



Presented By :  
Intenel Business Group

# The 9TH China International Import Expo (CIIE) Enterprise & Business Exhibition Exhibitor Invitation

November 3rd to 12th, 2026  
Shanghai, Hangzhou China



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# TARGET AUDIENCE

## WHO THIS PROGRAMME IS DESIGNED FOR

This 10-day China business visit is designed for professionals and organisations seeking direct access to China's market, innovation ecosystem and supply chain networks.

The programme combines a visit to the China International Import Expo in Shanghai with curated industry visits in Hangzhou, offering both large-scale exhibition exposure and in-depth company engagement.

### IDEAL PARTICIPANTS INCLUDE:

#### International Brands & Service Providers

- Looking to enter the Chinese market with products or services

#### Business Owners & Expansion Decision Makers

- Exploring opportunities to establish a presence in China or build strategic partnerships

#### Investors & Market Explorers

- Interested in evaluating China's market potential and identifying investment opportunities

#### Companies Preparing for CIIE (China International Import Expo)

- Conducting pre-event market research and on-site assessment before participation

#### Technology & Innovation Companies

- Exploring collaboration opportunities within China's innovation ecosystem



### WHAT YOU WILL GAIN:

- First-hand access to one of China's most influential international exhibitions
- Direct exposure to innovative companies and real industry applications
- Opportunities to build meaningful business connections
- A deeper understanding of China's commercial environment and future trends

# INTRODUCTION OF SHANGHAI IMPORT EXPO

## ABOUT US:

The 9TH China International Import Expo (CIIE) is the world's first import-themed national-level expo. It was personally conceived, proposed, planned, and promoted by Chinese President Xi Jinping, and has been held annually in Shanghai since 2018.

Time: Nov.5-10, 2026

Venue: National Exhibition and Convention Center (Shanghai), China

Hosts: Ministry of Commerce of the People's Republic of China,  
Shanghai Municipal People's Government

Organizers: China International Import Expo Bureau,  
National Exhibition and Convention Center (Shanghai) Co., Ltd.

Partners: World Trade Organization,  
United Nations Development Programme,  
United Nations Conference on Trade and Development,  
Food and Agriculture Organization of the United Nations,

United Nations Industrial Development Organization International Trade Center

# Global Participation & Exhibition Scale

China International Import Exp

**180**

Countries, regions, and international organizations participating in total

**500**

Average number of global media outlets covering each edition

**>3000**

Average number of overseas exhibitors per year

Nearly **3000**

Flagship new products, technologies, and services debuted in total

**>1200**

Supporting events held in total

**>700**

Trade sub-missions

**>\$500** billion

Cumulative intended transaction value

**>360000**m<sup>2</sup>

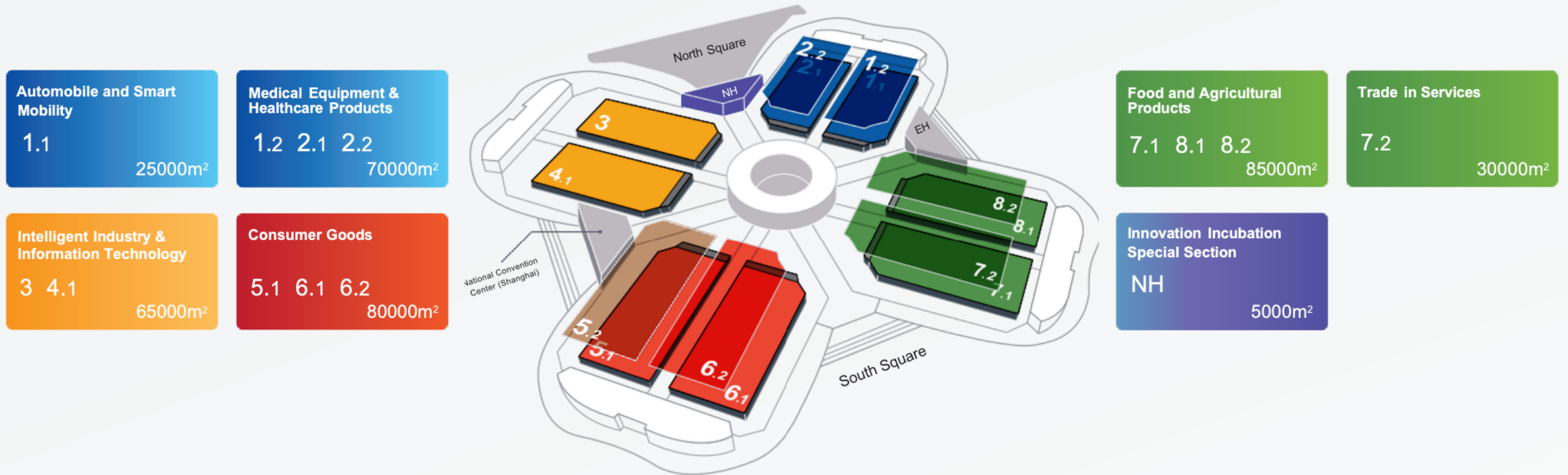
Average annual exhibition area

**5** million

Total cumulative visits



technologies, and services. The exhibition zones are arranged as follows:

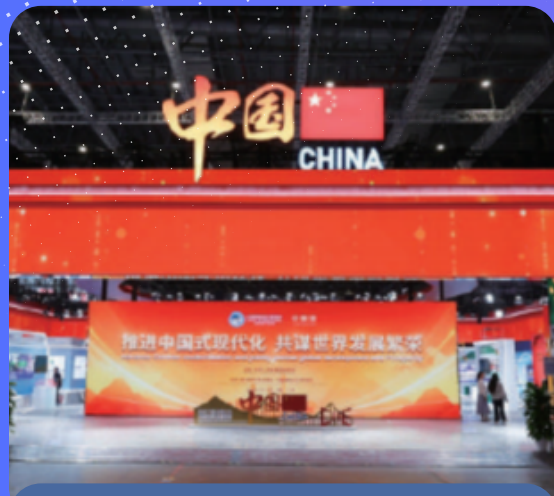


## EXHIBITION AREA SETUP

The CIIE comprises the Country Exhibition, Business Exhibition, Hongqiao International Economic Forum, supporting events, and people-to-people exchange programs. Among these, the Business Exhibition serves as a global platform for enterprises to showcase imported products,

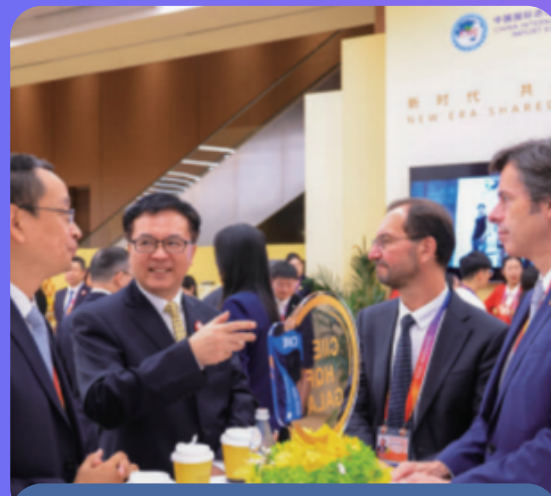
# CIIE OPPORTUNITIES

## WHY VISIT CHINA INTERNATIONAL IMPORT EXPO



### Market Access

- Access China's Vast Consumer Market
- 1.4 billion population
  - Strong import demand and purchasing power
  - Direct insight into real market trends



### Business Connections

- High-Value Networking & Matchmaking
- Direct access to global exhibitors and buyers
  - Structured matchmaking opportunities
  - Face-to-face business engagement



### Government & Policy Support

- Strong Institutional Backing
- Government-led trade platform
  - Policy support for international participation
  - Efficient and secure business environment



### Global Exposure

- International Visibility & Influence
- Extensive global media coverage
  - Participation from 180+ countries
  - Platform for brand and industry positioning



### Innovation & Industry Insights

- Discover Emerging Technologies & Trends
- Access to cutting-edge products and solutions
  - Insight into China's innovation ecosystem
  - Cross-industry knowledge exchange



### Scale & Impact

- One of the World's Largest Trade Platforms
- Hundreds of thousands of professional visitors
  - Large-scale exhibition space
  - Significant transaction value generated

# HOW TO PARTICIPATE

We welcome enterprises from all over world engaged in service imports to register for the exhibition and showcase their imported products, technologies, and services.

## PRICE OF BOOTH:

- Raw Space (Minimum 36m<sup>2</sup>)  
(The cost of booth designing, construction, water, electricity, etc. are not included)  
USD 330 or CNY 2310 per m<sup>2</sup>

## STANDARD BOOTH - INNOVATION INCUBATION SPECIAL SECTION

(Including standard booth construction, basic lighting, basic electricity, table & chair, cabinet, etc.)  
USD 450 or CNY 3150 per booth  
(4.5m<sup>2</sup>)

## STANDARD BOOTH

Including standard booth construction, basic lighting, basic electricity, table & chair, cabinet, etc.)  
USD 3000 or CNY 21000 per booth (9m<sup>2</sup>)

※For the above two types of booth, signing participation contract before March 31, 2026 can enjoy a 10%-off discount.

IF YOU WANT TO PARTICIPATE IN THE EXHIBITION THIS TIME, YOU CAN READ THIS PAGE IN DETAIL.

# HOW TO REGISTER

## PARTICIPATE INDIVIDUALLY

Individual exhibitors may register through the official website of the CIIE ([www.ciie.org](http://www.ciie.org) > Business Exhibition > Registration).

If you have any questions, please feel free to

- Email: [info@Intennel.com](mailto:info@Intennel.com)

Enterprises for previous sessions may directly contact the staff for registration.

## • PARTICIPATE IN INDUSTRIAL PAVILIONS

Exhibitors may contact the organizer recognized by the CIIE (see pages 15-16) for CIIE in groups.  
If you wish to become an organizer, please email [exhibition@ciie.org](mailto:exhibition@ciie.org), or contact the business institutions of local Chinese embassies and consulates.

We welcome government, industry, academic, and research professionals to register as visitors and engage in in-depth exchanges with exhibitors from around the world.

Registration for professional visitors is expected to open in June 2026 on the CIIE official website ([www.ciie.org](http://www.ciie.org)). Organizations that meet the exhibitor qualifications but intend to attend as visitors may contact [exhibition@ciie.org](mailto:exhibition@ciie.org) for inquiries.



# Shanghai: Your Gateway to the Chinese Market

Shanghai is China's leading international business hub and a strategic gateway for global trade and investment.

As the host city of the China International Import Expo, Shanghai brings together thousands of global exhibitors and high-value buyers, creating unmatched opportunities for brand exposure and commercial partnerships.

Exhibitors benefit from direct access to:

High-quality  
Chinese and  
international  
buyers

Government  
-supported  
trade  
platforms

Strong media  
visibility and  
brand  
promotion

Efficient  
logistics and  
exhibition  
infrastructure

With its advanced supply chains, financial ecosystem and global connectivity, Shanghai offers an ideal environment to launch products, expand market presence and secure long-term partnerships in China.

# HANGZHOU BUSINESS VISIT PROGRAMME

NOVEMBER 9TH



## Morning, 9 Nov.– Alibaba Visit & AI Session

- 1.Guided tour of Alibaba Group Headquarters
- 2.Visit to the AI Application Exhibition Area
- 3.Keynote Session:
  - “How Artificial Intelligence Drives New Business Growth”

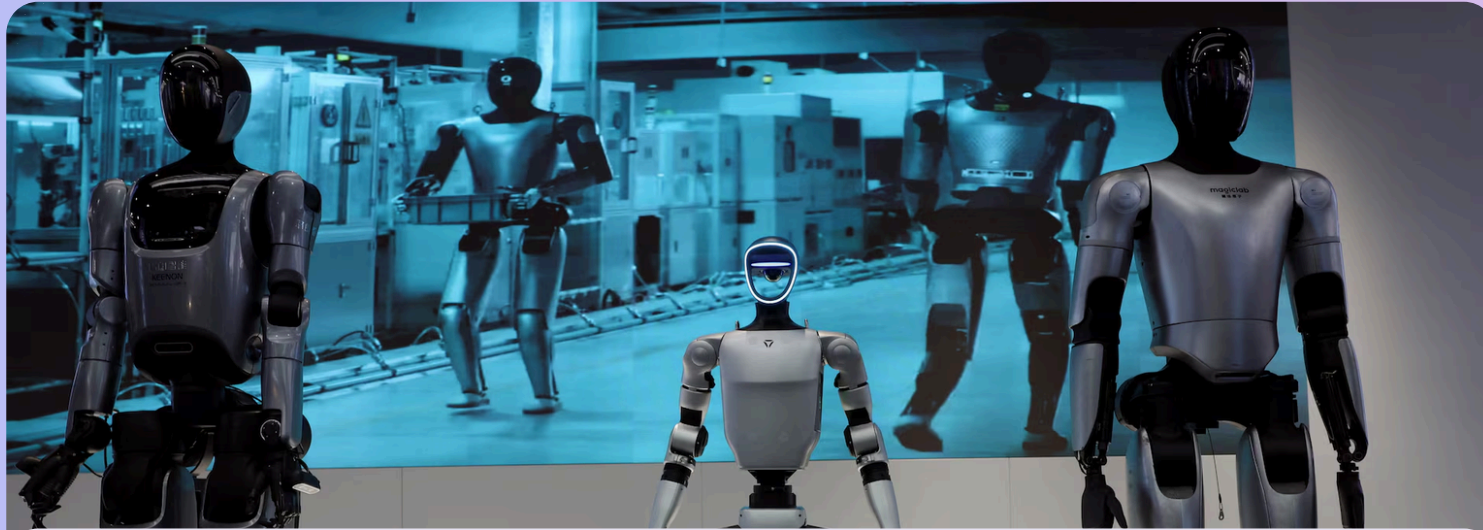


## Afternoon, 9 Nov. – BrainCo Technology

- 1.Visit to the BrainCo Exhibition Centre
- 2.Explore brain–computer interface (BCI) technologies, including:
  - Focus enhancement systems
  - Sleep aid devices
- 3.Gain insights into the medical rehabilitation value of BCI applications
- 4.Experience how technology is being developed for social good
- 5.Thematic Talk:
  - “Brain–Computer Interfaces: The Next Frontier of Human–Machine Interaction”
  - Overview of neuroscience development
  - Latest breakthroughs in BCI technology
  - In-depth understanding of industry trends

# HANGZHOU BUSINESS VISIT PROGRAMME

NOVEMBER 10TH



## •Morning, 10 Nov. – Unitree Robotics

1. Visit to the Unitree Robotics Showroom
2. Close-up exploration of advanced robotic products
3. Learn about the evolution of full-sized electric humanoid robots, including world-leading innovations such as real-time aerial manoeuvres
4. Roundtable Discussion:
  - “Artificial Intelligence and the Future of Humanoid Robotics”
  - Introduction to R&D philosophy Technological innovation pathways Global market positioning



## Afternoon, 10 Nov. – SHENHAO Technology

1. Visit to the SHENHAO Robotics Exhibition Centre
2. Explore robotics laboratories
3. Hands-on experience with robotic operation systems
4. Closing Session:
  - “Empowering Industries Through Robotics”
  - Insights into intelligent robotics applications
  - Exploration of low-altitude economy and diversified innovation paths
  - Review and summary of the two-day programme



# Hangzhou: China's Innovation Engine

Hangzhou is one of China's leading innovation hubs and a key centre for the country's digital economy, known for its strong technology ecosystem and high quality of life.

As the home of major companies such as Alibaba, Hangzhou brings together leading technology enterprises, innovative start-ups and research institutions, creating strong opportunities for business insight and industry engagement.

Exhibitors benefit from direct access to:

High-growth  
technology  
companies

Innovation-  
driven  
business  
environments

Emerging  
sectors such  
as AI and  
robotics

Real-world  
applications of  
digital  
transformation

With its advanced innovation ecosystem, entrepreneurial culture and close connection to Shanghai, Hangzhou offers an ideal environment to explore China's next-generation industries, gain strategic insights and build meaningful business connections.

# Shanghai

## Where Global Finance Meets Culture

Shanghai is a global financial centre and one of China's most influential international cities, playing a key role in global trade, innovation and investment.

Located on China's eastern coast, the city connects domestic production with international markets, making it a strategic hub for business exchange and cross-border collaboration.

Known for its iconic skyline and rapid development, Shanghai combines advanced infrastructure with a strong commercial ecosystem, supporting industries ranging from finance and technology to manufacturing and consumer markets.

With its international outlook and efficient logistics network, Shanghai provides an ideal environment for global businesses to connect, grow and access the Chinese market.





# Hangzhou

## Technology, Nature and Culture in Balance

Hangzhou offers a unique combination of natural beauty and cultural heritage, making it an ideal destination for a one-day cultural visit alongside business activities. The city is best known for West Lake, a UNESCO-listed landscape surrounded by temples, gardens and traditional architecture, providing a calm and reflective contrast to the fast-paced business environment.

Nearby, Lingyin Temple offers a glimpse into China's spiritual and historical traditions, set within a tranquil mountain setting. For a more local experience, visitors can explore Hefang Street, where traditional shops, tea culture and local cuisine reflect the city's everyday life.

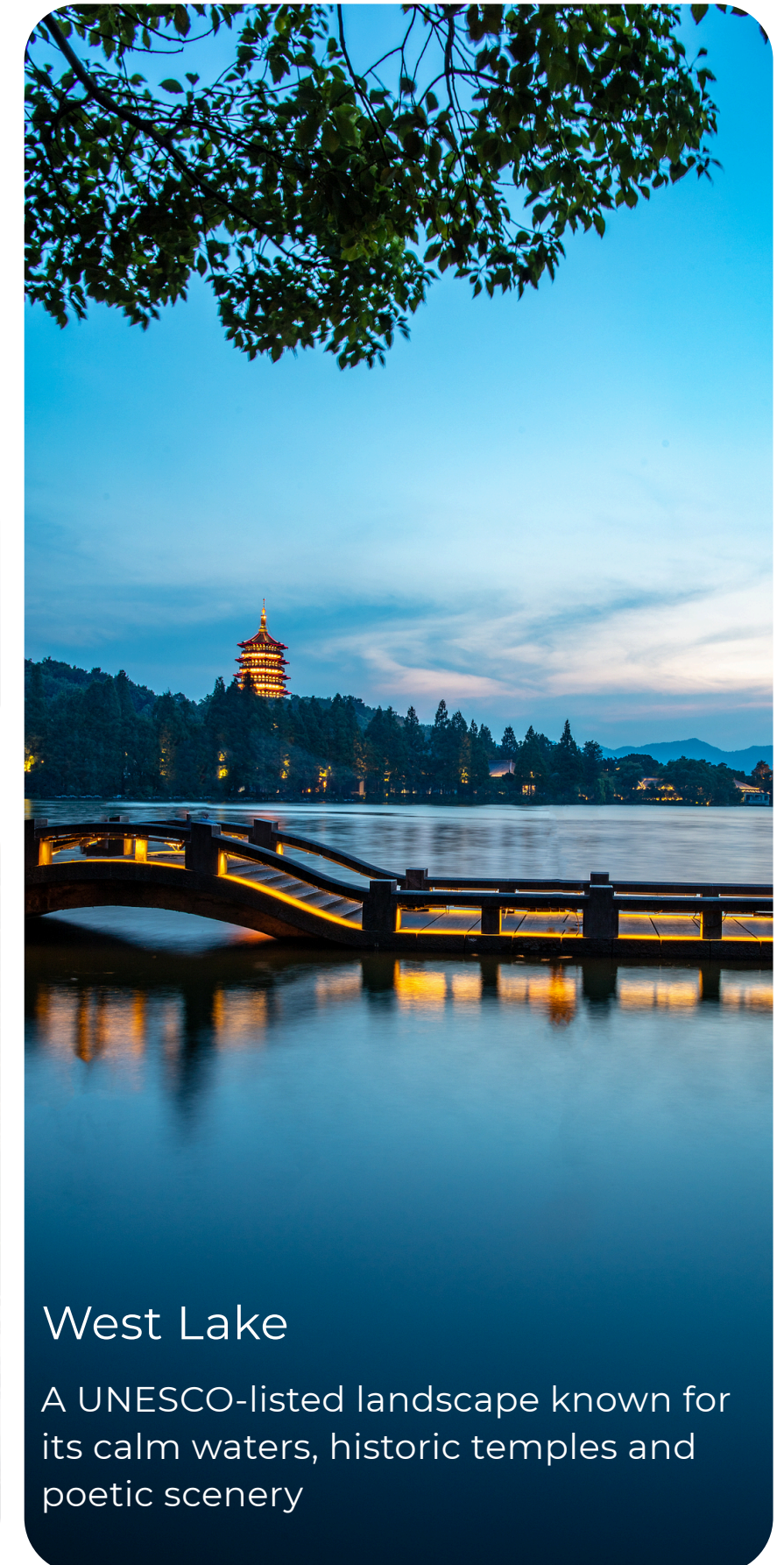
Together, these destinations provide a well-balanced introduction to Hangzhou, allowing visitors to experience both its cultural depth and relaxed lifestyle within a limited time.



**Lingyin Temple**  
One of China's most important Buddhist temples, set within a tranquil mountain landscape



**Alibaba Xixi Campus**  
A symbol of China's digital economy and innovation ecosystem



**West Lake**  
A UNESCO-listed landscape known for its calm waters, historic temples and poetic scenery

# BUSINESS TRIP ITINERARY



## DAY 1

### Arrive in Shanghai

The flight arrives in Shanghai, with a private car service for airport pickup. Guests will check into a selected hotel and rest to adjust to the time difference.

**November 3rd to 4th**



## DAY 2-4

### Visit the China International Import Expo

Deeply explore the China International Import Expo to understand the latest global products and technology trends.

**November 5th to 6th**



## DAY 5-6

### Shanghai Tour

Visit famous attractions in Shanghai such as Yu Garden, Xintiandi, Lujiazui, etc.

**November 7th and 8th**

The itinerary may be subject to minor adjustments based on actual arrangements. Our company reserves the right to make such changes.

# BUSINESS TRIP ITINERARY



**DAY 6**

## Go to Hangzhou for inspection

Take the high-speed train to Hangzhou in the afternoon, arriving in about 45 minutes, and check into a hotel in Hangzhou.

**November 8th**

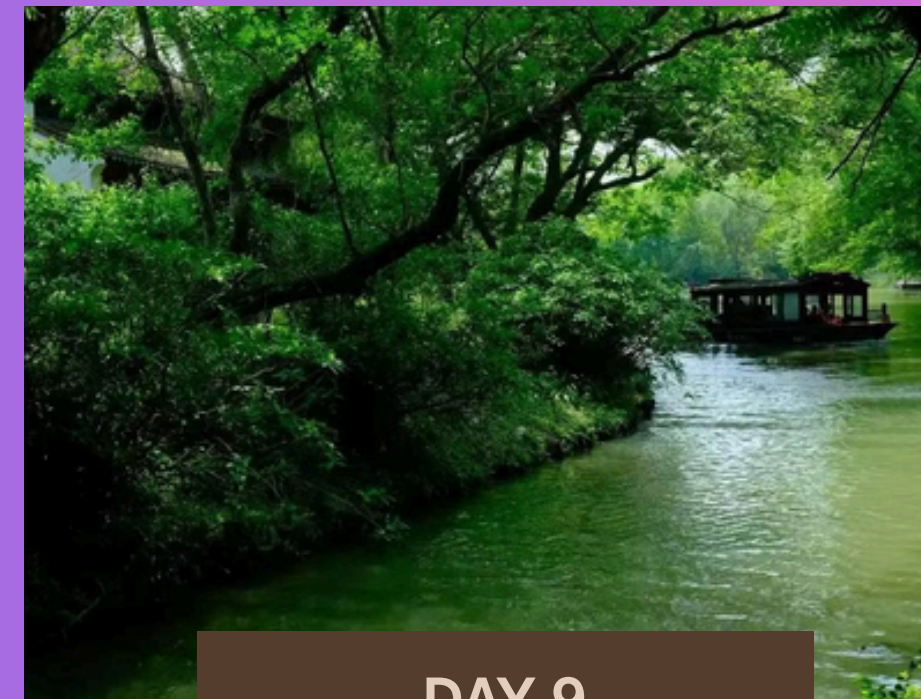


**DAY 7-8**

## Corporate visit

Visit innovative companies such as Alibaba, Strong Brain Technology, Unitree Robotics, and Shenhao Technology.

**November 9th and 10th**



**DAY 9**

## Return trip

Return to Shanghai Pudong Airport, board a flight back to the UK, and successfully conclude the trip.

**November 11th**



**DAY 10**

## Cultural Experience

Experience the cultural essence of Hangzhou by touring West Lake, visiting tea plantations, and feeling the charm of Jiangnan.

**November 12th**

# INVESTMENT & PROGRAMME VALUE

**DAYS:**

**10 DAYS**

**TOTAL PRICE:**

**£1,899**

## COVERAGE OF EXPENSES:

The itinerary includes international flights, local transportation, accommodation, meals, guided services, and access to all business events and site visits.

The programme spans ten days across two key cities—Shanghai and Hangzhou—combining global trade exposure with cutting-edge technology engagement. Core activities include visits to the China International Import Expo, alongside curated company visits and industry exchanges within Hangzhou's leading innovation ecosystem, covering sectors such as AI, robotics and digital technology.

The itinerary may be subject to minor adjustments based on actual arrangements. Our company reserves the right to make such changes.



# ORGANIZER

## IBG -- Inspiring Brand Growth

IBG (Intennel Business Group) is a global branding and communication agency dedicated to empowering brands with global reach and local success. Since its inception, IBG has provided one-stop tailored solutions covering international exhibitions, business delegations, cultural exchanges, and professional training.

With a strong international network and professional service team, IBG supports clients in expanding global markets while maintaining local relevance. IBG's portfolio includes collaborations with Fortune 500 companies, leading industry organizations, and government agencies, delivering impactful experiences that drive brand growth and international cooperation.

### Contact Information:

- Website: <http://www.intennel.com>
- Email: [info@Intennel.com](mailto:info@Intennel.com)

# CASE PRESENTATION



In October 2024, organize British purchasers to participate in the Shandong International Precision Procurement Matching Meeting during the Canton Fair.



In October 2024, organize British business representatives to visit Qingdao and hold a Sino - British Economic and Trade Cooperation Exchange Meeting.



In 2024, organize representatives of British purchasers to attend the opening reception of the 136th Session of China import and export Fair .

# CASE PRESENTATION



In July 2025, organize British purchasers to visit Linyi Commercial City.



In July 2025, organize British purchasers to visit Linyi Commercial City.



In July 2025, organize purchasers from the UK and Ireland to participate in the "Entering Linyi Commercial City" Purchasers' Precision Matching Meeting.



# Thank you very much!

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