

Top 10 Trade Exhibitions in China

Gateway to Business Opportunities

Discover China's dynamic trade landscape and connect with the world's fastest-growing market



YIVA DIGITAL

China: A World of Opportunity Awaits



China's exhibition economy is a powerhouse of global trade and innovation. As a critical gateway to one of the world's most dynamic markets, China's trade fairs offer unparalleled opportunities for international businesses to connect, collaborate, and grow.

China hosts over 10,000 exhibitions annually, attracting more than 30 million business visitors from 200+ countries, making it a vital hub for global commerce.

Beyond their sheer scale, these events showcase China's leadership in advanced manufacturing, technological innovation, the green economy, and a rapidly evolving consumer market. For European businesses, participating in these exhibitions is a strategic move to tap into a vast network of suppliers, buyers, and partners.

This guide introduces the top 10 trade exhibitions in China, each offering unique opportunities across diverse industries.

China International Import Expo (CIIE)

**LOCATION****Shanghai****TIME****Annually in November****FOCUS AREAS****Consumer Goods, Automotive, Medical Devices****IDEAL FOR****European exporters to China**

The China International Import Expo (CIIE) is the world's first import-themed national-level exhibition. Held annually in Shanghai since 2018, the CIIE is a significant initiative by the Chinese government to open its market to the world. It provides a vital platform for international companies to showcase their products and services and share in China's development opportunities.

Key Highlights

CIIE offers direct access to the Chinese market and government procurement delegations. The expo covers various sectors including trade in services, automotive, intelligent industry & information technology, consumer goods, medical equipment & healthcare products, and food and agricultural products.

China Import and Export Fair (Canton Fair)

**LOCATION****Guangzhou****TIME****Biannually in April/May & October/
November****FOCUS AREAS****Manufacturing, Electronics, Textiles****IDEAL FOR****Importers and sourcing managers**

The China Import and Export Fair, also known as the Canton Fair, was established in 1957. It is China's longest-running, largest-scale, and most comprehensive international trade event, with the most extensive range of products and the broadest distribution of overseas buyers. Held biannually in Guangzhou in the spring and autumn, the Canton Fair is often referred to as "China's No. 1 Fair."

Key Highlights

With over 200,000 global buyers attending each session, the Canton Fair serves as a crucial barometer of China's foreign trade. It features three phases covering electronics, home appliances, machinery, building materials, consumer goods, and gifts.

China International Fair for Trade in Services (CIFTIS)



LOCATION

Beijing

TIME

Annually in September

FOCUS AREAS

**Financial Services, IT, Tourism,
Education**

IDEAL FOR

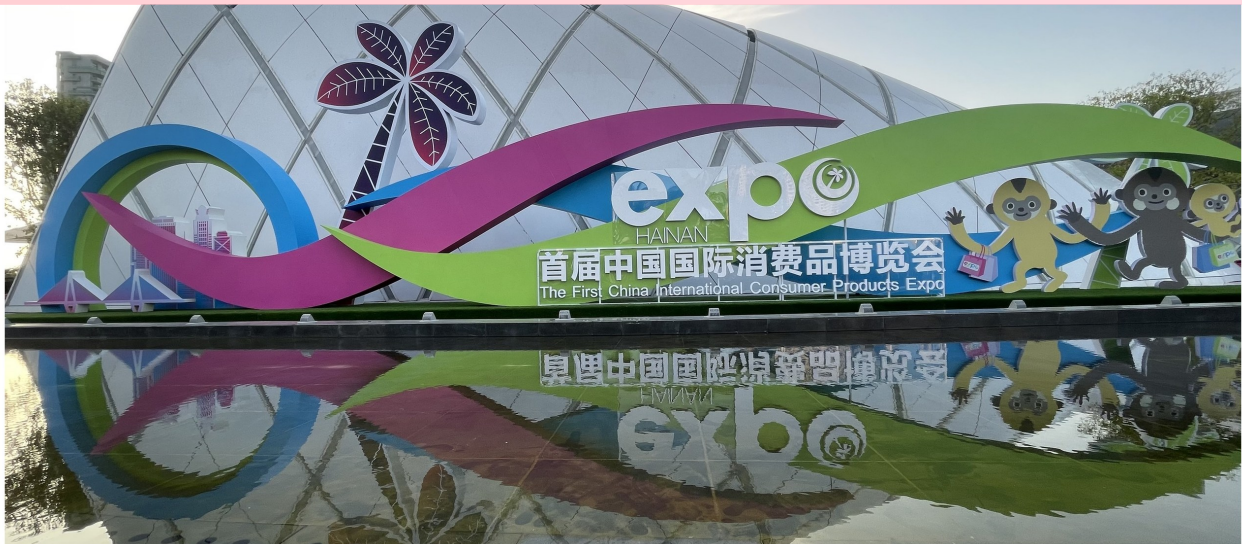
Service providers and tech companies

The China International Fair for Trade in Services (CIFTIS) is one of the world's largest and most comprehensive fairs for trade in services. Held annually in Beijing since 2012, CIFTIS focuses on cutting-edge areas of the services trade, such as financial services, information technology, cultural and creative industries, and tourism services.

Key Highlights

CIFTIS is a key channel for both importing and exporting services for China. The fair highlights digital and knowledge-based economies, making it ideal for fintech companies, IT service providers, and creative industries.

China International Consumer Products Expo (CICPE)



LOCATION

Haikou, Hainan

TIME

Annually in April

FOCUS AREAS

Fashion, Jewelry, Cosmetics, Luxury Goods

IDEAL FOR

Luxury and premium brands

The China International Consumer Products Expo (CICPE), held annually in Hainan since 2021, is China's first national-level exhibition dedicated to premium consumer products. Leveraging the policy advantages of the Hainan Free Trade Port, the CICPE aims to create a global platform for the display and transaction of high-end consumer goods.

Key Highlights

CICPE meets the growing demand of Chinese consumers for high-quality products. European luxury brands, fashion houses, and premium food & beverage companies find excellent opportunities to showcase their offerings in a tax-advantaged environment.

EXHIBITION 05

Connecting the World for a Shared Future



LOCATION

Xiamen

TIME

Annually in September

FOCUS AREAS

Investment, Infrastructure, Finance

IDEAL FOR

Investors and project owners

The China International Fair for Investment and Trade (CIFIT), held annually in Xiamen, is China's only international investment promotion event aimed at facilitating bilateral investment. CIFIT is not only a significant platform for attracting foreign investment into China but also provides abundant opportunities for Chinese enterprises to "go global."

Key Highlights

CIFIT connects global investors with Chinese opportunities across manufacturing, real estate, infrastructure, modern services, and finance. It's the premier event for European investors looking to understand China's investment landscape.

China International Supply Chain Expo (CISCE)

**LOCATION****Beijing****TIME****Annually in July****FOCUS AREAS****Supply Chain, Logistics, Clean Energy****IDEAL FOR****Supply chain professionals**

The China International Supply Chain Expo (CISCE), held annually in Beijing since 2023, is the world's first national-level exhibition with a supply chain theme. The CISCE aims to promote the stability and cooperation of global industrial and supply chains, showcasing key technologies, products, and services across various chains.

Key Highlights

CISCE fosters an open, inclusive, and resilient global supply chain system. It covers smart vehicles, green agriculture, clean energy, digital technology, and healthy living sectors, making it essential for companies across the global supply chain.

China Hi-Tech Fair (CHTF)

**LOCATION****Shenzhen****TIME****Annually in November****FOCUS AREAS****AI, IoT, Biotechnology, New Energy****IDEAL FOR****Tech companies and startups**

The China Hi-Tech Fair (CHTF), held annually in Shenzhen, is China's largest and most influential technology exhibition, earning it the title of "China's No. 1 Technology Show." The fair showcases the latest achievements in fields such as information technology, biotechnology, new energy, and new materials.

Key Highlights

CHTF serves as an important window to observe the development trends of high-tech in China and around the world. It's a launchpad for cutting-edge innovations and a meeting point for tech companies, startups, and venture capitalists.

China International Aviation & Aerospace Exhibition



LOCATION

Zhuhai

TIME

Biennially in November

FOCUS AREAS

Aviation, Aerospace, Drones, MRO

IDEAL FOR

Aerospace manufacturers

The China International Aviation & Aerospace Exhibition, also known as Airshow China or the Zhuhai Airshow, is held biennially in Zhuhai. It is one of the world's top five airshows and the only international aerospace trade show in China endorsed by the central government.

Key Highlights

The airshow features a large number of aircraft displays and flight performances, bringing together the latest technologies and products in the aerospace industry. It's essential for aerospace manufacturers, airlines, and defense contractors.

China-ASEAN Expo (CAEXPO)

**LOCATION****Nanning****TIME****Annually in September****FOCUS AREAS****Machinery, Electronics, Agriculture****IDEAL FOR****ASEAN market entry**

The China-ASEAN Expo (CAEXPO) is held annually in Nanning. It is a national and international trade and economic exchange event co-sponsored by the governments of China and the 10 ASEAN countries, as well as the ASEAN Secretariat. CAEXPO serves the construction of the China-ASEAN Free Trade Area.

Key Highlights

CAEXPO is a vital platform for Chinese enterprises to explore the ASEAN market and for ASEAN products to enter the Chinese market. European businesses can leverage this expo to access both Chinese and Southeast Asian markets simultaneously.

China International Industry Fair (CIIF)

**LOCATION****Shanghai****TIME****Annually in September****FOCUS AREAS****Robotics, Automation, Manufacturing****IDEAL FOR****Industrial manufacturers**

The China International Industry Fair (CIIF) is held annually in Shanghai. As one of China's most influential industrial brand exhibitions, the CIIF provides a comprehensive display of the entire intelligent and green manufacturing industry chain, from basic materials and key components to advanced manufacturing equipment and overall solutions.

Key Highlights

The fair features several professional shows, including the Metalworking and CNC Machine Tool Show, Industrial Automation Show, Robotics Show, and New Energy and Power Electrician Show. It's the premier event for industrial manufacturers and engineers.

Why Exhibit or Visit China?



Market Opportunities

- ✓ **Consumer Upgrade:** Access a middle class with immense purchasing power
- ✓ **Green Energy Transition:** World's largest investor in renewable energy
- ✓ **Supply Chain Collaboration:** Integrate with complete industrial supply chains

Policy Support

- ✓ **Belt and Road Initiative:** Enhanced logistics and trade routes
- ✓ **Free Trade Zones:** Preferential policies in 21+ FTZs
- ✓ **Cross-Border E-commerce:** Streamlined channel to Chinese consumers

€5.9T

China's Total
Trade Volume
(2024)

€785B

EU-China
Bilateral Trade

10,000+

Annual
Exhibitions in
China

How YIVA Digital Can Help



YIVA Digital bridges Europe and China through strategic marketing, localization, and trade support. We empower your brand to navigate the complexities of the Chinese market and connect with your target audience effectively.

Exhibition Strategy & Support

Consultation on selecting the right exhibitions and maximizing your ROI through strategic planning.

Brand Localization & Communication

Adapting your brand message to resonate with Chinese culture and consumer behavior.

Digital Marketing in China

Full-funnel marketing campaigns on Baidu, WeChat, and Xiaohongshu (Red).

Business & Translation Support

Professional interpretation and communication assistance for seamless negotiations.

Why Choose YIVA?

- ✓ Deep understanding of both European and Chinese business cultures
- ✓ Proven track record in helping international brands succeed in China
- ✓ Comprehensive services from market entry to growth acceleration



YIVA Digital

Let's Connect

Ready to explore opportunities in China?

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Services: China Market Entry | Digital Marketing | Brand |
Localization

Partnering with China for Global Success