



2025 CIIE

Nov.5- 10, 2025

The Bay Area Council is proud to organize the official California Pavilion at the 2025 China International Import Expo (CIIE). We invite businesses and organizations across California to expand their presence, forge strategic partnerships, and capture new opportunities in the dynamic Chinese market.



2024 CIIE HIGHLIGHTS

500,000+
professional
visitors

3496
international
exhibitors

80
Billion USD
worth of deals
(calculated by one year)

227
matchmaking
events, promotion
activities, policy
seminars

297
Fortune Global 500 enterprises
participated

77
countries, regions and international
organizations



2025 CIIE

WHY CIIE IS THE MUST-ATTEND EVENT

The world's first national-level import expo, setting the global standard since 2018

The largest trade show globally, attracting the highest concentration of qualified buyers

Your one-stop gateway to the vast and growing Chinese consumer and business market

Unlock unparalleled business opportunities through expert matchmaking and government engagement

Maximize your brand's visibility with extensive global media coverage at the most publicized international trade event

2025 CIE

Covers a complete range of industries :



Food&Agriculture



Consumer Goods



Trade in Services



Automobile



Intelligent Industry&Information
Technology



Medical Equipment&Healthcare
Products

Exhibitor Opportunities	PREMIER \$50,000 3 Spots	BUSINESS \$10,000 6 Spots	STANDARD \$5,000 10 Spots
CIIE SERVICES			
Exhibits custom clearance assistance	Unlimited	3 Products	1 Product
Exhibits shipment and storage	Up to 50 kg	Up to 15 kg	Up to 5 kg
Display space at the California Pavilion	Customized 140 ft ²	Independent 16 ft ²	Shared 4ft ²
Standard Virtual Attendance Package			✓
Premium Virtual Attendance Package	✓	✓	
Prominent space & logo exposure in the pavilion	✓		
Logo on the iconic California Pavilion Logo Wall	✓	✓	✓
Promo videos on the California Pavilion screen	✓	✓	✓
Promo videos on exhibition space screens	✓	✓	
Product highlights on BAC's social media platforms	✓	✓	✓
China domestic media interviews	✓		
Exposure on the California Pavilion Brochure	2 Pages	1 Page	Half page
Speaking opportunity at the online California Pavilion Opening Ceremony	✓	✓	
Trained Product or Service Representative	✓		
Daily live product or service presentations during CIIE	✓	✓	✓
Customized swag	✓	✓	
Promo flyer translation and printing	300 Copies	100 Copies	
Promo video translation (up to 3 minutes)	✓		
ADVANCE SERVICES			
Market entry strategy consultation	✓	✓	
Document translation & design	✓	✓	✓
Prospective client or strategic partner introductions	✓	✓	
Relevant government official introductions	✓	✓	✓
Business development meeting assistance & follow ups	✓		
Government relationship development assistance & follow ups	✓		
POST EVENT SERVICES			
Gathering & sharing the contact list of importers	✓	✓	
Customized post CIIE promo video production	✓		
Further Business development assistance & follow ups	✓		
Further government relationship development assistance & follow ups	✓		
Invitations to online business matchmaking events	✓		



For more information,
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