



中国国际进口博览会
CHINA INTERNATIONAL
IMPORT EXPO



中國銀行
BANK OF CHINA

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THE STRATEGIC PARTNER OF THE CIIE

Supply-Demand Matchmaking Conference of the Second China International Import Expo

Handbook
August 2019

A. Plan for Supply-Demand Matchmaking Conference

I. Title

Supply-Demand Matchmaking Conference of the Second China International Import Expo

II. Time

10:00-12:00, 13:30-17:30 on November 6-8, 2019

III. Venue

Floor 2, Hall 1, National Exhibition and Convention Center (Shanghai)

IV. Host

China International Import Expo Bureau

National Exhibition and Convention Center (Shanghai)

V. Organizer

Bank of China

VI. Participating Enterprises

Select enterprises from exhibitors and buyers of the Second China International Import Expo.

VII. Content

The matchmaking conference will cover all the 7 exhibition areas at the Second China International Import Expo: trade in services, automobile, equipment, sci-tech life, lifestyles, medical equipment & health care products, and food & agricultural products.

During the matchmaking conference, various forms of “one-to-one” negotiations will be arranged for exhibitors and buyers every day.

VIII. Participation

For more information on participation, please visit <https://www.ciie.org/zbh/en/activities/Supply-demand/>

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B. Review of the First Supply-Demand Matchmaking Conference

During November 6-8, 2018, the Supply-Demand Matchmaking Conference of the First China International Import Expo was grandly held at National Exhibition and Convention Center (Shanghai). As the largest supporting activity of the First China International Import Expo, the matchmaking conference was hosted by China International Import Expo Bureau and National Exhibition and Convention Center (Shanghai), and organized by Bank of China.



There were 1,178 overseas exhibitors from 82 countries and regions, and 2,462 domestic buyers having negotiations there, reaching 1,258 deals and intentions of further on-site visits in three days. The matchmaking conference was fruitful and won great reputation among exhibitors and buyers.



C. More about BOC Global Matchmaking Services

I. Overview

Guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, Bank of China practices its strategic thoughts of building a world-class bank in the new era, makes great efforts in serving the real economy and small and medium-sized

enterprises and developing inclusive finance, and creates the “BOC Global SME Cross-Border Matchmaking Services”. Cross-border matchmaking services are dedicated to solving the difficulties faced by SMEs in cross-border operations, finding a solution to the problems of “difficult and expensive financing” of SMEs, providing a platform for them to connect with each other, and helping them get better integrated into the global capital chain, value chain, and industrial chain in the context of economic globalization. Focusing on the Belt and Road construction, Bank of China supports and facilitates multilateral trade and cooperation, and acts as a bridge in economic cooperation and exchange among SMEs around the world.



As of now, Bank of China has hosted 55 cross-border matchmaking events across the globe, attracting 30,000 Chinese and foreign companies from 108 countries and regions so far. The industries involved include information technology, biomedicine, high-end manufacturing, artificial intelligence, modern agriculture, new energy, environmental protection, education, health care and tourism. The events have helped enterprises realize a series of business cooperation such as trade, investment and technology introduction and have been widely praised by governments and business industries in various countries.

II. Matchmaking Forms and Technical Support

i. **Offline Matchmaking:** On-site One-on-one Matchmaking Negotiation, Free Negotiation and Special Themed Negotiation



ii. Online Matchmaking: One-to-one Video Matchmaking



BOC Global Cross-border Matchmaking Services relies on the Global SME Matchmaking System developed independently by BOC. The system serves as an online cooperation platform for domestic and overseas enterprises to negotiate and cooperate, with features of online application, self-selection of negotiation partners, intelligent matchmaking of customers' demands, automatic table arrangements and conference support. It also provides technical support for online video matchmakings and on-site one-to-one matchmaking, in a bid to improve the global matchmaking participation and efficiency, available in web portal and mobile app for enterprises.

Online Application: Enterprises can register and fill the application through GMS system on website or mobile app under the guide of BOC customer managers, and fill in the matchmaking demands.

Self-selection: After the registration, the enterprises can select negotiation partners based on their demands and willingness in the system.

Intelligent Matchmaking: The GMS system will match enterprises automatically based on their features, demands and willingness of self-selection.

Conference Support: The enterprises can make information inquiry about the negotiation and initiate free discussions through the GMS system.



III. Successful Cases

i. Case one

Keywords: trading cooperation

One food enterprise from Anhui province, China, established in 2001, mainly produces snacks like roasted nuts and seeds, baked food and crisps, with products exported to more than 30 countries and regions.

But its offline distributor system is hindered by the speed transformation of domestic economy and the rise of O2O marketing model, resulting a slow growth in production and operation. Therefore, this enterprise expects to expand its sales market and material procurement market at home and abroad, and find the origin of raw material with the best quality as well as strong partners.

Through participating in the BOC cross-border matchmaking conference in Australia, the enterprise negotiated with 6 Australian enterprises in succession, and signed an on-site strategic cooperation memo with one of them.

In this cross-border matchmaking conference, the enterprise made an intent deal with the Australian enterprise on food procurement and supply including pecans, apricot kernels, almonds and pistachios, obtaining a premium and reliable supply channel for raw material. In addition, they also reached a preliminary intention to cooperate in investing farms. The enterprise also plans a later merger and acquisition of an Australian nut production and processing enterprise.

ii. Case two

Keywords: overseas M&A

Company A, established in 1991, is an Italian company with more than 20 years' experience in interior design and production. Over the years, the company has targeted at premium end of the market of interior design, with its production selling to European countries and regions including Italy, France and German. But recently, due to economic

downturn and withered high-end market, its orders fell down dramatically, resulting shortage of operation funds, therefore, the company was desperate for investors to inject funds to maintain its operation.

The company strived for investors in Europe in vain until it accepted an invitation from Bank of China to attend a global matchmaking conference held in Hebei province, China. During the conference, company A made a preliminary cooperation intention with company B located in Hebei province. And in the next few months, BOC continued to provide tracking service. Taking advantage of the BOC matchmaking conference held in Milan, Company B paid a site visit to company A in Italy, and the two finally decided to cooperate, and signed a memorandum of cooperation on the proposed acquisition, which included company B acquiring all shares of company A and its assets including intellectual property, plants, equipment and inventory etc., while hiring the former General Manager in charge of the operation of the company and expansion of business in China. The Italian company is responsible for the design and marketing, while China acts as a production base to minimize costs and achieve win-win cooperation.

After the sign of acquisition agreement, the Italian company A solves its problem of funding shortage, and its brand and advanced technology survive. Bank of China accepts the application for line of credit, agrees to provide merger and acquisition financing for this acquisition through overseas financing against domestic guarantees.

“The end of this story is beyond my expectation, and I even dare not to give a thought about it,” the representative from company A said when having an exclusive interview. “BOC has provided us overseas companies with one package service of global matchmaking, and helped the companies knowing nothing about China, like us, come into China.” he added.

iii. Case three

Keywords: technology exchange

An agricultural high-tech company from Hunan province, established in 1999, is a leading modern seed group of the industry.

In order to speed up its overseas layout, and expand local research, production and process and sales of agricultural seeds abroad, the company attended the Sino-Africa Business Cross-border Matchmaking Conference held by Bank of China, where its leadership met with the Ethiopian ambassador to China, officers from Ministry of Agriculture, Livestock and Fisheries of Madagascar, and officers from Department of Agriculture, Agrarian Reform and Rural Development of Northern Cape Province, South Africa, and eventually signed intentions of cooperation with Ethiopia and Madagascar.

The company has held several training courses for hybrid rice technicians taking a ride on the chance of state's aid plan to Africa, and cultivated amounts of talents in hybrid rice for Africa, which is highly valued by African countries and people. The guests from Africa express their hope to introduce hybrid rice technology to solve the problem of food and clothing in their countries and wish to strengthen cooperation with the company.