



The 13th EU—China Business and Technology Cooperation Fair

Chengdu Sep 19-24 2018

OVERVIEW

The **EU-China Business and Technology Cooperation Fair** has been held for 12 editions, with an overall attendance of over 3,570 European enterprises, international organizations, governmental authorities, universities and research institutions as well as more than 6,520 Chinese counterparts. A total of 26,200 B2B matchmaking meetings have been held and 2,527 successful cooperation agreements between European and Chinese delegates were reached so far.

Today, the **EU-China Business and Technology Cooperation Fair** has become a significant event for development of China relations for most of the EU member states. Attended by wide representations of EU enterprises, as well as high-level officials, including *President, Minister, Ambassador, Consul-General and Chairman of Chamber of Commerce*, etc. it represents the largest platform for investment, trade and technological cooperation between European Union and China with successful promotion of local governmental cooperation, like launching direct flights, twin city relations, co-building of schools, establishment of consulates, etc.

Key data

- ✓ **12** editions already held: a successful track history;
- ✓ Participation of ALL European member states and over 3570 European enterprise representatives;
- ✓ Participation of over **6520** Chinese companies;
- ✓ 26,200 B2B Matchmaking sessions held, of which about 30% reached cooperation intention;
- ✓ Over 60 European Chambers of Commerce/ associations/ government authorities set up branches and representative offices locally, while over 300 European companies settled in Chengdu;



HIGHLIGHT EVENTS

- **New Economy Forum**



In the face of global growth, only reformers will advance, only innovators will become strong, and only reform innovators will win. Chengdu has recently directed its future development towards the “new economy”, to formulate a new engine to drive its establishment as a core city of the country, and even of the world, with emphasis on developing the "six new economic forms," as in digital economy, smart economy, green economy, creative economy, flow economy and sharing economy, so as to establish a new economic industries structure with distinct Chengdu characteristics. The forum will comprehensively link the leading innovative resources in Europe, and establish dialogue with smart cities, bio-clusters, tech teams, creative talents, pioneering enterprises.

- **Convention and Exhibition Industry Roundtable**



Chengdu has been dedicated to building the new highland for convention and exhibition industry. The "adhesion effect" of convention and exhibition activities is a new impetus for the development of the new economy. This roundtable will create an ideal platform for international CE and economic exchanges, build an interactive mechanism with European convention and exhibition institutions, introduce more innovative concepts, link with more renowned international organizers to exchange and host events in Chengdu and help build a modern and internationalized exhibition economic system.

- **Green Economy Forum**



Green economy is one that improves human well-being and builds social equity while reducing environmental risks and scarcities. It is an alternative to today's dominant economic model, which exacerbates inequalities, encourages waste, triggers resource scarcities, and generates widespread threats to the environment and human health. Over the past decade, the concept of the green economy has emerged as a strategic priority for Chinese and European governments. The GE Forum will present the best GE solutions and gather together the most recognized experts and decision makers from both China and Europe in the field, to offer knowledge and concrete tools to understand the future of economy and create synergies and partnerships between European and Chinese actors in GE.

- **Europe Day for Tourism and Culture**



China is the world's largest travel market in terms of expenditure and the second largest in terms of outbound travel. European destinations are strengthening their position in this market. Meanwhile, 2018 has been designated as the **European Year of Cultural Heritage** by the European Commission. **Chengdu, once again, drew wide attention across the global tourism industry by hosting** the 22nd session of the United Nations World Tourism Organization (UNWTO) General Assembly in 2017, bringing together over 1,000 participants from over 130 UN member countries worldwide, including more than 70 minister-level officials.

During the **China-Europe Tourism Cooperation Forum**, a series of tourism promotion and cultural exchanges activities including business forums, panel discussion, workshops, destination launch, matchmaking, aiming at enhancing synergies between tourism and cultural and creative industries, improving connectivity, fostering cultural understanding, help building partnerships between European and Chinese enterprises and encourage people to explore the rich and diverse tourism resources and cultural heritage across Europe.

- **Commodity Trading and Exhibition**



Now China has entered a new development stage at which consumption keeps increasing, indicating enormous potential for the growth of consumption and import. In the next five years, China is expecting to import products and services valuing more than 10 trillion U.S. dollars, which provides a historic opportunity for enterprises across the world to enter the huge Chinese market. Exhibition space of **1000sqm** for interested European participants to promote products and enhance brand and company image recognition in West China. Supporting activities such as supply-demand matchmaking meetings, seminars and product releases will be held during the Fair.

- **B2B Meetings**



Business-to-business matchmaking remains the most crucial and effective event of the Fair for Promoting Business Partnerships in West and North China. An excellent partner search tool will be offered to publish your cooperation profile, select the most promising business partners and design your personal meeting schedule. Tell us about your business, and we'll set up one-to-one meetings with relevant Chinese contacts.

- **Business & Innovation Centre for China-Europe Cooperation (CCEC)**



On May 10th, 2017, Business & Innovation Centre for China-Europe Cooperation (CCEC), a new project implemented by EUPIC, was officially inaugurated in Chengdu by H.E. Hans-Dietmar Schweisgut, Ambassador of EU Delegation to China, with the support of EU Commission, the Ministry of Commerce of China, the Ministry of Science and Technology of China, Chengdu Municipal Government and Chengdu Hi-Tech Zone. CCEC is a comprehensive international exchange and cooperation platform for commerce, investment, technology, innovation, tourism and culture in China and to create a new ecosystem for a comprehensive cooperation with Europe, leading the opening-up of China based on the Belt and Road Initiative. Through CCEC, EUPIC aims to facilitate and accelerate the business and innovation exchanges among

companies, organizations and research centres from Europe and China and to provide systematic services for European SMEs and institutions to explore business opportunities in China.

AGENDA

<p>TUE, 18 Sep 09:00-18:00 Registration 18:30-20:30 Cocktail & Networking</p> <p>Sep 19, WED 09:00-12:00 Opening and New Economy Forum 12:00-14:00 Lunch Break 14:00-17:00 Parallel Sessions ---Convention and Exhibition Industry Roundtable ---Green Economy Seminar 18:30-20:00 Gala Dinner</p>	<p>Sep 20, THU 09:30-12:00 B2B Matchmaking I 12:00-14:00 Lunch Break 14:00-17:30 B2B Matchmaking II</p> <p>Sep 21, FRI 09:00-12:00 Panda Base 12:00-14:00 Lunch Break 14:00-17:00 City Tour 09:30-17:00 Business and Cluster Visit</p> <p>Sep 20-24 09:00-17:00 Exhibition(Western China Int'l Fair) 09:00-17:00 Europe Day for Tourism & Culture</p>
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Service will be provided:

- * Information package
- * Access to the Opening Ceremony
- * Participation in High-Level forums, sessions and presentations
- * Custom-made B2B Matchmaking
- * Opening Cocktail Party
- * Gala Dinner
- * Exhibition Space and Decoration
- * Business visits
- * Company listing in the Fair Directory
- * Chinese-English interpreter support during B2B meetings
- * A full-time accompanying Liaison
- * Business lunches during the event days
- * Official hotels booking at special rates
- * Airport pick-up & drop-off service (at designated time slots)

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