

Council, was held in Kunshan, Jiangsu. Mr. Zhang Wei, Vice chairman of CCPIT and CCOIC and Mr. Zhou Weiqiang, Member of Suzhou Municipal CPC Standing Committee and Deputy Mayor delivered speeches. Mr. Wang Wei, Director General, Department of Tariffs, Ministry of Finance of the People's Republic of China, Mrs. Jiang Fan, Vice Director General, Department of Foreign Trade, Ministry of Commerce of the People's Republic of China, Mr. Sun Ping, Vice-President, The Export-Import Bank of China, Mr. Jiang Yinhua, Director of Customs Clearance Office, Department of Supervision, General Administration of Customs of the People's Republic of China, Mr. Wen Jiandong, Director of Analysis and Forecast Division, Department of International Income & Expenditure, The State Administration of Foreign Exchange, Mr. An Fengshou, President of China National Instruments Import and Export Corporation, Mr. Hu Changzheng, President of Bank of Jiangsu, etc made keynote speeches at the forum. The guests-of-honor gave their in-depth analyses and interpretations over topics including China's foreign trade development mode and the foreign trade situation in 2013, China import tariff policy adjustments and arrangements to expand facilitation measures, financial support and import promotion, new changes of foreign exchange management policy, opportunities and challenges for domestic enterprises under the backdrop of import expansion and other issues. More than 600 representatives from Chinese and foreign enterprises and business associations attended the forum.

#### Matchmaking Conference of AMT's Member Enterprises of Machine Tool

The matchmaking conference was co-organized by CCPIT Jiangsu Sub-Council (Jiangsu International Chamber and the U.S. Association for Manufacturing Technology (AMT)—a first-timer to the Expo, at Kunshan International Convention & Exhibition Center. There were 112 business matching sessions by 96 companies from Beijing, Shanghai, Jiangsu, Zhejiang and other provinces and cities in China and 9 member enterprises from AMT delegation. 12 intents to purchase, 5 product (brand) agent intention and 6 investment cooperation intentions were reached on site.

#### China-Korea Business Matchmaking Conference

The China-Korea Business Matchmaking Conference, co-organized by CCPIT Jiangsu Sub-Council (Jiangsu International Chamber of Commerce) and Korea Trade-Investment Promotion Agency (KOTRA), was held in Kunshan International Convention & Exhibition Center. Over 200 representatives from Jiangsu, Shanghai, Zhejiang, Shijiazhuang, Guangzhou and other provinces and cities participated in 131 business matching sessions with more than 23 enterprises from the South Korea delegation. 12 intent to purchase, 28 product (brand) agents intentions and 3 investment cooperation intentions were reached on site.

Note: 1. The above-shown photos shall not be copied without official approval;  
2. Statistics in "analyses by professional visitors" are from a third party.



[www.importexpo.org](http://www.importexpo.org)



# CHINA IMPORT EXPO, KUNSHAN 2013



**SHOW  
REPORT**



## 1. Exhibition Overview

Approved by the State Council, China Brand Products Import Expo, Kunshan 2013 (hereinafter referred to as "the Expo") was successfully held on 15 May 2013 to 18 in Kunshan, Jiangsu. This event was hosted by the Ministry of Commerce, China Council for the Promotion of International Trade and the People's Government of Jiangsu Province, and organized by Secretariat of China International Chamber of Commerce, Department of Commerce of Jiangsu Province, Foreign Affairs Office of Jiangsu Provincial People's Government, CCPIT Jiangsu Sub-Council, Suzhou Municipal People's Government and Kunshan Municipal People's Government.

With "openness and cooperation, transformation and upgrading" as the theme, the Expo this year hosted 602 enterprises from 41 countries and regions, including the United States, Canada, Germany, UK, France, the Netherlands, the Czech Republic, Japan, ROK and Australia. Among them, 40% have attended the first Expo; Custom-built booth area accounts for about 77% of the total, with an increase of 7% over the previous year. This expo centered around new

technology, new equipment and focused on the development of strategic emerging industries introduced during the 12th Five-year Plan of our country and province, which are divided into five professional exhibition areas, namely mechanical equipment, environmental protection / new materials / new energy, electronic information technology and products, auto parts manufacturing technologies and products, branded consumer goods, with a total exhibition area of 60,000 square meters. During the four days, there were a total of 58,200 visitors from across more than 26 provinces and municipalities. Over the same period also held the 2nd World Business Leaders (Kunshan) Conference and Asia Pacific Chambers Congress, China Trade Development Forum and a series of trade matchmaking, seminars and other activities.

The Expo has the following main features: It highlighted "brand" in product positioning and the function of "transaction", aimed to build a platform for the attending parties to exhibit, trade, release policies and have exchanges on open cooperation, and it gathered import trade information flow, technology flow, personnel flow and logistics from all over the world. These features are further described as follows:



Environmental protection and new energy and new materials exhibition areas showcased nearly 200 kinds of cutting-edge technology products and solutions, such as the world's latest 24-hour water quality monitoring and early-warning systems, advanced filtration and purification equipment and air purification technology.

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Professional visitors covered the whole country, and turnover effect is remarkable. According to analysis from third-party professional organizations, the current import trade fairs attracted 58,200 visitors from across more than 26 provinces and municipalities. Among others, those from Jiangsu Province accounted for 63%, other provinces 36.55%, and overseas 0.45%. From the point of view of visitor structure, 38% were department managers, 34 % decision-makers and 26% professional staff, and their overall quality was higher than previous one. Their main purpose was to seek new product agent, purchase equipment or merchandise and seek overseas investment and cooperation and so on. According to incomplete statistics, 53.6% of the exhibitors reached intent about import, product (brand) agents and investment and cooperation. Among them, 30.6% signed import agreement or reached such intent, 16.2% reached intent on product (brand) agent, and 6.8% reached intent on investment and cooperation.







High-end and pragmatic supporting activities for expanding diversified cooperation. Three categories of supporting activities were held during the Expo. First is the 2nd World Business Leaders (Kunshan) Conference and Asia Pacific Chambers Congress. It gathered global business elites, attracted 500 delegates from 23 countries and regions to the meeting and invited the Secretary-General of UNCTAD and famous business representatives

as key-note speakers. Its topic centered around four topics of "Asia-Pacific Trade and Investment Situation and Prospects", "promote free trade and the world trade process", "anti-commercial bribery from a global business perspective" and "missions new global economy's association". Second is the China Trade Development Forum. With "expanding imports and trade balance development" as the theme, it invited experts and leaders from the relevant state ministries to introduce and interpret China's foreign trade development mode and foreign trade situation in 2013, China import tariff policy adjustments and arrangements to expand facilitation measures, financial support and import promotion, the new policy changes in foreign exchange management, domestic enterprises to expand imports to the opportunities and challenges of Chinese and foreign enterprises, business associations on behalf of more than 600 people attended the forum. The third is a series of matchmaking conference and forums. During the Matchmaking Conference of AMT's Member Enterprises of Machine Tool there were 112 business matching sessions by 96 companies from Beijing, Shanghai, Jiangsu, Zhejiang and other provinces and cities in and delegation of 9 participating AMT enterprises. During China-Korea Business Matchmaking Conference, there were 131 business paring sessions by more than 200 representatives from Jiangsu, Shanghai, Zhejiang, Shijiazhuang, Guangzhou and other provinces and cities with 23 enterprises from ROK delegation.

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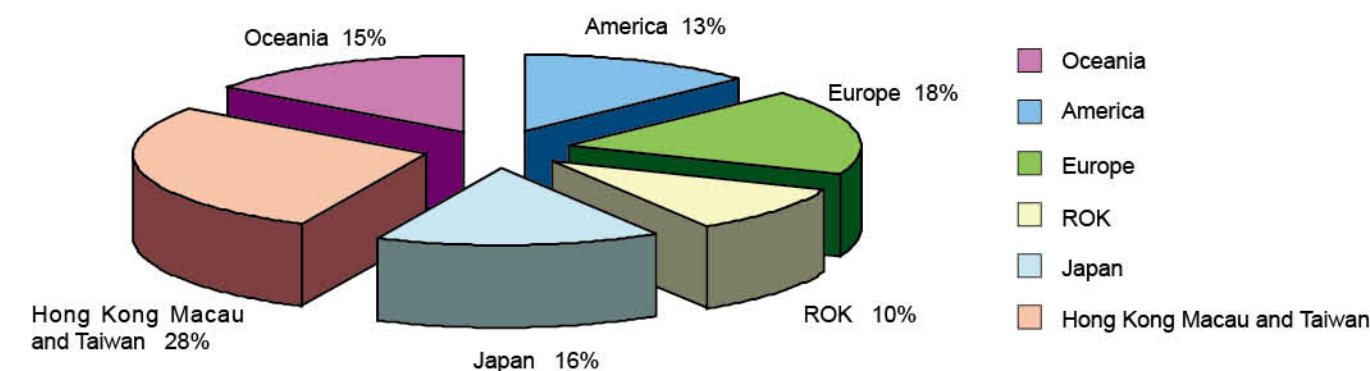
A high degree of media attention with strong follow-up influence. The Expo attracted a total of more than 170 reporters from more than 70 media and press agencies, such as People's

Daily, Xinhua News Agency, Economic Daily, China National Radio, China Central Television, China Daily, Science and Technology Daily, China News Agency, Xinhua Daily, Jiangsu Broadcasting Corporation, Yangzi Evening News, Modern Express, JSChina.com.cn, Phoenix TV, Hong Kong TV, Taiwan Commercial Times, Taiwan's Central News Agency, Taiwan's United Daily News and Japan's NHK television station. According to incomplete statistics, during the preparation and the exhibition there were more than 1,000 relevant reports on the Expo. Media of the Central Government, Hong Kong, Taiwan, Shanghai and Jiangsu have all extensively covered the Expo. Since the opening on the 15th, there were nearly 800 media reports, 6 from People's Daily, 6 from Xinhua News Agency, 9 from China News Agency, 4 from CCTV, 12 from Xinhua Daily, Jiangsu Broadcasting Corporation City Channel and JSChina.com.cn each and 8 from Jiangsu Broadcasting Corporation News Center. There were also 3 reports from the Hong Kong Ta Kung Pao, 5 from "Bauhinia" magazine and a 2-page coverage by "Phoenix Magazine", 8 pages of "Knowledge of China" with over 4,000 words and 20 pictures. There were 8 reports from Taiwan media. In Baidu, if you type in Import Expo, you will get 91,000 relevant pages. To conclude, publicity effect of the Expo and its follow-up influence remain strong.



## 2. Exhibitor Analysis

### (1) The analysis of the source of exhibitors



### (2) Satisfaction of exhibitors

According to sampling survey, **83.5%** of the exhibitors in the Expo gave a comprehensive assessment with "satisfaction". The results of the Expo were mainly reflected in that it strengthened market publicity, improved visibility, reached purchase and sales intent, explored potential customers and accessed the latest information on technology and business. Over **70%** of all exhibitors clearly declared that they were interested to join the next Expo.

### (3) Remarks by the Exhibitors

#### AMT(The Association For Manufacturing Technology):

We are satisfied with the overall outcomes of this expo, the "value-added services" in particular, such as the matching conference. China is a big manufacturing country, a business battleground. This year's 'path-finding' is successful, next year we will organize a bigger group to attend.

#### Foxconn:

There were a lot of tour groups and corporate users at the exhibition site. After the introduction, we reached agreement on where to go if future cooperation is possible. They will continue to make follow-up contact with us and we will provide a full range of tracking services.

#### The Korea Trade-Investment Promotion Agency, Nanjing representative office:

The comprehensive and thoughtful services delivered by the organizers are shown before, during and after the expo. They demonstrated remarkable marketing capabilities.

#### REIS ROBOTICS:

We are served well at the Expo. CIE helps us to introduce our brand to the public and let more people know it. We have met plenty of purchasers from Jiangsu and Eastern China at CIE 2013, and we are going to make further communications with them.

#### Finnish Santa Claus Foundation:

We are convinced that Jiangsu is capable of shaping CIE, an annually held event, into a Cash Cow Product. We will definitely be here next year and organize more Finnish enterprises.

#### Haas Automation:

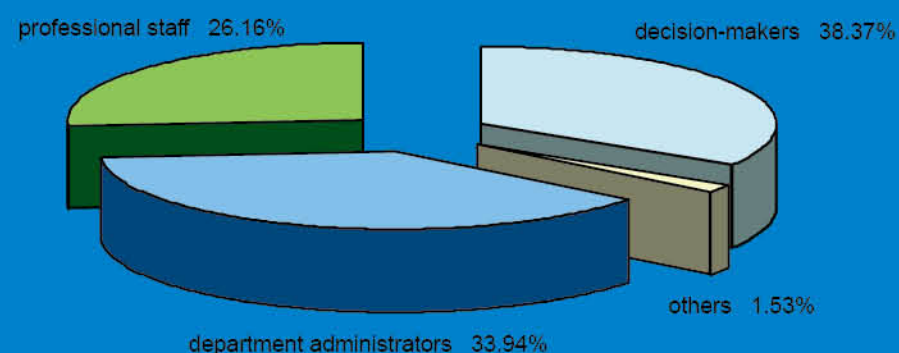
It is our second time being here and we find that the Expo's service has greatly improved. We have gained a lot through the communications with other exhibitors in the same field at the Expo.



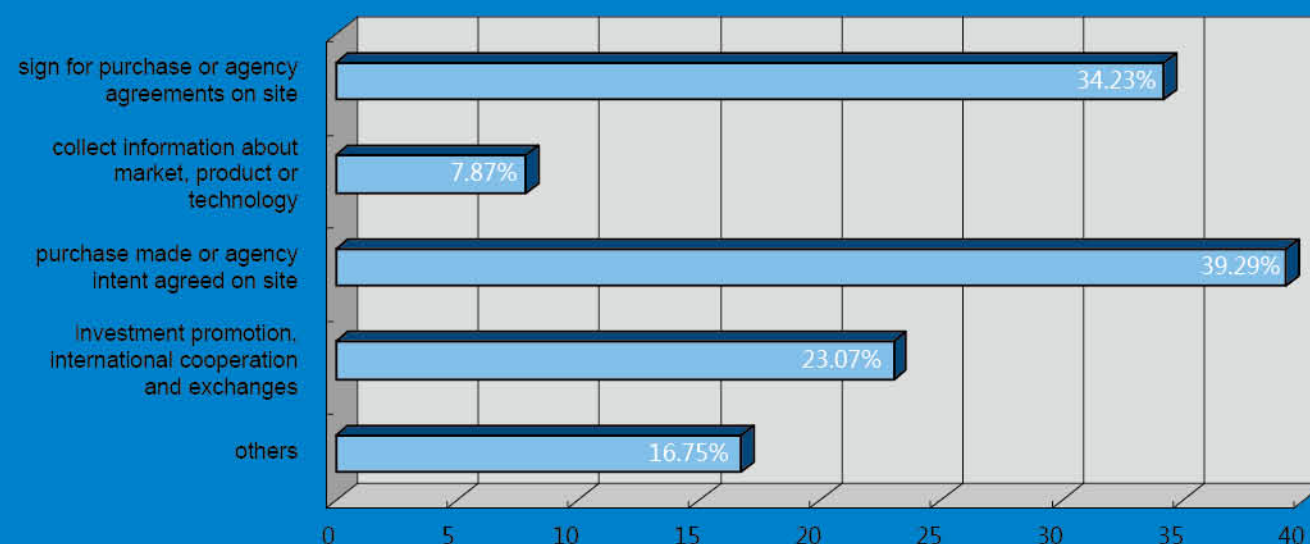
### 3. Analysis of Professional Visitors

This Expo hosted a total of 45,888 visitors and the access control system recorded 58,225 persons/times, among which, 28,909 are from Jiangsu province and 16,979 outside the province. Domestic visitors are from 305 counties (cities) of 31 provincial-level jurisdictions, and 124 overseas visitors are from 19 countries or regions.

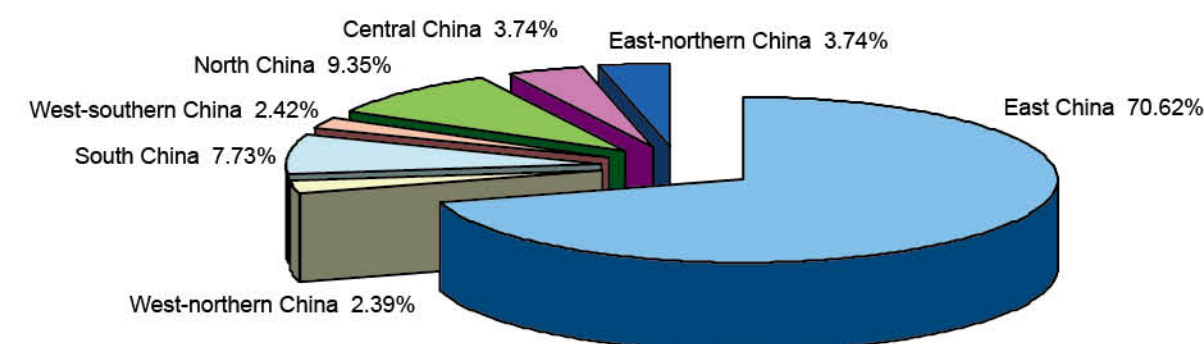
#### (1) Their roles in purchasing:



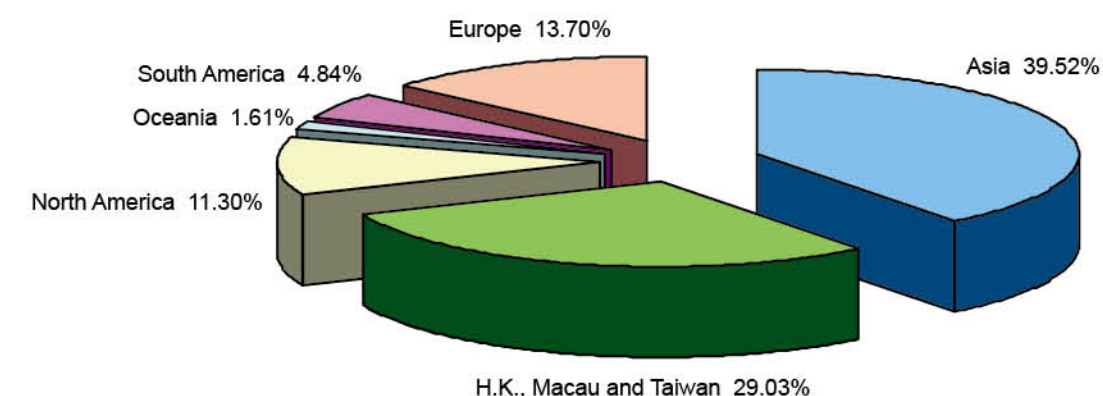
#### (2) Purposes of visiting



#### (3) Regional split of domestic visitors:



#### (4) Geographic split of overseas visitors:



### 4. Major Event

#### The 2<sup>nd</sup> World Business Leaders (Kunshan) Conference and Asia Pacific Chambers Congress

The conference was themed under "Asia-Pacific Trade and Investment Situation and Prospects", "Promoting Free Trade and World Trade Process", "Anti-commercial Bribery from a Global Business Perspective", "New Global Economy's Association Mission" to invite discussions. Supachai Panitchpakdi, Secretary General of United Nations Conference on Trade and Development (TBD), Jiang Xin, deputy Director-General of Department of Commerce of Jiangsu Province and Wim Klop, Chief Operation Officer of DSM (China) Limited delivered speeches at the forum. Chen Feng, Chairman of HNA Group, Susanna Chiu, Director of Li & Fung Development (China) Ltd & President, Hong Kong Institute of Certified Public Accountants, Huo Jianguo, President, Chinese

Academy of International Trade and Economic Cooperation, Ministry of Commerce, Subhash Thakrar, Chairman of London Chambers of Commerce and Industry, George Lampropoulos, President & CEO of Airborne Underwater Geophysical Signals, Carlos Pedro Spadone, Chairman of Argentina-China Chamber of Production Industry and Commerce and many other foreign guests attended the discussions under these topics. Over 500 representatives from 23 countries and regions attended the conference.

#### The Second China Trade Development Forum

The second China Trade Development Forum, hosted by the CIE Secretariat and co-organized by Secretariat of China International Chamber of Commerce, Department of Commerce of Jiangsu Province, and CCPIT Jiangsu Sub-