



## **Shanghai Fair 365**

### **Online B2B Platform**

First of all, as you know that we have already held several Shanghai Fair exhibitions all over the world for almost 10 years, but actually it's hard to hold one exhibition for more than 10 days.

That's why we build the Shanghai Fair online B2B platform which will never be closed. And we aim to create the business opportunity for all the online members, to help them to match with each other. To combine the offline exhibition with the online platform. To connect the cooperation among the federations, chambers, associations together. To provide all our members the best B2B service experience.

On the Chinese side, the Shanghai Federation of Industrial Economics and Shanghai Services Federation are our main organizers, and we have more than 30 Shanghai Industry Association members. So, all the 10000+ Chinese online members are the companies from these federations and associations, which have been certified. All their products and qualifications are guaranteed. So there will be less or even none risk during the B2B process. So the Shanghai Fair online platform is safe, true and reliable.

On the foreign side, we have more than 13 foreign chamber partners. They are the Commerce & Industry Chambers from different countries. And they will invite all their member companies to join this online platform. So all the foreign members will not only have the opportunity to do the business with the Chinese companies but also with other foreign companies. Actually, it will be a global online Business platform, and we are trying to make it the best one. We also wish that you can invite your members to join the platform, the success may not come true without your help.

Products and the business needs are the heart of the platform. All the members will have the business communication or matching with related enterprises. All the members can easily display their company's products or introduction on it, and can easily search what they need (such as the raw materials, the dealers, the technical cooperation)

They can also clearly know the companies who will attend the offline exhibition, and can meet during the exhibition who they interested, for further communication.

By the way, we will also hold several online B2B meetings or other online activities for all our



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members. (We'll set a month as the industrial theme month, such as the Auto parts months, or chemical products month. We will put all the related chambers, associations, companies, products together in one web page and the online meeting room, to help them to communicate with each other)

That's the plan of the Shanghai Fair online B2B platform, and we are trying to finish to build it before July. We also would like to listen to your great opinion about it.

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27 April 2020