



**4<sup>TH</sup> EDITION OF CHINA INTERNATIONAL IMPORT EXPO**  
**05 – 10 November 2021,**  
**National Exhibition and Convention Center (NECC), China**  
**Organized by the Ministry of Commerce, NECC (Shanghai) Co. Ltd.**

## I. Executive Summary

### I: BACKGROUND:

The China International Import Expo (CIIE), launched in 2018, is the first import-themed, national-level exhibition expo in China that only features foreign exhibitors with no local Chinese businesses to exhibit at the event. It is a major initiative following China's announcement that it is ready to open its markets to the world and be a pillar in economic cooperation and globalization. Given this, it serves as a lucrative platform for different countries to meet and showcase their products and services.

The CIIE is a world-class expo, providing new channels for countries and regions to do business, strengthen cooperation and promote common prosperity of the world economy and trade. It has three main parts - Country Pavilion, Enterprise and Business Fair (Goods and Services) and the International Trade Forum.

### About the Philippine Participation

In the 4<sup>th</sup> CIIE, CITEM once again implemented a HYBRID participation as an effect of the global pandemic situation. This year's participation was a combination of a 108 sqm physical exhibition, which featured 40 exhibitors to promote the "Healthy and Natural" products under the banner of FoodPhilippines; and a virtual component intended to enable companies to e-meet the buyers onsite through an online B2B platform and using the WeChat platform so that buyers can communicate directly with the Philippine Exhibitors.

This year with the help of our partners from both private and government sectors, they supported the program and contributed financial assistance with the following:

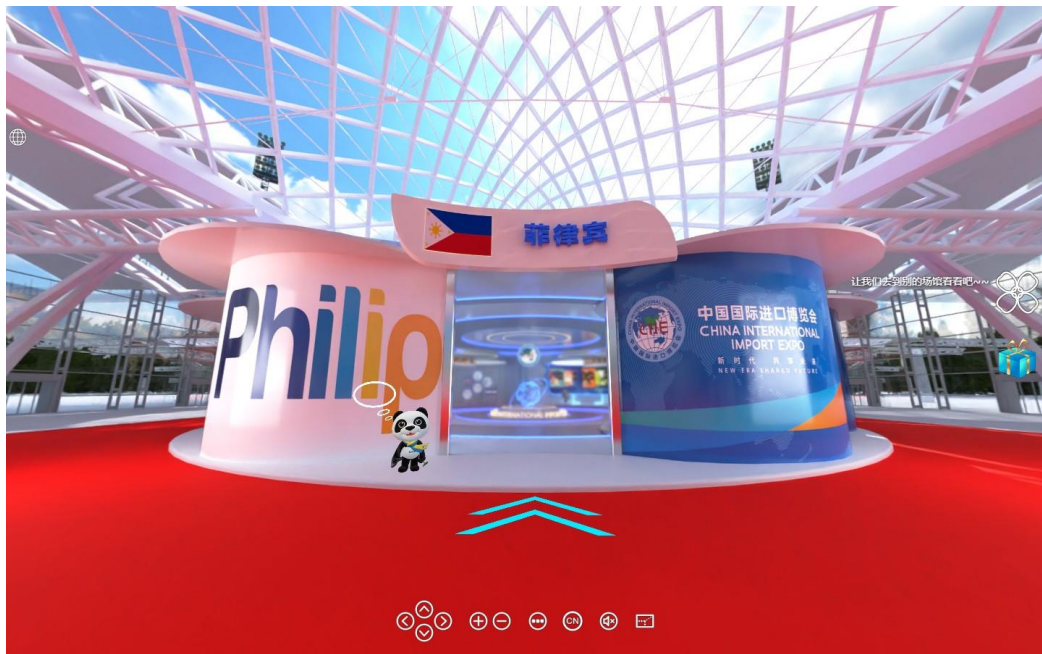
<b>Private Sector:</b>	<b>Amount:</b>	<b>Item/s:</b>
Philippine Exporters Confederation, Inc. (PHILEXPORT)	PHP 1,500,000.00 PHP 500,000.00	Participation Fee (30 Cos) Translation Materials
Federation of Filipino Chinese Chambers of Commerce & Industry, Inc. (FFCCCII)	PHP 500,000.00	Shipment for 40 Cos
<b>Government Sector:</b>	<b>Amount:</b>	<b>Item/s:</b>
Export Marketing Bureau (DTI-EMB)	B2B Matching Activity	Hiring of Food2China
Department of Agriculture - Office of the Agriculture Counselor (OAC)	PHP 500,000.00	Participation Fee (10 Cos)

The Philippine Department of Tourism (PDOT) in Shanghai also provided support in terms of promoting Philippine culture and heritage through providing cultural performers, and various promotional materials that showcased the best tourism spots in the Philippines. The Consulate General of the Philippines in Shanghai (PCG Shanghai) on the other hand, provided the much-needed support in staging all CIIE related activities in Shanghai, as well as leading the official government delegation through the participation of both the Philippine’s Ambassador to China – Ambassador Jose Santiago Sta. Romana, and the Consul General of the PCG Shanghai – Consul General Josel Ignacio.

Along with the onsite food sampling for the whole 6-day event, a pavilion design collaboration with Liwayway China (OISHI), was established to create stronger impact in country brand promotion, complemented with more interactive games, promotions, and activities for visitors to both pavilions. This year’s theme highlighted our deep and long running “PH-China” relations through the years, with the Oishi booth showcasing a historical “Binondo and Intramuros” style design, and the Philippine pavilion complementing with a more modern, and up-to-date setup.

### **ONLINE 3D PAVILION SHOWCASE**

This year another component was introduced and launched to aim and showcase participating countries in building a standard digital showroom through the advanced 3D modeling technology. The 3D country pavilion component was staged on the official website of the CIIE. Each participating country showcased their local companies, rich culture, tourism, economic growth, and also the comprehensive national images of their choice.





However, no significant result was generated from this platform due to the non-availability of live-interaction activities within the site. As to date no analytics data has been shared from the Bureau.

### BUSINESS MATCHING ACTIVITIES

The Business-to-Business Matching activities played an important and major role in the duration of the event and have contributed a total of US\$12.98M or 2.17% from the total generated sales this year. (1) The online B2B Matching activity is with the assistance of DTI-EMB and with the help of food2China (F2C), the china-based marketing agency that assisted the project. (2) Another B2B in partnership with Bank of China was successfully executed in the physical show and contributed a total sales of US\$5M.

Below is the data gathered from this component.

Agency/Sector:	Activity Date:	Sales Generated:
DTI-EMB (Food2China) <i>*online</i>	November 2-3, 2021	US\$ 7.98M
Bank of China (BOC) <i>*physical show</i>	November 6-9, 2021	US\$ 5M
<b>Total Sales Generated:</b>		<b>US\$ 12.98M</b>

