

## Call for exhibitors – European SME Pavilion @ China International Industry Fair (CIIF) – 14-18 September 2021, Shanghai

The EU SME Centre is pleased to announce that it is organising an **official European SME Pavilion** at the next edition of the China International Industry Fair (CIIF) – which will take place from 14 to 18 September 2021 in Shanghai. **The European SME Pavilion will be regarded as the only guest of honour at this year's CIIF.**

The decision comes after the EU SME Centre specifically met with a delegation from the Shanghai Municipal Commission of Economy and Informatisation, led by its Vice Chairman, Mr Rong Zhiqing, and of the Shanghai SME Development Center, in March 2021.

The European SME Pavilion will be a **unique opportunity to showcase the technologies and products of innovative European SMEs.**

This is an EU-wide initiative strongly supported by the EU SME Centre's implementing partners, led by its coordinator, the China-Italy Chamber of Commerce.

### 1. Introduction to CIIF

CIIF is the **most influential fair in the industry sector in China and one of the biggest in Asia.** Launched for the first time in 1999, CIIF comprises nine theme shows, over a 280,000 m<sup>2</sup> exhibition area, and gathering every year more than 2,500 exhibitors and 200,000 trade visitors from all over the world.

CIIF is a **national-level fair** jointly organised by the Ministry of Industry and Information Technology (MIIT), the National Development and Reform Commission (NDRC), the Ministry of Commerce (MOFCOM), the Ministry of Science and Technology (MOST), the Chinese Academy of Science (CAS), the Chinese Academy of Engineering (CAE), the China Council for the Promotion of International Trade (CCPIT), the United Nations Industrial Development Organization (UNIDO), the Shanghai Municipal People's Government, and the China Machinery Industry Federation.

The **European SME Pavilion will be located in the Industrial Automation show**, in a very strategic position will be visited by local government and businesses officials. Despite our location, we are open to the participation of companies operating in any of CIIF's priority sectors, which include:

- Clean technologies, environment
- Smart energy, energy efficiency and saving technologies
- Industrial cleaning
- Industrial automation and robotics
- Intelligent, advanced manufacturing
- Information and communication technologies
- Automotive and components
- New energy vehicles
- New materials
- Metalworking and CNC machine tools

More information on CIIF: <https://www.ciif-expo.com/plus/list.php?tid=255>.



**EUSME**  
Centre



Camera di Commercio Italiana in Cina  
中国意大利商会  
China-Italy Chamber of Commerce



China-Britain  
Business Council  
英中贸易协会



中国丹麦商会  
DANISH CHAMBER OF COMMERCE IN CHINA



THE EUROPEAN UNION  
CHAMBER OF COMMERCE IN CHINA  
中国欧盟商会

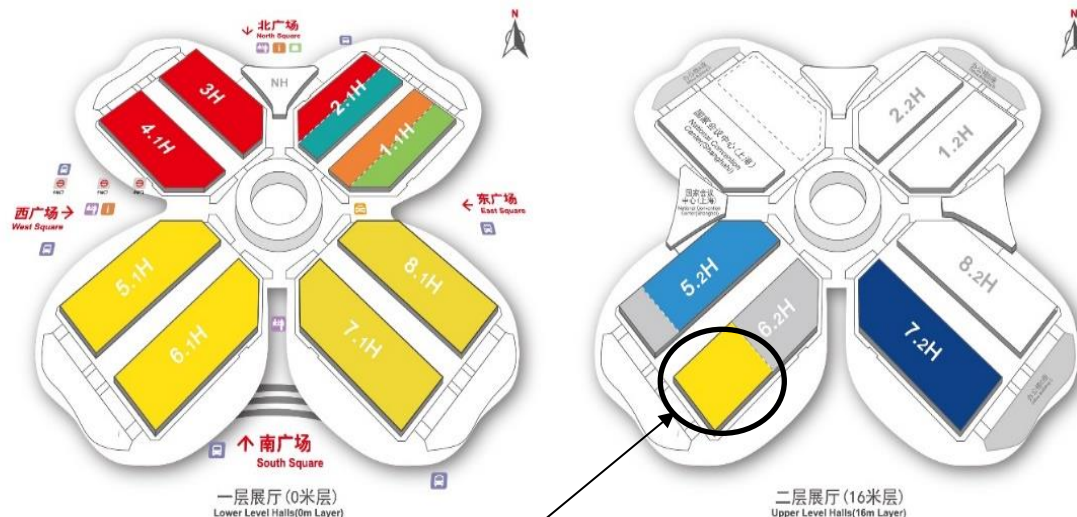


**2021**  
THE 23 RD SESSION  
**第23届**



展览时间: 2021年9月14-18日  
Dates: 14-18 September 2021  
展览地点: 国家会展中心(上海)  
Venue: National Exhibition and Convention Center(Shanghai)

## 展区分布图 Hall Layout



## 专业展 Theme Shows

- |  |   |  |  |
|--|---|--|--|
| 1.1H  新能源与智能网联汽车展<br>New Energy Auto Show                                | 2.1H/3H/4.1H  数控机床与金属加工展<br>Machine Tooling and CNC Machine Tool Show | 5.2H  新一代信息技术与应用展<br>Information & Communication Technology Show | 7.2H  新材料产业展<br>New Material Industry Show |
| 1.1H  能源技术与设备展<br>Energy Show  | 5.1H/6.1H/6.2H  工业自动化展<br>Industrial Automation Show                  | 5.2H/6.2H  科技创新展<br>Scientific & Technological Innovation Show   |  |
| 2.1H  节能环保技术与设备展<br>Environmental Protection Technology & Equipment Show | 7.1H/8.1H  机器人展<br>Robotics Show                                      |  |  |

## 6.2H-自动化与科创展标准摊位平面图 2021年.pdf



3-2-21, Sanlitun Diplomatic Compound, No. 1 Gongti North Rd., Chaoyang District 100125, Beijing, P.R.C.

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A project funded by the European Union

## 2. Introduction to European SME Pavilion

The **European SME Pavilion** will be the only guest of honour of CIIF's 2021 edition. It will be dedicated **exclusively to small and medium-sized enterprises from the European Union and COSME-participating countries**.<sup>1</sup> It will occupy an area of approximately 1,000 m<sup>2</sup>.

The European SME Pavilion will **host around 40 target exhibitors operating in one of the priority sectors of CIIF** (described in the previous section). Two categories of exhibitors will be accepted:

- SMEs whose products are already present in China, can participate through their Chinese subsidiaries, or through their Chinese agents/distributors
- SMEs whose products are not in China, but are highly interested in the sector, can participate through their national embassy or chamber of commerce in China, which will participate on behalf of the SME. All EU member states embassies and chambers of commerce have already been informed about this initiative.

**Individual booths** will be offered to each exhibitor, and a common space for meetings and conferences will be available within the pavilion.



*\* This is an initial rendering of the European SME Pavilion; the final design may vary slightly.*

**SMEs participating in the European SME Pavilion will also have exclusive access to a series of side events** to be organised during the fair, including: dialogue with Chinese and European authorities, ad hoc trainings and seminars on the Chinese market. **Each SME might also propose their own events to be hosted within the European SME Pavilion for free.**

<sup>1</sup> Albania, Bosnia and Herzegovina, Iceland, Kosovo, Moldova, Montenegro, North Macedonia, Serbia, Turkey, Ukraine, United Kingdom.



The **European SME Pavilion** is strongly supported by the **Shanghai's Municipal Commission of Economy and Informatisation** (see invitation letter attached to this announcement) and by the **China Centre for the Promotion of SME Development** under MIIT. It is therefore expected that various representatives from European and Chinese government bodies, trade associations, and Chinese media, will visit the Pavilion.

In short, European SMEs participating in the European SME Pavilion will enjoy the **following benefits**:

- Official part of the first-ever European SME Pavilion organised at a national-level fair in China;
- Great exposure to Chinese government agencies and business organisations;
- High visibility from large Chinese media presence and promotion through official channels;
- Exclusive access to side events, such as dialogue with Chinese and European authorities, as well as trainings and seminars on the Chinese market, organised both before and during the fair;
- Possibility for SMEs to organise additional side events within the European SME Pavilion, for free;
- On-site consultations with experts from the EU SME Centre, and other relevant EU-wide project;
- Very convenient price and "one-stop" service package.

### 3. Recruitment of exhibitors and booth options available

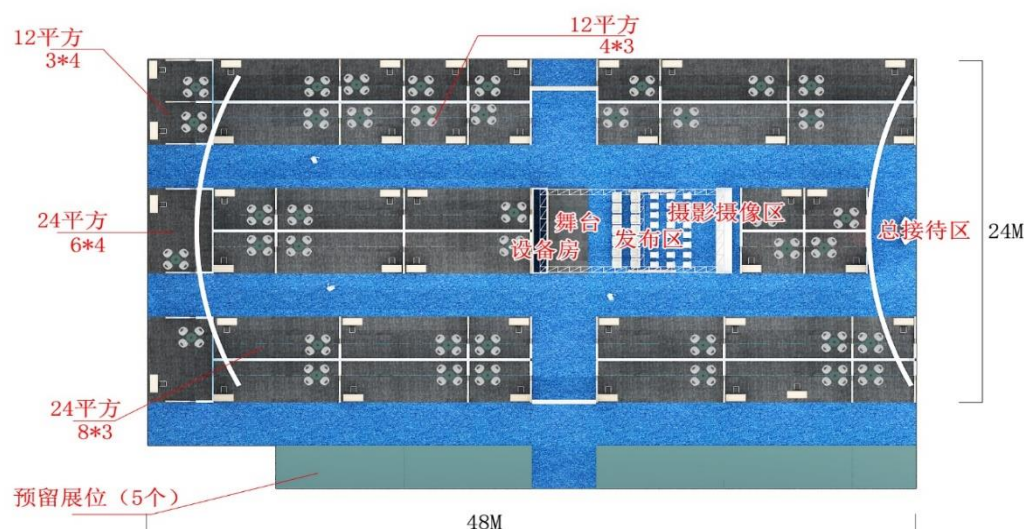
The European SME Pavilion will host around 40 SMEs from the EU and COSME-participating countries and operating in the priority sectors of CIIF. **Each SME can choose between two different options for standard booths** (other requests for difference sizes may be considered):

- **12 m<sup>2</sup>**: price up to 16,000 RMB / 2,050 EUR \*
- **24 m<sup>2</sup>**: price up to 22,500 RMB / 2,900 EUR \*

*\* These are very special and unique prices offered exclusively to participants of the European SME Pavilion, thanks to the strong priority and support of various bodies to this initiative.*

*\* Prices may vary depending upon the final number of SMEs present in the European SME Pavilion.*

*\* Requests for booths of different size might be considered.*



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→ **Attention!** **The fees will include the standard design – shown above – and set-up of the booth, with company name and logo. Additional fees will apply separately to each SMEs in case of special requests,** such as special design, pics, rental of equipment, transportation and storage of equipment, etc. These will need to be agreed by each individual SME with the implementing partner of CIIF: Donghao Langsheng (Group) Co., Ltd. The EU SME Centre will assist in the process.

→ **Attention!** **The fees will be paid directly by individual SMEs to the implementing partner of the fair:** Donghao Langsheng (Group) Co., Ltd.

The EU SME Centre will not be responsible for the transportation and storage of any equipment, or for arranging travel and accommodation in Shanghai. All logistics related to the presence of each SME will need to be managed independently by them.

#### 4. Requirements for exhibitors and selection criteria

SMEs that are interested in participating in the European SME Pavilion, will need to meet the following criteria:

- Small and medium-sized enterprise <sup>2</sup> from the EU or COSME-participating countries, regardless of whether it already operates in China or not. *Note: there is some degree of flexibility*
- Operating in one of the following areas (more details in the first section of this doc):
  - Clean technologies, environment
  - Smart energy, energy efficiency and saving technologies
  - Industrial cleaning
  - Industrial automation and robotics
  - Intelligent, advanced manufacturing
  - Information and communication technologies
  - Automotive and components
  - New energy vehicles
  - New materials
  - Metalworking and CNC machine tools

<sup>2</sup> More information on the definition of SMEs can be found on:

[https://www.eusmecentre.org.cn/sites/default/files/2019%20SME%20Policy%20Environment%20Report\\_0.pdf](https://www.eusmecentre.org.cn/sites/default/files/2019%20SME%20Policy%20Environment%20Report_0.pdf)



*Note: applicants not operating in these sectors but with innovative technologies/products will be very welcome*

- Each SME will need to showcase physical products and technologies in their booth, not promotional materials only. *Note: this requirement is not negotiable.*
- Not participated in the last two editions of CIIF

In case the number of applicants will be higher, the following **evaluation grid will be used** will be used to select the final list of participants. The underlying principle is that, higher points will be given to smaller companies from less represented countries.

Item	Maximum points	Notes
Number of employees	3	3 to small companies 2 to medium companies 1 to large companies
Company turnover	3	
Previous participation to CIIF	2	2 to new companies; 1 to companies who participated 2+ years ago
Geographical balance among EU Member States and COSME *	3	3: from countries with <10% representation 2: from countries with >10%, <20% representation 1: from countries with >20% representation
Additional side events planned in European SME Pavilion	1	1 to companies which organise additional side events, hosted in the European SME Pavilion, for free
Support from national embassy / chamber of commerce in China	1	1 to companies which have informed their national representations in China
<b>Overall score</b>	<b>13</b>	

<b>Strengths</b>	
<b>Weaknesses</b>	

## 5. Application methods

Please fill the **application form** (Annex I) and return it to: [ciif@eusmecentre.org.cn](mailto:ciif@eusmecentre.org.cn).

→ **Deadline: 30 June 2021.**

Any questions might be sent to the same email address, or via phone: +86 (10) 8523 6098.

## 6. Annexes

- I. Exhibitor application form
- II. Invitation letter from Shanghai Municipal Commission of Economy and Informatisation

