**The 21st China International Fair for Investment & Trade**

**September 8 – 11, 2020 Xiamen, China**

**Invitation**

**A global investment event approved by UFI (the Global Association of the Exhibition Industry)**

**The Belt and Road Initiative**

**New Development**

**Bilateral Investment**

**The Largest and Most Influential International Investment Promotion Event**

The 21st China International Fair for Investment & Trade (abbreviated as “CIFIT”) is scheduled to take place during September 8th-11th in Xiamen, China. Themed on “Introducing FDI” and “Going Global”, the 21st CIFIT will highlight the tangible business effect as well as investment policy and environment promotion by integrating exhibition, forums and seminars, B2B project matchmaking, high-end protocol meetings, investment salon, etc.

Each year, the CIFIT receives over 100,000 professional participants, including 15,000 overseas visitors from governmental institutions, investment promotion agencies, business associations and multinational corporations of more than 100 countries and regions, as well as 50,000 business professionals and government officials from more than 300 major cities in China. Over 1,500 correspondents from hundreds of domestic and foreign mainstream media will extensively cover the whole activities.

With the innovative idea of “Extensive Matchmaking”, centered on the practical needs of exhibitors and visitors, the 21st CIFIT integrates project negotiation into every major event to drive tangible business effect. The 21st CIFIT will focus on the “Belt and Road Initiative”, supply-side reform, pilot free trade zone, Internet +, M&A services and other hot investment topics, and combines the highlight activities of guest country of honor, guest province of honor, star city (county), star enterprise, etc. Over more than 20 years’ cultivation on internationalization, specialization and brandigation, the 21st CIFIT plays the roles of “bilateral investment promotion platform, authoritative information release platform, and international investment trend discussion platform” and provides one-stop service for global participants to share investment information, tap business opportunities and promote bilateral or multilateral economic cooperation and exchange.

The CIFIT Organizing Committee sincerely welcomes investment promotion agencies, chambers of commerce, industrial associations, multinational corporations and renowned companies worldwide to the great platform and share business opportunities.

⚫ **Exhibition: Showcasing Global Business Opportunities**

The 130,000m2 exhibition area will be constituted of 3 major parts, namely Investment Promotion Pavilion, Industrial Promotion Pavilion and Silk Road Trade Pavilion. Through comprehensive display, Investment Promotion Pavilion focuses on specific themes and sets 5 sectors, namely, “Invest China”, “Invest Overseas”, “Chinese Development Zones”, “Silk Road Maritime Transportation Investment” and “Talent·Project·Capital”, promoting China’s FDI while facilitating Chinese companies’ outbound investment; The Industrial Promotion Pavilion highlights investment opportunities on industrial internet, green innovation, emerging industry, real estate, wine, tea, health, art collection investment, fruit and vegetable, new Chinese [home furnishing brand](http://dict.youdao.com/w/home%20furnishing%20brand/%22%20/l%20%22keyfrom%3DE2Ctranslation) culture, we media, etc. The Silk Road Trade Pavilion will focus on the display of the featured commodities from countries along the Belt and Road.

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| **Exhibition Area** | **Target Exhibitors and Scope of Exhibitions** |
| Investment Promotion Pavilion | Invest China | Featuring investment policies and climates of all Chinese provinces, municipalities and autonomous regions; their investment projects and investment-related products; one of the province will be staged as “Guest Province of Honor”.  |
| Invest Overseas | Featuring international climates, investment projects, and related products staged by international economic organizations and investment promotion agencies of overseas countries and regions, including the “the Belt and Road” Countries. “Guest Country of Honor” will be staged to fully display its investment environment. |
| Chinese Development Zones | Featuring industrial zones, high-tech development zones, bonded areas, export processing zones, and Taiwanese investment zones. |
| Silk Road Maritime Transportation Investment | Featuring silk road national ports, logistics and related financial service institutions. |
| Talent·Project·Capital  | Chinese returnees and professional technical training personnel will be invited to show their research achievements, patented technologies and entrepreneurial accomplishments. |
| Industrial Promotion Pavilion | China International Industrial Internet Innovation and Development Conference | The exhibition area will be divided into four sections: 5G interconnection, industrial and internet information security, industrial internet mobile application, and industrial internet demonstration base. |
| Green Innovative Technology & Products | Featuring advanced green and low-carbon technologies, products and services at home and abroad, creating new trade, investment and financing opportunities for green and low-carbon enterprises. |
| Belt and Road Agricultural Products (E-commerce) Trade Exhibition | Featuring international agricultural organizations, agricultural associations, agricultural product operators and purchasers of relevant countries, and provincial supply and marketing cooperatives, well-known e-commerce platforms and trade intermediaries of China. |
| Emerging Industry  | Featuring emerging industry enterprises specialized in new-energy, new-material and new-technology, etc.; creating a platform for their new product showcasing and investment promotion. |
| Real Estate Investment (land, house property and building materials)  | Featuring land reserve transaction institutions, level 1 land developers and renowned enterprises in the real estate, house property and building materials industry, showcasing land development project, land transfer projects and real estate services, etc. |
| Wine and Liquor  | Featuring wine, wine utensils and related products, and goods related to wine culture. A number of overseas wineries will stage exhibitions for trading purposes. |
| Brand Tea | Featuring renowned domestic and overseas tea enterprises; facilitating their product promotion and investment cooperation. |
| Health Industry  | Featuring enterprises in medical apparatus and instruments, health management, rehabilitation therapy, cosmetology and body care, pension industry, etc. A communication area will be set up to facilitate exchanges of medical talents and investment promotion of medical research. |
| Art Collection Investment | Featuring art companies, art museums, galleries and art auction companies; showcasing artwork from home and abroad; offering platform for art collection investment and auction. |
| Fruit and Vegetable  | Featuring producers, processing companies, equipment manufacturers and logistics enterprises of fruit and vegetable industry; creating a platform of communication and demonstration for the whole industrial chain. |
| New Chinese [Home Furnishing Brand](http://dict.youdao.com/w/home%20furnishing%20brand/%22%20/l%20%22keyfrom%3DE2Ctranslation) Culture Investment | Featuring Chinese classical rosewood craft and culture, promoting investment cooperation for China's high-end rosewood industry. |
| We Media | Featuring well-known we medias and some suppliers of we media. |
| Silk Road Trade Pavilion | Showcasing the featured commodities from countries along the Belt and Road, and encouraging the trade-driven investment and the investment cooperation promoted by industries.  |

⚫ Forums and Seminars: **Exploring Investment Trends**

A series of activities of “International Investment Forum 2020 (IIF 2020)” will focus on building an open world economy and closely follow the theme of bilateral investment promotion. State leaders from China and foreign countries, heads of international economic organizations, executives of multinational corporations, prominent academics, heads of media outlets, and principals of leading private enterprises will attend the forum and deliver speeches. The IIF has become a major platform for governments, investment institutions and enterprises around the world to release authoritative investment policies, coordinate investment mechanisms and foresee investment trend. At the same time, many well-known international economic organizations and institutions will launch the latest investment development reports and hold scores of thematic forums during the CIFIT.

**International Investment Forum 2020**

**Keynote Forum:**

To focus on bilateral investment, highlight the “Belt and Road Initiative”, investment facilitation and other issues, and build an open world economy.

**Thematic Forums:**

Belt and Road Investment Cooperation Summit for Overseas Chinese Merchants

Belt and Road Development Summit Forum

Belt and Road Financing Promotion & Service Forum

Belt and Road E-commerce Conference for Agricultural Products & Materials

Belt and Road Forum for Traditional Chinese Medicine

Belt and Road International Seminar on Overseas Cooperation Zones

China International Green Development Conference - Belt and Road Sustainable Technology Cooperation Conference

Belt and Road Digital City Forum

**Investment Salon of International Investment Experts Committee**

Discuss the current domestic and foreign macroeconomic trends, investment hot topics

**Policy and Information Release:**

World Investment Report 2020, Blue Book on Silk Road Maritime, Yearbook of China International Economic Cooperation, Investment Guide of China's Overseas Economic and Trade Cooperation Zones, Report of E-commerce Development in China, China Real Estate Green Credit Index TOP50 Report, New-type Cities & Towns Development Trend Report (White Paper), etc.

**Thematic Forums on Hot Investment Topics:**

Silk Road Maritime International Cooperation Forum, China International Industrial Internet Innovation and Development Conference, Chairman Forum of China Association of Enterprises with Foreign Investment, Symposium for Multinational Corporations and their Development Prospect in China, Investment Facilitation and Development Seminar, China Financial Leasing Development Forum, The 15th Cross-Straits Economic and Trade Cooperation and Development Forum, World Business Leaders' Round-table, China Circulation and Trade Services Investment Conference, Green Innovation Development Conference, Global E-commerce Conference, China New-type [Urbanization](http://dict.youdao.com/w/new-type%20urbanization/%22%20%5Cl%20%22keyfrom%3DE2Ctranslation) Summit Forum, the Asian Investment Fund Summit, the Global PE Journey, etc.

**Investment Promotion Activities**

Investment Briefings will be organized by domestic and overseas countries (regions).

 ⚫**B2B Matchmaking: Capital Meets Projects**

The 21st CIFIT will fully implement the concept of “Extensive Matchmaking”, integrate matchmaking session with exhibitions, forums and seminars and other major activities. The CIFIT will collect 30,000 investment projects around the world and arrange more than 1,000 matchmaking sessions as well as over 300 B2B meetings. With precise industry segmentation, optimized matchmaking process, and the activity of “Investment Promotion Tour”, the 21st CIFIT will continue to offer “high-end, elaborate, interactive and exclusive” services to professional investors, qualified project holders and governmental promotion agencies of various countries, thereby further enhance project matchmaking results and negotiation effect.

| **Category** | **Event** | **Date** | **Organizers** |
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| **Major Industries Matchmaking** | Matchmaking for Major Industry Investment Projects  | Sept. 8-10 | Project Team of the CIFIT Organizing Committee and CIFIT partners |
| **Key Regions Matchmaking** | Investment Briefing of Guest Country of Honor | Sept. 8 | CIFIT Organizing committee, Related organizations of guest country of honor |
| Investment Briefing for GuestProvince of Honor | Sept. 8 | CIFIT Organizing committee, Related organizations of guest province of honor |
| Investment Briefings for Key Countries and Regions | Sept. 8 | CIFIT Organizing committee Related organizations of key countries an regions |
| Star City (County) Investment Briefing | Sept. 9 | CIFIT Organizing committee Related organizations of star city (county) |
| **Specific Matchmaking** | Listed Companies Mergerand AcquisitionMatchmaking Symposium | Sept. 8 | Project Team of the CIFIT Organizing Committee,Cooperation agencies |
| Investment Fund andProject Matchmaking Symposium | Sept.8 | Project Team of the CIFIT OrganizingCommittee ,Cooperation agencies |
| Matchmaking Symposiumfor Investment Projects ofTaiwan-fundedEnterprises | Sept.8 | Project Team of the CIFIT OrganizingCommittee,Taiwan business associations andagencies |
| High-level Talent QualityProject Road Show | Sept.9 | Project Team of the CIFIT Organizing Committee,Related institutions from overseas countries and regions |
| Matchmaking Activity ofTalent, Project and Capital | Sept.9 |
| “The Belt and Road”Matchmaking Symposium | Sept.9 | Project Team of the CIFIT OrganizingCommittee,Project Team of the CIFIT OrganizingCommittee,Related organizations of overseas countriesRelated institutions from overseas countries and regions |
| Matchmaking Symposiumfor Chinese EnterprisesGoing Global | Sept.9 |
| **High-level Business Networking** | Investment Plans Release | Sept. 8 | Project Team of the CIFIT Organizing Committee  |
| Capital Meets Project--Networking for InvestmentInstitutions | Sept. 8 | Project Team of the CIFIT Organizing Committee |
| Investment Institutions’Dialogue with Governorsand Mayors | Sept. 8-10 | Project Team of the CIFIT Organizing Committee,Local business offices and agencies |
| Investment Projects RoadShows(according to different topics) | Sept.8-10 | Project Team of the CIFIT Organizing Committee,Cooperation agencies |
| **Online and Offline Matchmaking** | Online CIFIT | Daily and during the CIFIT | Project Team of the CIFIT OrganizingCommittee,Online CIFIT |
| Investment Promotion Tour. (visiting the guestprovinces of honor, starcities and key regions ofthe CIFIT) | Daily | Project Team of the CIFIT OrganizingCommittee,Online CIFIT |

For more information or the latest schedule of the 21st CIFIT events, please log on [www.chinafair.org.cn.](http://www.chinafair.org.cn.)

**Reply Slip for the 21st CIFIT**

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| Please log on [www.chinafair.org.cn](http://www.chinafair.org.cn) for registration of the following information. The CIFIT Organizing Committee will dedicate to providing you with the best services. |
| **Name of Organization** |  |
| **Type of Organization** |  □Government □Investment Promotion Agency □Embassy or Consulate  □Business Association □Multinational Enterprise  □Enterprise (Main Industry: )  □Others (Please kindly specify the category: )  |
| **Contact** | Name |  | Phone |  |
| Mobile |  | Email |  |
| Address |  |
| **1. What kind of organizations do you want to meet in the followings? (Multiple)** |
|  □ International Organization □ Multinational Enterprise □ Business Association □ Investor □Project Holder□Investment promotion agencies of relevant provinces, cities and municipalities, please indicate province/city □ Media □Others   |
| **2. Which function of the** 21st CIFIT **interests you most?（Multiple）** |
| □ Participation as Exhibitors □B2B Matchmaking □ Relevant Forums and Seminars □Attendance as Visitors □ Others  |
| **3. What industries your esteemed office are most interested in? Any detailed investment and cooperation information is highly welcomed.** |
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**⚫ A Never-ending Investment Promotion Platform: Online CIFIT – www.icifit. com**

Online CIFIT 2.0--www.icifit.com serves as a big data platform for investment institutions to release investment information and policies, and facilitate capital and projects matchmaking on a regular basis. Beyond time and space limits, the online CIFIT 2.0 offers a never-ending investment promotion platform for investors and project holders.

The CIFIT is gaining rising recognition in the international business community and has been well accepted as a major rostrum to release investment policies and information. Exhibitors from over 50 countries and visitors from more than 100 countries are expected to attend the 21st CIFIT to discuss international investment trends and promote international investment cooperation.

**Join us in exploring global investment opportunities on the extraordinary platform of the 21st CIFIT.**

For registration or the latest information, please log on:

www.chinafair.org.cn

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