



INVITATION to the 1st On-line Import Fair & Matchmakings of Consumer Goods 2022 (CICE)

To exporters of Moldova:

China has the world's largest market of imported consumer products. According to official statistics, in the whole year of 2020, the total retail sales of consumer goods in China has been USD 62,010 billion. China has lowered the import tax rate of consumer goods in recent years. We can see that more and more Chinese domestic consumers prefer to purchase import goods because of its lower prices and high quality as well as its diversity. For example, the import of consumer goods in Shandong Province in 2020 has increased by 4.6 times compared to 2019.

To connect you directly with Chinese importers and dealers, we China Council for the Promotion of International Trade (CCPIT) Information Center sincerely invite you to participate in the virtual B2B fair -- **the 1st On-line Import Fair & Matchmakings of Consumer Goods 2022 (CICE)** during April 28th, 2022 to April 28th, 2023.

To help more Moldova exporters import to China, we would like to give **20% fee reduction** for Moldova exhibitors registering through the embassy of Moldova in China. Please see the introduction of CICE below



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to get more details.

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2022.03.15



CICE Introduction

Exhibition Period: April 28th, 2022 - April 28th, 2023

Organizer: China Council for the Promotion of International Trade (CCPIT) Information Center

Register Deadline: Dec 31th, 2022

Display Period: A whole year from registration

A. ABOUT CICE

China has the world's largest market of imported consumer products. To connect you directly with Chinese importers and dealers, China Council for the Promotion of International Trade (CCPIT) Information Center will organize the virtual B2B fair -- **the 1st On-line Import Fair & Matchmakings of Consumer Goods 2022 (CICE) during April 28th, 2022 to April 28th, 2023.**

The organizer has successfully held on-line exhibitions in 2021. We successfully organized the 1st and 2nd agricultural products online exhibition in 2021. Over **400 exhibits** uploaded by the suppliers from Russia, Italy, Turkey, Romania, Dominica, Brazil, Mexico, Mongolia and other countries. It attracted more than **500 registered Chinese importers and dealers**. Specifically, the exhibitions held **more than 100 one-to-one online accurate matchmakings** between importers and exhibitors to help them negotiate privately and efficiently.

B. EXHIBITION FACTS

➤ **EXHIBIT CATEGORY**

- (1) Skincare, Haircare, Oral Care & Make-up;
- (2) Maternal & Infant Product;
- (3) Toy;
- (4) Pet Supplies
- (5) Clothes and Apparels;
- (6) Cultural & Innovative Product;
- (7) Wearable Electronic Product;
- (8) Kitchen & Bathroom Supplies
- (9) Other related products.

➤ **EXHIBITION SCALE**

- (1) 40+ exhibitors (Diamond exhibitors is quota limit)
- (2) 500+ products
- (3) 400+ Chinese selected importers and dealers (4) 200+ on-line matchmakings

➤ **EXHIBITORS' BENEFITS**

- (1) **Easy Access to Your Clients.** We will help you find & match suitable Chinese importers.
- (2) **Online 1:1 Matchmakings.** Private, efficient & in-depth communication opportunities.
- (3) **Speech Delivery at Exhibits Promotion Conference.**
- (4) **Online Inquiries.** Instant communication & won't miss any inquiries from your clients.



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- (5) **One-year Value-added Advertisement.** Besides ICE website, your exhibits will also be extensively promoted through CCPIT's www.tradeinvest.cn and other social media including Wechat and Chinese Tiktok for whole **ONE YEAR!**
- (6) **Legal Consultation.** Need legal service on exporting your products to China? We are at your hand to give you helpful advice.
- (7) **Translation.** No Chinese staff? We will manually translate all your information into Chinese, and provide translation service during online matchmakings. More accurate!
- (8) **Multi-form Display.** You can design your own on-line booth individually as a public channel to Chinese dealers. Your information can be fully displayed in text, photo or video in the way you like.
- (9) **Cost-effectiveness.** No international business trip! No quarantine isolation! Just visit CICE anywhere, anytime. Safe and fast and effective.
- (10) **Professional Training.** No experience about Chinese market? Let's learn it right now right here! Professional speakers and attractive topics.

C. Supporting Activities

(1) **On-line Matchmaking**

The organizer would arrange 2-8 promotion online meetings & one-to-one matchmaking for each exhibitors. The matchmaking centralized in June and July.

(2) **On-line Training**

The organizer would invite experienced and professional persons to give online lectures to exhibitors. The exhibitors will learn skills and tips of how to do business in China and get much knowledge of Chinese market.

(3) **On-line Promotion and advertisement**

The organizer will advocate for the exhibitors through the CCPIT trade and invest network and its website (<http://www.tradeinvest.cn/> & <http://www.echinabrand.com/>) as well as WeChat official account, TikTok and other new media platform.

(4) **On-line Forum and Seminar**

The organizer will hold a number of various activities, including but not limited to forum, round table, seminar and conference, etc, during the exhibition period.

D. FEE

The fee is divided into 4 level, which is 250 US dollars, 600 US dollars, 1,000 US dollars and 2,000 US dollars respectively

- Exhibition fee:**
1. Bronze exhibitor: USD 250
 2. Silver exhibitor: USD 600
 3. Gold exhibitor: USD 1,000
 4. Diamond exhibitor: USD 2,000

(Note: Different services for 4 LEVEL exhibitors above are listed in the appendix.)

E. BUSINESS PARTNERSHIP



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Want to be an agent of recruiting exhibitors for CICE and share mutual benefits? Please contact Grace Li at lijiani@itc.ccpit.org or lijiani@ccpit.org. If necessary, you may dial 176 1027 1020 or 010-82217948.

F. ABOUT THE ORGANIZER

Founded in 1952, China Council for the Promotion of International Trade (CCPIT) is the largest foreign trade and investment promotion agency in China, with over 1,000 national sub-branches, 38 overseas representative offices and more than 250,000 member companies. CCPIT also participates in World Expo on behalf of the Chinese government, and supports China International Import Expo (CIIE) and China International Fair for Trade in Services (CIFTIS).

CCPIT Information Center, an affiliate to CCPIT, specializes in international trade and investment consulting and provides trade and investment matchmakings of 800,000 times per year.

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March 15th, 2022



Appendix

1. EXHIBITION FEE

1. Bronze exhibitor: USD 250
2. Silver exhibitor: USD 600
3. Gold exhibitor: USD 1,000
4. Diamond exhibitor: USD 2,000

2. SERVICES

No	service	250 USD (bronze)	600 USD (silver)	1,000 USD (gold)	2,000 USD (diamond)
1	Logo of exhibitor and product(s) to be exposed at CICE website	√	√	√	√
2	Translation of exhibitors' and exhibits' information (English to Chinese)	√	√	√	√
3	Exhibit promotion ONCE at trade column of www.tradeinvest.cn (a professional trade and investment platform in China)	√	√	√	√
4	Exhibit promotion via Toutiao account of www.tradeinvest.cn (a national top-ranking news platform)	√	√	√	√
5	Supported communication between exhibitors and Chinese buyers at CICE website	√	√	√	√
6	Supported delivery of Exhibitor and product(s) information via CCPIT official email and wechat groups	√	√	√	√
7	Exhibit promotion via Wechat account of	√	√	√ (as headline, ONCE)	√ (as headline, three times)



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	www.tradeinvest.cn (more than 40,000 Chinese Buyers follows)				
8	Exhibit promotion via Douyin account of www.tradeinvest.cn (Chinese TikTok)	×	√	√	√
9	One-to-one virtual matchmakings (with English-Chinese interpretation)	×	√ (two matchmakings)	√ (five matchmakings)	(eight matchmakings)
10	Pre-recorded Training Classes	×	√	√	√
11	Banner advert of exhibitor at the CICE website	×	×	×	√
12	Exhibit promotion at a national offline exhibition participated by CICE	×	×	×	√
13	Advert at right column of www.tradeinvest.cn	×	×	×	For 6 months
14	Consultation of accessing into Chinese market (including authentication and the Customs)	×	×	×	√
15	Credibility assessment and report on a Chinese company (standard version in English language)	×	×	×	√ (ONCE)