



CIIE - China International Import Expo
2018 marks the opening of this history
changing economic event!!

China President Mr. Xi Jinping has announced that the first ever China International Import Exhibition (CIIE) will be held in Shanghai in 2018. CIIE is a world-class expo which advances international economic and trade cooperation and is organised by the Chinese government. For Australian businesses, CIIE provides unprecedented channels and exposure to over 150,000 genuine invited buyers from across China - this is the trade event of the region.

As part of the NSW Business Chamber's commitment to assisting Australian business internationally, a Trade Mission to Shanghai has been developed to coincide with the first annual China International Import Exhibition (CIIE). Participants joining this Mission will receive assistance to prepare before the mission, as well as in-market promotion.

During your time in Shanghai, you will be invited to:

- Promote your company and brand at CIIE 2018
- Meet with Chinese buyers face-to-face
- Take part in forums and networking events at CIIE 2018

The Mission coincides with the Australian Trade Minister's visit to the country, focused on promoting 'Brand Australia' and bilateral trade during the week of CIIE in China.

Who is eligible to participate?

Australian Companies from three sectors are being invited to join this Trade Mission: Health Supplements, Cosmetics and Food & Beverage. Delegates products are exhibited at Australian Business Chamber industry booths.

Space is limited. please contact us today on **1800 505 529** or email **customerservice@exportgrowth.com.au**

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Trade Mission to
China International
Import Exhibition -
Shanghai China

4 – 9 November 2018

F&B | Health | Consumer Goods



What is included in the program?

Program 1 - China Trade Mission 4th Nov to 9th Nov 2018

- Preparation for Expo:
 - Translation of company profile, product information and export pricing list (up to 1500 words)
 - An electronic 2-page flyer on the company
- Half-day training on Chinese economic landscape, Chinese culture and business practice
- Welcome dinner and cocktail reception
- Inclusion of up to 5 SKUs at the relevant Australian Business Chamber booth at CIIE 2018
- Meet with Chinese buyers face-to-face at CIIE 2018
- Take part in forums and event organised by CIIE
- Network with Australian exporters at the Chamber welcome reception.

\$5,800 AUD plus GST package

Program 2 - 6-Month China Showcase, Program & TRADE MISSION 4th Nov 2018 - 3rd May 2019

- Inclusion of all deliverables from Program 1
- A 6-month showcase of up to 5 SKUs at the Australian Business Chamber's Shanghai Showroom
- A dedicated webpage on the Australian Business Chamber's official Chinese website, australianbusinesschamber.com.cn
- Inclusion in promotional articles published by the Australian Business Chamber's Official WeChat account.
- Inclusion in 2 quarterly business matching events in the Shanghai Showroom
- Inclusion in the Australian Business Chamber's stand at China Food & Drink Fair
- Feedback and contacts from the promotional activities

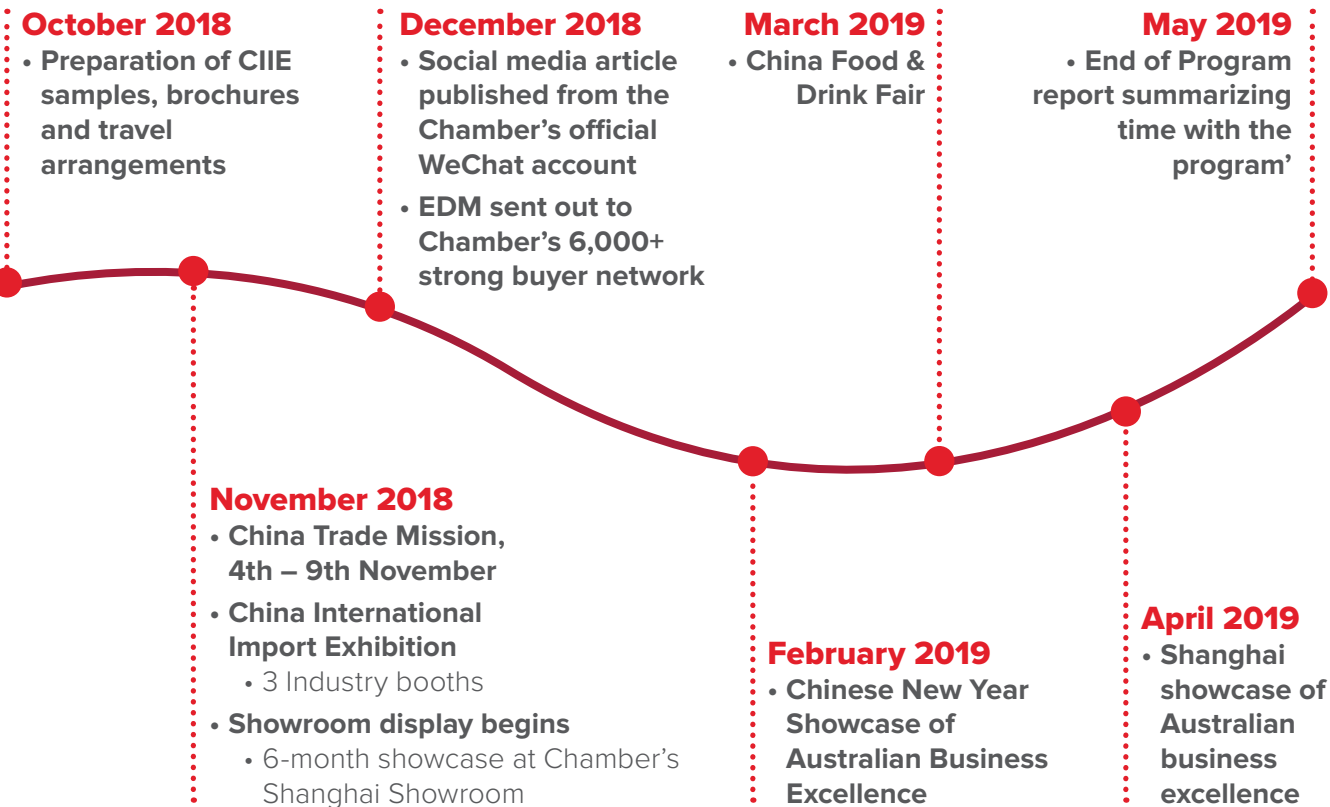
\$9,600 AUD plus GST package



Program 1 Itinerary*

Date	Activities
3rd November 2018	<ul style="list-style-type: none">• Fly from Sydney to Shanghai
4th November 2018	Afternoon <ul style="list-style-type: none">• Cultural and Business Practice Training Evening <ul style="list-style-type: none">• Welcome dinner and cocktail reception
5th – 9th November 2018	<ul style="list-style-type: none">• Participation at Australian Business Chamber's booth at China International Import Expo• Participation in forums and events organised by CIIE
8th November 2018	<ul style="list-style-type: none">• Networking dinner with Chinese buyers

Program 2 Timeline*



*Whilst NSWBC makes every effort to conduct the mission according to schedule, we reserve the right to change the itinerary if required.

Did you know?



The Chinese health food market including vitamins, dietary and mineral supplements, animal and herbal extracts and traditional Chinese medicine – **is currently worth US\$30 billion.**

The market is projected to grow by **10 per cent every year until 2025**, driven by a heightened awareness of health, wellness and safety issues among Chinese consumers.

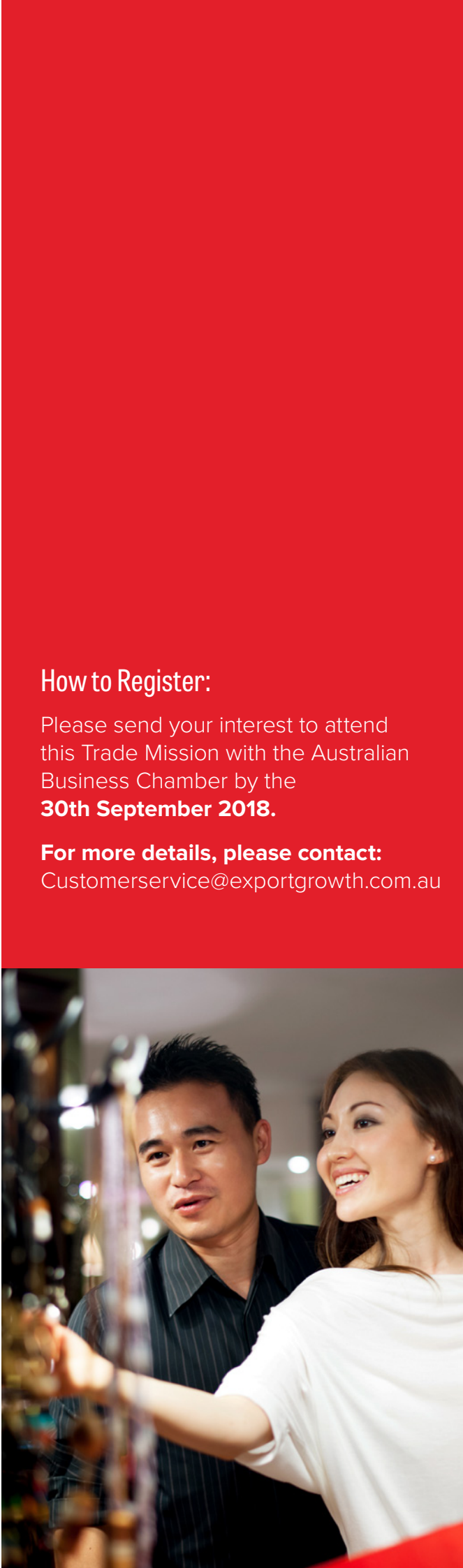


China is the world's second largest buyer of imported food and beverages after the United States with **total imports exceeding A\$130 billion in 2016** (UN Comtrade).

Australia is China's 6th largest supplier of food with **exports valued at A\$5.3 billion in 2016**. The value of Australian exports of processed foods increased by an average more than **40 per cent between 2015 and 2016**.



Australia is recognised by Chinese consumers as being home to a clean and green environment, with good quality products and brands. China has recently eased its regulations around Animal testing for cosmetic products. Australian exporters are beginning to take advantage of this competitive edge and build to being established suppliers of skincare, baby care and hair care products.



How to Register:

Please send your interest to attend this Trade Mission with the Australian Business Chamber by the **30th September 2018.**

For more details, please contact:
Customerservice@exportgrowth.com.au