

## 1. General Introduction of CIIE



## The World's First Import-Themed National Exhibition

### Diplomatic

-  Host by Ministry of Commerce of the People's Republic of China
-  Leaders of 16 Countries
-  Royal Representatives of 11 Countries
-  Representatives of 13 International organizations
-  More than 400 Ministerial officers or above

### Exhibition

-  181 countries including all members of G20, BRIC, SCO
-  More than 3800 exhibitors
-  More than 250 world top 500 and industry leaders
-  More than 500,000 Buyers
-  More than 910,000 Visitors
-  366,000 M<sup>2</sup> Exhibition Area
-  USD 71.1 Billion Trading Volume

### Forum

-  High level communication and dialogue platform
-  Discussing major issues in international economic and trade
-  Suggestions for global development
-  Open world economy construction and dissemination
-  More than 600 mainstream media and specialists

## Italian Exhibitors in 2019

Attend by Italian Minister of Foreign Affairs Luig Di Maio

About 160 Italian Exhibitors

Second biggest area among EU exhibitors

Including Machinery Manufacturing, Clothing and agricultural products



FIAT CHRYSLER AUTOMOBILES



## 2. ICBC's Initiatives for CIE





- One of the official supporting activities of the 2nd CIIE
- Theme: Business communication platform to facilitate European and Chinese enterprises

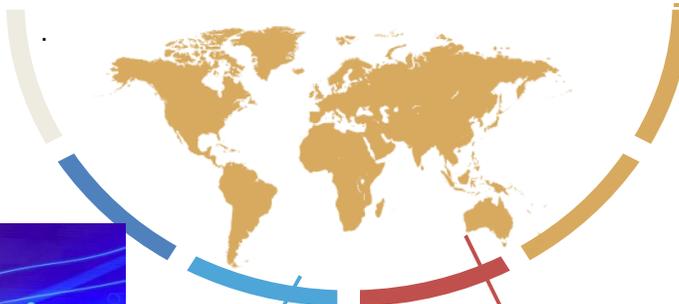
- Main activities: Guests speeches, enterprises communication section, contract signing and achievement announcement
- Participants: More than 1,000 people including officials of Chinese and Italian governments



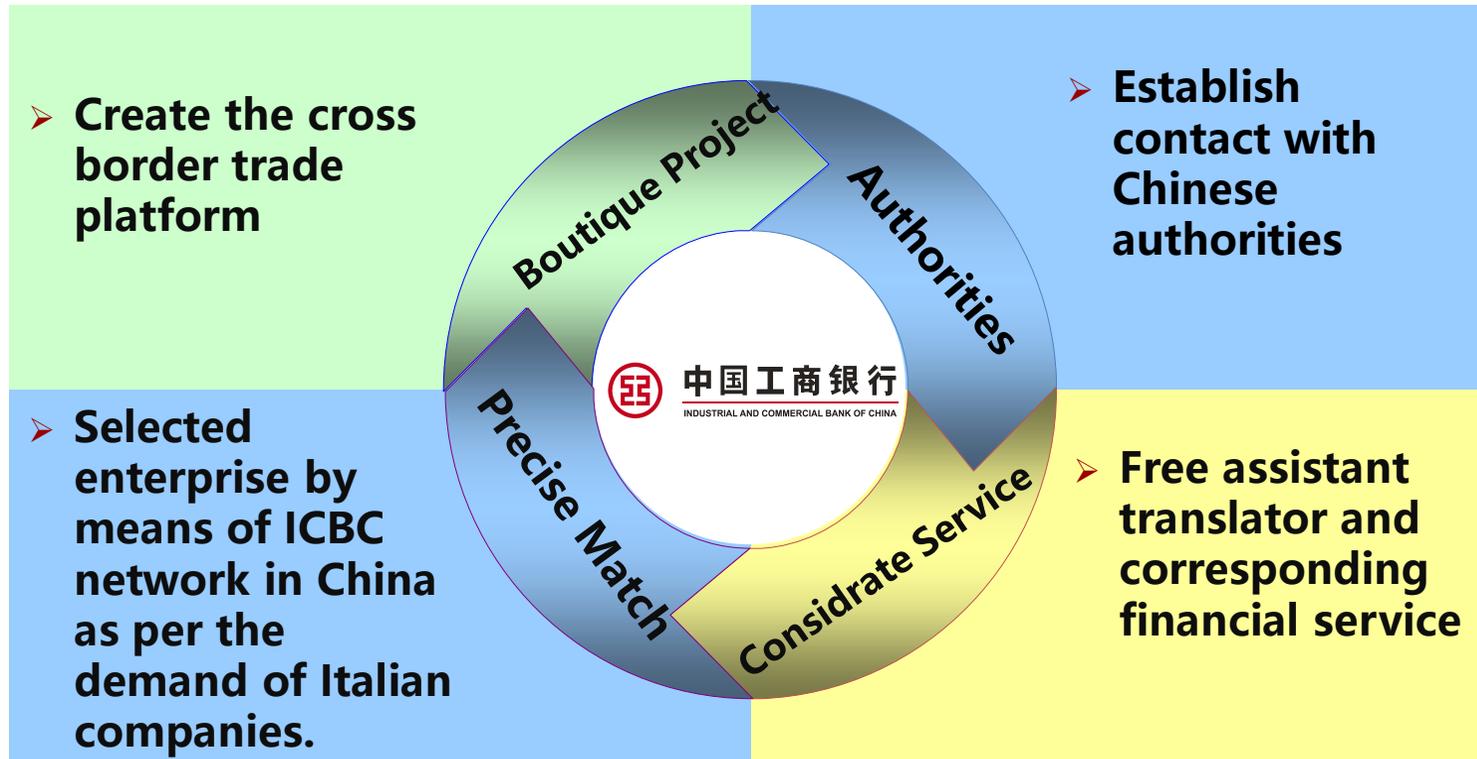
## B2B Session 2019



- B2B session – based on ICBC’s strong network in domestic China, we recommend 3 potential Chinese partners to each foreign company.
- 205 agreements have been signed, and 350 companies reached corporation intent during the summit.
- More than 70 Italian companies participated in the Summit, 33% among European companies.
- More than 80 agreements or letters of intent have been made by Italian companies in the Summit, 40% among European companies.



## B2B Matchmaking – Efficient and Influential Meeting



- ICBC is pleased to invite you for B2B Matchmaking on 6<sup>th</sup> November 2020 in Shanghai.
- There will be 4 rounds of meetings to bridge your business relationship with Chinese partners.

### 3. Registration of CIIE



# CHINA INTERNATIONAL IMPORT EXPO: Registration

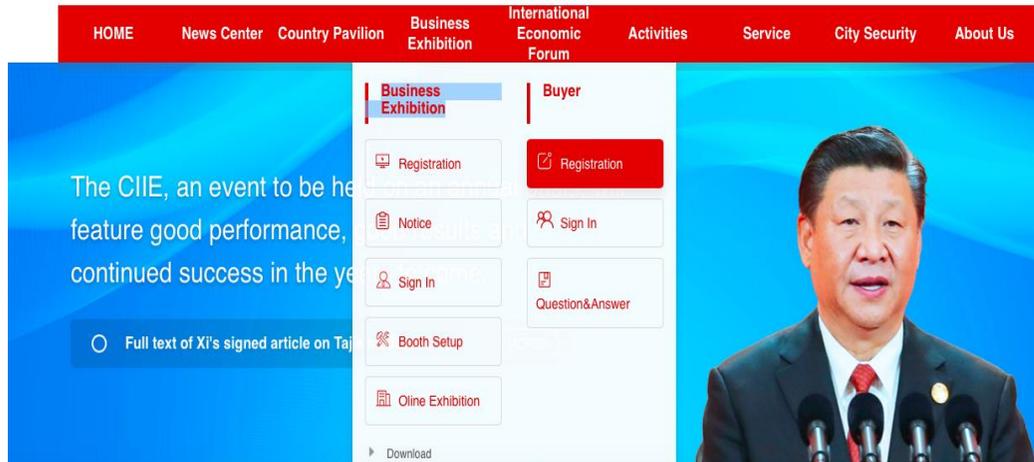
## Step 1:

<https://www.ciie.org/> -- Buyer -- Registration



中国国际进口博览会  
CHINA INTERNATIONAL  
IMPORT EXPO

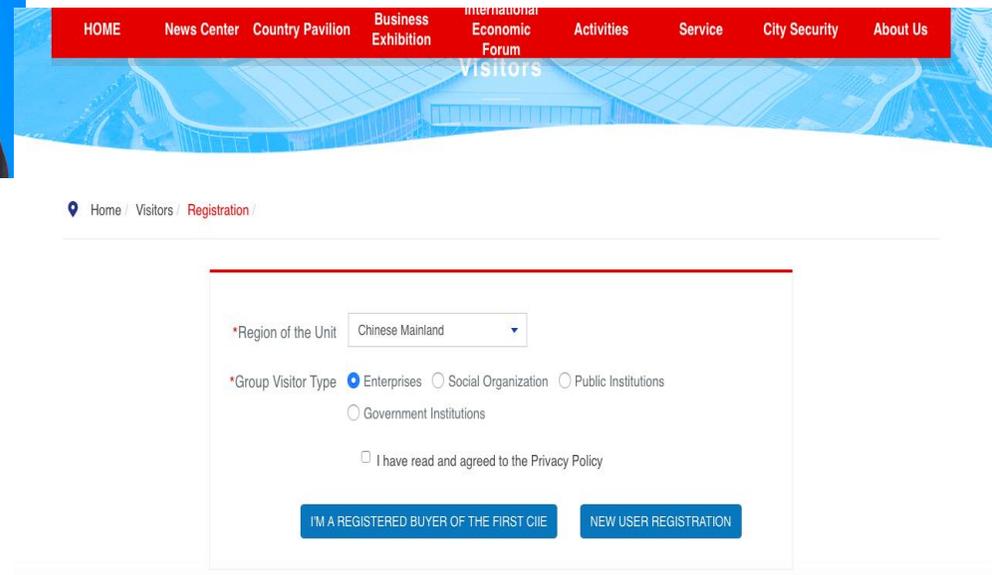
NEW ERA, SHARED FUTURE



The screenshot shows the CIIE website homepage. The navigation bar includes: HOME, News Center, Country Pavilion, Business Exhibition, International Economic Forum, Activities, Service, City Security, and About Us. The main content area features a large blue banner with a photo of Xi Jinping. On the left, there is a sidebar menu with options: Business Exhibition, Buyer, Registration, Notice, Sign In, Booth Setup, and Online Exhibition. A search bar is visible at the bottom left.

## Step 2:

Register the company and staff information as required



The screenshot shows the registration form on the CIIE website. The navigation bar is the same as in Step 1. The form includes the following fields and options:

- \*Region of the Unit: Chinese Mainland (dropdown menu)
- \*Group Visitor Type:
  - Enterprises
  - Social Organization
  - Public Institutions
  - Government Institutions
- I have read and agreed to the Privacy Policy

At the bottom of the form, there are two buttons: "I'M A REGISTERED BUYER OF THE FIRST CIIE" and "NEW USER REGISTRATION".

## Team Contacts

### Milan Branch

Contact Person	Title	Telephone Number	E-mail
Mr. Shi Chen	Deputy General Manager ICBC (Europe) S.A., Milan Branch	+39 02 00668811	shi.chen@it.icbc.com.cn
Mr. Sergio Miele	Senior Business Development Consultant ICBC (Europe) S.A., Milan Branch	+39 06 45211955	sergiomiele@it.icbc.com.cn
Mr. Wang Jie	Deputy Head of CIB Department ICBC (Europe) S.A. Milan Branch	+39 02 00668834	wangjie@it.icbc.com.cn
Ms. Sha Hengchao	Relationship Manager Assistant ICBC (Europe) S.A., Milan Branch	+39 02 00668848	sha.hengchao@it.icbc.com.cn
Ms. Wang Yuehe	Relationship Manager Assistant ICBC (Europe) S.A., Rome Office	+39 06 45211922	wang.yuehe@it.icbc.com.cn



*Thank you*





## **Disclaimer**

**This presentation has been prepared exclusively for the benefit of Industrial & Commercial Bank of China (“ICBC”) in presenting to clients of ICBC only; and does not carry any right of publication or disclosure other than to ICBC and its clients. Neither this presentation nor any of its contents may be used for any other purpose without the prior written consent of ICBC.**

**The information in this presentation reflects prevailing market conditions and our judgement as of this date, all of which may be subject to change. This presentation is based on public information. The information and opinions contained in this document have been compiled or arrived at from sources believed to be reliable, but no representation or warranty, expressed or implied is made as to their accuracy, completeness or correctness. The information and opinions contained in this document are wholly indicative and for discussion purposes only. No rights may be derived from any potential offers, transactions, commercial ideas et cetera contained in this presentation. This presentation does not constitute an offer or invitation. This document shall not form the basis of or be relied upon in connection with any contract or commitment whatsoever.**