Invitation to the 18th Shenzhen International Financial Expo 2024

I. Exhibition Information

- **Name**: The 18th Shenzhen International Financial Expo 2024
- **Date**: November 21-23, 2024
- **Organizer**: Shenzhen Municipal People's Government
- **Location**: Shenzhen Convention and Exhibition Center
- **Scale**: 30,000 square meters
- **Number of Exhibitors**: 300+ companies

II. Exhibition Introduction

The Shenzhen International Financial Expo (referred to as "FinExpo") is an important brand exhibition hosted by the Shenzhen Municipal People's Government. It has become one of the most influential exhibitions in the domestic financial field, gathering well-known financial institutions and leading financial technology companies from home and abroad. The FinExpo has been successfully held for seventeen consecutive sessions. The 18th Shenzhen International Financial Expo 2024 will be held from November 21-23, 2024, at the Shenzhen Convention and Exhibition Center, with an exhibition area of 30,000 square meters. With the theme of "Technology, Digital, Green, Consumption," the main line of the exhibition is "Finance +," featuring three major exhibition sections: financial services, financial technology, and consumer finance. This year's FinExpo focuses on themed exhibitions combined with professional forums, competitions, supporting activities, and interactive experiences. It aims to create a platform for financial innovation cooperation and exchange, financial investment promotion, financial service release and docking, financial technology achievements display and trading, integration and interaction between finance and the real economy, financial services for people's livelihood, and a window for global financial consumers to understand Shenzhen's financial technology industry ecosystem.

III. Exhibition Scope

1. Financial Services Section

- **Banking and Insurance Zone**: Policy banks, development banks, commercial banks; property insurance companies, life insurance companies, reinsurance companies.

- **Securities, Fund, and Futures Zone**: Stock exchanges, securities companies, securities investment consulting companies, foreign securities institutions; asset management companies, fund custody institutions, futures companies.

- **Commercial Factoring, Financing Guarantee, Financial Leasing, Trading Venues Zone**: Commercial factoring, financing guarantee, financial leasing, small loan companies.

- **Industrial Finance and Supply Chain Finance Zone**: Industrial finance capital groups, gold and jewelry finance, supply chain platforms.

- **Green Finance and Inclusive Finance Zone**: Green financial products, green credit, green bonds, green stock indices; carbon financial products, carbon asset pledge financing and repurchase financing.

- **Financial Extended Services Zone**: Third-party payment, credit information, large asset management; financial leasing companies, auto finance companies.

- **Guangdong-Hong Kong-Macao Greater Bay Area Financial Zone**: Financial service institutions and projects in the Guangdong-Hong Kong-Macao Greater Bay Area and national free trade pilot zones (ports).

- **International Financial Zone (Online and Offline Integration)**: Introduction to financial policies and investment environment in countries and regions along the "Belt and Road".

2. Financial Technology Section

- **AI Artificial Intelligence Zone**: Intelligent payment, intelligent claims, intelligent investment advisory, intelligent customer service.

- **Blockchain Zone**: Distributed storage, consensus mechanism, encryption algorithms, peer-to-peer transmission.

- **Cloud Computing Zone**: Cloud computing, cloud storage, cloud platforms, algorithm architecture.

- **Big Data Zone**: Databases, data intelligence, data processing, data analysis management.

- **IoT Zone**: Smart sensors, RFID technology, global positioning systems, laser scanning.

- **Biometrics Zone**: Biological system identification, facial recognition, iris recognition, retinal recognition.

- **Financial Equipment and Technology Zone**: Financial technology infrastructure, financial equipment and accessories, information technology, bank self-service equipment.

IV. Participation Fees

1. **Standard booth** (built by the organizing committee, 18 sqm each): 59,040 RMB.

2. **Special booth** (indoor raw space, minimum 36 sqm, built by the exhibitor): 3,200 RMB/sqm.

V. Contact Us

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Invitation to the 2024 Shenzhen International Fintech Expo

I. Exhibition Information

- **Name**: 2024 Shenzhen International Fintech Expo
- **Date**: November 21-23, 2024
- **Organizer**: Shenzhen Municipal People's Government
- **Location**: Shenzhen Convention and Exhibition Center
- **Scale**: 30,000 square meters
- **Number of Exhibitors**: 300+ companies

II. Exhibition Introduction

The 2024 Shenzhen International Fintech Expo will be held from November 21-23, 2024, at the Shenzhen Convention and Exhibition Center, as an important part of the Shenzhen International Financial Expo (referred to as FinExpo), with an exhibition area of 30,000 square meters. FinExpo was founded in 2007 and has successfully held seventeen sessions. FinExpo has attracted more than 2,000 exhibiting institutions, held over 330 professional forums and promotional roadshows, witnessed over 2 million visitors and participants, and garnered coverage from more than 200 domestic and foreign media outlets, with over 3 million news releases and reposts, drawing widespread attention and participation from financial, corporate, and social sectors. Currently, Shenzhen is in a golden development period driven by the "dual zones" policy. Shenzhen's financial industry is focusing on high-quality development and innovation driven by the "three major tasks" of serving the real economy, preventing financial risks, and deepening financial reform. During the "14th Five-Year Plan" period, Shenzhen's financial industry will strive to build a global financial innovation center, an innovative capital formation center, and a financial technology center. FinExpo is an important platform for showcasing Shenzhen's financial industry reform and innovation achievements. This year's FinExpo, with the theme of "Finance, Technology, Digital, Green," focuses on fintech, combining exhibitions with themed forums and online and offline roadshows, actively building bridges for exchange and cooperation between Shenzhen and various regions. It aims to create platforms for financial innovation cooperation and exchange, financial investment promotion, financial service release and docking, fintech achievements display and trading,

integration and interaction between finance and the real economy, financial services for people's livelihood, and a window for global financial consumers to understand Shenzhen's fintech industry ecosystem.

III. Exhibition Scope

1. Financial Services Section

- **Banking and Insurance Zone**: Policy banks, development banks, commercial banks; property insurance companies, life insurance companies, reinsurance companies.

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