

13-18 APRIL 2025

Trade mission to Chengdu



The Future of E-Commerce
and Cross Border
Trade in a Changing World

SMART HUB



FLEMISH
BRABANT



Kamer van
Koophandel
Vlaams-
Brabant



BELGIAN-CHINESE
CHAMBER OF COMMERCE
比中经贸委员会

Chengdu

Economic Powerhouse of Western China

Chengdu, capital of Sichuan province, has 21.4 million residents and a GDP of €780 billion, with consistent annual growth of 6% (2023). As Western China's key economic engine, it excels in automotive manufacturing, integrated circuits, and logistics, attracting global players.

Logistics and Global Connectivity

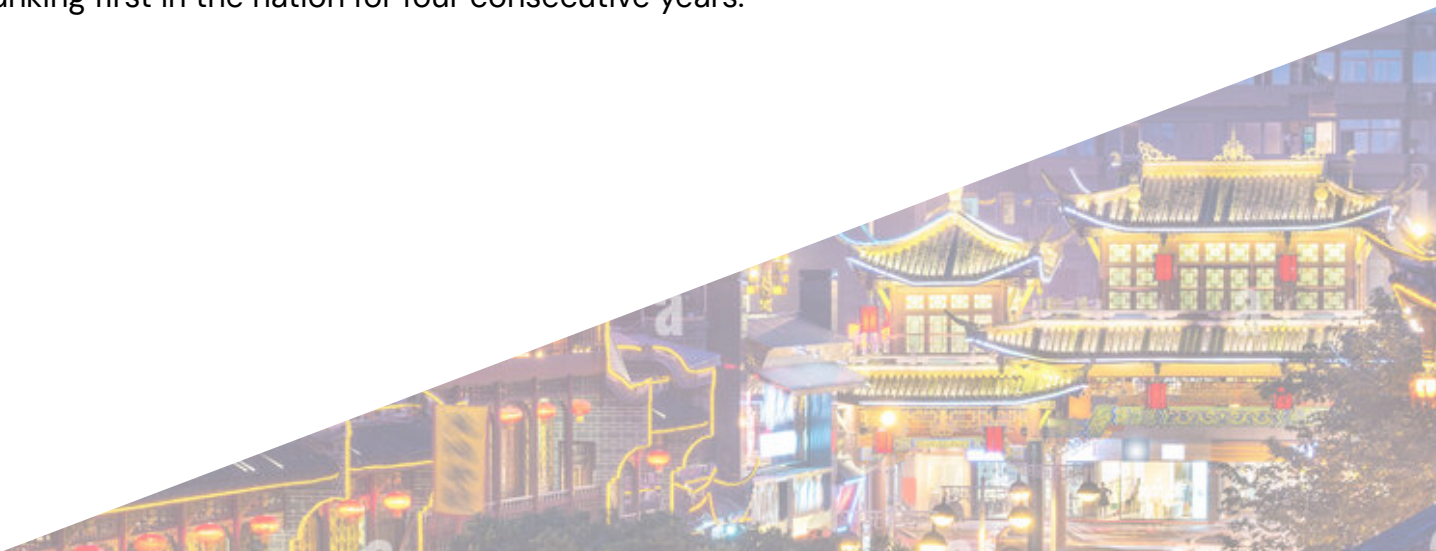
Chengdu is a major hub in the Belt and Road Initiative, connecting China to Europe via the China-Europe Railway Express and Chengdu Tianfu International Airport. These networks boost trade by reducing transport times and enhancing global supply chain access.

Trade and Partnerships

Chengdu trades with 228 countries and regions worldwide, with ASEAN, the US, and the EU as top partners. It leads inland China in foreign trade volume and e-commerce growth. Since 2011, its partnership with Flemish Brabant has supported innovation, talent exchange, and sustainable cooperation.

Key Advantages:

- The **International China-Europe Railway Express (Chengdu-Chongqing)** covers 119 cities abroad and 30 cities domestically, with both the number of services and comprehensive operational indicators maintaining the top position nationwide.
- Chengdu has established itself as the '**Air Silk Road**,' with over 85 international and regional regular direct passenger and cargo flight routes, ranking first in central and western China.
- Chengdu's **3 National Open Ports** and **3 Comprehensive Bonded Zones** have ranked among the top in China for seven consecutive years, with its Development Performance Assessment ranking first in the nation for four consecutive years.



Chengdu Cross-border E-commerce Association (CDCEA)

Host in Chengdu

Established in 2017, the Chengdu Cross-border E-commerce Association (CDCEA) is a leading non-profit organisation at the center of Chengdu's fast-evolving international trade and e-commerce ecosystem. As of March 2025, the Association brings together a vibrant network of over 750 member organisations, including e-commerce platforms, import-export enterprises, international logistics providers, cross-border payment services, tax and compliance experts, business incubators, and other key players in the sector.

CDCEA operates under the supervision of the Chengdu Civil Affairs Bureau and with the strategic guidance of the Chengdu Municipal Commerce Bureau. It plays a crucial role in supporting and connecting stakeholders, fostering innovation, and strengthening Chengdu's position as a hub for global digital trade.

Foreign Affairs Office Chengdu

Host in Chengdu

The Foreign Affairs Office of Chengdu Municipal People's Government is responsible for managing the city's international relations and promoting global cooperation. It plays a key role in facilitating Chengdu's diplomatic engagement, sister city partnerships, and foreign exchanges across government, education, business, and culture. The office works closely with embassies, consulates, international organizations, and visiting delegations to strengthen Chengdu's global profile.

As a gateway for international collaboration, the Foreign Affairs Office supports initiatives that foster mutual understanding and practical cooperation between Chengdu and its global partners. Its efforts have helped position Chengdu as a leading city in Southwest China for innovation, sustainability, and international connectivity. An MoU signed in 2011 between the Province of Flemish Brabant and the City of Chengdu laid the groundwork for a long-term partnership centered on innovation, sustainable development, and international collaboration.



Day 1

Sunday April 13, 2025

10:30 Meeting at Starbucks, Brussels Airport Zaventem

13:20 International flight to Chengdu
BRU 13:20 – PEK HU 492
Connection time: 2h50
PEK 08:00 – TFU Chengdu HU 7147



Day 2

Monday April 14, 2025

10:55 Arrival at Chengdu Tianfu International Airport

13:00 Check in at **Jinjiang Hotel**

14:00 Lunch meeting with delegation

16:00 Roundtable Discussion with **Chengdu Municipal Bureau of Commerce**

The Chengdu Municipal Bureau of Commerce oversees trade, investment, and economic development in the city, implementing national and provincial policies. It enhances the business environment, promotes e-commerce, regulates markets, and fosters international economic cooperation. By supporting local enterprises and foreign investment, the bureau strengthens Chengdu's economic competitiveness and global connectivity.

18:00 **Networking reception & walking dinner @The Abbaye**



Day 3

Tuesday April 15, 2025

08:00 Departure hotel

09:00 **Conference**
Sustainable E-commerce & the Future of Trade

09:30 Opening speech by Mr. Jan Spooren, Governor of the province of Flemish Brabant

09:35 Opening speech by official from Chengdu Opening-up and International Cooperation Center (COICC)

09:40 Opening Speech by Mr. Wu Yue, Secretary General of Chengdu Cross-border e-Commerce Association (CDCEA)

09:45 Keynote speech "**Customs Regulations and Procedures of Cross-border e-Commerce**"
Mr. Emmanuel Geronnez, Belgian Customs Attaché

10:05 Keynote speech "**Green Development and Innovative Practices of China's Cross-Border E-commerce**"
Mr. Wu Yue, Secretary General of Chengdu Cross-border e-Commerce Association

10:20 Keynote Speech "**The Sustainable Development Pathways of China-Europe Cross-border e-Commerce**"
Mr. Freek De Witte, CEO of Air Cargo Belgium

Day 3

Tuesday April 15, 2025

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| 10:35 | Keynote Speech “Foreign Exchange Risk Management and Practice in Cross-Border e-Commerce”
Ms. Deng Shasha, Deputy General Manager of the Transaction Banking Department, Head Office, China Minsheng Bank |
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| 10:45 | Tea break and networking |
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| 11:00 | Panel Discussion “Opportunities and Challenges in China-EU Cross-Border e-Commerce Cooperation”
Master of Ceremonies: Mr. Bernard Dewit, Chairman of the BCECC |
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| 11:45 | MoU signing between VOKA Flemish Brabant and CDCEA |
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| 12:00 | Lunch |
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| 14:00 | Visit Chengdu Tianfu International Airport and roundtable discussions with airport authorities |
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Chengdu Tianfu International Airport is a modern international airport strategically positioned as a logistics hub in Western China. It offers direct connections to Brussels Airport via Sichuan Airlines, making it a crucial gateway for trade and business between Belgium and the region. The airport plays a key role in Chengdu's economic development and provides businesses with opportunities to better understand the region's logistics and connectivity potential.

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| 18:00 | Dinner at Shu Yan Fu Restaurant |
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| 20:30 | Belgian Night @ The Beer Nest – Networking |
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Day 4

Wednesday April 16, 2025

09:00	Opening Ceremony “2025 Chengdu International Friendship Cities Cooperation and Development Conference” at Tianfu International Convention Center The 2025 Chengdu International Friendship Cities Cooperation and Development Conference is an event focused on strengthening global partnerships through trade, investment, and cultural exchange among Chengdu and its 113 international partner cities and provinces.
10:15	Mayor Roundtable Meeting Topic: Working Together to Promote Win-Win Cooperation
12:00	Lunch
14:00	Visit Chengdu–Europe Railway Express The Chengdu–Europe Railway Express is a major freight train service connecting Chengdu to several cities in Europe. It is part of China’s Belt and Road Initiative and operates through the China Railway Express network.
18:00	Chengdu Municipal Welcome Banquet

Day 5

Thursday April 17, 2025

09:00	Visit to Chengdu Research Base of Giant Panda Breeding
12:00	Lunch
13:00	Visit Chengdu Planning Exhibition Hall The Chengdu Planning Exhibition Hall is a key venue showcasing Chengdu's urban development and future vision. Located in the High-Tech Zone, it serves as an important platform for presenting the city's park city demonstration zone and sustainable urban planning strategies.
15:00	Visit AEROFUGIA Chengdu AEROFUGIA is a Chengdu-based developer of electric vertical takeoff and landing (eVTOL) aircraft and a subsidiary of Geely Technology Group.
16:30	Departure to Airport
20:30	Flight to Brussels <i>TFU 20:30–PEK HU 7548</i> <i>Connection time: 3h20</i> <i>PEK 02:40 (18 Apr) – BRU HU 491</i>

Organising Partners



Smart Hub Flemish Brabant is the innovation network of the province of Flemish Brabant, connecting businesses, research institutions, and governments.

Website: www.smarthubvlaamsbrabant.be

Contact details: Katrin.Bouwens@vlaamsbrabant.be



Voka Flemish Brabant is the largest network of enterprises in the region, representing and supporting businesses through advocacy, networking, and tailored services.

Website: www.voka.be/vlaams-brabant

Contact details: Tuba.gungor@voka.be



The Belgian-Chinese Chamber of Commerce is the largest bilateral chamber of commerce for companies doing business with or in China. We're a non-profit organization that was established in the 1980s after China's opening up, consist of 500 members and are based in Brussels.

Website: www.bcecc.be

Contact details: chen.si@bcecc.be



CDCEA is a non-profit organization established in 2017 guided by the Chengdu Municipal Bureau of Commerce. It connects import/export companies, e-commerce platforms, industrial parks, universities, and service providers in areas like payment, compliance, customs, taxation, and legal services.

Website: www.cdcea.org

Contact details: Eileen.Wang@bceccchengdu@foxmail.com