

CIIE - CHINA INTERNATIONAL IMPORT EXPO 2020

November 5 - 10, 2020 in Shanghai

Deadline for signing up is Friday 19 June 2020

JOIN THE DANISH FOOD & BEVERAGES PAVILION AT CIIE 2020

It is the third time Confederation of Danish Industry are organizing a Danish Pavilion at CIIE. It is very short lifespan CIIE has already now proven to be the most important Chinese food exhibition for Danish companies.

The Danish Pavilion at CIIE in 2020 will be showcasing the participating Danish food & beverage companies to the many Chinese buyers and decision makers who are visiting CIIE.

The Danish Pavilion is organized by the Confederation of Danish Industry in co-operation with the Danish Agriculture & Food Council.

The Consulate General in Shanghai partners in profiling the Danish pavilion, securing high exposure and smooth arrangements. Physical and digital events with Chinese e-commerce platforms, clients and media will be organised.

Food Nation is branding partner for the pavillon creating 'Solutions of tomorrow by Denmark'.

The Danish Pavillion receives 75 per cent funding from the Danish Trade Council.

WHO SHOULD JOIN?

Your company are welcome to join the Danish Pavilion for Food & Beverages if you are producing or selling Danish food or beverages.

CIIE is an all-round sourcing platform where valued buyers will meet high-caliber suppliers and give your company an opportunity to elevate business in China. As the key event in China for the food and beverages industry, CIIE is relevant for companies selling:

Agricultural Products, Breads and Cereals, Confectionery, Dairy Products, Delicatessen, Dietetic Products, Eggs and Poultry, Frozen Food Products, Fruits and Vegetables, Herbs and Spices, Ingredients, Meat and Meat Products, Food Oils, Organic Products, Seafood, Seasonings and Condiments, Beverages –alcoholic and non-alcoholic, Coffee, Tea, Fruit Juice, Mineral Water, Soft Drinks.

WHY JOIN?

- CIIE is a must-attend event for Danish companies that are 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, light, wall-to-wall prints, and access to large storage room and meeting area
- Joint PR promotion activities on 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 will provide assistance in all aspects related to your participation

PRICE

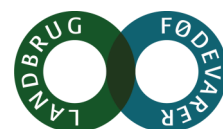
- 13,660 DKK** for 6 sqm in shared space
- 20,490 DKK** for 9 sqm
- 30,045 DKK** for 12 sqm
- 45,043 DKK** for 15 sqm
- 60,043 DKK** for 18 sqm
- 105,043 DKK** for 27 sqm

CONTACTS



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

MICHAEL STAHLSCHMIDT
(+45) 3339 4236
mis@lf.dk



PRICE

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

- 13,660 DKK** for 6 sqm in shared space (SMEs only)
- 20,490 DKK** for 9 sqm
- 30,045 DKK** for 12 sqm
- 45,043 DKK** for 15 sqm
- 60,043 DKK** for 18 sqm
- 105,043 DKK** for 27 sqm

All areas include basic furniture, TV and prints on all walls as well as access to limited shared storage room with shelves, water, fridge and coffee machine).

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.

VIP dinner in Shanghai where the exhibitors can invite guests.

Networking dinner in Shanghai by invitation from the Confederation of Danish Industry.

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

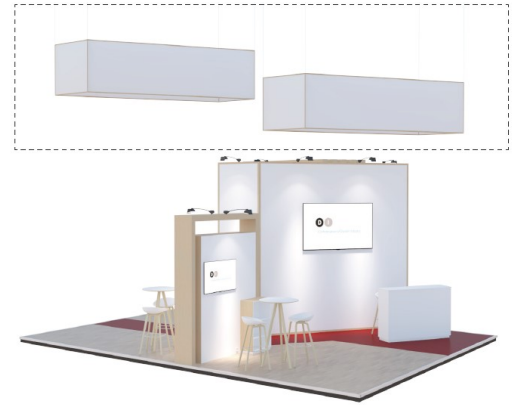
THE FINE PRINT

The price is calculated on a basis of minimum 10 participating companies on a total of 160 sqm. and an already approved 75 per cent funding from the Danish Trade Council. If the number of participating companies or the size of the area changes, 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. corner booth.

[CLICK TO REGISTER!](#)

REGISTRATION

Deadline for binding registration is **Friday 19 June 2020**. 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.



SAVE TIME AND MONEY ON YOUR ATA CARNETS

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 on the price. The ATA Carnet is a document per-mitting temporary duty-free and tax-free export and import of goods (up to one year). Using a car-net is the easiest way to speed through Customs and save money. Please contact DI Certifikatservice (DI Chamber of Commerce), we are ready to help you with your ATA Carnet and answer your questions, if any. [Read more](#)



Confederation of Danish Industry



Danish Agriculture
& Food Council



Solutions of tomorrow
By Denmark



MINISTRY OF
FOREIGN AFFAIRS
OF DENMARK
The Trade Council