**China International Import Expo Road Show**

**Time:**10:00-11:30, Thursday, 1 February, 2018

**Venue:** Via Corso Venezia 47, Confucommerciao

**Ball room**: Sala Colucci

**Hosts:** Consulate General of People’s Republic of China in Milan

Department of Foreign Trade, Ministry of Commerce of People’s Republic of China (MOFCOM)

China International Import Expo Bureau, MOFCOM

Assolombarda Confindustria Milano Monza e Brianza

ITA（Italian Trade Agency)

In May 2017, Chinese President Xi Jinping announced at the Belt and Road Forum for International Cooperation that China will host China International Import Expo (CIIE) starting from 2018. In the following five years, China is expected to import goods and services worth more than ten trillion USD, and this provides a historic opportunity for enterprises worldwide to enter the huge Chinese market.

The first CIIE will be held in Shanghai during November 5th -10th, 2018. An important part of the CIIE is Enterprise & Business Exhibition, a platform on which enterprises all over the world could display their commodities and services and make deals upon negotiations. The Enterprise & Business Exhibition consists of two sections: trades in goods and services. The section of trade in goods includes 6 exhibition areas: High-end Intelligent Equipment; Consumer Electronics & Appliances; Automobile; Apparel, Accessories & Consumer Goods; Food & Agricultural Products; Medical Equipment & Medical Care Products with a total area of 180,000 ㎡. The section of trade in services comprises 5 exhibition areas: Tourism, Emerging Technologies, Culture & Education, Creative Design and Service Outsourcing with a total area of 30,000 ㎡.

On 1 February, a CIIE Enterprise & Business Exhibition Road Show, hosted by Consulate General of People’s Republic of China in Milan, Department of Foreign Trade, Ministry of Commerce of People’s Republic of China (MOFCOM), and Bureau of China International Import Expo, will be held at Via Corso Venezia 47, Confucommerciao. During the promotion seminar, you shall be provided with adequate information on the CIIE Enterprise & Business Exhibition, get accurate answers to any question raised and make reservation of exhibition booth onsite.

**Itinerary**

**09:30 Registration**

10:15 Welcome speeches

10:30 Road Show

Presentations by Chinese Delegation

10:50 Q&A

11:20 Signing Ceremony

11:30 Networking

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**Registration**

The Forum is free of charge for all attendants. Please kindly fill in the confirmation form for participation to Ms. WANG Shang(China) ([wangshang@sinoexpo.cc](mailto:wangshang@sinoexpo.cc)) and Ms.Wu Xiaoyue (Italy) ([wuxiaoyue@ccpit.org)](mailto:wuxiaoyue@ccpit.org) for registration. Since there are a maximum of 150 seats, please kindly register before Tuesday, 30th January, 2018.

Additional information:

1. Introduction to CIIE

2. Frequently asked questions and answers

3. Confirmation form for participation