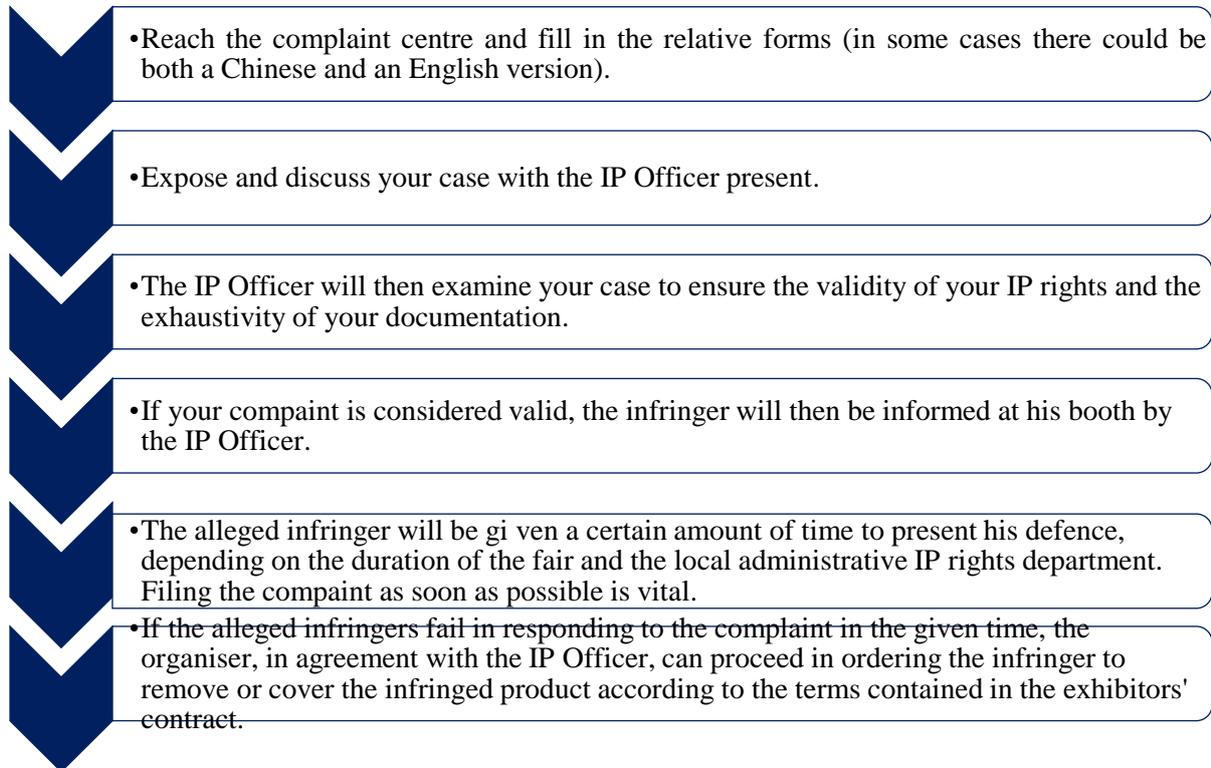
2.2.2. Once You Get There

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 questionable¹³.

¹³ 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.**

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

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 m²?
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
- Energy
- ICT
- Machinery Equipment and Components
- Textiles and Apparel

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

Research and Selection

Part of the selection process included a series of interviews conducted with experts in selected industries to gain first-hand feedback on each fair.

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

Criteria	Suggestion
Provide database	At least report from last edition
Official website working correctly and is updated	Updated English translated detailed information about incoming events
How information from former editions are provided on website.	Transparently and easy to find
How many European exhibitors attended the fair in recent years	The more the better
Does the fair have other side-line events – see the full programme on offer for exhibitors and visitors.	The more the better
What support does the fair have – understanding which organisations back the event at international, national and/or regional level;	The more international organisations, embassies support, co-organise or attend on fair than better
Where is the fair located – looking at geographical scope	Placed in big and well known city
How long the trade fair has been established – looking at the number of editions and organisers backing the event;	The longer the better.
What type of exhibitors attend the fair – analysing the number of exhibitors, type, nationality, proportion of international exhibitors and number of country pavilions.	The more EU presence the better.

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>

深圳国际汽车改装服务业展览会 The 16 th China International Automotive Aftermarket Industry and Tuning Trade Fair	
<i>Date</i>	February 28-March 2, 2018.
<i>Venue</i>	Convention & Exhibition Centre (SZCEC), Shenzhen.
<i>Organisers</i>	Jiuzhou Tarsus Exhibition Co., Ltd.
<i>Contact Details</i>	Mr. Victor Shen Tel: +86 2038219963 Fax: +86 2038219935 Email: victor@aaitf.org , info@aaitf.org
<i>Exhibition Website</i>	http://www.aaitf.org/en/
<i>Description</i>	<p>Held yearly since 2006, the China International Automotive Aftermarket Industry and Tuning Trade Fair (AAITF) have 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>

2018 LPS 上海国际高端房产盛会 LPS Shanghai 2018	
<i>Date</i>	December 7-9, 2018.
<i>Venue</i>	Shanghai Exhibition Centre, Shanghai
<i>Organisers</i>	THE LUXURY PROPERTIES SHOWCASE LTD.
<i>Contact Details</i>	Tel: +86 2152690223 Email: info@lps-china.com
<i>Exhibition Website</i>	http://shanghai.lps-china.com/
<i>Description</i>	2018 LPS Shanghai will welcome over 200 luxury real estate companies presenting unique estates to a discerning audience of Chinese luxury home buyers. Organised in cooperation with over 150 official media & show partners, the eighteenth consecutive edition of LPS will allow the city's elite property buyers to interact and mingle with the world's most influential property experts. Held at the Shanghai Exhibition Centre located in the heart of the city, LPS Shanghai 2018 will showcase properties from all over the world: China, USA, Canada, UAE, Australia, France, UK, Italy, Cyprus, Spain, Portugal, Singapore, Thailand, Malaysia, and many more.

厦门国际石材展览会 XIAMEN STONE FAIR 2018	
Date	March 6 -9, 2018.
Venue	Xiamen International Conference and Exhibition Center, Xiamen
Organisers	Xiamen Jinhongxin Exhibition Co. Limited
Contact Details	Tel: +86 5925959616 Fax: +86 5925959611 E-mail: info@stonefair.org.cn , info@cxisf.com
Exhibition Website	www.stonefair.org.cn/
Description	<p>China Xiamen International Stone Fair was founded in 2001. Making full use of rich stone resource in Fujian Province and Xiamen port advantage, Xiamen Stone Fair develops rapidly and become the largest professional stone exhibition in the world. The purposes of this fair are to: display new products, new technology and equipment, create business opportunities, improve the communication of global stone industry, so as to promote for the development of the whole stone industry and increase trading volume.</p> <p>The success of Xiamen Stone Fair makes Xiamen famous as "global stone center", which is helpful for the development of local economy and the progress of the exhibition industry. On one hand, the abundant industrial resource makes contribute to the development of Xiamen Stone Fair; on the other hand, Xiamen Stone Fair was held each year successfully, which also bring facilities for local companies to exploit global market, learn about the latest technology and trends. The matured mode of Xiamen Stone Fair has brought Xiamen city rich exhibition experience, helped to give full play to regional advantage and cultivate more featured conferences and exhibitions, and forcefully stimulated local economic growth. Drawing on this successful mode, Xiamen keeps innovating and makes improvement to progress toward the International center of conference and exhibition.</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	
Date	May 16-18, 2018.
Venue	New International Expo Centre, Shanghai.
Organisers	Comexposium Group.
Contact Details	Please refer to www.sialchina.com/contactus.html
Exhibition Website	www.sialchina.com/
Description	<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&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>SIAL China is the 4th biggest food show in the world, with 18 years' experience in the market. Major market players from retail, hotel/restaurant/catering (HoReCa), food services, the import/export trade and manufacturing come to this show.</p> <p>SIAL China sets the benchmark for overseas companies stepping into Asia and China as well as providing valuable market insights, trends and innovations of the regional food industry, in particular in the meat, dairy and beverage sectors.</p> <p>Join one of the biggest markets: Asia represents 2/3 of the worldwide population and is gaining 20 million new middle class people per year in China alone.</p> <p>SIAL China 2018 will cover an area of 162,000 sq. of exhibition space in 14 halls, and it is expected to witness the participation of 3,400 exhibitors representing 67 countries and a footfall of 110,000 professionals. To note as side-line events within Sial is also <i>SIAL Innovation</i>, the <i>Retail & Hospitality Forum</i> and the <i>Wine Innovation Forum</i> among many others, which add additional content to an already well-established exhibition..</p>

北京世界食品博览会 ANUFOOD China 2018	
Date	November 21-23, 2018.
Venue	China National Convention Centre, Beijing
Organisers	Koelnmesse - Global Competence in Food and FoodTec
Contact Details	Mr. Zoltan Farkas Tel: +86 1065907766-786 Fax: +86 1065906139 Email: z.farkas@koelnmesse.cn
Exhibition Website	www.anufoodchina.com/
Description	<p>ANUFOOD China, 4 years of growth to become the global food & beverage platform in North China. Beijing offers tremendous Food & beverages opportunities for exporters. Beijing is a hub of international food imports, covering 46% of all China food imports. It is also one of the top domestic importing regions, reaching out to 200 million people. Beijing offers a market entry in a less saturated market than south China and access to additional potential in North Asia.</p> <p>ANUFOOD has established a powerful partnership with the China Hotel Association, with the purpose to develop the engagement of Hotel industry and welcome the industry buyers at ANUFOOD 2018.</p> <p>ANUFOOD 2017 Fact & Figure Gross exhibition space: 35,000 sqm Exhibiting companies: 703 (47% international exhibitors) from 31 countries and regions. Visitors: 15,101</p>

第二十二届 2018 上海国际食品饮料及餐饮设备展览会

FOOD & HOTEL CHINA (FHC)

<i>Date</i>	November 11-13, 2018.
<i>Venue</i>	New International Expo Centre, Shanghai.
<i>Organisers</i>	China International Exhibitions (CIE) Ltd.
<i>Contact Details</i>	<p>Ms Lily Zhu / Ms Becky Sun Tel: +86 2162095209 Email: fhc@ubmsinoexpo.com</p> <p>Gladys Lui Tel: +85 225856159 Fax: +85 237497310 Email: Gladys.Lui@ubmsinoexpo.com</p>
<i>Exhibition Website</i>	http://www.fhcchina.com/en/index.asp
<i>Description</i>	<p>First introduced in 1994, FHC China will hold its 20th 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>In November 2016, the FHS exhibition hosted the ALL China Bakery Association (ACBA) National Congress for the first time. The cooperation proved very popular with members with over 1,100 bakery stores: coffee shop and bakery factory owners and managers attending the Congress, more than ever before.</p>

中国（广州）国际食品展暨广州进口食品展览会 China (Guangzhou) International Food Exhibition and Guangzhou Import Food Exhibition	
Date	June 27-29, 2018.
Venue	China Import and Export Fair Complex, Guangzhou.
Organisers	China Food Industry Association, Guangzhou Yifan Exhibition Service Co., Ltd.
Contact Details	Tel: +86 02029191521 Fax: +86 02029191501 Email: info@ifechina.com Visiting Inquiry: Tel: +86 02029191514 Email: nicole.fan@informa
Exhibition Website	www.ifechina.com/
Description	<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>China (Guangzhou) International Food Exhibition and Import Food Exhibition (IFE China) is one of the Informa trade events under Informa GE Asia's portfolio. The 18th edition will be held on 28-30 June in Guangzhou, an industrial base and import and export hub for food business. With years of accumulation, IFE China becomes a leading B2B platform covering the whole value chain of food industry. The event presents extensive opportunities to all participants to get in touch with prospective business partners in China. It is a must-attend platform for overseas food companies to enter the China market.</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-market-medical-devices-market-china>.

国际医疗设备设计与技术展览会 MEDTEC China	
Date	September 26-28, 2018.
Venue	World Expo Exhibition & Convention Centre, Shanghai.
Organisers	UBM Asia.
Contact Details	Mr Linc Cai Tel: +86 2161577217 Email: Linc.cai@ubm.com More contacts at: http://www.medtecchina.com/index.php/en/contact
Exhibition Website	http://medtecchina.com/
Description	<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. This year, the 14th Medtec China will take place at 26-28 September 2018 in Shanghai World EXPO Exhibition Convention Centre, as one of the global MedTechWorld series exhibitions, we have brought nearly a thousand suppliers of medical design and R & D, raw materials, accessories, processing technology and manufacturing services to China's medical device industry since the first exhibition in China in 2005. We also have provided high quality resources support to set up medical equipment manufacturing research platform and promote the optimization of medical device industry chain. Different from other medical exhibitions which focus on domestic medical equipment products and hospitals and terminal groups, Medtec China's audience comes from medical device manufacturers, including decision makers, purchasing staff, R & D engineers, product engineers and quality inspectors. They can find the parts and components needed for R & D and production, raw materials, design and manufacturing technologies and solutions at the Medtec show.</p>

中国国际医疗器械博览会 China International Medical Equipment Fair (CMEF)	
Date	April 11-14, 2018. 29 October–November 1, 2018.
Venue	<i>Spring edition:</i> National Exhibition and Convention Centre, Shanghai. <i>Autumn edition:</i> Shenzhen Convention and Exhibitions Centre, Shenzhen.
Organisers	Reed Sinopharm Exhibitions.
Contact Details	Please refer to: https://www.cmef.com.cn/g1251.aspx
Exhibition Website	https://www.cmef.com.cn/g1225.aspx
Description	<p>Organised by 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>Now CMEF has become the largest professional procurement and trade platform of the medical industry, the best corporate image release ground as well as a professional information distributing centre and an academic, technical exchanging platform.</p> <p>Facts & Figures of the 77th CMEF (Spring 2017 in Shanghai)</p> <ul style="list-style-type: none"> Over 220,000 sqm exhibition space 120,000 Visitors from 150+ countries and regions 90% Visitors come from medical institutions/ distributors & agents 4,200 Exhibitors from 28 countries and regions 600+ New products were launched at the fair 65 Conference and forums

国际医疗仪器设备展览会 International Medical Instruments & Equipment Exhibition (China Med)	
Date	March 23-25, 2018.
Venue	China National Convention Centre, Beijing.
Organisers	Messe Düsseldorf (Shanghai) Co., Ltd.; China World Trade Centre.
Contact Details	Cynthia Wan Tel: +86 1065054124 Email: wanmingyue@cwtc.com
Exhibition Website	www.chinamed.net.cn/en/Index.asp?columnsId=1
Description	<p>Held yearly since 1989, the International Medical Instruments & 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 Centre 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.</p> <p>CHINA MED is one of the most influential exhibitions in Chinese medical instruments and equipment industry, which is co-organized by the Health Department of General Logistics Department of Chinese People's Liberation Army, China World Trade Centre Co., Ltd.and Hui Tong Xing Ye International Exhibition (Beijing) Co., Ltd.As the first UFI-approved international medical instruments and equipment exhibition in China, China Med is aiming to become the prevailing exhibition in China's medical instrument and equipment industry, a showcase of world-leading products and technologies, and a platform for the advanced academic theories and practice under the tenet of high-end event and academic authorization</p>

3.7 Energy

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

中国环博会 IE expo (IFAT CHINA+EPTEE+CWS)	
Date	May 3-5, 2018.
Venue	New International Expo Centre, Shanghai.
Organisers	Chinese Society for Environmental Science; Messe Muenchen International (MMI) MMI-ZM Trade Fairs (Shanghai) Co.,Ltd; China Environment Chamber of Commerce.
Contact Details	<p>Ms. Ketty Zhang Tel: +86 02120205539 / 02123521128 Fax: +86 02123521088 Email: ketty.zhang@mmi-shanghai.com</p> <p>Ms. Tanja Dettmann Senior Exhibition Manager Email: tanja.dettmann@messe-muenchen.de Tel: +49 8994920295 Fax: +49 899499720295</p> <p>Ms. Andrea Graf Senior Exhibition Manager Email: andrea.graf@messe-muenchen.de Tel: +49 8994920297</p>
Exhibition Website	www.ie-expo.com
Description	<p>As the Asia's leading environmental show, IE expo China 2018 offers an effective business and networking platform for Chinese and international professionals in the environmental sector and is accompanied by first-class technical-scientific conference program. It is the ideal platform for the professionals in the environmental industry to develop business, exchange idea and do networking.</p> <p>Along with the increased market demand and big support in the environmental industry from the Chinese government, the business potential in the environmental industry in China will be huge. Undoubtedly, IE expo China 2018 will be a “must” for the environmental players to exchange ideas and develop their business in Asia.</p> <p>IE expo China 2017, which was held in the Shanghai New International Expo Centre (SNIEC) from May 4 to 6, once again underlined its position as the number one environmental technology show for China and Asia. Over 55,000 visitors from 60 countries and regions came to Shanghai over the</p>

	<p>three days. This equals a 28 percent increase compared to the previous year. IE expo China also saw an increase in exhibitors and floor space: 1,637 exhibitors represent a rise of 26 percent and 39 percent more floor space (three additional exhibition halls), 100.000 square meters .</p> <p>IE expo China 2018 will take place from May 3 to 5, 2018 at Shanghai New International Expo Centre, which will cover all the high potential markets in environmental area of: Water and Sewage Treatment, Waste Management, Site Remediation, Air Pollution Control and Air Purification.</p>
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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>

Semicon China	
<i>Date</i>	March 14-16, 2018.
<i>Venue</i>	New International Expo Centre, Shanghai.
<i>Organisers</i>	Semiconductor Equipment and Materials International (SEMI®); China Electronics Chamber of Commerce.
<i>Contact Details</i>	<p>SEMI China Tel: +86 0216027 8500 Email: semichina@semi.org</p> <p>Mr. Jesse Zhang Tel: +86 2160278558 Email: wdzhang@semi.org</p>
<i>Exhibition Website</i>	www.semiconchina.org/
<i>Description</i>	<p>The largest and most comprehensive semiconductor industry exhibition in China. It's held annually since 1988. There were 64,619 visitors, 1004 exhibiting companies and 3001 booths at the show in 2016.</p> <p>SEMICON 2018, held concurrently with China Semiconductor Technology International Conference-CSTIC China 2018 and FPD China 2018, is organized around six themes, including IC Manufacturing Pavilion, LED and Sapphire Pavilion, TSV Pavilion, Semiconductor Material Pavilion, MEMS Pavilion, Secondary Equipment Applications, Service and Fab Productivity Solutions Pavilion.</p>

GMIC 北京 2018 GMIC Beijing 2018	
<i>Date</i>	April 26-28, 2018.
<i>Venue</i>	China National Convention Center, Beijing.
<i>Organisers</i>	GWC China
<i>Contact Details</i>	Tel: +86 1082525377, Email: gmic@gwc.net Tel: +86 1082525377-8086 Email: reg@gwc.net
<i>Exhibition Website</i>	http://beijing.thegmic.com
<i>Description</i>	GMIC is one of the largest and most influential innovative technology conferences worldwide. Since the first edition in 2009, GMIC has grown to be one of the most influential industry conferences worldwide, connecting innovators from different countries, various industries and sectors. GMIC has attracted over one million attendees from 60 countries. GMIC has also been expanded from Beijing, China to other innovation hubs around the world, including Silicon Valley, Tokyo, Bangalore, Tel-Aviv, Jakarta, São Paulo, Hong Kong and more. GMIC 2018 it's a chance great for SMEs and startups companies wish to find business connection with China ICT leaders. Each edition, beside exhibitions GMIC Each organize few days conference about new technologies, startups, media, financial etc.

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 BAUMA China - International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles	
Date	November 27-30, 2018.
Venue	New International Expo Centre, Shanghai.
Organisers	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.
Contact Details	Messe München GmbH Tel: +49 8994920720 Fax: +49 8994920729 Email: info@messe-muenchen.de
Exhibition Website	www.bauma-china.com/
Description	<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, machinery for the production of building materials, component and service suppliers.</p> <p>In 2016 Bauma once again underlines its leading role in Asia: 2,958 exhibitors from 41 countries and more than 170,000 trade visitors from 149 countries attend fairs in last edition.</p>

数控机床与金属加工展 Metalworking and CNC Machine Tool Show	
Date	September 19-23, 2018.
Venue	National Exhibition and Convention Centre, Shanghai.
Organisers	Hannover Milano Fairs Shanghai Ltd., Shanghai Eastbest International(group)co., Ltd, Deutsche Messe Worldwide, Hannover Fairs International GmbH
Contact Details	<p>Mr. Darren Kong Tel: +86 2150456700 ext. 222 Fax: +86 2168862355/ 5045 9355 Email: darren.kong@hmf-china.com</p> <p>Ms. Leticia Zheng Tel: +86 2150456700ext. 284 Fax: +86 21-68862355/ 5045 9355 Email: leticia.zheng@hmf-china.com</p> <p>Ms. Vicky Huang Tel: +86 2150456700 ext. 246 Fax: +86 2168862355/ 5045 9355 Email: vicky.huang@hmf-china.com</p>
Exhibition Website	http://www.metalworkingchina.com/EN/
Description	<p>Organized by Deutsche Messe AG and Hannover Milano Fairs Shanghai Ltd., Metalworking and CNC Machine Tool Show (MWCS) and Industrial Automation Show (IAS) came to a successful close on November 11, 2017 at National Exhibition and Convention Center (Shanghai). As two specialized themed shows under China International Industry Fair, MWCS and IAS 2017 put a spotlight on smart manufacturing, high-end equipment and innovative technologies, which are the key areas of “Made in China 2025”, aiming to explore more industrial development space and interpret the state-of-the-art smart manufacturing results. The two shows respectively attracted over 600 relevant brands within a display area of 70,000 sqm, reaching a new-high record on both exhibitor number and display area. The five-day show attracted over 160,000 trade visits from home and abroad, a nearly 6.67% increase compared with the last edition.</p> <p>As one of the most influential international metalworking shows in the Asia-Pacific region, MWCS 2017 mainly showcased all kinds of high-end metal cutting machine tools, metal shaping machine tools, CNC systems, power and transmission, cutting tools as well as other key functional components. The show has served as a one-stop purchasing platform of varieties of CNC machine tools. This year, a strong lineup of world-leading brands brought their first debuted equipment in Asia at three major thematic pavilions,</p>

	comprehensively displayed sheet metal, laser and cold molding processing technologies such as laser cutting welding, stamping, plate cutting, bending, robots, flexible production lines, 3D printing, laser generators, molds, surface treatment and measurement and inspection. MWCS 2017 reached a new-high record in terms of exhibitors and display area. The whole scale witnessed an increase of 25%.
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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-update-2017>

中国国际纺织面料及辅料(春夏)博览会概览 Intertextile Shanghai Apparel Fabrics	
Date	March 14-16, 2018.
Venue	National Exhibition and Convention Centre, Shanghai.
Organisers	Messe Frankfurt (HK) Ltd.
Contact Details	Ms Maggie Tse/ Ms Gaile Yeung Tel: +85 222389963 / 9999 Email: hometextile@hongkong.messefrankfurt.com Tel: +85 228027728 Fax: +85 225988771 itx-service@hongkong.messefrankfurt.com
Exhibition Website	http://intertextile-shanghai-apparel-fabrics-spring.hk.messefrankfurt.com/shanghai/en/visitors/welcome.html
Description	Intertextile Shanghai Apparel Fabrics (formerly known as Intertextile Shanghai Fair) was first launched in 1995, with cooperation from Sub-Council of Textile Industry, CCPIT and China Textile Information Centre. It is one of the world's leading apparel fabrics and accessories fairs. Since its inception has continually expanded, with both spring and autumn editions together now covering around 200,000 sqm. It plays an important role in generating new business leads in Greater China.

中国国际服装服饰博览会 CHIC – China International Fashion Fair	
Date	March 16-18, 2018.
Venue	National Exhibition and Convention Centre, Shanghai.
Organisers	China World International Exhibitions Co., Ltd.; Beijing Fashion Expo Co., Ltd.
Contact Details	Ms Cathy Kwok Tel: +86 1065054123 Fax: +86 1065053260 Email: guoxiaomeng@cwtc.com Email: zengqi@cwtc.com , lvjiang@cwtc.com Consulting: Tel: +86 1065050617 More contacts here: http://en.chiconline.com.cn/aboutus.aspx
Exhibition Website	http://en.chiconline.com.cn/
Description	<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. In March 18, 2017, Chinese International Fashion Fair 2017 (Spring Fashion Trade Show) successful ending, just three days of professional audience of 104,592 people, 100,000 square meters of exhibition hall together from China, France, Germany, Italy, Brazil, Holland, Turkey, Japan, Korea, Peru, Spain, India, Belgium, Britain, Greece Portugal, Scotland, Hong Kong, Taiwan, China total from 20 countries and regions 1,177 enterprises, more than 1,300 brands, 20 Chinese clothing business forum and the 15 CHIC Fashion Trade Show, opportunities and challenges in the industry change in setting sail, blooming. CHIC2016 spring fashion trade show, exhibitors watch culture, science and technology research and development, reconstruction of the industrial chain, business model innovation and other industries "pain points", new industry ecosystem a law of cycles.</p>

中国进出口商品交易会 The 123th and 124th Canton Fair (phase3)	
Date	May 1-2, 2018. October 31-November 4, 2018.
Venue	China Import and Export Fair Pazhou Complex
Organisers	China International Exhibitions (CIE) Ltd.
Contact Details	Email: cs@cantonfair.org.cn , info@cantonfair.org.cn Tel: +85 228771318; +86 202888 8999
Exhibition Website	www.cantonfair.org.cn/html/cantonfair/en/common/2012-09/8471.shtml
Description	Canton Fair (China Import and Export Fair) is the largest trade fair with the largest scale, the most complete exhibit variety, the broadest distribution of overseas buyers and the greatest business turnover held in Guangzhou (Canton) China. Over 20,000 venders, about 100,000 buyers will attend the fair twice a year.

4 Annexes

4.1 Useful Websites

Useful Websites

The Global Association of the Exhibition Industry

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.

<http://www.ufi.org/>

China Exhibition.com

China Trade Fairs directory

<http://www.chinaexhibition.com/>

EventsEye.com

Trade Fairs directory for China and the rest of the world

<http://www.eventseye.com/fairs/trade-shows-by-location.html>

EU SME Centre

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.

<http://www.eusmecentre.org.cn/>

The EU SME Centre provides an up-to-date database on the main trade fairs in China at:

[http://www.eusmecentre.org.cn/calendar?evtype=EXHIBITIONS_ALL&status=All&ind=All&oper=All&city=All&title=&datefr%5Bmin%5D%5Bdate%5D=2016-03-01&datefr\[max\]\[date\]=2017-03-02](http://www.eusmecentre.org.cn/calendar?evtype=EXHIBITIONS_ALL&status=All&ind=All&oper=All&city=All&title=&datefr%5Bmin%5D%5Bdate%5D=2016-03-01&datefr[max][date]=2017-03-02)

China IPR SME Helpdesk

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.

<http://www.china-iprhelpdesk.eu/>

About the Centre

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

The Centre is implemented by a consortium of six partners – the China-Britain Business Council, the Benelux Chamber of Commerce, the China-Italy Chamber of Commerce, the French Chamber of Commerce in China, the Eurochambres, and the European Union Chamber of Commerce in China. All services are available on the Centre's website after registration, please visit: www.eusmecentre.org.cn.

Contact the Centre at

Room 910, Sunflower Tower - 37 Maizidian West Street
Chaoyang District - Beijing, 100125
T: +86 10 8527 5300; F: +86 10 8527 5093
www.eusmecentre.org.cn; info@eusmecentre.org.cn



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