

EAEF  
IMP&EXP EXPO



2023

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 AND TRADE COOPERATION EXPO  
CHINA (SHAANXI) IMPORT AND EXPORT COMMODITIES EXHIBITION

PROMOTION MANUAL



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CHINA · XI'AN





# OVERVIEW OF | THE EXPO

Within the frame of Euro-Asia Economic Forum, Euro-Asia Economic Forum Economic and Trade Cooperation Expo and China (Shaanxi) Import and Export Commodities Exhibition is held to implement the spirit of General Secretary Xi Jinping's important speech during his visit to Shaanxi Province, assist Shaanxi in "building an efficient international trade channel in inland China with low cost and excellent service to facilitate reform and opening up cause there", promote a "dual circulation" development pattern at home and abroad, carry on the spillover achievements of China International Import Expo, and contribute to the new pattern of China Western Development.

In 2023, the Expo will be fully upgraded, consisting of a comprehensive expo, online expos and supportive activities. Guided by the guideline of "based on professional exhibitions and pivoted by import and export exhibitions to obtain practical results", the Expo will integrate the quality resources of state-level exhibitions and adopt an operation mode that "combines exhibitions and conventions and promotes the latter through the former". By introducing such quality resources as China International Import Expo and China International Industry Fair, the Expo will plan and organize a number of fruitful exhibitions introducing premium brands in targeted industries, assist import brands and traders in exploiting the potential of the western market, give full play to the role of Xi'an as a pivotal city in China and continuously generate pragmatic results.

## BASIC INFO

DATE

September, 2023

VENUE

Xi'an International Convention & Exhibition Center

EXHIBITION AREA

72,000 m<sup>2</sup>

## ADMINISTRATION

HOST

Organization Committee of Euro-Asia Economic Forum

ORGANIZERS

Xi'an Municipal Government  
Shaanxi Provincial Department of Commerce

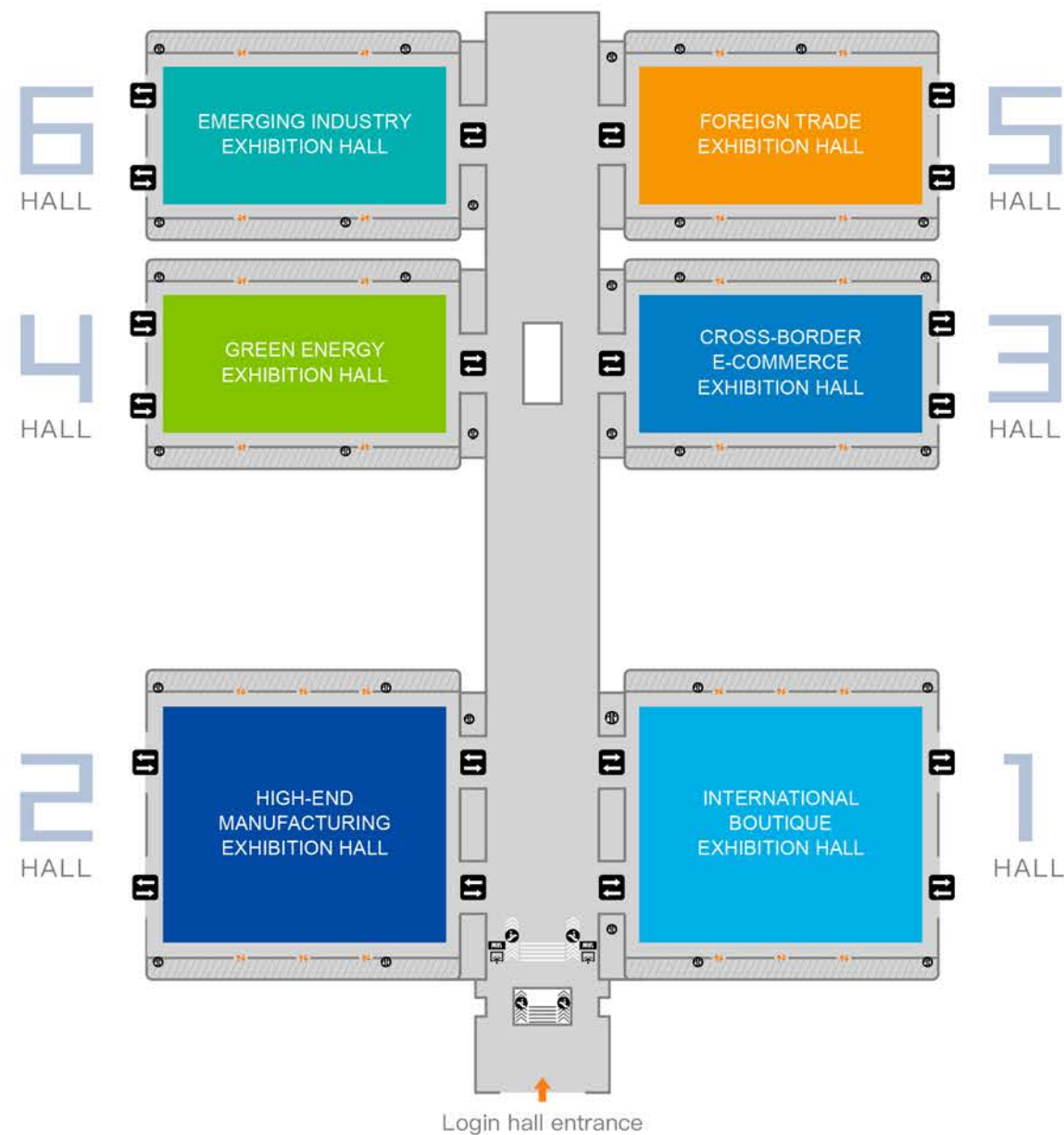
OPERATOR

Secretariat of Euro-Asia Economic Forum





## EXHIBITION AREA SETTINGS



1

### INTERNATIONAL BOUTIQUE EXHIBITION HALL

It mainly exhibits key domestic and international enterprises or exhibition groups in the fields of imported daily consumer goods, imported food, cultural tourism, quality life, technology imports.

3

### CROSS-BORDER E-COMMERCE EXHIBITION HALL

It mainly exhibits key domestic and international enterprises or exhibition groups in the exhibition areas of cross-border e-commerce, including special supply, global service providers, pilot cities, comprehensive test areas and parks.

5

### FOREIGN TRADE EXHIBITION HALL

It mainly exhibits key domestic and international enterprises or exhibition groups in the fields of foreign trade products, services trade and technology.

2

### HIGH-END MANUFACTURING EXHIBITION HALL

It mainly exhibits key domestic and international enterprises or exhibition groups in the fields of rail transit, electronic information, aviation industry, high-end equipment, and auto industry.

4

### GREEN ENERGY EXHIBITION HALL

It mainly exhibits key domestic and international enterprises or exhibition groups in the fields of photovoltaic energy storage, wind power generation, and green ecological city construction.

6

### EMERGING INDUSTRY EXHIBITION HALL

It mainly exhibits key domestic and international enterprises or exhibition groups in the fields of life health, numerically-controlled machine tools, titanium alloy, smart terminals, carbon neutralization and artificial intelligence.



## PROFESSIONAL AUDIENCE ORGANIZATION

The Expo plans to invite government agencies, public institutions, offices of foreign investors in China, industrial & business associations, experts, scholars, foreign trade enterprises of import and export, retailers, wholesalers, service providers, industrial parks, professional & mass media, communities, universities and other overseas and domestic audiences in Eurasian countries and regions.

- 01 Government agencies and public institutions that need to purchase goods and services;
- 02 Global economic review experts and economists;
- 03 Embassies, consulates, and offices of foreign investors in China;
- 04 Foreign trade enterprises of import and export products;
- 05 Large retailers or wholesalers of import and export goods;
- 06 Trade associations and industry associations for import and export enterprises;
- 07 Cross-border e-commerce enterprises;
- 08 Enterprises in high-tech industrial parks;
- 09 Communities, research institutions and universities;
- 10 Professional and mass media.

## CONCURRENT ACTIVITIES

The Expo will hold a number of high-end forums, academic conferences and other exciting activities at the same time. It will bring rich information and advanced concepts for the participants and audience and provide them with better experience by inviting well-known experts, scholars and entrepreneurs at home and abroad to share their thoughts about industry trends, policy developments and technology, so as to integrate multi-party information and resources, exploit emerging industrial needs and jointly explore market opportunities.



### PROFESSIONAL ACTIVITIES

- Distinguished lectures (by renowned economists and knowledge bloggers)
- Eurasian Investment Opportunity Forum
- Photovoltaic/New Energy Forum
- Cross-border E-commerce Forum
- Food/Biomedical Forum
- Trade Docking Meetings (for food and consumer goods)

### MASS EXCHANGES

- Tasting activities
- Cultural shows
- Eurasia International Life Festival



## REVIEW OF PREVIOUS SESSIONS

### PREVIOUS DATA



Shaanxi (Xi'an) Cross-border E-commerce Special Exhibition  
The Fourth China Carbon Trading Market Development Special Exhibition

## THREE EXHIBITIONS WITH FRUITFUL RESULTS

**27,000** m<sup>2</sup>  
of exhibition area

**25**  
participating countries and regions

**441+**  
exhibitors

**55+**  
World Fortune 500 and leading enterprises

**20+**  
on-site supporting activities

**974** million RMB  
on-site intention trading amount

**558** million RMB  
on-site signing amount

**15702**  
accumulative visits









## PREVIOUS PUBLICITY DATA

## OFFICIAL MEDIA

More than **180** provincial and municipal professional media and national financial information media

**9** exclusive interviews **740** original news reports

About **798,000** pieces of Internet-related news

## INTERNET MEDIA

**257,000** visits on the official website

**125,000** views on the official WeChat account

**3.15** million times of exposure by Internet media

As of December 20, 2022

西安日报 西安晚报 三秦都市报

网易新闻 陕西 群众 NEWS 西安新闻网 www.xiancn.com

TOPNEWS 西安发布 XIAN RELEASE 秦闻 西部网 WWW.CNWEST.COM

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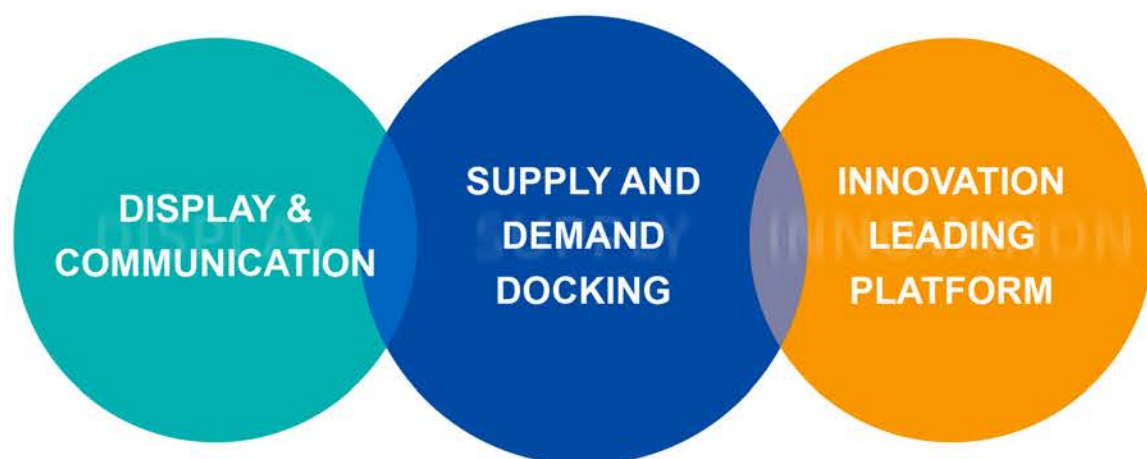
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## LOGO DISPLAY OF PREVIOUS EXHIBITORS (in no particular order)





## ADVANTAGES OF THE EXPO



### THE EXPO ENJOYS SUPPORTIVE POLICY AS A HIGH-END PLATFORM FOR INTERNATIONAL ECONOMIC AND TRADE DEVELOPMENT.

01

Relying on the “Belt and Road” initiative and the platform advantages of Eurasian Economic Forum, the Expo has introduced such quality resource as China International Import Expo and based on the industrial features of Shaanxi, built itself into a professional platform for economic and trade cooperation that is based in the west, benefits the whole country, and is oriented towards Eurasia, which is of great significance for building an inland reform and opening up highland and forming a new development pattern that connects the west and east and facilitates both internal and external circulation.

### THE EXPO HAS A GLOBAL VISION AND AIMS TO DEEPEN INTERNATIONAL EXCHANGES AND COOPERATION MECHANISMS.

02

By introducing such quality resources as China International Import Expo and China International Industry Fair and with the aim of supporting the construction of national central cities, the Expo follows strict international economic and trade rules, promotes opening up, comprehensively explores economic and trade exchanges with Eurasian countries and regions, and builds normal mechanisms for international exchanges and cooperation.

### THE EXPO CAN ACCURATELY SEEK BOTH DOMESTIC AND OVERSEAS PROFESSIONAL AUDIENCES.

03

The expo gives full play to the advantages and industrial influence of organizers, invites government agencies, associations, overseas business associations and trade promotion institutions, well-known enterprises, research institutions and universities, to connect talented people, industries and the innovation chain, and promote the joint development of relevant industries in the west and east, so as to provide accurate customer resources for exhibitors, build a communication and cooperation platform for governments and enterprises, and facilitate efficient exchanges.

### THE EXPO HAS UPGRADED ITS MARKETING TO MEET THE DIVERSE NEEDS OF ENTERPRISES IN PUBLICITY.

04

With an exhibition area of 72,000 square meters, the Expo can hold many high-end forums and wonderful activities at the same time, which gather industrial leaders and experts to exhibit the latest products, cutting-edge technologies, new solutions and development trends. The organizers will also provide comprehensive marketing support and services and through various mainstream media and industrial media, can rapidly increase the exposure and brand influence of enterprises, and enhance their market competitiveness.





## XI'AN INTERNATIONAL CONVENTION AND EXHIBITION CENTER

Xi'an International Convention and Exhibition Center is located on the bank of the Bahe River in the Chan-Ba Ecological District of Xi'an, adjacent to the permanent venue of the Euro-Asia Economic Forum, Xi'an World Expo Park, the East Third Ring Road and Metro Line 3, with a total construction area of approximately 1.1 million square meters. The center is an exhibition complex integrating exhibitions, conferences, events, commerce, offices and hotels, etc. With the aim of "world vision, world-class, Xi'an characteristics, high positioning", the center is aiming at creating a new platform for national strategic cooperation of the "Belt and Road" and a new window for Xi'an to open to the outside world, and promoting Xi'an to become a world-influential exhibition city and an important hub for cultural, commerce, and information exchanges among countries along the New Silk Road Economic Belt.

## HOW TO PARTICIPATE

### DOMESTIC EXHIBITORS

Reference price:

¥10,000/9m<sup>2</sup> for a standard booth; ¥900/m<sup>2</sup> for Raw Space (minimum 36m<sup>2</sup>)

### OVERSEAS EXHIBITORS

Reference price:

\$2,000/9m<sup>2</sup> for a standard booth; \$200/m<sup>2</sup> for Raw Space (minimum 36m<sup>2</sup>)

## CONTACT US

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