

CHINA · XI'AN



欧亚经济论坛经贸合作博览会 暨中国(陕西)进出口商品展

EAEF Economic & Trade Cooperation Expo
and China(Shaanxi) Import & Export Commodities Exhibition

EAEF
IMP&EXP EXPO



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Promotion Manual



NEW ACTIVITIES EACH MONTH

HIGHLIGHTS EACH SEASON

AND SUSTAINABLE DEVELOPMENT ALL YEAR ROUND

SETTING OF THE EXPO



To implement the spirit of the important speech delivered by General Secretary Xi Jinping on his visit to Shaanxi, promote dual circulation of domestic and foreign markets, make good use of the driving and spillover results of CIIE, and form a new pattern of large-scale development of China's western region, the 2021 EAEF Economic & Trade Cooperation Expo and China (Shaanxi) Import & Export Commodities Exhibition was successfully held in Xi'an International Convention and Exhibition Center from October 18 to 21.

To run the EAEF better, deepen its influence of the forum, consolidate the achievements of the EAEF Economic & Trade Cooperation Expo and China (Shaanxi) Import & Export Commodities Exhibition (hereinafter referred to as the EAEF Economic & Trade Cooperation Expo), develop it into "internationalization, specialization, marketization and branding", and gradually build it into a Eurasian economic and trade cooperation platform based on the western region, radiating the whole country and facing Europe and Asia.

INFORMATION OF THE EXHIBITION



• COMPREHENSIVE EXPO

TIME

From November 11 to 14, 2022

VENUE

Xi'an International Convention and Exhibition Center

SCALE

32,000m²

• SPECIAL ACTIVITIES

TIME

From September to November 2022

EAEF Economic & Trade Cooperation Expo — Digital Trade Expo and Cross Border E-commerce Export Summit Forum

EAEF Economic & Trade Cooperation Expo — China Carbon Neutral Technology Innovation Exhibition and Industry Summit

* SUBJECT TO THE REALITY

SPONSOR

Organization Committee of Euro-Asia Economic Forum

ORGANIZER

Xi'an Municipal Government

Shannxi Provincial Department of Commerce

OPERATOR

Secretariat of Euro-Asia Economic Forum

Administration Committee of Xi'an Chan-Ba Ecological District

Shanghai Zhanmao Electronic Commerce Corporation Limited



EXHIBITION PLANNING

IMPORT GOODS SECTION

1 *Import consumer goods section*

Introduce high-quality personal care products and cosmetics, daily chemical products, household appliances and consumer electronics, fashion clothing and accessories, sporting and events, etc. from the CIIE. Set up special areas for consumer chemicals, sporting goods and events, green intelligent households electrical appliance, and fashion clothing and accessories.

2 *Imported food and Agricultural products section*

Introduce high-quality food enterprises and brands from CIIE, including snacks, dried nuts, biscuit and cakes, candy and chocolate, prepared drinks, grain and oil seasoning, agricultural products, etc.

SECTION FOR FOREIGN TRADE COMMODITIES AND SERVICES

3 *Export commodities section*

Mainly foreign trade export-oriented enterprises, covering all industrial chains in eastern and western regions. We strictly select foreign trade commodities and create a fine exhibition area for export goods. The exhibits include household electrical appliances, fruit and vegetable extracts, handicrafts, processed foods, local specialties, etc.

4 *Cross-border e-commerce export section*

It includes cross-border e-commerce section and service provider section, and basic service providers and related cross-border e-commerce selection such as cross-border e-commerce comprehensive test area, key parks, international supply chain, overseas warehousing, cross-border e-commerce agent operation, etc.

REGIONAL KEY INDUSTRY SECTION

5 *Innovation driven achievements section*

Introduce high-quality enterprises and parks that are in line with the development of high-tech industries in Shaanxi Province. Guided by Qinchuangyuan new drive platform, closely connect sci-tech innovation achievements with industrial development, and focus on displaying innovation platforms, artificial intelligence, electronic information, 5G Technology, high-end equipment, etc.

6 *Advanced manufacturing industry Section*

It includes brand cars, general navigation industry, auto parts, new energy products and technologies, intelligent networking and other contents. Through technology, brands, market channels and other advantageous resources, it forms an export-oriented industry investment increment and export momentum.

7 *Emerging industry section*

It mainly involves photovoltaic, raw material processing, new materials and other industrial fields, so as to realize the low-carbon development of high-carbon resources, optimize the high-end energy and chemical industry, and build a professional resource integration platform for the demander and supplier of green low-carbon technology.

SUPPORTING ACTIVITIES



01 **Seminar**
—— *1-2 sessions*

02 **Trade and economic docking**
—— *1 per day*

03 **Product promotion**
—— *1 per day*

04 **Live marketing**
—— *1-2 per day*

PROFESSIONAL AUDIENCE

(PLANNED)



- China-Australia Chamber of Commerce
- China-Italy chamber of Commerce
- Japan External Trade Organization (JETRO)
- Federation of Indian Export Organizations (FIEO)
- Trade Development Authority of Pakistan (TDAP)
- Singapore Business Federation (SBF)
- Thai-Chinese Chamber of Commerce
- Associated Chinese Chambers of Commerce and Industry Of Malaysia (ACCCIM)
- Center for International Trade Expositions and Missions (CITEM)
- Hong Kong Trade Development Council
- Macao Trade and Investment Promotion Institute
- AmCham Shanghai
- The Korean Chamber of Commerce in Shanghai
- Shanghai Chamber of Commerce for Import and Export
- Jiangsu Chamber of Commerce for Import & Export Firms
- Ningbo Enterprises Association for Foreign Economic Relations & Trade
- Xi 'an Association of Foreign Economic and Trade Enterprises
- Xi'an Chamber of Commerce for Import & Export
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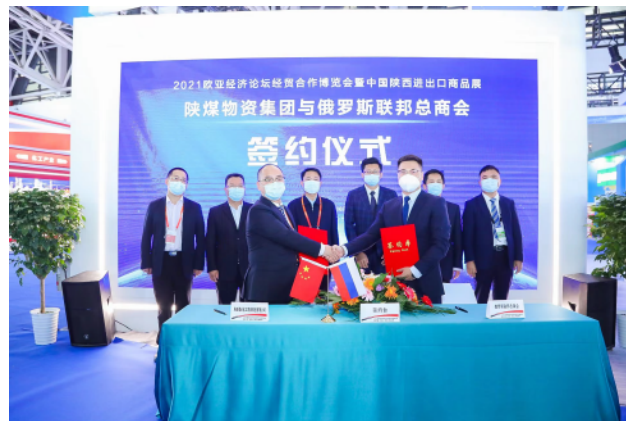
REVIEW OF LAST SESSION



序厅

产业专题展区

特色主题展区



DATA OF LAST SESSION



- The exhibition area is about **72,000** square meters
- **1,200** exhibitors and organizations from **28** countries and regions participated in the Expo
- Including **52 top 500** enterprises
- **680** foreign exhibitors
- **130** local enterprises in Shaanxi Province

- **2** summit forums and **10** trade and economic docking activities were held
- About **18,884** professional visitors and **3,371** exhibitors

The on-site intentional transaction amount reached

RMB 2.546 billion

The on-site transaction amount exceeded

RMB 1.875 billion

EXHIBITORS FOR LAST SESSION



ADVANTAGES OF THE EXPO



01

Policy and opportunities, international economic and trade development



Relying on the new pattern strategy of large-scale development of China's western region, we will build a new platform for exchange and cooperation through exhibitions, connect high-quality resources in east China and the market in the west, and promote the dual circulation of domestic and foreign markets.

02

Accurate matching, all-channel buyer matching



Since the 2005 EAEF, many political and business leaders at home and abroad have gathered at each session. Through the exhibition and the economic and trade negotiation activities, you will have the opportunity to establish a business connection with the head channel.

03

Efficient promotion, all media matrix publicity



Through all-round publicity by various mainstream media and industry media, we have rapidly improved the influence and exposure of the enterprise brand, so that your brand and product information can quickly reach potential customers, achieve effective precision marketing, and increase the return on investment.



产城融合 联动发展

欧亚经济论坛——2022产业链发展峰会
Eurasian Economic Forum——2022 Industrial Chain Summit

PURPOSE

Give full play to the resource advantages of the EAEF, help the eastern and western industrial chains go global, and promote industrial layout under the new pattern of the national unified market.

Cultivate, make up, extend and strength the industrial chain, reconstruct the industrial foundation and upgrade the industrial chain, expand the industrial scale, enhance the industrial energy level and enhance the industrial competitiveness.

HIGHLIGHTS OF THIS SESSION



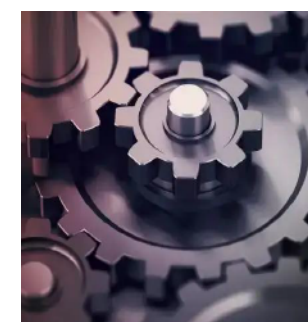
Solar PV



New Energy Vehicle



Biological Medicine



Titanium



Aerospace

Fang Hongwei, Secretary of Xi'an municipal Party committee, pointed out at the 14th Xi'an Congress of the Communist Party of China:

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“At present, Xi'an is facing a once-in-a-lifetime historical opportunity and has unique advantages. It is in the acceleration stage of high-quality development. The modern industrial system is gradually expanding and forming five hundred-billion level industrial clusters, including electronic information, automobile, aerospace, high-end equipment, new materials and new energy.”

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STRUCTURE



The Eurasian Economic Forum - Industrial Chain Summit is in the

“**1 + 1 + 4**” mode

- 1** | main forum
- 1** | supporting signing activity
- 4** | 4 high-quality round table dialogues and academic conferences on industrial chains.

Eurasian Economic Forum - industrial Chain Summit

Main forum

supporting signing activity

Round table dialogue on new energy automobile industry chain

Round table dialogue on solar PV industry chain

Round table dialogue on biopharmaceutical industry chain

Academic seminar on titanium industry chain