



World Chambers Competition 2013

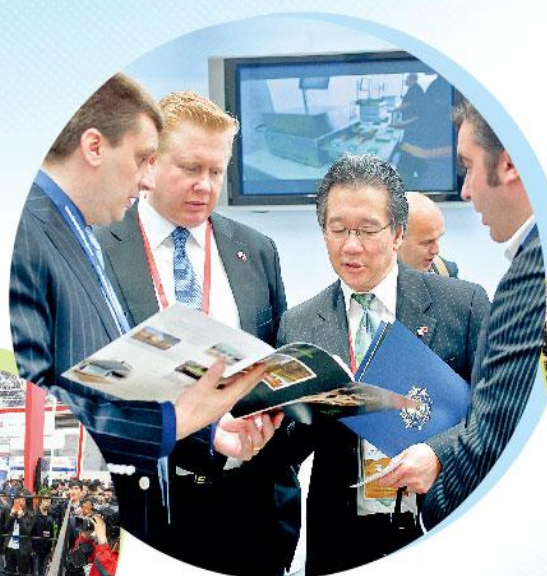
China International Import Expo

Applied Category:

Best International Trade Project

China Chamber of International Commerce

International Chamber of Commerce China National Committee



Beijing, China
December 5, 2012

Executive Summary

In the wake of global financial crisis, global economy is on the road to recovery, but is plagued not only by escalating European sovereign debt crisis, but also by slowing growth of the world's major economies. In this case, many countries take trade protectionism as an expedient to alleviate heavy pressure on their economy. However, China has played an exemplary role in expanding its import trade for a balanced economy.

As the second largest economy and the biggest emerging market in the world, China has become the largest exporter and second largest importer, whose rapid economic growth contributes a lot to global economy. Amid global economic uncertainty, China has actively shifted its foreign trade policy to spur global economic growth. China has adjusted its trade policy from export-oriented economy to a balanced one with import expansion as its national strategy.

In addition, China Chamber of International Commerce (CCOIC) & ICC China firmly believes that free international trade fosters global economic prosperity and trade protectionism will definitely be detrimental to overall recovery and development of the world economy. The belief squarely coincides with the principle of free trade ICC always champions. Under this circumstance, CCOIC and Jiangsu Provincial People's Government co-hosted the First China International Import Expo (CIE 2012) in Kunshan, Jiangsu, from 29th to 31st March 2012, creating the largest professional import trading platform nationwide in the Yangtze River Delta. During the expo, CCOIC also hosted the First Asia Pacific Chambers Congress (APCC) and Networking Meeting for Chinese and Foreign Chambers of Commerce, which established an effective platform to strengthen cooperation and promote communication among the chambers from the world. The congress also adopted the *APCC Kunshan Consensus* aimed at carrying forward the spirit of free trade and opposing protectionism in trade, receiving widespread encouraging response from in Asia-Pacific business circles.

Since its inception, the first CIE has been crowned with success and hailed as China's significant import expansion platform. CCOIC & ICC China integrates all the

resources to maximize the benefits of CIE and has made great strides in this project, which has brought considerable benefits to all the participants and exerted widespread global influence.

CIE Introduction

In recent years, China has accumulated huge trade surplus with its major trading partners. Therefore, China is actively adjusting its economic structure and redressing its foreign trade imbalance. It actively expands import and promotes balanced growth between import and export. Its import expansion strategy is mutually beneficial in driving global trade and elevating world economic growth. China's National Development and Reform Commission, Ministry of Commerce, General Administration of Customs, along with other five ministries, have formulated specific import expansion policies and measures.

In the context of fragile global economic growth and China's shifting foreign trade policy, CCOIC blazes a trail in initiating this project of the China International Import Expo, which is aimed at adjusting to global economic rebalancing, and China's economic restructuring & industrial upgrading, expanding imports of advanced technical facilities, key components, scarce materials, new energy resources, energy-saving and environmentally friendly products, satisfying the import demands of newly emerging strategic and other key industries ranging from the latest generation of information technology, energy-saving and environmentally friendly industries, new energy resources, biological industries to advanced equipment manufacturing, new materials as well as new energy vehicles, and expanding imports from FTA countries, countries with large trade deficits with China and the least developed countries.

In contrast with other fairs or expos focusing on export or import & export in China, such as, Canton Fair, the China International Import Expo is focusing on the exhibition of imported products only and attracting only foreign exhibitors.

The first CIE has achieved tremendous success. At the CIE 2012, 56,000 Chinese purchasers or importers came to the expo and total visitors amounted to 72,000. Six

hundred and seventy-seven enterprises from 46 countries and regions exhibited their products at the CIE, including 21 of the top 500 enterprises across the globe and many leading enterprises in their respective sectors. There were altogether 2,080 booths in the Exhibition Hall with a total area of 50,000 m². Meanwhile, to enhance overall cooperation between participants, the CIE 2012 highlighted a series of significant events: the First Asia Pacific Chambers Congress, Networking Meeting for Chinese and Foreign Chambers of Commerce, Import Expansion and Balanced Trade Development Forum, New Products Launch Meetings and Strategic Cooperation Agreements Signing Ceremony. It has been blessed with firm support from a host of international organizations such as International Chamber of Commerce (ICC), governmental departments or agencies, trade promotion organizations, business associations as well as commercial chambers at home and abroad. The grand opening ceremony for the CIE 2012 and the first APCC were graced by the presence of Mr. Rona Yircali, Chair, World Chambers Federation (WCF), and Mr. Jean-Guy Carrier, ICC Secretary-General.

The CIE 2013 will continue its original tradition as China's premium import trading platform and be focused on exhibiting four categories of products: machinery equipment and technology; environmental protection products, new materials and energy; IT products and technology; and brand consumer goods within a total exhibition area of 70,000 m². Meanwhile, the CIE 2013 also garners active domestic and foreign support. During the expo, we will boost comprehensive cooperation through organizing the second APCC, Import Expansion and Balanced Trade Development Forum and other main events.

CCOIC has improved this project by drawing on strengths from its sub-councils at home and 16 representative offices abroad, as well as enlisting supports from national governmental departments and local governments, ICC, WCF, American International Chamber of Commerce, Federation of German Wholesale, Foreign Trade and Services, Canada-China Business Council, China-Britain Business Council, Japanese External Trade Organization (JETRO), U.S.-China Business Council, Paris Chamber of Commerce and Industry and other chambers of commerce and business associations. It

joins hands with Jiangsu Provincial People's Government and China's Ministry of Commerce to foster an international prestigious professional import trading platform.

Results and Influence of the CIE 2012:

1. World-renowned multinational enterprises displayed the latest technologies and products

The Expo focused on hi-tech products that China is currently in urgent need of introducing from various industries such as high-end mechanical equipment, automatic control systems, new energy, environmental protection, new materials, etc. Exhibitors included Musashi, Schleifring, HASS and OKUMA. In the field of new energy, Voith, and Taiwan High and New Technology Co., Ltd., a small wind power company who was the first to obtain the EU TUV certification, both participated in the Expo. Leading global companies in environmental protection and new materials, for instance, BASF, also attended the Expo. Moreover, Ontario, Canada, Essex, UK, Limburg, Belgium, the Aichi Prefecture of Japan, Australian Chamber of Commerce, JETRO, Korea Trade Investment Promotion Agency, as well as 16 groups from governments of provinces, autonomous regions and chambers and associations organized large exhibiting delegations for the Expo. The technologically leading LWA series machine arm was exhibited by static pressure expansion fixture system manufacturer Schunk; meanwhile, Also exhibited are many internationally renowned brands such as Canon, Mitsubishi, Cadillac, Lincoln as well as some exotic products from various countries such as Persian silk rugs from Iran, marine algae from Chile and sake from Japan.

2. Wide coverage of trade visitors, great number of potential deals

According to the analysis from a professional third party organization, the Expo received 56,545 visitors from 31 provinces, autonomous regions and municipalities throughout the country, among which visitors from Jiangsu Province accounted for 59% while those from other provinces made up 41%.

3. Various terrific events and significant outcomes

During the Expo, 11 major events were held, including the first Asia Pacific

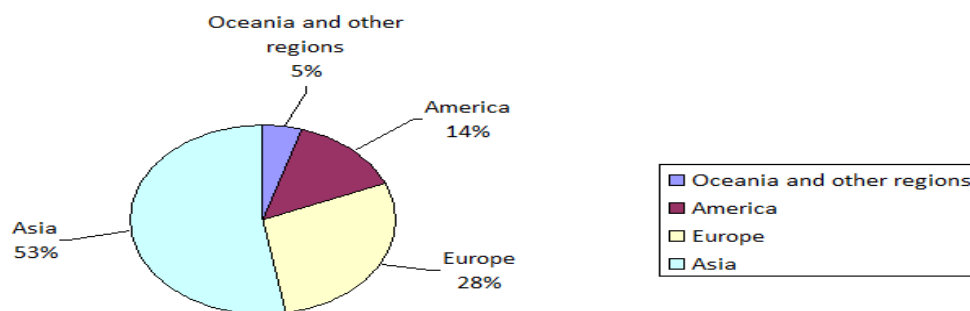
Chambers Congress, which gathered heads from Asia-Pacific business community; Seminar on New Technology in Environmental Protection in Limburg Province, Belgium, Seminar on Commercial Opportunities of Offshore Wind Power in East England, Import Expansion and Balanced Trade Development Forum, Networking Meeting for Chinese and Foreign Chambers of Commerce, Procurement Information Publicity Conference, China-Canada Economic and Trade Partnering Conference, California (USA) Trade Seminar, and New Technology Release of Nakamura-Tome Precision Industry Co., Ltd. 1,200 people from 54 countries and regions attended these events and nearly 500 cooperative projects were reached by almost 100 chambers and associations. The APCC adopted the *APCC Kunshan Consensus* to call on member countries in the Asia-Pacific area to promote a spirit of free trade and oppose trade protectionism.

4. Wide attention from the public and extensive media coverage

More than 130 reporters at home and abroad covered the expo. The mainstream media such as People's Daily, Xinhua News Agency, Economic Daily, China National Radio, CCTV, China Daily, Science and Technology Daily, and China News Agency made an extensive reporting of this expo. Major media in Jiangsu, Nanjing and Suzhou, such as Xinhua Daily, Jiangsu Broadcasting Corporation and Yangtse Evening Post also reported on the preparatory work, news conferences and standout events of the Expo. Overseas media, such as PR Newswire and Panos Pictures, dozens of top media from Hong Kong, Macao and Taiwan, such as Phoenix Television, Macao Daily News, United Daily (Taiwan), and various media from Beijing, Shanghai, and Zhejiang, also appeared at the venue to offer timely reports on the Expo. According to incomplete statistics, by April 1, domestic and overseas media produced 950 articles (pieces) of original reporting, of which reporting by state media accounted for 62%, media from Jiangsu province 17%, Shanghai media 9%, Hong Kong, Macao and Taiwan 5% and Suzhou, Kunshan 6%.

5. Analysis on Exhibitors

(1) Regional Distribution Analysis



(2) Exhibitor Satisfaction Survey

According to a sample questionnaire survey, 83% of exhibitors were “generally satisfied” with the expo’s comprehensive quality; 71% of exhibitors said they would attend the CIE 2013. Exhibition results were mainly reflected by increasing market promotion, raising awareness, reaching procurement and sales intentions, developing potential customers, and obtaining the latest technology and business information.

(3) Comments from Exhibitors

◇ Okuma Corporation, Schunk GmbH & Co. KG—*We gained unexpected achievements at the Expo. It went far beyond our expectations.*

◇ Faryard Empire Inc.—*During the Expo, we met many people of different trades and business relations. We enjoyed our time at the expo and established new business relationships. It was an amazing experience for us.*

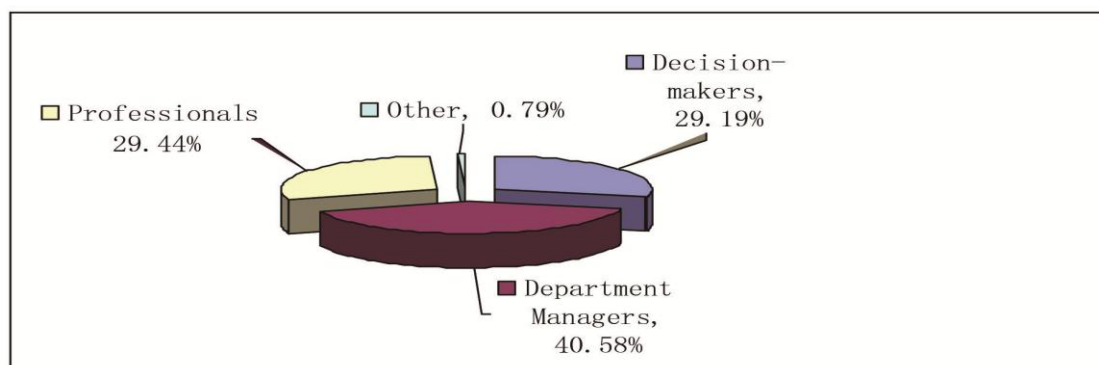
◇ GENESIS BBQ — *We never imagined we would have such great results. We will definitely reserve a larger space at the next CIE.*

◇ Products of Australia Pty Ltd. — *During CIE, we have found potential distributors. The Expo was very well organized and very professional.*

6. Analysis on Trade Visitors

This Expo received 56,545 visitors and the gate control system recorded 71,930 people. It welcomed 10,206 visitors on the first day, 16,515 on the second day and 29,824 on the third day. Visitors in groups accounted for 14,216 of total visitors; the Expo also welcomed 773 VIPs and 1,008 pre-registered visitors. Meanwhile, there were 40,097 on-site registered domestic visitors (from 358 cities among 31 provinces and municipalities) and 451 overseas visitors (from 25 countries and regions).

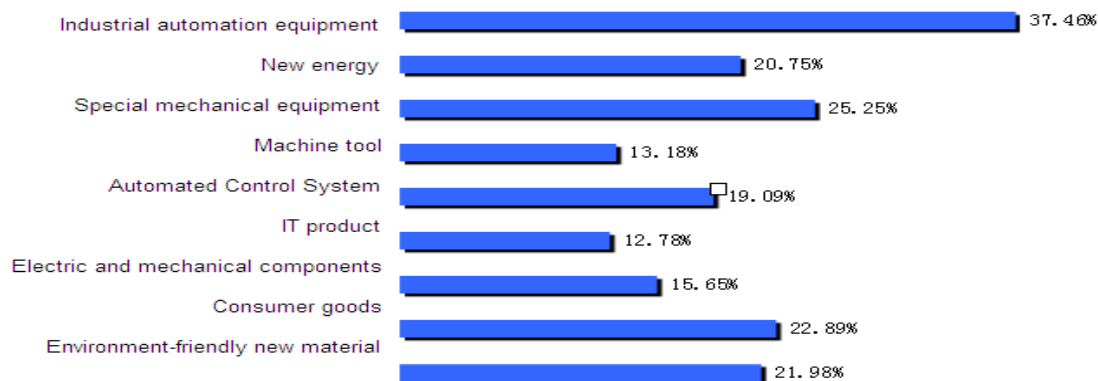
(1) Roles in Procurement



(2) Purposes



(3) Fields that Trade Visitors are Interested in



Key Features of the CIE 2013

1. Unique Orientation: it is the first national professional import expo, which is designed to help overseas enterprises exhibit their products and technologies, and expand their market in China. According to the development of China's key industries and import demands, four exhibition areas are set, with the expected exhibition area up to 70,000 m².

2. Outstanding Achievements: through extensive media publicity and precise visitor organization, the expo will attract over 80,000 trade visitors; meanwhile, many concurrent events, such as news conference on new products and supply and demand information partnering conference will add glamour to this expo.
3. Abundant Information: during the Expo, many events will be held, such as China's import policy analysis, industry symposium, procurement information publicity conference, news conferences on new products and technologies, etc., which shall help you obtain the latest and most authoritative information, deeply understand the Chinese market and industry trend.
4. Excellent Services: relying on the rich experience in exhibition, the Expo Secretariat will provide exhibitors with professional and reliable services, and successfully create a trade exhibition platform for overseas suppliers and domestic purchasers to communicate with each other smoothly and achieve cooperation.

Worldwide Recognition

The CIE has been widely recognized by global business community and foreign governments. In addition, more than 40 business chambers and associations has recognized and certified the CIE. They are actively organizing delegations of exhibitors to participate in the expo. Here are some selected parts, to name but a few:

U.S. Department of Commerce: The China International Import Expo is certified under U.S. Department of Commerce, Trade Fair Certification Program (TFC).

Excerpt from the Letter of Doris O. Matsui, Member of the U.S. Congress to Mr. Zhao Xiaodi, CCOIC former Secretary General:

Congratulations on holding the China International Import Expo 2012, the first event of this kind in China's history. I trust that your organization will truly enhance trade opportunities between the United States and China. I commended you for your efforts in putting together this event and for creating tremendous export opportunities for businesses in the United States and the State of California. It is encouraging to see that China has made it a priority to increase its imports from the United States and

California, and integrated this into its national economic development plan. I am confident that this will promote goodwill and cooperation with your trading partners in the United States, California and around the globe.

Excerpt from the Letter from Mr. Mahbubur Rahman, President of ICC Bangladesh, to Mr. Xiong Xunlin, Deputy Secretary General, CCOIC:

I will always cherish the grand and elaborate arrangements made by China Chamber of International Commerce and ICC China for the meetings as well as the hospitality extended to all of us during our stay in China.

Please accept our thanks & deep appreciation for your unmatched hospitality & personalized attention. Your CIE 2012 and Asia Pacific Chambers Congress was a grand success.

Conclusion

China has a market economy with huge potential demands for foreign products and services. CCOIC has launched this project to boost imports from foreign exporters and offer foreign manufacturers better access to China's huge market. The project benefits foreign exporters and manufacturers, Chinese purchasers and importers, as well as various global traders. In addition, it will help China rebalance its imports and exports, which not only slashes its trade surplus with some major trading partners, but also enhances global economic growth. In terms of its innovativeness, intellectual property rights protection, profound influence, invested resources, excellent services and numerous benefits for global trade, this project is considered to be the superb one of its kind. Meanwhile, amidst current global economic slowdown, the aftermath of international financial crisis and the rise of trade protectionism, CCOIC, an ardent advocate of free trade, developed this project to actively increase China's imports, promote the gradual rebalancing of global economy, oppose trade protectionism and put into practice the principle of free trade ICC champions. In this sense, this project can be regarded as the best international trade project.