



Artist rendition of the Canada Pavilion at Shanghai Expo

Two Business Showcase Opportunities in China | September 2010

Are you planning to expand your business to China? Here are two opportunities to showcase your business at the world's fair in Shanghai and the China International Fair for Investment & Trade (CIFIT) in Xiamen.

Shanghai World Expo is the largest ever expo event in history, with more than 190 countries and 50 international organizations participating. 50 - 70 million people from across the world are expected to visit the World Expo.

BC Week | September 3-6, 2010 | Canada Pavilion

- BC companies, government agencies, industry associations, institutions, communities and regional organizations can participate.
- Various sector-focused programs can range from natural resources, technology, tourism, transportation, education, agri-food and others.
- Communities can also organize programs to showcase their regions.
- Roundtable discussions, trade and investment presentations, one-on-one consultations with Chinese partners can be coordinated by the BC Trade and Investment Representative Offices in China.
- Complimentary use of meeting space in the Canada Pavilion at Shanghai Expo 2010 can be provided to registered participants on a first come first serve basis.

CIFIT is the annual event to attend in China for opportunities in two-way trade and investment. This is China's largest fair for investment and trade with 2,800 exhibition booths with a total area of 600,000 square feet.

CIFIT | September 8-11, 2010 | B.C. Pavilion



Last year a delegation of 26 BC companies participated in CIFIT, which resulted in over 100 new contacts, 4 trade leads and 7 investment leads.

The Ministry of Small Business, Technology and Economic Development will host an evening networking reception on September 6th.

Canada Pavilion Design | Shanghai Expo



- The design and construction of the Canada Pavilion reflect Canadian values of inclusivity, sustainability, and creativity.
- The interior of the pavilion includes three floors. The first floor is the public showcase, which reflects Canada's theme "The Living City: inclusive, sustainable, creative."
- The second floor is conference centre and visitors' lounge, which will be used for events, meetings and presentations on trade and investment.



In 2009, a total of 13,700 visitors from 125 countries and regions, with 490 overseas delegations and 41,600 domestic visitors participated in CIFIT.

BC Pavilion | CIFIT

- Complimentary display space for corporate print collateral at the BC Pavilion at CIFIT.
- Participate in investment seminars, networking receptions, one-on-one match-making sessions and etc. with Chinese counterparts.

Shanghai to Xiamen

The travel distance from Shanghai to Xiamen is approximately 1.5 hours by air.

The International Relations and Business Development Team in Vancouver and the BC Trade and Investment Representative Offices in Beijing, Shanghai and Guangzhou, China will provide support including audience attraction and one-on-one business matchmaking.

Information Sessions

A series of information sessions will be offered in the Province. For additional details on information sessions please visit our web site at trade.britishcolumbia.ca.

Contact | Ministry of Small Business, Technology and Economic Development

For more information on

BC Week at Shanghai Expo, please contact:

Jason Si | Senior Manager, East China

Jianye.Si@gov.bc.ca | 604 660-5911

For more information on

CIFIT in Xiamen, China, please contact:

Raymond Zhu | Senior Manager, South China

Raymond.Zhu@gov.bc.ca | 604 660-5910