



Midlands Engine: Trade Visit to the China International Industry Fair 2017

7-11 November 2017: National Exhibition and Convention, Shanghai, China

The China International Industry Fair (CIIF) has become the most influential international industry exhibition in China. CIIF is a leading event for manufacturers in China as well as an important window and platform open to the world for international trade, communication and cooperation. This year the UK is Country of Honour at CIIF – join our Midlands Engine visit to maximise your Chinese potential.

The 19th China International Industry Fair comprises nine full exhibition shows under one roof, occupying 280,000 sq. meters, with over 2,500 exhibitors and 160,000 trade visitors. The nine shows are:



Metalworking & CNC
Machine Tool Show



Industrial Automation Show



Environmental Protection
Technology & Equipment Show



Information & Communication
Technology Show



Energy Show



New Energy Auto Show



China Aerospace & Aviation
Technology Show



Science & Technological
Innovation Show



Robotics Show

The Midlands Engine is leading a group to this year's CIIF at which the UK is Country of Honour.

So what can you expect?

- Pre-event activities to ensure participants understand the opportunities and preparation required for doing business in China
- 7th November - market briefing and facilitated orientation tour of the exhibition
- 8th November - Midlands Engine day - local and national media activity and participants' promotional activities
- A showcase area each day on the UK Pavilion to display products from the Trade Mission group
- Nominations for prestigious International Product and Innovation Awards
- Facility for Midlands Engine delegates to have meetings on the UK Pavilion stand
- Assistance from local Trade Specialists before and during the visit
- Personalised business to business matching and networking
- Translation services, visa invitation letters and advice on travel
- Business Reception on the Midlands Day
- Participation in Corporate and Academic Roundtables. 50+ Concurrent Conferences and Seminars to showcase Innovation and Best Practice

Financial Support

Financial market visit support will be available to qualifying SMEs in the Midlands Engine area.

Please note this is the activity currently in planning at time of going to press and is subject to change.

Register your interest today

To register your interest in this market visit, or to receive more information, please visit the website at: <http://bit.ly/2rZ41KR> free and without obligation.

For any queries, contact the market visit lead, Tim Shaw (China Specialist at the Department for International Trade) at: tim.shaw@mobile.trade.gov.uk or call 07584 641 599

The demand is out there. You should be too.

The Department for International Trade (DIT) is the Government Department that helps UK based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy, acknowledged as Europe's best place in which to succeed in global business.

great.gov.uk

The logo for Midlands Engine, featuring the words "MIDLANDS" and "ENGINE" in a bold, white, sans-serif font, stacked vertically within a blue rectangular border.