



GCCAC 2019

一帶一路国际商协会大会

THE BELT AND ROAD GLOBAL CHAMBERS OF COMMERCE AND ASSOCIATIONS CONFERENCE

Supervisors: All-China Federation of Industry and Commerce

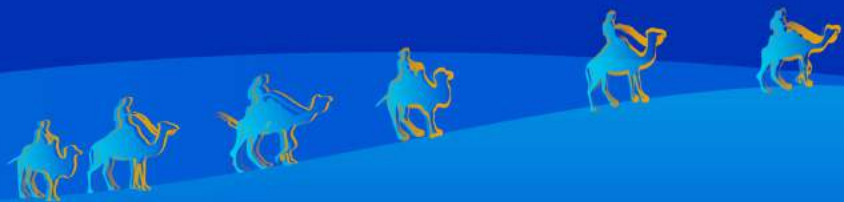
People's Daily

Hosts: People's Daily Online

Global Times

Supporter: Belt and Road Portal (YIDAIYILU.GOV.CN)

Organizer: Global Times Online



2019.10.29-30

Beijing · China





Since the Belt and Road Initiative was proposed, its vision is increasingly becoming a reality and bearing rich fruit. The practice has proven that strengthening international cooperation on the Belt and Road Initiative is providing new platforms for and injecting new impetus into the efforts to safeguard world peace and promote common development.

NGOs play an important role in promoting economic and social development as well as in international cooperation and global governance. Building the Silk Road NGO Cooperation Network is an important step to enhance exchanges and cooperation among people of the Silk Road countries and facilitate people-to-people connectivity.

Xi Jinping



一带一路国际商协会大会

The Belt and Road Global Chambers of Commerce and Associations Conference

The Belt and Road Global Chambers of Commerce and Associations Conference(GCCAC) is the first global cooperation platform in China with social organizations such as international chambers of commerce and industry associations as the main participants. With the principle of "Connectivity and Win-win, Consultation, Contribution and Shared Benefits", the conference will give full play to the power of social organizations, realize the resource sharing, interactive integration and coordinated development, and become the trend-setter for the international business investment.

The conference is held once a year and mainly composed of international exhibition, project matchmaking meetings and authoritative forums in various fields, aims to create a professional platform featuring a service system for global chambers and associations, superior resources, member corporations and brands, projects of economic and trade and model innovation. It aims to give a full play to resources of chambers and associations in deepening integration into the Belt and Road construction and expanding international cooperation.

Mission: To drive the standardization, globalization, and industrialization of chambers and associations

Vision: To promote common development of chambers and associations around the world



**Direct Contact — Political and Business
Elite**

**Multi-channel Exploration — The
Resources Investment Cooperation**

**Full Promotion — The Corporate
Brand Image**

**Accessibility Dialogue — Chinese
and Foreign Mainstream Media**



CONTENTS

1

Background

- Brief introduction of GCCAC
- Positioning
- Organization

2

Introduction

- Scale
- Media dissemination
- Guests (To be invited)
- Content

3

Previous Reviews

- GCCAC 2018
- GCCAC 2017



一带一路国际商协会大会

The Belt and Road Global Chambers of Commerce and Associations Conference

1. Background

The Introduction, Positioning and Organization of GCCAC

1). The Introduction of GCCAC 2019



Since the Belt and Road Initiative was proposed 6 years ago, we should note that outcomes, in terms of speed and scale of the Belt and Road Initiative, have been better than expected.



"The Belt and Road Chambers of Commerce and Associations conference" in 2019, themed with "Converge Non-governmental Resources of The Belt and Road, Promote Common Development for Chambers of Commerce and Associations", keep "Resources Interoperability" as the core, aimed for "Strategic Docking", and driven for development, to promote the participation of chambers and associations in international exchanges and multilateral trade in depth, innovating and improving the institutional system, exploring the way for common development, enabling free-flow of factors, and promoting efficient allocation of resources and deep integration of markets, and achieving the transformation of The Belt and Road construction to high quality.



一带一路国际商协会大会

The Belt and Road Global Chambers of Commerce and Associations Conference



One Mainline: Converge Non-Governmental Resources of the Belt and Road



Two Goals: "Bring in" and "Going global"



Three Forms:

1. The showcase and project docking of chambers of commerce and associations and member corporations
2. International Chamber of Commerce Presidents Conference and series of Forums
3. The selection and award ceremony of chambers of commerce and associations



Four Contents:

1. Resource Connectivity - Communication of Global Chambers of Commerce and Associations
2. Service Integration - Unleash the service capabilities of chambers and associations, gather together for mutual benefit and common development
3. Project Docking - Use the chambers of commerce and association as the platform to promote member corporations to connect with global resources
4. Brand Display - Provide multi-dimensional brand and product display for chambers of commerce and associations and member corporations



Five Advantages:

1. Leading the new development trend of global chambers and associations
2. Enriching the new cooperation content of global chambers and associations
3. Demonstrating the new business blueprint of global chambers and associations
4. Improving the new height of global chambers and associations
5. Building a win-win new pattern of global chambers and associations



The Belt and Road Global Chambers of Commerce and Associations Conference in 2019

Supervisors:

All-China Federation of Industry and Commerce, People's Daily

Hosts: People's Daily Online, Global Times

Support: Belt and Road Portal (YIDAIYILU.GOV.CN)

Organizer: Global Times Online

Time: October 29-30, 2019

Venue: Beijing International Hotel Convention Center



一带一路国际商协会大会

The Belt and Road Global Chambers of Commerce and Associations Conference

2. Introduction

The Scale, Media dissemination, Guests (To be invited), Content of GCCAC



The Belt and Road Global Chambers of Commerce and Associations Conference 2019

100+

Countries and
Regions

25+

Industrial Forums
&
Summits

200+

Keynote speeches
&
High-end
dialogues

1000+

Presidents of chambers
and associations
Vice presidents
Secretary general

300+

Exhibitors

8000m²+

Exhibition Area

1000+

Global chambers
and associations
and institutions

5000+

Business elite
&
Entrepreneur
representatives

30000+

Participants

500

million+
Efficient reach of
500 million people



Powerful Media Report: **300+** High Exposure: **1000+**
 Related Groups: **500 million+**



The report of authority media matrix of People's Daily: Global Times, People's Daily Online, Global Times Online



The promotion of hundreds of Chinese and foreign mainstream media: Xinhuanet, www.cctv.com, CRI Online, China Arab TV

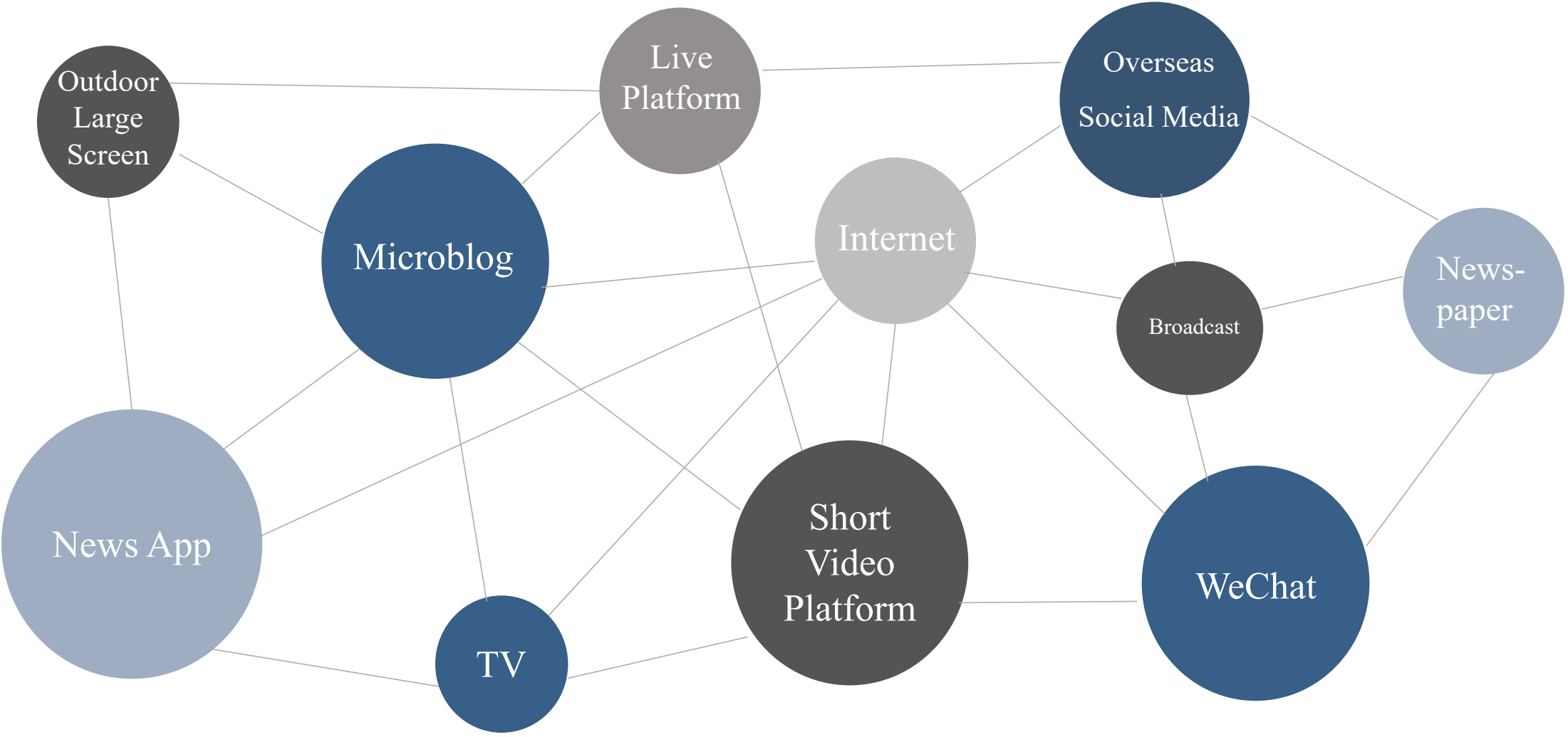


The highly recommend of dozens of mainstream commercial media platforms: Tencent, Sina, NetEase, Phoenix New Media, Sohu, iQIYI, Yidianzixun



1000+ foreign well-known media covering more than 50 countries and regions around the world will follow the whole process of the conference and follow the report in all directions

2). Media Dissemination



Pre-launch Period

- Before the convening of GCCAC, the advertisement space of People's Daily Online and Global Times will highly recommend this event.
- The advertisement space on the homepage of People's Daily Online and Global Times Online will effectively promote it.
- Column in "chamber.huanqiu.com" will push the information and relative news about the event in time.
- New media such as www.weibo.com/globaltimes, WeChat, news app and Tik Tok will warm the event up.
- Outdoor advertisements, magazine columns and cooperative media activities will launch warm-up posters, to maximize the social impact of the activities.

Later Period

- After the event, column in "chamber.huanqiu.com" will continue to report on the effectiveness of the event.
- Commentary articles will be released on Global Times Online, Weibo, WeChat, to explain the value and significance of this event.
- Form the brochure with theoretical and practical value and report it to relevant departments.

During the Event

- On the day of GCCAC, news on People's Daily Online and Global Times Online will update and release in real time
- Graphic live on column of "chamber.huanqiu.com"
- Create the hot topics on new media such as www.weibo.com/globaltimes, WeChat, news app and Tik Tok
- Video special interviews of the on-site important guests
- Central media such as Xinhuanet, CCTV, China Daily, Global Times, social media such as Sohu, Netease, as well as major TV media, will jointly report the event

3). Guests and Organizations (To be invited)

Ministry of Foreign
Affairs of the People's
Republic of China

Ministry of Commerce of
People's Republic of China

All China Federation
of Industry and
Commerce

Ambassadors, Business
Counsellors in various
countries and regions

Presidents, vice-presidents,
secretary-generals of chambers
of commerce and industry
associations in various countries
and regions

Leaders of department of
commerce of provinces,
districts and municipalities
in China

Chairmans of Federation of
Industry and Commerce (General
Chamber of Commerce) of all
provinces, districts and cities

Principals of well-known
brand enterprises at home
and abroad

Global Chambers of Commerce and Associations Exhibition and Matchmaking Meeting

The world's largest, most influential, richest content, the most comprehensive exhibition and project docking platform of the global chambers of commerce and associations



Time: 9:00-18:00, October 29-30

Venue: Beijing International Hotel Convention Center

The scale of exhibition area: 8000 m², 300+ booths

The planning of exhibition area: Government Commercial Institutions Exhibition Area, International Embassy Exhibition Area, International Chamber of Commerce and Exhibition Area, Industrial Association Exhibition Area, Regional Chamber of Commerce and Exhibition Area, Project Investment Promotion Exhibition Area, Brand Enterprises and Product Exhibition Area

Contents: service capability of chambers and associations, national and regional advantageous resources, business energetic and tourism characteristics, advantageous project investment promotion, corporate brand and high-quality products

4). Opening Ceremony & Presidents Conference



The Belt and Road Global Chambers of Commerce and Associations Conference Opening Ceremony & Presidents Conference

Time: 9:30-12:00, October 29

Venue: Beijing International Hotel Convention Center

Participating Countries and Regions: 100+

Participants: 1000+

Guests:

Representatives from domestic and foreign business institutions,
Diplomatic envoys,
Presidents from domestic and foreign, Chambers of commerce and associations,
Principals of social institutions,
Experts and scholars,
Principals of well-know enterprises,
Media representatives etc.

Expected Results:

1. Issue the "Global Chamber of Commerce and association Organization's Development Report for the Next Five Years", authoritative interpretation of the future development opportunities and challenges of the Global Chamber of Commerce and Association;
2. Issue the "Internal Management Mechanism and Development Plan of Global Industry Association Organizations", establish internal management mechanisms of industry associations and formulate development plans;
3. Issue "The 2020 Global Investment Environment Report" to share global business opportunities.

Series of Forums & High-end Summits

Authoritative interpretation, full docking, and explore new trends in international trade development



The Belt and Road Global Chambers of Commerce and Associations Conference Secretary General Forum

Time: October 29, 14:00-16:00

Venue: Beijing International Hotel Convention Center

Participants: 300+

Content:

View the current management and development exchanges of domestic and foreign chambers and associations; Co-explore the scientific development of business associations, and to promote domestic and foreign chambers and associations to give full play to their respective advantages.



The Belt and Road Global Chambers of Commerce and Associations Conference Investment and Economic Forum


Time: October 30, 9:30-11:30

Venue: Beijing International Hotel Convention Center

Participants: 200+

Content:

Interpret the investment environment and policies of the countries along the Belt and Road, to provide the cutting-edge industry information; Dock resources in various fields along the Belt and Road countries, to deepen multilateral exchanges and cooperation, and seek cooperation opportunities.



The Belt and Road Global Chambers of Commerce and Associations Conference Culture and Travel Forum

Time: October 30, 14:00-16:00

Venue: Beijing International Hotel Convention Center

Participants: 300+

Content:

Discuss the development advantages, status quo and characteristics of the national cultural tourism along the Belt and Road; Explore the global integration development plan, and promote the transformation and upgrading of the cultural tourism industry.

Involving technology, investment, trade, finance, internet, food, medical, culture and travel, health, education, big data, etc.

25 International Forums

Time: October 29th, 14:00-16:00; October 30th, 9:30-11:30, 14:00-16:00

Forms: Keynote speech, Roundtable dialogue, Investment promotion, Project matchmaking

Theme

(Preparatory):

-
- ASEAN Investment and Economic Forum
 - Global Chambers of Commerce and Associations Think Tank Development Forum
 - Asian Economic Integration Summit
 - European Interconnection Development Forum
 - China Key Industrial Park Promotion Conference
 - China-Africa Industrial Investment Forum
 - International Financial Information Summit
 - Internet+ Practice Development Forum
 - Technology Innovation Forum
 - Food Industry Summit
 - Medical Health Development Forum
 - Artificial Intelligence Modernization Forum
 - International Education Forum
 - Chinese Traditional Culture Summit Forum
 - Green Organic Agriculture Internationalization Development Forum
 - Smart City Innovation and Development Forum
-

4). Content—— "Gold Camel Award" Selection



The Belt and Road Global Chambers of Commerce and Associations "Gold Camel Award" Selection

The most authoritative and annual award ceremony with high value and wide coverage in the global chambers and associations, and a flagship of promoting the most influential chambers and associations



Selection targets: Domestic chambers and associations at all levels, overseas Chinese delegations, foreign chambers of commerce, presidents and secretary-generals of chambers and associations



Selection rule: The preliminary review of organizing committee→Big data screening→Public vote→Jury selection



Awards for Chambers of Commerce and Associations: The Excellent Chamber of Commerce/Association, The Excellent Provincial Chamber of Commerce/Association, The Excellent City-level Chamber of Commerce/Association, The Aggressive Chamber of Commerce/Association, The Chamber of Commerce/Association for Service Innovation, The Most Growing Chamber of Commerce/Association, etc.

Awards for President:

The Rising-Star President of Chinese Chamber of Commerce/Association, The President for Outstanding Contributions on Chamber of Commerce/Association, The Outstanding Leadership President of Chamber of Commerce/Association, etc.

Other Awards: International Friendly Chamber of Commerce/Association, The Excellent Secretary General of Chinese Chamber of Commerce/Association



一带一路国际商协会大会

The Belt and Road Global Chambers of Commerce and Associations Conference

3. Previous Reviews

GCCAC 2018 & GCCAC 2017

The Scale of GCCAC 2018

60+

Countries and
Regions

18

Forums,
Summits

100+

Keynote Speeches,
High-end Dialogues

4000m²+

Exhibition Area

100+

Exhibitors of Chambers
of Commerce and
Associations

19000+

Number of Participants
and Exhibitors

100+

Government
Representatives

200+

Experts and
Scholars

800+

Presidents of
Chambers of
Commerce and
Associations

600+

Media Coverage

350 Million+

Efficient Reach of People





Opening Ceremony
& Presidents Conference



Secretary General Forum



China-ASEAN
Investment Promotion Seminar



The Belt and Road International
Food Industry Conference



New Commercial and
New Retail Investment Summit



China-Europe and Americas
Industrial Investment Forum



China New Economy
Industrial Investment Summit



International Health Industry
Development Forum

Previous Reviews of GCCAC 2018



Digital Industrial Development and Cooperation Forum



Digital Economy Guangxi Cooperation and Development Seminar



Global Blockchain Digital Economy Development Forum



Digital Technology and Digital Economy Development Forum



Guangxi Private Digital Economy Promotion Fair



Search for Silk Road—
Silk Road Landscape Painting
Exhibition of Zhou Jianpeng

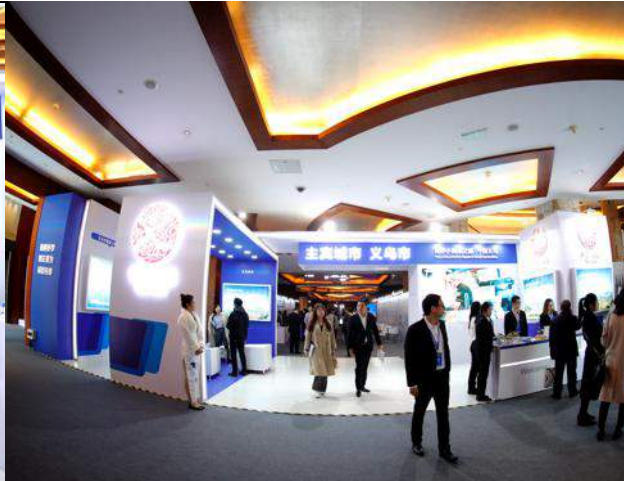


Emerging Projects
Promotion Conference

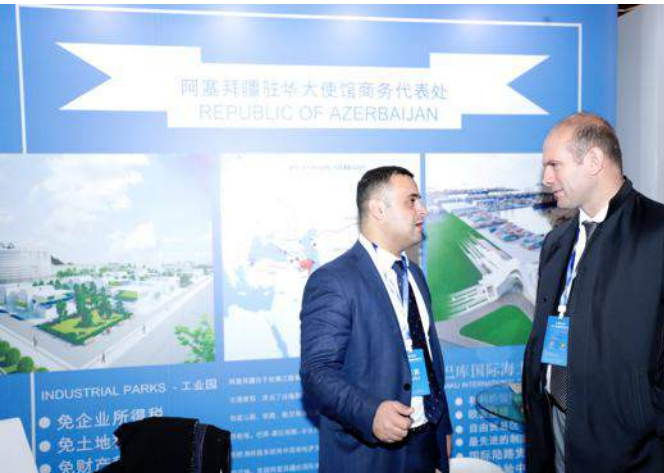




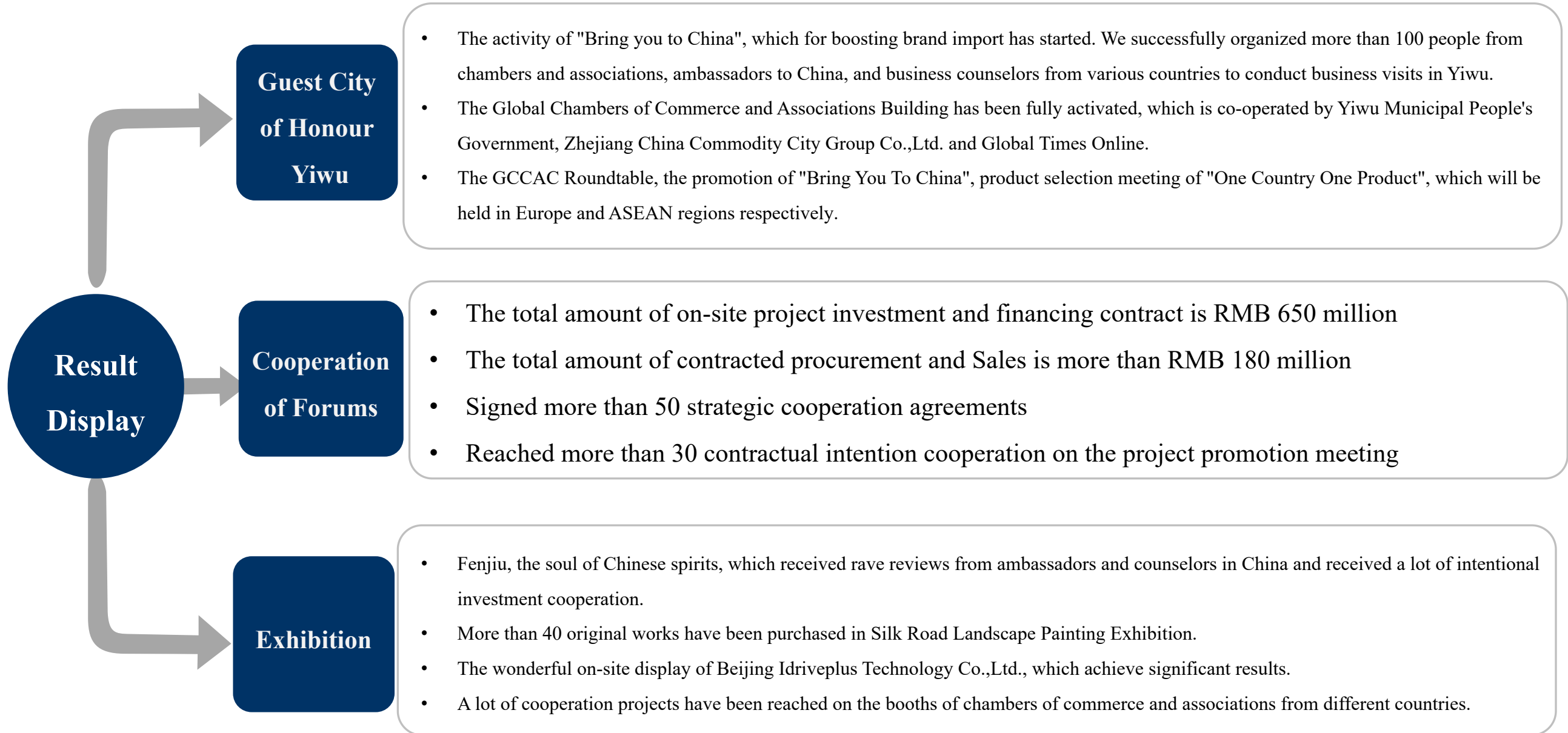
Booth of Yiwu, the guest city of GCCAC 2018



Booth of Fenjiu, the strategic cooperative brand of GCCAC 2018



More than 100 government agencies, commercial departments, investment promotion agencies, chambers of commerce, associations and enterprises at home and abroad



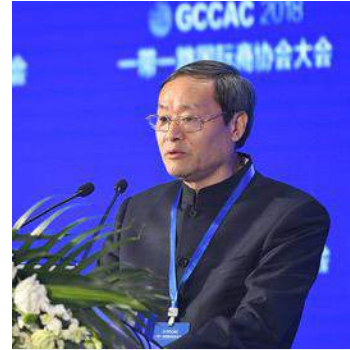
The Guests of GCCAC 2018



Vice Chairman of the
11th National People's
Congress Standing
Committee
Zhou Tienong



Undersecretary of State
to the Presidency of the
Council of Ministers
Simone Valente



Chief Editor of
People's Daily Online
Yu Qingchu



The President of BELT
AND ROAD ASSOCIA
George Floras



Director of the Big Data
Development Department of the
State Information Center, Dean
of Institute of Digital China
Yu Shiyang



Commercial Counselor
of The Philippines
Embassy in China
GLENN G.
PEARANDA



Director and Deputy
General Manager of
Fenjiu Group
Yang Bo



President of China Food
Newspaper
Huang Guosheng



Deputy Editor-in-
Chief of Global Times
Xie Rongbin



Minister Counselor
(Commerce) of Embassy
of Malaysia
Razida Hanim Abdul
Razak



Standing Committee of
Yiwu Municipal
Committee, Deputy
Mayor of Yiwu
Duo Jia



Commercial Counsellor
of Embassy of the
Socialist Republic of Viet
Nam
Dao Viet Anh



Vice President of
People's Daily Online
Tang Weihong



Minister Counselor
(Commerce) of Royal
Embassy of the Kingdom
of Cambodia in China
Tea Kong

Previous Reviews of GCCAC 2018

The Guests of GCCAC 2018



General Manager
of Global Times
Online
Shan Chengbiao



Minister Counselor
(Investment) of the of the
Royal Thai Embassy in
China
Donlaporn Ajavarakula



First-class Economic and
Commercial Counse
lor of Spanish Embassy in
China
Sergio Perez Saiz



Chairman of China-
Sweden Business
Council
Alli Farmandeh



President of
Penknife Italy-
China Association
Alessandro Rognoni



President of Malaysia
Chamber of Commerce
and Industry in China
Will Fung



Marketing Department
Manager of VYNMSA
Construction &
Development
Felipe Santamari



Vice President of
Doof Group
Li Zhenyu



Counsellor of Economic
and Financial Affairs Office
of Embassy of Switzerland
in China
Yves Reymond



Ambassador of
Embassy of Burundi
in China
Martin Mbazumutima



Commercial Counselor
of Togolese Embassy in
China Messan Amakoé
KLUTSE



Vice Minister of the United Front
Work Department of Guangxi
Zhuang Autonomous Region,
Secretary of the Party Committee of
Guangxi Federation of Industry and
Commerce
Xiong Chunhan



Former State Council
Counselor, Director of the
State Council Office of Poverty
Alleviation, and Deputy
Minister of Agriculture
Liu Jian



Former Foreign Ministry
Spokesperson, Public Advisory
Committee of the Ministry of
Foreign Affairs, former Ambassadors
to Afghanistan, Italy, India, Poland,
etc.
Sun Yuxi

Previous Reviews of GCCAC 2018



分众电梯



纽约时代广场



人民数字



外洽会会刊广告



世界经理人杂志



凤凰网客户端



环球网头条



新浪客户端



世界经理人客户端



环球时报

强势曝光



北京电视台

中阿卫视

法制网



今日头条



一点资讯



新华视频



英国报姐微博



国际商报



环球时报



创业家(黑马)

环球网

人民网

搜狐

中国食品报网

商界网

**The Accumulate Media Promotion Resources Value:
RMB 80 Million**

The Total Amount of Dissemination: 600+ Times

The Total Reach People: 350 Million+

The Live Highlights of GCCAC 2017

