



# 2025 CIIE

The Bay Area Council is proud to organize the official California pavilion at the CIIE and sincerely welcomes all representatives across California to explore trade opportunities in the 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 import-focused expo held on a national level since 2018

The world's biggest trade show that draws the highest number of buyers

The one-stop gateway for tapping into the enormous Chinese market

Vast business opportunities by leveraging matchmaking and government relations

Unprecedented media coverage at the most publicized international trade show



# 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
<b>CIIE SERVICES</b>			
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 <sup>2</sup>	Independent 16 ft <sup>2</sup>	Shared 4ft <sup>2</sup>
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)	✓		
<b>ADVANCE SERVICES</b>			
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	✓		
<b>POST EVENT SERVICES</b>			
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,  
contact Laurent at  
[larribe@bayareacouncil.org](mailto:larribe@bayareacouncil.org)