



# CIIE 2021 INFORMATION MEETING

For the fourth time, the China International Import Expo (CIIE) will be held on 5-10 November 2021 in Shanghai. In preparation for one of Shanghai's biggest annual events, the CIIE organizers have kindly offered to provide some insights into the previous expos and give an outlook on what to expect this year.

At the 2020 CIIE, in spite of the COVID-19 outbreak, 23 Danish companies from the food industry joined the Danish pavilion covering 300 sqm in total in the Food & Agriculture area.

In 2021, the Confederation of Danish Industry together with the Royal Danish Consulate General in Shanghai and with Food Nation as branding partner will be looking into organizing a Danish Pavilion again in the Food & Agriculture area. This year together with State of Green, we will also look into the possibility of organizing a sustainable solutions pavilion in the Machinery area.

Join this meeting and get more information from the organizers about CIIE 2021.

## WHEN & WHERE?

Webinar on the 3<sup>rd</sup> of March 2021 from 08.30 to 10.00.

## PRICE?

The webinar is free of cost.

## VENUE?

Online meeting.

## REGISTRATION?

Sign up for the webinar no later than the 3<sup>rd</sup> of March 2021.

[SIGN UP HERE](#)

## PROGRAMME

**08:30-09:00** Intro video of CIIE by CIIE Bureau & Registration

**09:00-09:05** Opening speech by Søren Falck, Leading International Adviser, The Confederation of Danish Industry

**09:05-09:10** Opening speech by Consul General Jakob Linulf, Royal Danish Consulate General, Shanghai

**09:10-09:20** Speech by Chinese Embassy in Denmark

**09:20-09:30** Speech by CIIE Bureau

**09:30-09:40** Introduction of Food and Agri Sector by CIIE

**09:40-09:50** Introduction of Machinery Sector by CIIE  
(Focusing on green technology, sustainability)

**09:50-10:00** Q&A

## CONTACT

For any questions in relation to the event, please contact:

**Confederation of Danish Industry**

Søren Falck  
(+45) 3377 4715  
[srfk@di.dk](mailto:srfk@di.dk)

