

CIIE - CHINA INTERNATIONAL IMPORT EXPO 2021

5-10 NOVEMBER 2021, SHANGHAI, CHINA

DEADLINE FOR SIGNING UP IS FRIDAY 2 April 2021

JOIN THE DANISH FOOD, AGRI, INGREDIENTS, SUPPLEMENTS, EQUIPMENT & BEVERAGES PAVILION

In its very short lifespan, CIIE has already now proven to be the most important Chinese exhibition for Danish food, supplements and beverages companies.

Based on our experiences from 2020 - where we had 23 companies exhibiting on 300 sqm - we are now also inviting ingredients companies as well as agri and equipment companies to the food sector to join.

In 2021, the Danish Pavilion at CIIE will be showcasing the participating Danish companies to the many Chinese buyers and decision makers visiting CIIE.

The Danish Pavilion is organized by the Confederation of Danish Industry in co-operation with the Danish Consulate General in Shanghai and with Food Nation as our branding partner for the pavilion. The Danish Pavillion receives 75 per cent funding from the The Danish Trade Council.

WHO SHOULD JOIN?

Your company are welcome to join the Danish Pavilion if you have a Danish VAT number and your company is working with food, ingredients, supplements, beverages, agri-business or equipment to the food industry.

CIIE is an all-round sourcing platform where valued buyers will meet high-caliber suppliers and provide your company an opportunity to elevate business in China. As the key event in China, the Danish Pavilion at CIIE is relevant for companies working with:

Agri Business Equipment, Beef, Beverages –Alcoholic & Non-alcoholic, Bakery Products - Biscuits, Bread, Butter Cookies, Cakes and Off Bake & Cereals, Coffee & Tea, Confectionery - Candy & Chocolate, Dairy, Dietetic Products, Eggs and Poultry, Equipment to the Food Industry, Food Oils, , Frozen Food, Fruit Products - Concentrates, Dried, Fresh, Jams, Juices, Marmalades, Pulp, Smoothies & Spreads, Herbs & Spices, Ingredients, Meat, Milk Powder, Mineral Water, Nutrients, Organic Products, Pork, Seafood, Seasonings and Condiments, Soft Drinks, Supplements and Vegetables.

[Click here to read more about CIIE](#)

WHY JOIN?

- CIIE is a must-attend event for Danish food-related companies interested in doing business in China
- CIIE provides a two-way channel for global companies to enter the Chinese market and for Chinese companies to seek international partners
- Expected to attract more than **150,000** Chinese professional buyers
- Official statistics show the first CIIE concluded with the value of intended deals exceeding **\$57.8 billion**

YOU WILL GET

- A turnkey solution for your company with a walk-on area fully equipped with counters, chairs, tables, shelves, lighting, wall-to-wall prints, and access to shared storage room and meeting area
- Joint PR promotion activities in the Danish Pavilion organized by the Danish Consulate General in Shanghai
- Coordination of joint freight, customs clearance, hotel reservations and travel proposal
- The Confederation of Danish Industry provides assistance in all aspects related to your participation

PRICE

- DKK 11,400** for 6 sqm (SME only)
- DKK 17,100** for 9 sqm
- DKK 22,800** for 12 sqm
- DKK 33,700** for 15 sqm
- DKK 47,200** for 18 sqm
- DKK 87,700** for 27 sqm

CONTACT



SØREN FALCK
(+45) 3027 7292
srfk@di.dk



**MINISTRY OF
FOREIGN AFFAIRS
OF DENMARK**
The Trade Council

PRICE

The 75 per cent funding from The Danish Trade Council is awaiting approval but is included in the price. Maximum DKK 75,000 funding per company. Your company can join the pavilion by signing up for one of the following area options:

DKK 11,400 for 6 sqm in shared space (SME only)

DKK 17,100 for 9 sqm

DKK 22,800 for 12 sqm

DKK 33,700 for 15 sqm

DKK 47,200 for 18 sqm

DKK 87,700 for 27 sqm

All areas include basic furniture, lighting, TV and prints on all walls as well as access to a shared storage room and a shared service and meeting area with a manned cafe.

The top construction of the pavilion is made by LED screens and you can use it for company videos. Together with the Danish Consulate General in Shanghai and in dialogue with all participating companies we will develop joint PR, promotion and meeting activities in the Danish Pavilion.

Also included in the price is a VIP dinner in Shanghai where the exhibitors can invite guests and an exhibitor networking dinner by invitation from the Confederation of Danish Industry.

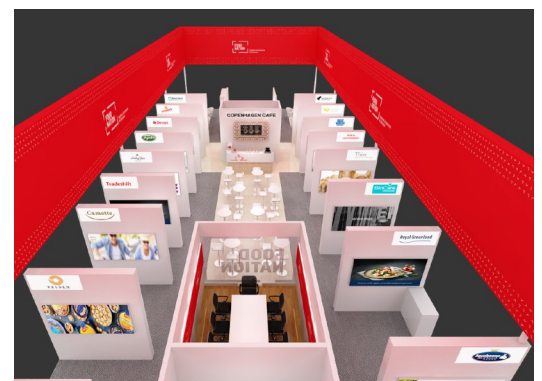
REGISTRATION

Deadline for binding registration is **Friday 2 April 2021**. We will not be given the exact location of the pavilion before the registration deadline. The final design of the pavilion will depend on the location within the exhibition halls. All companies signed up will be involved in the process of creating the Danish area at CIIE.

[CLICK TO REGISTER!](#)

THE FINE PRINT

The price is calculated on a basis of minimum 20 participating companies on a total of 300 sqm and a 75 per cent funding from The Danish Trade Council pending approval. If the number of participating companies or the size of the area changes or if the funding is not approved we reserve the right to offer participation at a different price. Should this result in a higher price than the one quoted you have the right to cancel your participation. Registration cannot be made dependent on a specific location at the Danish Pavilion, e.g. a corner booth.



TRAVEL, ACCOMODATION AND TRANSPORT OF GOODS

Flights and hotels are not included in the price but together with BCD Travel we are making a travel proposal for hotel and flight that you are welcome to use. Together with Blue Water Shipping we will share a joint transport proposal for goods that you are also welcome to use.

SAVE TIME AND MONEY ON YOUR ATA CARNETS

The Confederation of Danish Industry's Chamber of Commerce can help you and your company with an ATA Carnet. As a member you will save 50 per cent of the price. The ATA Carnet is a document permitting temporary duty-free and tax-free export and import of goods (up to one year). Using a carnet is the easiest way to speed through Customs and save money. Please contact DI Chamber of Commerce, who are ready to help you with your ATA Carnet and answer your questions.

[CLICK HERE TO READ MORE](#)



Confederation of Danish Industry



Solutions of tomorrow
By Denmark



MINISTRY OF
FOREIGN AFFAIRS
OF DENMARK
The Trade Council