



## Opening Remarks

Distinguished exhibitors:

The China International Import Expo (CIIE) is the world's first national-level import-themed exposition, and it is an important measure of the Chinese government in showing its firm support of trade liberalization, economic globalization and the opening of its market to the world. The CIIE will help strengthen economic and trade exchange and cooperation between countries, promote trade and economic growth across the world, and boost the development of an open world economy. The 1st CIIE successfully concluded on November 10, 2018, garnering wide acclaim across the international community.

On November 5, 2018, Chinese President Xi Jinping attended the opening ceremony of the 1st CIIE and delivered a keynote speech. He said that the CIIE, an event to be held on an annual basis, will feature good performance, good results and continued success in the years to come.

The Enterprise & Business Exhibition of the 2nd CIIE will be held in Shanghai from November 5-10, 2019, with 7 exhibition areas for Sci-tech Life, Automobile, High-end Intelligent Equipment, Medical Equipment & Medical Care Products, Quality Life, Trade in Services and Food & Agricultural Products, respectively. Drawing on the successful experiences of the 1st CIIE, we will strive to achieve larger scales, better quality, increased innovation, higher standards and better results.

China's import market is huge and has rosy prospects. China's import commodities and services are expected to exceed 30 trillion US dollars and 10 trillion US dollars, respectively, in the next 15 years. The CIIE highlights China's willingness to further open up and facilitate global trade, and it will bring more development opportunities to the world.

On behalf of the CIIE organizing committee, we hereby sincerely thank you for your participation in the CIIE. We look forward to your arrival in Shanghai, China!

**China International Import Expo (CIIE)**

## Notes

Dear Exhibitors,

In order to help you understand about the venue facilities and various requirements of the Expo, and to help you prepare well, we are providing this Exhibitor's Manual so that you will pass through the participation formalities more quickly and efficiently.

### I. Forms to Fill In

Forms to be filled in are listed in Part VII "Forms" of the Exhibitor's Manual. Please read them carefully and submit the filled-out forms by the deadlines indicated separately in the Tables of Content and in the forms. It is suggested to make a copy of the forms as backups before filling them out and sending them back.

### II. Safety Notes

Please read carefully the rules and regulations in this Exhibitor's Manual on safe working conditions, fire safety and civilized participation in the Expo, and urge your service providers to strictly follow these rules and regulations as well.

### III. Disclaimer

The Organizers of CIIE will make every effort to provide best quality services in every aspect, to meet the exhibitors' requirements; the Organizers, however, shall not bear any liability arising from the following situations:

1. Any delay or failure to provide all or part of the services due to delayed return of the forms by the exhibitor after the deadline.
2. Any surcharge or failure to provide all or part of the services resulting from delayed submission of application by the exhibitor after the deadline.
3. Any delay, compensation, damage due to failure to comply with the Expo rules and regulations and relevant laws by the exhibitor.
4. Any delay, damage, disputes due to the engagement with any non-designated service provider by the exhibitor.
5. Any inaccuracy in the publication materials provided by the exhibitor or constructor, or delayed submission.



## Time Arrangement

Content	Date	Time	Notes
Closed Period	Oct.23	8:00-24:00	Closing for safety inspection
	Oct.24	0:00-24:00	
	Oct.25	0:00-24:00	
Construction Period (Enterprise & Business Exhibition)	Oct.26	8:00-22:00	Exhibits arrangement Onsite setup
	Oct.27	8:00-22:00	
	Oct.28	8:00-22:00	
	Oct.29	8:00-22:00	
	Oct.30	8:00-22:00	
	Oct.31	8:00-22:00	
	Nov.1	8:00-22:00	
	Nov.2	8:00-22:00	Exhibits arrangement Safety inspection
	Nov.3	8:00-22:00	
	Nov.4	8:00-18:00	
Exhibition Period (Enterprise & Business Exhibition) (Supporting activities)	Nov.5	8:00-18:00	Open&Close Time
	Nov.6	8:00-18:00	
	Nov.7	8:00-18:00	
	Nov.8	8:00-18:00	
	Nov.9	8:00-18:00	
	Nov.10	8:00-18:00	
Dismantling Period	Nov.10	19:00-22:00	Exhibits shipping
	Nov.11	8:00-22:00	Exhibits shipping Booth remove
	Nov.12	8:00-22:00	

In consideration of the schedule of on-site activities, the organizer will allow relevant person to enter in advance.



# 1 GENERAL INFORMATION OF THE EXPO



## 1 Basic Information

### 1.1 Name of the Expo

China International Import Expo (CIIE)

### 1.2 Time

November 5-10, 2019

### 1.3 Venue

National Exhibition and Convention Center (Shanghai) (NECC)  
Address: No. 333, Songze Avenue, Qingpu District, Shanghai

### 1.4 Hosts

Ministry of Commerce of the People's Republic of China  
Shanghai Municipal People's Government

### 1.5 Supporters

The World Trade Organization (WTO)  
United Nations Industrial Development Organization (UNIDO)  
United Nations Conference on Trade and Development (UNCTD)  
The United Nations Development Programme (UNDP)  
International Trade Centre (ITC)  
(Further confirmation or addition.)

### 1.6 Organizers

China International Import Expo Bureau  
National Exhibition and Convention Center (Shanghai)

### 1.7 Forum

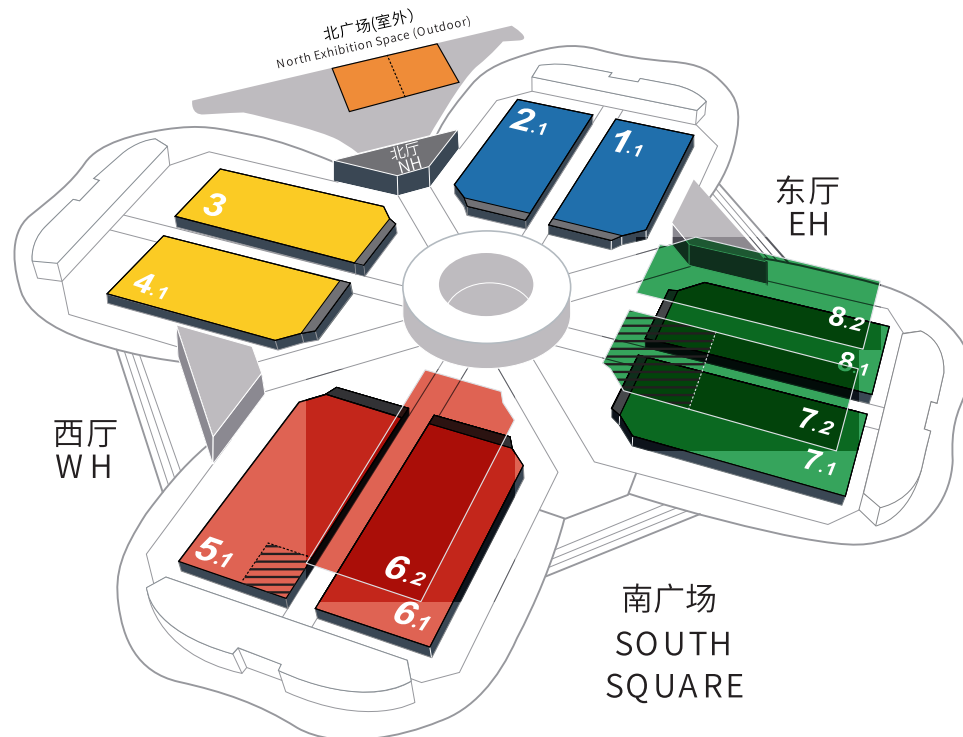
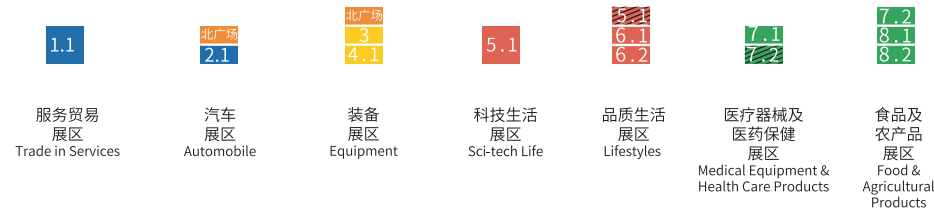
Name: Hongqiao International Economic Forum  
Date: November 5, 2019  
Venue: NECC (Shanghai)  
Hosts: Ministry of Commerce of the People's Republic of China;  
Shanghai Municipal People's Government  
Organizers: China International Import Expo Bureau;  
National Exhibition and Convention Center (Shanghai)



1.8 Official Website

www.ciie.org

1.9 Expo Layout



2 Expo Contact List

2.1 Contact Information of the Organizers

China International Import Expo Bureau  
National Exhibition and Convention Center (Shanghai)  
Address: No.333, Songze Avenue, Shanghai, China  
Exhibitor Information: 86-21-67008870/ 67008988  
Service Hotline: 86-21-968888  
Fax: 86-21-67008811  
E-mail: info@ciie.org

2.2 Official Service Suppliers

1. Official Constructors

Shanghai Syma-EXPO Ltd		Responsible Area 1.1H/2.1H
Contact: Ke Chen Yifu	Contact: Gu Jie	Contact: Cheng Xia
Tel: 86-21-67008951	Tel: 86-21-67008952	Tel: 86-21-67008952
Mobile: 86-15901624095	Mobile: 86-15026416502	Mobile: 86-13918500598
E-mail: 01constructor@ciie.org	E-mail: 01constructor@ciie.org	E-mail: 01constructor@ciie.org
Address: 3/F, New Long March Business Building, No. 1263, Zhenbei Road, Putuo District, Shanghai		
Shanghai Hongda Exhibition Service Co., Ltd		Responsible Area 3H/4.1H/Outside exhibition space
Contact: Wang Birong	Contact: Wang Tianqi	Contact: Dong Haibo
Tel: 86-21-67008953	Tel: 86-21-67008954	Tel: 86-21-67008954
Mobile: 86-18817488170	Mobile: 86-15840812680	Mobile: 86-13916084906
E-mail: 02constructor@ciie.org	E-mail: 02constructor@ciie.org	E-mail: 02constructor@ciie.org
Address: 12/F, Jincheng Building, No. 511 Tianmu Road West, Shanghai		





Canton Fair Advertising Co., Ltd			Responsible Area 5.1H/5.2H/6.1H
Contact: Li Jinfeng	Contact: Han Xiaolei	Contact: Yu Le	
Tel: 86-21-67008955	Tel: 86-21-67008956	Tel: 86-21-67008956	
Mobile: 86-13824411285	Mobile: 86-13710015934	Mobile: 86-13922251667	
E-mail: 03constructor@ciie.org	E-mail: 03constructor@ciie.org	E-mail: 03constructor@ciie.org	
Address: 4/F, Hall 3, National Convention and Exhibition Center (Shanghai), No. 1988 Zhuguang Road, Qingpu District, Shanghai			
Shen Zhen Aotengyi Exhibition Display Planning Co.,Ltd			Responsible Area 7.1H/7.2H/8.1H/8.2H
Contact: Sun Lili	Contact: Yao Jinmian	Contact: Ye Wenlong	
Tel: 86-21-67008957	Tel: 86-21-67008958	Tel: 86-21-67008958	
Mobile: 86-13537565626	Mobile: 86-18665399308	Mobile: 86-13265626050	
E-mail: 04constructor@ciie.org	E-mail: 04constructor@ciie.org	E-mail: 04constructor@ciie.org	
Address: Room 1305-1312, Meizhou Building, No. 40 Longzhu Avenue, Taoyuan Community, Nanshan District, Shenzhen			

Cosco Shipping Air Freight (Shanghai) Co., Ltd			Responsible Area 5.1H/5.2H/6.1H
Contact: Jerry	Contact: Eric		
Tel: 86-21-67008971	Tel: 86-21-67008972		
Mobile: 86-16601537273	Mobile: 86-13811915042		
E-mail: 05transporter@ciie.org	E-mail: 05transporter@ciie.org		
Address: No. 220, North of Balizhuang, Chaoyang District, Beijing			
Sinotrans Eastern Co., Ltd. Exposition Logistics Branch			Responsible Area 7.1H/8.1H
Contact: Celia Zhang	Contact: Mark Lee	Contact: Eric	
Tel: 86-21-67008961	Tel: 86-21-67008962	Tel: 86-21-67008962	
Mobile: 86-13817927999	Mobile: 86-18918781200	Mobile: 86-13585920251	
E-mail: 02transporter@ciie.org	E-mail: 02transporter@ciie.org	E-mail: 02transporter@ciie.org	
Address: 4 <sup>th</sup> Floor, No.85, Ouyang Road, Hongkou District, Shanghai			
Go-express Co., Ltd.			Responsible Area 7.2H/8.2H
Contact: Oliver Yao	Contact: Kim Xu	Contact: Emily	
Tel: 86-21-67008965	Tel: 86-21-67008966	Tel: 86-21-67008966	
Mobile: 86-13501601643	Mobile: 86-13671505787	Mobile: 86-13917014074	
E-mail: 04transporter@ciie.org	E-mail: 04transporter@ciie.org	E-mail: 04transporter@ciie.org	
Address: 17th Floor, Building C-D, No.277, Siping Road, Shanghai			

## 2. Official Forwarders

Shanghai Expotrans Ltd.		Responsible Area 1.1H/2.1H
Contact: Michael Dai	Contact: Teresa	
Tel: 86-21-67008959	Tel: 86-21-67008959	
Mobile: 86-13818330991	Mobile: 86-13564072617	
E-mail: 01transporter@ciie.org	E-mail: 01transporter@ciie.org	
Address: 10th Floor, No.555, Anyuan Road, Jingan District, Shanghai		
Shanghai Itpc International Transportation Co., Ltd.		Responsible Area 3H/4.1H/ Outside exhibition space
Contact: Jake Gu	Contact: Ann Zhang	
Tel: 86-21-67008963	Tel: 86-21-67008964	
Mobile: 86-18602105358	Mobile: 86-13564454585	
E-mail: 03transporter@ciie.org	E-mail: 03transporter@ciie.org	
Address: Room 501, Minmetals Building, No.757, Guangfu Road, Jingan District, Shanghai		



### 3. Drawing Inspectors

Hah Consulting & Exhibition Co.,Ltd.Shanghai		Responsible Area 1.1H/2.1H/3H/4.1H/ Outside exhibition space
Contact: Li Shumin	Contact: Huang Liya	
Tel: 86-21-67008969	Tel: 86-21-67008970	
Mobile: 86-13701950961	Mobile: 86-13764539571	
E-mail: 02inspector@ciie.org	E-mail: 02inspector@ciie.org	
Address: Room 726, Office Building B, National Convention and Exhibition Center, No. 181 Laigang Road, Shanghai		
Shanghai High-fair Advertising & Engineering Co., Ltd.		Responsible Area 5.1H/5.2H/6.1/6.2H/ 7.1H/7.2H/8.1H/8.2H
Contact: Zhang Honghong	Contact: Yu Le	
Tel: 86-21-67008967	Tel: 86-21-67008968	
Mobile: 86-18936756321	Mobile: 86-13922251667	
E-mail: 01inspector@ciie.org	E-mail: 01inspector@ciie.org	
Address: 4/F, Hall 3, National Convention and Exhibition Center, No. 1988 Zhuguang Road, Qingpu District, Shanghai		

### 4. Advertising Agency

Shanghai Asia-Pacific Advertising Co., Ltd.	
Contact: Wang Chen	Contact: Esther Liu
Tel: 86-21-62109116-845	Tel: 86-21-62109116-840
Mobile: 86-13917627074	Mobile: 86-13952618585
E-mail: wangchen@cpit-exhibition.com	E-mail: liuyiru@cpit-exhibition.com
Address: F11, Building 1, No. 277 Longlan Road, Xuhui District, Shanghai	

### 5. Expo On-site Informatization Service Supplier

Shanghai East Best & Lansheng Smart Technology Co.,Ltd	
Contact: Gong Zheng	Contact: Lu Qing
Tel: 86-21-67008485	Tel: 86-21-67008486
Mobile: 86-189161719101	Mobile: 86-18321644936
E-mail: gongz@eblssmart.com	E-mail: luq@eblssmart.com
Address: 30/ Fl, Lansheng Building, 8 Huaihai Zhong Road, Huangpu District, Shanghai	

### 2.3 Recommended Expo Service Suppliers

#### 1. Recommended International Shipping Forwarder

Cosco Shipping Lines Co.,Ltd.	
Contact: Yiwen	Contact: Yanzhen
Tel: 86-21-67008973	Tel: 86-21-67008974
Mobile: 86-13816300623	Mobile: 86-13636462022
E-mail: 06transporter@ciie.org	E-mail: 06transporter@ciie.org
Address: No. 378, Dongdaming Road, Hongkou District, Shanghai	

#### 2. Special Booth Constructors

For more details, please refer to Appendix 6: List of Recommended Special Booth Constructors.

#### 3. Travel Service Suppliers

For more details, please refer to Part V "Exhibition Services" Article 3 [Travel Service].

#### 4. Translation Service Suppliers

For more details, please refer to Part V "Exhibition Services" Article 4 [Translation Service].

#### 5. Recommended Catering Suppliers

For more details, please refer to Part V "Exhibition Services" Article 6 [Recommended Catering Suppliers].





### 3 Venue & Supporting Facilities

#### 3.1 Venue Introduction

- With a total floor area of nearly 1.5 million m<sup>2</sup>, NECC (Shanghai) is currently the largest individual building structure and exhibition complex in the world. It consists of four parts, respectively exhibition pavilions, commercial centers, office buildings and hotels, which are connected together by a Convention Avenue that is 8m in elevation, providing people easy and convenient access to various parts of the structure.



- NECC (Shanghai) covers a total exhibition area of 500,000 m<sup>2</sup>, including indoor exhibition halls covering 400,000 m<sup>2</sup> and outdoor exhibition space covering 100,000 m<sup>2</sup>. For the indoor exhibition halls, there are 13 large halls and 3 smaller ones, all directly accessible by trucks. Near each exhibition hall there are more than 60 conference halls, functioning adequately as meeting facilities.

#### 3.2 Technical Data of the Venue

##### 1. Infrastructure

Venue No.	1.1H	2.1H	3H	4.1H	5.1H/6.1H	7.1H/8.1H	6.2H/7.2H	4.2H/5.2H/8.2H	NH
Elevation (m)	±0.00			16.00			±0.00		
Freight Entry (m:width×height)	8 × 6.5								
Venue Area (m <sup>2</sup> )	26460	27010	26829	26193		26867	27226	26477	10463
Column Grid (m* m)	27×36		/	27×36			54×36		/
Clear Height (m)	12		32	12			17		18
Allowed Height for Booths (m)	6m for single-layer booths; 8.5m for double-layer booths								
Ground Load (ton/m <sup>2</sup> )	5			3.5			1.5		3.5
Brightness (LX)	300								
Transport Method	Venues are accessible by exclusive truck lanes								





## 2. Water Supply Capacity

Venue No.	Process Water Supply Capacity (m <sup>3</sup> /h)
1.1H	50
2.1H	50
3H + NH	100
4.1H+4.2H+ WH	100
5.1H +5.2H	100
6.1H +6.2H	75
7.1H +7.2H	75
8.1H +8.2H + EH	75

## 3. Gas Supply Capacity

Venue No.	Total Gas Supply Capacity of Venues (m <sup>3</sup> /min)
1.1H +2.1H	15
3H +4.1H +4.2H	20
5.1H +5.2H +6.1H +6.2H	10
7.1H +7.2H +8.1H +8.2H	10

## 4. Mobile Communication and Networks

- The 4G network signal fully covers all areas of the venue, with its work capacity currently able to meet the call demand of about 250,000 people per day; a high-performance switching network platform has been built inside the venue, and the comprehensive network cabling covers a wide range of services. The available services include ordinary broadband, high-speed private line broadband, wired fixed line, etc. At the same time, the venue provides a free wireless Wi-Fi network "NECC-FREE" with wide coverage, which can offer high-density, high-bandwidth customized wireless access services according to the needs of the Expo.

### 3.3 Supporting Facilities of the Venue

- Commerce:** The Commercial Plaza of NECC (Shanghai) integrates the functions of shopping, catering, exhibition, entertainment and leisure, and is connected with various exhibition halls. It not only provides supporting services for the Expo, but also extends the Expo effect to meet various needs. In addition to the introduction of large chain restaurants, such as KFC, McDonald's, Pizza Hut, and Starbucks, as well as domestic and foreign specialty food brands, the plaza has established a series of experience sites of well-known brands such as banks, supermarkets, and import direct sales centers that include the functions of publicity and sales, with an aim to provide one-stop, personalized supporting services for exhibitors. **Hotline: 86-21-69791888**







2. **Hotel:** InterContinental Shanghai Hongqiao NECC is the only luxury hotel located within NECC (Shanghai). It is located at the southwest end of the "Clover" and is connected to the exhibition halls via a walking path with an elevation of 8 meters. The hotel integrates such functions as accommodation, conference, business, catering, and leisure. Whether traveling for business or leisure, you can always enjoy the comfortable amenities and considerate services of a five-star hotel. **Booking hotline: 86-21-67001888.**



3. **Office Building:** Three Grade A office buildings of the NECC (Shanghai), located at the tip of the "Clover" leaves, cover a total area of 180,000 square meters with free and flexible space division from 180 square meters to 8,000 square meters in office standard floor area, which can meet a multitude of office needs of various exhibition industry chain enterprises, commercial enterprises, large and medium-sized enterprise headquarters, and financial institutions. Each office building is equipped with two 500 square meters of multi-functional meeting rooms, which provide tenants with efficient and convenient conference services. The 8 m high exhibition areas at 1/F and 2/F can be used for the annual long-term exhibition of various products, which can be coupled with the regular exhibitions so as to magnify the trade functions of the exhibition. **Rent hotline: 86-21-67008852.**

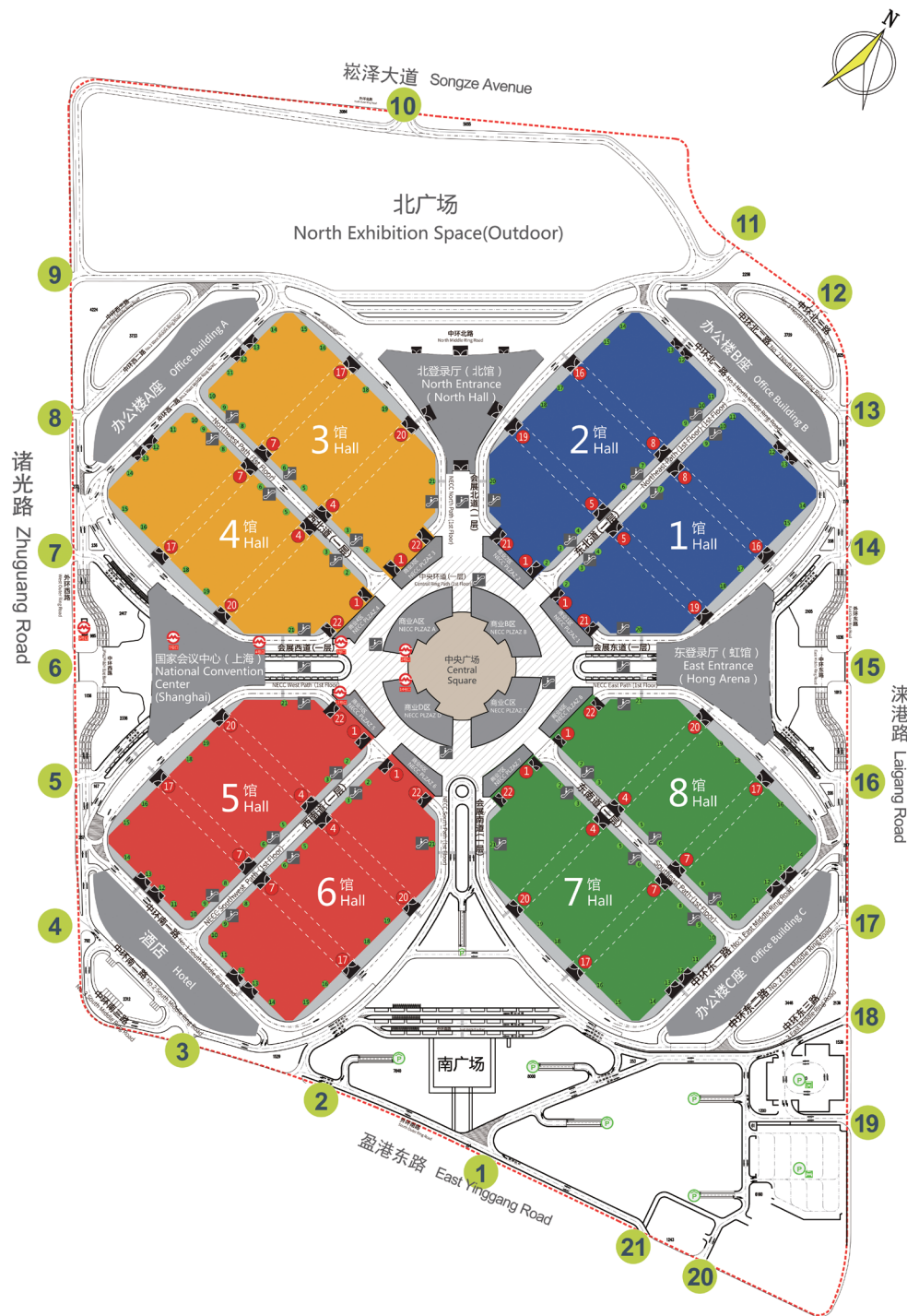


4. **Conference Center:** As the main diplomatic conference venue with the largest conference area that holds the most conferences in Shanghai, China, the National Conference Center, located amidst the venues of the NECC (Shanghai), is the host venue of the opening ceremony of the first China International Import Expo and the Hongqiao International Economic and Trade Forum, including 78 large, medium and small conference rooms, totaling 35,000 square meters, which forms the "cluster" of international modern conference facilities. In the future, it is bound to be the favored destination for all parties to hold meetings, events, banquets and premium exhibitions. **Venue rent hotline (exclude the period of the China International Import Expo): 86-21-67008704.**





## Function distribution



### 3.4 Supporting Facilities of Transportation

Located in Shanghai Hongqiao Central Business District, NECC (Shanghai) is only 1.5 kilometers away from the Hongqiao Transportation Hub. It is closely connected to Hongqiao High-speed Rail Station and Hongqiao Airport through subway. The surrounding expressway network extends in all directions, making it possible to make a trip to each major city in the Yangtze River Delta within 2 hours, and providing people with much convenience in transport. At the same time, NECC (Shanghai) has a total of about 5,050 parking spaces for cars and buses, which can meet the demands of various major exhibitions and events.

#### 1. Rail Transit

NECC (Shanghai) can be reached by taking Metro Line 2 to East Xujing Station, and by Metro Line 17 to Zhuguang Road Station. While taking Line 2, visitors may transfer to Lines 1, 3, 4, 6, 7, 8, 9, 10, 11, 12, 13 and 16 to get to various areas of Shanghai; while taking Line 17, visitors can transfer to Line 2 and Line 10 at Hongqiao Railway Station.

#### 2. Airport

NECC (Shanghai) is approximately 4.5 km away from the No.1 Terminal of Hongqiao Airport (straight-line distance), 2 km from No.2 Terminal of Hongqiao Airport (straight-line distance), and approximately 60 km from Pudong International Airport. Visitors may reach the venue by metro from these three places.

##### 1) No.1 Terminal of Hongqiao Airport-NECC (Shanghai)

By metro: Visitors may take Metro Line 10 to Hongqiao No.2 Terminal Station, and then transfer to Metro Line 2 to East Xujing Station

By taxi: about 20 minutes (10 kilometers)

##### 2) No.2 Terminal of Hongqiao Airport-NECC (Shanghai)

By metro: Visitors may take Metro Line 2 to East Xujing Station

By taxi: about 10 minutes (6 kilometers)

##### 3) Pudong International Airport - NECC (Shanghai)

By metro: Visitors may take Metro Line 2 to East Xujing Station

By taxi: about 70 minutes (about 60 kilometers)

#### 3. Railway Stations

##### 1) Shanghai Hongqiao Railway Station - NECC (Shanghai)

By metro: Visitors may take Metro Line 2 to East Xujing Station, or Metro Line 17 to Zhuguang Road Station

By taxi: about 10 minutes (6 kilometers)

##### 2) Shanghai Railway Station - NECC (Shanghai)

By metro: Visitors may take Metro Line 3 or Line 4 to Zhongshan Park Station and transfer to Line 2 to East Xujing Station

By taxi: about 35 minutes (25 kilometers)





### 3) The South Shanghai Railway Station- NECC (Shanghai)

By metro: Visitors may take Metro Line 3 to Zhongshan Park Station and transfer to Line 2 to East Xujing Station

By taxi: about 30 minutes (about 23 kilometers)

## 4. By Car

### 1) Yangtze River Delta

From the Yangtze River Delta: Traffic flows from Hangzhou, Ningbo and Suzhou may move from Highways such as G60 and G2 to G15 Shenyang-Haikou Highway- Songze Avenue Off-ramp - Songze Avenue - NECC (Shanghai); or Huaxu Highway - Songze Avenue - NECC (Shanghai).

### 2) Elevated Roads in Downtown Shanghai

- In the direction of Yan'an Elevated Road & Southern Outer Ring Highway: Jiading-Minhang Elevated Road - Jianhong Elevated Road - East Yinggang Road - Zhuguang Road - Songze Avenue - NECC (Shanghai)
- In the direction of Beizhai Elevated Road & Northern Outer Ring Highway: Jiading-Minhang Elevated Road - Songze Elevated Road - Panlong Road Off-ramp - Longlian Road - Zhuguang Road - Songze Avenue - NECC (Shanghai)

### 3) Ground-level Roads

- In the direction of Beizhai Road/West Tianshan Road/West Xianxia Road: Shenchang Road or Huaxiang Road - Songze Avenue - NECC (Shanghai)
- In the direction of Yan'an Road: West Yan'an Road - Huqingping Highway - Zhuguang Road - Songze Avenue - NECC (Shanghai)

