

SOLUTIONS OF TOMORROW BY DENMARK

Join CIIE 5 – 10 November 2019

NEW REGISTRATION DEADLINE DUE TO HIGH DEMAND 29 APRIL 2019

China International Import Expo is the most important commercial event taking place in China for food and agricultural products and a must-attend event for Danish companies that are already - or are interested in - doing business in China.

The Confederation of Danish Industry and the Danish Agriculture & Food Council are pleased to invite Danish companies, particularly representing food and agriculture to participate in the China International Import Expo 2019.

We expect the Chinese President Xi Jinping to open CIIE 2019 and therefore high-level participation is expected.

WHY JOIN?

The exhibition is co-hosted by the Chinese Ministry of Commerce and Shanghai's municipal government and is an immense event, which is expected to attract over 150 countries and regional exhibitors and more than 150,000 Chinese professional buyers.

The goal is to promote international trade, and the Expo provides an excellent platform for companies to establish new connections and/or start a business in China. The results of CIIE 2018 left no doubt of the Chinese administration's desire and ability to make CIIE the biggest and most important international trade event in China. It was a great success. The demand for booths at the Food & Agriculture exhibitions is great and therefore we have been assigned 300 m² with no possibility of expanding the area.

Read more about the Expo at:
<https://www.ciie.org/zbh/en/>



WHO SHOULD JOIN?

Your company can participate at the Danish Pavilion for Food and Agricultural products under the headline "**Solutions of Tomorrow by Denmark**".

CIIE is an all-round sourcing platform where valued buyers will meet high-calibre 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.



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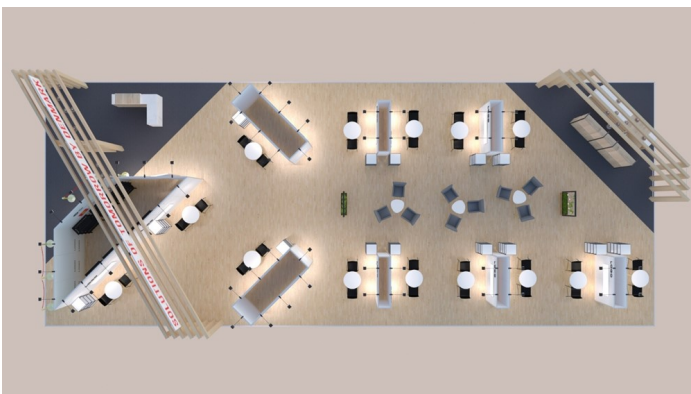
Danish Agriculture
& Food Council

The Danish branding consortium **Food Nation** will contribute to creating a uniform and modern visual identity for the pavilion.

First draft of the pavilion:



Draft floor plan:



Confederation of Danish Industry



YOU WILL GET

- Poster wall with company logo and graphics
- Access to shared meeting and networking facilities at the pavilion
- A turnkey exhibition solution for your company providing you with an attractive, standout platform to present your company, your products and your solutions
- Access to shared storage room
- Manned service area serving coffee, tea and snacks for you and your customers
- Assistance in all aspects related to your participation in the exhibition.

REGISTRATION

Deadline for binding registration is **Monday 29 April 2019**. Spots are distributed at a first come, first served basis. We urge you to sign up as soon as possible, also registration and security approval for CIIE is comprehensive and time consuming.

Registration conditions are in accordance with Confederation of Danish Industry's terms of participation in Export Promotion Events.

[REGISTER HERE](#)



Danish Agriculture
& Food Council

PRACTICAL INFORMATION

THE DANISH FOOD & AGRICULTURE PAVILION

PRICE

You can join the exhibition by signing up for one of the following packages. Please note the limited number of each package marked in the parenthesis by the package name:

Standard package (>8): DKK 45,000 excl. VAT

Silver package (2): DKK 70,000 excl. VAT

Gold package (2): DKK 100,000 excl. VAT

Premium package (1): DKK 140,000 excl. VAT

All packages include one 55" TV— the premium package includes two.

The price is based on an approved 50 per cent subsidy from the Danish Trade Council with a maximum of DKK 50,000 per company. Therefore only the standard package is fully subsidised.

Flights and hotels are not included in the price.

[**REGISTER HERE**](#)

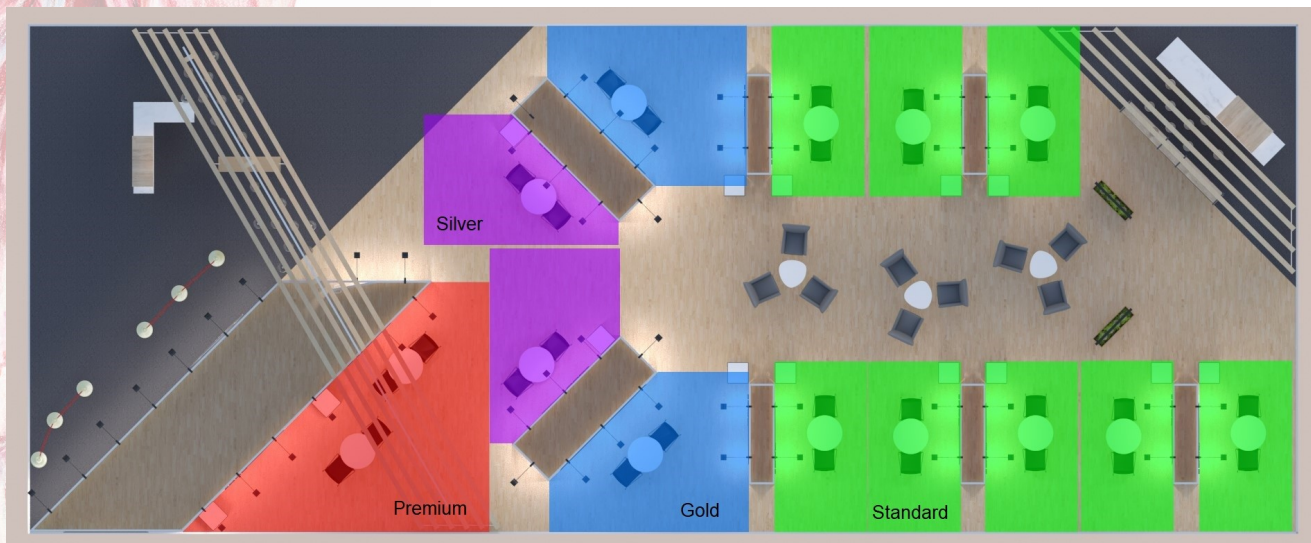
THE FINE PRINT

The price is calculated on a fixed number of companies and a 50 per cent subsidy from the Danish Trade Council. If the number of participating companies changes or if the support from the Trade Council 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. corner booth.

Registration is in accordance with the General Terms and Conditions for participation in Export

Promotion Events of the Confederation of Danish Industry.

[Read and/or download here.](#)



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