

China - Central & Eastern Africa (Kenya) International Trade Digital Expo

2020.10.26 - 11.4
CCPIT Exhibition Cloud Platform



中国国际贸易促进委员会
CHINA COUNCIL FOR THE PROMOTION OF INTERNATIONAL TRADE

Sponsor:

China Council for the Promotion of International Trade (CCPIT)
China-Africa Development Fund

Organizer:

China International Exhibition Center Group Corporation (CIEC)

Guest Organizers:

Kenya Investment Authority
Ethiopian Investment Authority
Uganda Investment Promotion Board
Rwanda Development Agency
Kenya National Chamber of Commerce and Industry
Ethiopian Chamber of Commerce and trade Associations
National Chamber of Commerce and Industry of Uganda

Exhibit Range



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General Background and Market Analysis

Despite the distance between China and Africa, the two economies are highly complementary with huge potentials for cooperation. In recent years, under the framework of the Belt and Road Initiative, China-Africa relations have entered a fast track of all-round development. At the 2018 Beijing Summit of the Forum on China-Africa Cooperation (FOCAC), leaders from both sides agreed to work together to build an even closer China-Africa community with a shared future and jointly implement the Eight Major Initiatives on China-Africa cooperation, drawing a new blueprint for the development of China-Africa relations to a higher level.

Infrastructure

China has built more than 6,000 kilometers of railways and roads in Africa, and set up nearly 20 ports and more than 80 large power facilities as well, which has greatly boosted Africa's industrialization process and enhanced its capacity for independent development.

Trade and Investment

China-Africa trade volume reached \$208.7 billion in 2019, up 2.2% year-on-year. China has been Africa's largest trading partner for 11 consecutive years. China's stock of direct investment in Africa stands at \$110 billion, and more than 3,700 Chinese companies have invested and operated in various parts of Africa, providing a strong driving force for the sustained economic growth in the region.

Meanwhile, more and more high quality African agricultural products are introduced to China and have found long-term customers and reliable partners, especially coffee, tea, honey, nuts, flowers, etc. The handicrafts from Africa are also well received. A large number of Chinese tourists are attracted to Africa with its unique natural and cultural resources. Take Kenya for example. The number of Chinese tourists to Kenya ranked the fourth among its international tourists in Year 2018.

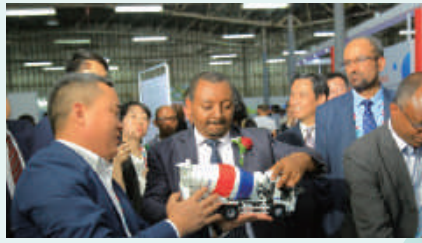
International Cooperation

China's investment in African industrial chain integration has accelerated its growth over the years, enhancing the effect of industrial agglomeration and forming several industrial clusters such as equipment manufacturing, textiles, and household appliances. These efforts have greatly advanced the local industrialization level and optimized the industrial supporting capacity and export earning capacity.

Against the backdrop of major setbacks in economic globalization and the rising unilateralism and trade protection, the deepening of China-Africa economic and trade cooperation is of great significance to maintaining an open, inclusive and sustainable international economic order and improving people's well-being in all countries.



Digital Exhibition Features



- ◆ The data of Chinese exhibitors and African purchasers are accumulated in the **past 3 years of China-Africa Expo**, provides a strong guarantee for the trade effect of the exhibition.
- ◆ During the same period, a series of supporting activities will be held, such as **B2B Virtual Match-making, Live streaming, Opening Ceremony** etc., will be highly pragmatic and further enlarged the exhibition exchange and trade functions.
- ◆ The online exhibition will save the cost of participation and will meet the requirements of **epidemic prevention and safety control**.
- ◆ The digital exhibition platform integrates **5 core functions**:

1. Display of The Achievements of China-Africa Cooperation in fighting against the COVID-19

2. Live Interactivity (Opening Ceremony, online chat and meetings)

3. Virtual Brand Display (Videos, Pictures and Files)

4. Live streaming and B2B Match-making

5. Lead capture and Analytics



Online Booth Home Page



Online Booth Home Page includes live streaming, introduction, products, product information, download and contact now.

If you hover your mouse over the icon next to the exhibitor name, it will show a WeChat QR code, which will lead you to the corresponding exhibitor's WeChat small program page, so as to spread and share.

1. When the live is on air, click to enter the exhibitors' live room.
2. "Company Introduction" can be words and pictures to describe the company.
3. The first 6 products will be displayed on the exhibitor home page, and there is no limit to the number of products. Click "more" to display all products.
4. "Product Information" also can be words, pictures and videos to describe.
5. "Download" supports for multi-format file upload.
6. Exchange business cards and chat with exhibitors online.

SHOW TIME	Brand Content (Videos, Links and PDFs)	Chat Functionality	AI-powered Match-making	Video Conferencing	Livestream Content * (US \$)	3D Model Display * (US \$)	Price (US \$)
10 Days	√	√	√	√	\$100.00/Hour (No recording)	\$100.00/3D Model	0
					*Customized Service		

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