



# CHINA IMPORT EXPO, KUNSHAN 2014

Dates: 14-17 May 2014

Venue: Kunshan, Jiangsu, China

To mainly exhibit technologies and products in metal working, automation, environment protection, new materials, brand consumer goods, etc.

**CHINA'S ONLY NATIONAL IMPORT-CENTERED EXPO**

## HOSTS:

Ministry of Commerce of the People's Republic of China

China Council for the Promotion of International Trade

People's Government of Jiangsu Province

## INVITATION

[www.importexpo.org](http://www.importexpo.org)





# China's Only Professional Import-Centered Expo at National-level —Your Best Shot to Enter the Chinese Market!

## Expo Overview //

## Introduction //

As the only professional import platform authorized by the State Council, China Brand Products Import Expo, Kunshan (hereafter referred to as "CIE"), adheres to the theme of "openness and cooperation, transformation and upgrading", and carries out exhibition and activities centering on the advanced technology, key equipment and emerging industries with strategic importance. CIE 2013 attracted over 600 enterprises from 41 countries and regions across the world, with a total exhibition area of 60,000 m<sup>2</sup>. And the accumulated number of trade visitors exceeded 58,200 during the four-day expo.

CIE 2014 will set up three main exhibiting sectors -- Sector for Metal Working and Automation, Sector for Environmental Protection and New Materials, as well as Sector for Brand Consumer Goods. The exhibition area is expected to be 80,000 m<sup>2</sup> with a total of 70,000 expected visitors.

CIE 2014 will be an opportunity to review world-class exhibits, foresee the industry trend and know about China's import market. It is a great chance to enter the Chinese market and you cannot afford to miss out!

Name:

China Import Expo, Kunshan 2014

Edition:3rd

Dates:14-17 May 2014

Venue:Kunshan, Jiangsu, China

Expected Exhibition Area: 80,000 m<sup>2</sup>

Visitors:The expo is for trade buyers only.

Hosts:

Ministry of Commerce of the People's Republic of China  
China Council for the Promotion of International Trade  
People's Government of Jiangsu Province



## Comments on the Expo //

We need to do something in the Asia-Pacific region, and China Brand Products Import Expo, Kunshan 2013 is a good practice in this respect. With efforts made in such an event, we could strike a balance between import and export.

Secretary General Supachai Panitchpakdi  
of United Nations Conference on Trade and  
Development (UNCTAD)

We hope to hold an annual event in Kunshan to discuss the issues we are concerned with, and these are all the commercial issues of common concern for the businessmen and government officials worldwide, which include trade and investment issues.

Secretary General Jean-Guy Carrier of  
International Chamber of Commerce (ICC)

China is strong in the manufacturing industry, and it is a sound destination for business. It was a successful experience for me to take part in the expo, and I was very satisfied with the effect of joining the expo and the value-added services including the networking meeting co-organized by the sponsors.

General Manager Xiao Hong of Shanghai  
Technical Service Center of the Association for  
Manufacturing Technology of the United States



# Honors & Awards //

## April 2013

Runner-up of the Best International Project of the 2013 World Chambers Competition

## November 2012

TFC Certification of the U.S. Department of Commerce

## September 2012

Title of "China Import Promotion Center"

### Organizers:

Trade Development Bureau of Ministry of Commerce  
 Secretariat of China Chamber of International Commerce  
 Department of Commerce of Jiangsu Province  
 Foreign Affairs Office of Jiangsu Provincial People's Government  
 China Council for the Promotion of International Trade, Jiangsu Sub-Council  
 People's Government of Suzhou  
 People's Government of Kunshan

Automation Equipment and Technologies Sector  
 Drive and Logistics Equipment Sector

**Environmental Protection and New Materials**  
 Technologies and equipment in water treatment and air pollution control, equipment in handling solid waste and renewable resources, etc.  
 Special metal materials, high-end metal structural materials, highly-functional polymer materials, new inorganic non-metallic materials, etc.

### Major events:

World Business Leaders (Kunshan) Conference, series of new technologies and products release conferences, and series of networking activities, etc.

### Statistical Data:

Year	2013
No. of Exhibitors	602
No. of Visitors	58,200
Exhibition Area	60,000 m <sup>2</sup>

### Exhibits categories:

Metal Working and Automation  
 NC Machine Tools and Metal Working Sector

### Brand Consumer Goods

Consumer Electronics Sector  
 Homewares Sector  
 Food and Wine Sector

# Expo Highlights //

## *The exhibit categories closely meet the demand of China's import market*

» CIE has its three independent sub-shows, which are Metal Working and Automation Show, Environmental Protection and New Materials Show as well as Brand Consumer Goods Show. CIE focuses on exhibiting the advanced technologies and key equipment imported by China during the 12th Five-Year Plan Period as well as the key emerging industries and organizing related trade activities.

## *We provide all-round services to help you quickly enter the Chinese market.*

- » We employ reliable databases and other resources offered by regulators of various industries to efficiently and accurately invite purchasers to trade at the expo.
- » We pass on the latest China's import-related policies and demands to you.
- » We provide you with free consulting services by a team of great experts in analyzing policies and finance.
- » We provide consecutive service in the mode of 4+361 in a year through various of matchmaking and networking activities.

## *We provide strong multi-media support and publicity services to help you increase exposure.*

- » The worldwide popularization of CIE will inject more power into your brand promotion.
- » We tailor new technology and products release conferences to your particular needs.
- » We have a professional media promotion team to do the pre- and post-expo tracking reports.
- » We had over 70 domestic and overseas media with approximately 170 journalists at CIE 2013. According to incomplete statistics, the related reports before and during CIE 2013 reached more than 1,000.





# Sector for Metal Working and Automation //



## I Market Background

According to China Machine Tool & Tool Builders' Association, in the period from 2002 to 2012, China was the largest machine tool producer and consumer across the world for 11 consecutive years, with the consumption in metalworking accounting for 45% of the global total. In 2012, the consumption in metal machine tools reached USD 38.28 billion, the import volume was USD 12 billion, up by 12% year-on-year. As the most developed manufacturing zone, Yangtze River Delta contributed 1/6 of China's GDP, and it consumed 1/3 of the middle and high-end CNC machines.

## III Review of CIE 2013

The exhibition area of machinery and equipment of CIE 2013 was 12,000 m<sup>2</sup> and the special booth accounted for 75% of total booth number. The exhibition was organized in three special zones for high-precision machine tools, automation technology and equipment and cutter and other machine tool parts. The highlight of this area is the rich content of high-end, smart equipment and technology. 73% of the exhibits were CNC machine tool, most of which were vertical/center lathe and gantry CNC machine tool. Many World 500 and industry leaders attended the expo, including Haas from the U.S., Okuma and Mitsubishi from Japan, and Doosan and Samsung from Korea and etc.

## Some exhibitors



## II Basic Information

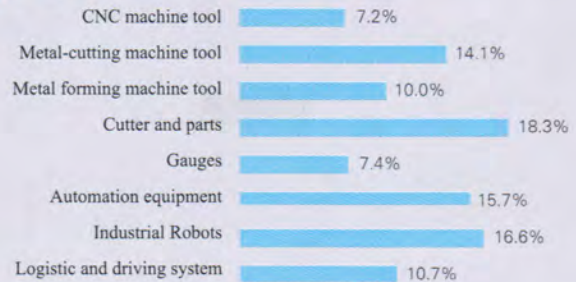
1. Expected Exhibition Area: 30,000 m<sup>2</sup>
2. Exhibit Categories
  - (1) Metal Working  
Metal-cutting machine tool, metal forming machine tool, mould, fixtures, cutters, gauges and parts.
  - (2) Automation, logistic and driving systems  
Assembly and handling systems, linear positioning systems, control systems, industrial PCs, Networks and Field Bus Systems, Embedded systems, measuring and test systems, industrial automatic data capturing and identification systems, automation service, mechanical handing equipment, warehouse equipment and workshop appliance, logistic system and software, fluid dynamics-driven systems, mechanically-driven systems, electrically driven system and air compression.
3. Expected visitors: 18,000  
Targeted purchasers: Decision-makers and professional staff in the fields of engineering machinery, rail locomotive, automobile and spare parts making, mould making, etc.
4. Press cooperation  
China Industry News, Machinery & Electronics Business, Machine Design, Modern Manufacturing, Ringle, www.cmt178.com, www.jc81.com, www.mtmi.ibicn.com, www.jdzj.com.



## Analysis of trade buyers

The sector of machinery and equipment at CIE 2013 received 11,057 trade buyers; 70.6% of them were from Yangtze River Delta. And buyers were from industries such as automobile, engineering machinery, transportation, mould and auto parts.

### Fields that intrigue Trade Visitors:



### Structure of professional buyers:



## Comments from exhibitors

The expo is quite satisfying in terms of the result of the exhibition and the docking activities, which were organized with the assistance of the organizer. China, the manufacturing giant, becomes the business destination for all. This expo was a fruitful one and we will bring more of our members to the next expo.

Association for Manufacturing Technology

This expo helped us get more recognition in local market, which makes it very conducive for us to enter the market.

Samsung

The import expo surely won us and our exhibits more recognition.

Mitsubishi



# Sector for Environment Protection and New Materials



## I Market background

Investment in environment protection during the 12th Five-year Program period is expected to be about RMB 250 trillion, an average annual investment around RMB 620 billion. China's environment protection industry in the coming years is estimated to maintain an average annual growth rate of 15% -20%. It is expected that during the 12th Five-year Program period, investment in urban sewage treatment will reach RMB 436 billion, desulfurization and denitrification RMB 135 billion, urban waste disposal RMB 94.4 billion and environment monitoring and emergency response RMB 70 billion. As one of China's seven strategic emerging industries; new materials is expected to register RMB 2 trillion worth of output value by 2015, with an average annual growth rate exceeding 25%.

## III Review of CIE 2013

The exhibition area for Environmental Protection, New Energy and New Materials in 2013 China (Kunshan) Brand Products Import Expo was 6000 m<sup>2</sup>, housing 81 participating enterprises. Nearly 200 state-of-the-art production technologies and solutions were displayed in this area. World-renown companies including Emerson (US), AUG Signals (Canada), Camfil Farr(Sweden), and Abs Noxon Oy (Finland) had brought their highly sophisticated equipment and technologies to the exhibition.



## II Basic information

1.Expected exhibition area: 6,000 m<sup>2</sup>

2.Exhibit Categories

(1)environment protection technologies and equipment

Technologies and equipment in water treatment and air pollution control, equipment in handing solid waste and renewable resources

(2)new materials

Special metal materials, high-end metal structural materials, highly-functional polymer materials, new inorganic non-metallic materials, high-performance composite materials, cutting-edge new materials and etc.

3. Expected visitors: 10,000

Mainly from:

- > Decision-makers from government, departments of urban planning and relevant non-governmental agencies;
- > Manufacturers, designers and engineers who are looking for environment protection solutions and products;
- > Chain stores, retailers and shipping companies who are looking for environmental-friendly packages;
- > Developers who are looking for green building designs;
- > Consulting engineers, architects, surveyors, cleaning service providers and property management companies;
- > Corporate administrative staff

4. Press cooperation

China Environment News, Environment and Development, Chinese Environmental Protection Industry, China Environmental Science, China Water Industry Network

## Some exhibitors



## Analysis of professional buyers

Altogether 9,845 professional buyers had visited the Sector of Environment Protection, New Energy and New Materials at CIE 2013, of which, 66.9% were from the Yangtze Delta region. Buyers were mainly from sectors of metallurgy, energy, management department in industrial parks, and governmental departments of water supply, housing and urban-rural development and environment protection.

### Sectors in which buyers are interested:



### Structure of professional buyers:







## I Market background

In 2012, the total retail sales of consumer goods in China hit RMB 20716.7 billion, up by 14.3%. The total retail sales of consumer goods in the Yangtze River Delta region reached RMB 3150 billion, a year-on-year increase of 13.5%. Among them, the total retail sales of consumer goods in Jiangsu were RMB 1800 billion, accounting for 57.1%.

At the beginning of 2013, the volume of imported consumer goods was USD 17.34 billion in China, accounting for 6.1% of the total import volume in the same period, and food and liquor has become the largest category of imported consumer goods.

## III Review of CIE 2013

The exhibition area for brand consumer goods covered 12,000 m<sup>2</sup> at CIE 2013. 145 companies from 30 countries and regions participated in the exhibition. Nearly 10 national pavilions, including Czech Republic, Japan and Korea, showcased their respective representative consumer goods. Mitsubishi Heavy Industries of Japan, LG Electronics of Korea, BSH Home Appliances of Germany, A.O.Smith of the United States and other multinational corporations were also attracted to CIE 2013. Besides, there were white coffee from Malaysia, rum from Cuba, olive oil from Spain, crystal from Czech Republic, carpets from Iran and special red wine from France, Italy, Australia, Argentina and other countries.

## Analysis of trade buyers

The trade buyers totaled 25,088 at the sector for brand consumer goods in CIE 2013. Among them, 74.6% came from the Yangtze River Delta region. The trade buyers were composed of import and export companies, high-end consumer goods chain stores, potential agencies and individual consumers.

The buyers were interested in the following sectors:



## II Basic information

1 Expected exhibition area: 40,000 m<sup>2</sup>

2 Exhibit categories

A Household supplies: household equipment and appliances, sports and leisure products, health products, bathroom articles, etc.

B Electronic products: digital image and video, high-definition family entertainment technology, home theater and video, wireless technology, etc.

C kitchenware and tableware: glassware, chinaware, earthenware, metalwork, table decorations and cookers.

D Household appliances: toasters, blenders, dishwashers, dryers, water purifiers, etc.

E Food and liquor.

3 Expected visitors: 20,000

Mainly from: > Import and export enterprises > Trading companies > Distributors  
> Wholesalers > Retailers > Individuals with economic strength

4 Press cooperation

Wines-info.com, shipin.gongchang.com, foodmate.net, East Asia Economic News, ifeng.com, gloluxury.com, FengSung.com, ChinaLuxus.com, asiaBT.com, discoversources.com, hisupplier.com, chinajisp.com, China Appliance, cheaa.com, etc.



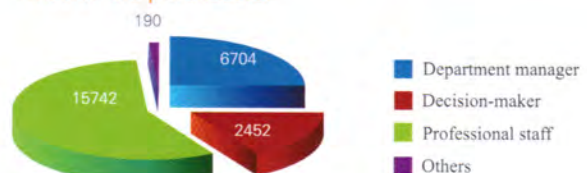
## Some exhibitors



## Comments from exhibitors

- Nanjing Representative Office, KOTRA (Korea Trade Investment Promotion Agency): The organizers provided comprehensive and thoughtful services.
- ArcaWines, Italy: CIE has great potential for development due to its clear and definite positioning.
- YCG, New Zealand: It has helped us to get reasonable exposure in the Chang San Jiao (i.e., Yangtze River Delta) region for our brand through media interviews and visitor exposure at the trade show itself. We would recommend CIE to businesses from around the world. It is a great opportunity to showcase and get brands and products established in the China market.
- Some red wine exhibitor: Jiangsu is a very basic direction for our promotion, we definitely be here next year.

Titles of the purchasers:





## Booth Fee and Format //

Format	Size	Fee	Facilities Provided
Standard booth	3×3=9m <sup>2</sup>	US \$2500	Surrounding walls (3m×3m×2.5m), one discussion table, two chairs, two 40W fluorescent or spotlight lamps, one 220V/5A socket, one fascia board with Chinese and English company name
Custom-built booth	≥36m <sup>2</sup>	US \$240 per sq.m.	No decorations are provided. Exhibitors are responsible for all booth installations. Reservations of 36m <sup>2</sup> or greater are allowed.

## Booth Application and Discount //

1. By E-mail/fax -- Fill in the application form, stamp it with the official seal and E-mail or fax it to the exhibition agency in your country or region, or contact our secretariat directly.
2. On-line -- Register on line via the official website [www.importexpo.org](http://www.importexpo.org).
3. A 20% discount of booth fee will be offered if you apply before December 31, 2013.

## Checklist of Important Dates //

Deadline	Description
20 March 2014	Application for booths
5 April 2014	Submission of Exhibits List for the record of China customs
20 April 2014	Payment of all the booth fee
1- 13 April 2014	Application for exhibition services. Contact the recommended CIE service providers or apply on-line if special decoration, logistics, air ticket and hotel reservation, business tour and other services are needed.
9-13 May 2014	Registration of exhibitors and decoration of booths
14-17 May 2014	Exhibition Period
4 p.m. 17- 18 May 2014	Move-out

## Contact Information //

### Secretariat of China Brand Products Import Expo, Kunshan

Group	Contact Person	Tel	Fax	E-mail
Exhibitor	XU Jun (Metal Working)	+86-25-52856792	+86-25-52856751	xujun@jscppit.gov.cn
	CAO Jin (Automation)	+86-25-52856438		caojin@jscppit.gov.cn
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KUNSHAN 2014**

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