

服务贸易展区 1.1H



连接创造价值

物流 / 金融 / 咨询 / 检验检测 / 零售
文化 / 授权 / 旅游 / 体育 / 娱乐



服务贸易 成为中国外贸发展新引擎！

近年来，消费升级成为现代服务需求的主要驱动力。2019年1至7月，中国服务贸易总额30882.8亿元人民币，同比增长3.2%。我国服务进出口规模创历史新高，结构持续优化，质量明显提升，服务贸易已成为中国外贸发展新引擎！

作为中国国际进口博览会六大展区之一，服务贸易展区聚焦“连接创造价值”。2019年，来自全球60多个国家和地区近400家参展企业重点展示了包括商贸物流服务、供应链管理服务、金融及咨询服务、文化和旅游服务、综合服务在内的行业综合解决方案，展出面积30,000平方米。

四大板块专区专展，细分区域增强展出效果

第三届中国国际进口博览会服务贸易展区将重点丰富金融服务展区，引入保险服务、资产管理服务、汇兑服务及金融信息服务，邀请金融服务顶尖机构共话商机、共享全球创新资源。此外，文化和旅游服务展区将得到全面升级，为创新精英与商业领袖构建商务合作平台。



商贸物流服务

综合物流服务、空运服务、海运服务、港口服务、铁路服务、仓储服务、信息服务等



金融服务

商业银行服务、保险服务、资产管理服务、汇兑服务、金融信息服务、金融科技服务等



文化和旅游服务

航空服务、酒店服务、邮轮服务、旅行社服务、旅游平台服务、教育服务、文化及授权服务、视听艺术服务、体育及娱乐服务等



综合服务

供应链管理服务、检验检测及认证服务、咨询服务、建筑设计服务、法律及合规服务、软件服务、会展服务等

展商评语



检验检测认证行业作为现代服务业重要一员，我们乐于参与其中，成为推动进出口贸易便利化，为中国乃至全球传递信任的服务商。

—SGS 中国区总裁
杜佳斌



德勤再次期待通过进口博览会向社会各界、政府及客户展现我们强大的品牌影响力和精益求精的一站式服务能力。我们相信，参展的国家、企业都可以通过进博会联结起来，创造契机，共享未来！

—德勤中国华东区主管合伙人
刘明华

助力境外企业把握中国发展机遇

第一现场 直面3000多家境外优质客户

CIIE汇集食品、医疗、消费电子、汽车及零配件、装备及零部件、日用消费品等超过3000家企业潜在客户。其中,包括250多家世界500强和行业龙头企业。

助力服务机构快速准确定位潜在客户

CIIE将根据参展企业服务领域不同,细化商贸对接需求,对商贸促成进行精心设置和安排。我们瞄准供应链及物流部、生产质量部、行政采购部等关键决策人,为您找到您最关注的全国各省市VIP渠道与终端客户,搭建专业配对平台。

第一时间 解读对外开放最新政策

CIIE同期举办多行业高端会议,聚焦进口贸易发展,国家部委官方解读最新多行业对外开放政策;行业专家分享前沿技术在服务行业的落地应用案例,为企业预判发展机会提供智力支持。

近1000家的重量级媒体网罗

参与CIIE是品牌进入中国市场的最高效途径之一。我们通过官方网站、官方微信全年度发布企业参展资讯,邀请近1000家大众重量级主流媒体及行业媒体参会报道,为参会龙头企业高层安排行业对话、群访及专访,大幅提升品牌知名度和美誉度。

汇聚全球服务行业顶尖品牌 (部分品牌LOGO, 排名无先后)

商贸物流服务

综合物流



快递/空运



海运及港口



铁路及仓储



金融及咨询服务



检验检测及认证



综合服务



文化及旅游服务



聚焦行业热点,解读政策动态

作为CIIE的一大亮点,展前及展会期间通过一系列高品质活动及会议,不仅为所有参展商及专业观众带来最新的市场信息,提供对话交流的平台,更为业内同行建立丰富的业界朋友圈创造绝佳的机会,实现“展”“会”联动。

2场

一对一展期
供需对接会

CIIE为广大客户安排两场供需对接会,配对率高,助力企业先发把握市场机会。

21场

招商路演

进博万里行,带领重点企业走进重点省市,向超过4500家企业和单位当面宣介。

100多场

政策解读/行业论坛

参与展会期间近百场政策解读类活动,对接签约活动、新品展示发布、采购配对会、行业峰会及论坛,为品牌发声。

2019 精彩会议活动回顾

CIIE联动行业主管部门,打造品牌论坛

国际海运年会

当前互联网浪潮已经席卷多个传统领域,而作为拥有一万亿产值的物流运输行业,智慧科技将不再缺席。论坛围绕新零售、新物流,将为物流运输行业接入大数据,以智慧运力科技,全面展示智慧物流的新时代、新科技、新未来!

“文化+科技”高峰论坛

创新是引领发展的第一动力,是建设现代化经济体系的战略支撑,而文化科技创新已成为国家科技创新的重要组成部分。“文化+科技”论坛,为制造业及服务企业升级转型、文化价值注入打开新思路、新格局。

“旅游休闲·幸福生活”主题论坛

论坛由世界旅游联盟主办,以促进全球旅游业交流交易、促进世界和谐发展为主题,邀请文旅部主要领导,国际旅游机构嘉宾到会,为您完美解析出入境旅游的未来机遇。

现场热门会议及活动

第二届全球进口领袖峰会

由中国国际贸易促进委员会主办,峰会直观生动展示了高效便捷的进口中国方案,包括线上平台、线下业态、零售方案、贸易方案、跨境金融、跨境物流、成功案例等。与会嘉宾围绕生态化一站式进口解决方案、全球供应链创新等展开热烈讨论。

2019数字经济国际合作论坛

由工业和信息化部主办,中国电子学会、中国电子信息行业联合会承办,中国数字经济百人会全面支撑。

展位价格

光地展位

300美元/平方米或人民币2,100元/平方米(36平方米起)

标准展位

3,000美元/个或人民币21,000元/个(9平方米)

报名方式

www.ciie.org

咨询邮箱: tradeservice@ciie.org

2020年1月31日之前(含)签订参展合同,且在此日期前完成不低于50%首付款的参展企业,可享受10%优惠。

报名截止日期: 2020年4月30日

TRADE IN SERVICES AREA 1.1H



LINGKING TO VALUE CREATION

Logistics · Finance · Consultation · Inspection & Testing · Retail
Culture · Authorization · Tourism · Sports · Entertainment



Trade in services has become a new engine driving the development of China's foreign trade!

In recent years, upgraded consumption has become the main driver of the demand for modern services. From January to July 2019, China's trade in services totaled 3.08828 trillion yuan, up 3.2% year-on-year. Trade in services has become a new engine driving the development of China's foreign trade as the volume of China's service import and export has reached a record high, the structure has been continuously optimized, and the quality has been significantly improved.

As one of the six exhibition areas of the CIIE, the trade in services area focuses on "linking to value creation." In 2019, nearly 400 exhibitors from more than 60 countries and regions will focus on showcasing comprehensive industrial solutions, ranging from trade and logistics services, supply chain management services, financial and consulting services, cultural and tourism services and comprehensive services, in an exhibition area of 30,000 square meters.

Four major fields will be given special areas for exhibition to enhance the effect

The trade in services area of the third CIIE will focus on enriching the financial services area, introducing insurance services, asset management services, exchange services and financial information services. Top institutions will be invited to exchange views on business opportunities and share global innovation resources. In addition, the area for cultural and tourism services will be upgraded comprehensively to build a business cooperation platform for the innovation elite and business leaders.



Trade and logistics services

Comprehensive logistics services, air transport services, sea transport services, port services, railway services, warehousing services, information services, etc.



Financial services

Commercial banking services, insurance services, asset management services, exchange services, financial information services, financial technology services, etc.



Cultural and tourism services

Air services, hotel services, cruise services, travel agency services, tourism platform services, cultural and educational services and licensing services, audio-visual arts services, sports and entertainment services, etc.



Comprehensive services

Supply chain management services, inspection, testing and certification services, consulting services, architectural design services, law and compliance services, software services, exhibition services, etc.

Exhibitors' comments



As an important member of modern services, the inspection, testing and certification industry is willing to be part of the CIIE and become a service provider to promote trade facilitation and deliver trust for China and the world at large.

-- Du Jiabin, President of SGS China



Deloitte is once again looking forward to showcasing our strong brand influence and excellent one-stop services to the society, the government and our customers. We believe that participating countries and enterprises can, through the CIIE, connect with each other, create opportunities and share the future!

-- Liu Minghua,
Managing Partner for the East China
Area of Deloitte China

Help foreign enterprises grasp China's development opportunities

Face-to-face with more than 3,000 high-quality overseas clients

CIIE brings together more than 3,000 potential clients from the fields of food, medical care, consumer electronics, automobiles and spare parts, equipment and components, consumer goods, etc. Among them, including 250 world's top 500 and industry-leading enterprises

Help service providers to quickly and accurately locate potential clients

CIIE will, according to the different service areas of exhibitors, list detailed requirements for business matching, and make dedicated arrangements to promote deals. We aim at key decision-makers at positions such as the supply chain and logistics department, production quality department, and administrative purchase department, to find the VIP channels and terminal customers you care about most in all provinces and cities in China, and will build a professional matching platform for you.

Timely interpretation of China's latest policy about opening to the outside world

CIIE holds multiple high-level industry conferences at the same time, focusing on the development of import trade. Relevant ministries will give their official interpretation of the latest opening up policy in multiple industries. Industry experts will share application cases of cutting-edge technologies in the service industry to provide intellectual support for enterprises in predicting development opportunities.

Coverage of more than 1,000 major media

Participation in the CIIE is one of the most efficient ways for brands to enter the Chinese market. We release exhibition information through official website and official WeChat account, invite nearly 1,000 mainstream mass media and industry media to attend and cover the expo. We arrange industry dialogue, group interview and exclusive interview for leaders of leading enterprises attending the expo, with an aim to greatly improve brand awareness and reputation.

We bring together top brands of the service industry worldwide

(logos of some brands, in no particular order)

Trade and logistics services

Comprehensive logistics

KUEHNE+NAGEL 日本通運 日本通運 DB SCHENKER GEODIS BOLLORÉ LOGISTICS

Express/air

DHL UPS cargolux POST

Sea transport and port

CMA CGM MSC OOCL APL HAMBURG SÜD

EUROGATE HUTCHISON PORTS 和記港口 duisPort DP WORLD

Railway and warehousing

Rail Cargo Group CN GLP

Financial and consulting services

HSBC Standard Chartered 渣打銀行 DBS Santander

NCB 南洋商業銀行 Standard Bank UOB 大华銀行

MS&AD INSURANCE GROUP MIZUHO

Deloitte. pwc 普华永道 KPMG EY

Inspection, testing and certification

SGS UL TÜVRheinland® DNV-GL

Comprehensive services

FUNG GROUP Marubeni TOYOTA GL events

AECOM Atos VALE DECATHLON 迪卡侬 wework

Cultural and tourism services

TURKISH AIRLINES Royal Caribbean 皇家加勒比游轮 Marriott IHG

DARGAUD THAILAND EASTARJET Japen Holiday

Focus on industry hotspots, interpret policy trends

As one of the highlights of CIIE, a series of high-quality activities and conferences before and during the expo will not only bring the latest market information to all exhibitors and professional visitors, provide a platform for dialogue and exchange, but also create excellent opportunities for industrial peers to establish a wide circle of friends, and realize the linkage of “expo” and “meetings.”

2

one-on-one extension period of supply-demand matchmaking meetings

CIIE arranges 2 supply-demand matchmaking meetings for general clients, with a high matching rate, to help enterprises grasp market opportunities before others.

21

investment roadshows

CIIE will take key enterprises to key provinces and cities in China, and introduce to more than 4,500 enterprises and organizations face to face.

100+

interpretation of policies / industry forums

Clients can participate in nearly 100 policy interpretation activities, matchmaking and signing activities, new product display and procurement matching meetings, purchasing matching meetings, industry summits and forums during the expo to speak for their brands.



Review of exciting meetings and events in 2019

CIIE will invite relevant government authorities to build brand forums

World shipping summit

Today, the Internet wave has swept across many traditional fields. For the logistics and transportation industry, which boasts a value of one trillion yuan, smart technology will no longer be absent. Focusing on new retail and new logistics, the forum will connect logistics and transportation with big data, empowering the industry with intelligence and technology. Participants will see the new era, new technology, and new future of smart logistics in an all-round manner.

“Culture + technology” summit forum

Innovation is the primary driving force for development, and the strategic support for building a modernized economic system, while scientific and technological innovation in the cultural field has become an important part of China's efforts to promote scientific and technological innovation. The “culture + technology” summit forum will open up new ideas and landscape for manufacturing and service enterprises to upgrade and transform themselves and inject cultural values.

“Travel, leisure, happy life” theme forum

Sponsored by the World Tourism Alliance, the forum is held under the theme of promoting exchanges and transactions of global tourism industry, and advancing the harmonious development of the world. We will invite main leaders of China's Ministry of Culture and Tourism and guests from international tourism agencies, who will unveil the future opportunities of inbound and outbound tourism.

Popular meetings and events

The Second Global Import Summit

Hosted by the China Council for the Promotion of International Trade, the summit will vividly showcase efficient and convenient Chinese solutions to import, including online platforms, offline business types, retail schemes, trade schemes, cross-border finance, cross-border logistics and successful cases. Participants will have a heated discussion on ecological one-stop import solutions, innovation of global supply chains and many other topics.

2019 Digital Economy Forum for International Cooperation

The forum is sponsored by the Ministry of Industry and Information Technology, and held by the Chinese Institute of Electronics and the China Information Technology Industry Federation, with the full support of the China Digital Economy 100 Elite Conference.

Booth prices

Raw space

USD 300/m² or CNY 2,100/m² (minimum 36m²)

Standard booth

USD 3,000/9m² or CNY 21,000/9m²

Registration form

www.ciie.org

Consultation email: tradeservice@ciie.org

Exhibitors that sign exhibition contracts and complete no less than 50% down payment before January 31, 2020 (included) can enjoy a 10% discount.
Booking Deadline: April 30, 2020