



中国国际服务贸易交易会  
CHINA INTERNATIONAL FAIR  
FOR TRADE IN SERVICES

# 2020 CHINA INTERNATIONAL FAIR FOR TRADE IN SERVICES

全球服务 互惠共享  
GLOBAL SERVICES SHARED PROSPERITY

September 2020  
Beijing, China

2020 China International Fair for Trade in Services (CIFTIS)  
sincerely invites you to participate in the Fair,  
share new achievements in global trade in services,  
and jointly promote new growth in global trade in services.

**The First Comprehensive Fair for Trade in Services in the World**  
**The Leading Fair for Trade in Services in China**  
**One of the Three Exhibition Platforms for Opening-Up in China**



# 1

## Organization Structure



# 2

## Sectors





# 3

## Highlights

Xi Jinping, President of the People's Republic of China, sent a congratulatory letter to the 2019 China International Fair for Trade in Services. Li Keqiang, Premier of the State Council and Hu Chunhua, Vice-Premier of the State Council, Wen Jiabao, then Premier of the State Council and Wang Yang, then Vice-Premier of the State Council attended the previous activities and provided guidance to the work.

### Xi Jinping pointed out :

“ China is committed to promoting higher-standard opening-up, firmly upholds the multilateral trading system, and will expand market access for foreign capital in broader areas and create a first-class business environment.

China is willing to deepen cooperation on service trade and investment with other countries, promote trade and investment liberalization and facilitation, and make economic globalization more open, inclusive, and balanced so that all share its benefits. ”

2012



Then Premier  
of the State Council

**Wen Jiabao**

2013



Premier  
of the State Council

**Li Keqiang**

2014 & 2016



Then Vice-Premier  
of the State Council

**Wang Yang**

2018 & 2019



Vice-Premier  
of the State Council

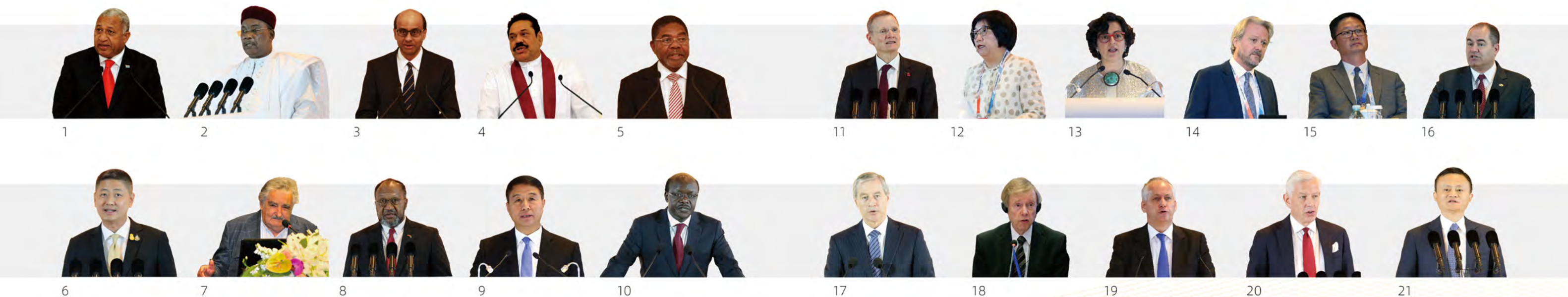
**Hu Chunhua**



# 4

## Distinguished Guests

- 1 Josaia Voreqe Bainimarama, Prime Minister of Fiji
- 2 Mahamadou Issoufou, President of Niger
- 3 Tharman Shanmugaratnam, then Deputy Prime Minister of Singapore
- 4 Mahinda Rajapaksa, then President of Sri Lanka
- 5 Shein, President of Zanzibar, the United Republic of Tanzania
- 6 Worawit Techasupakura, then Deputy Minister of Ministry of Tourism and Sports of Thailand
- 7 José Mujica, then President of Uruguay
- 8 Charlot Salwai, then Premier of Vanuatu
- 9 Yi Xiaozhun, Deputy Director-General of the World Trade Organization
- 10 Mukhisa Kituyi, Secretary General of the United Nations Conference on Trade and Development
- 11 Ludger Schuknecht, Deputy Secretary-General of the Organisation for Economic Co-operation and Development
- 12 Wang Binying, Deputy Director-General of the World Intellectual Property Organization
- 13 Arancha Gonzalez, Executive Director of the International Trade Centre
- 14 Bruno Masier, Chairman of the World Trade Point Federation
- 15 Wang Xun, Vice President of the World Trade Centers Association
- 16 Michael Goettler, Group CEO of Pfizer Upjohn Management Co., Ltd.
- 17 Jürgen Fitschen, then Co-CEO of Deutsche Bank AG
- 18 Hubertus von Grünberg, then Chairman of ABB global
- 19 Hubertus Troska, Chairman and CEO of Daimler Greater China
- 20 Dominic Barton, Chairman and CEO of McKinsey & Company
- 21 Ma Yun, Founder of Alibaba Group





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## Business Opportunities

**Trade in services has become the new engine of the development of the global economy**

At present, the new revolution of science and technology and industrial transformation are thriving, and the progress of manufacturing servitization and services digitalization is accelerating. The service sector plays a more and more pivotal role in the global value chain. The investment cooperation of trade in services has become the vital engine of the global economic growth. According to the report of the World Trade Organization in 2019, the proportion of trade in services in global trade has grown from 9% in 1970 to 20% now. By 2040, this figure is expected to grow to one third.

**"China Services" brings the world new opportunities**

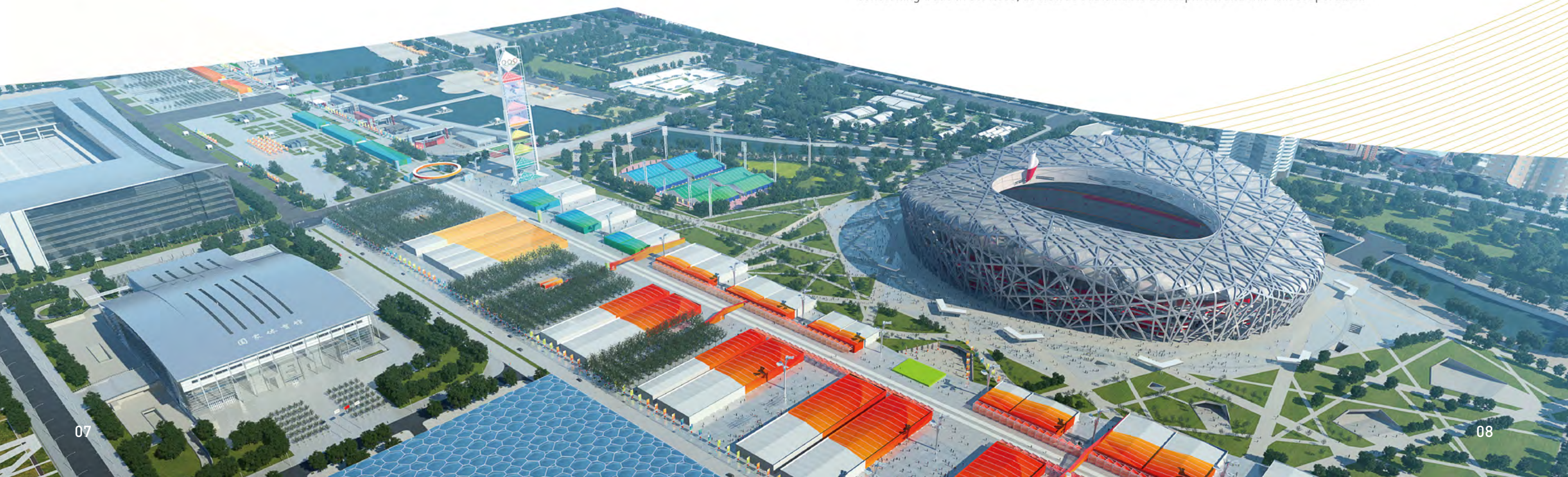
China is stepping into the era of service economy. In 2019, the added value of the service industry accounted for 53.9% of GDP, and the contribution rate of the service industry to economic growth reached 59.4%. China attaches much importance to the development of the service industry and trade in services. President Xi Jinping has declared many times that China's door will only open wider. In 15 years, there will be services of over USD10 trillion imported into China, bringing the world new opportunities.

**"Beijing Services" with promising prospects and numerous business opportunities**

As the capital of China, Beijing is a leader in building a service-led economy. The added value of the service industry accounts for over 80% of the GRDP, and the total amount of trade in services occupies 1/5 of that of the whole nation. Beijing has built trade contacts with more than 200 countries and regions, and over 1,000 service enterprises have realized transnational operation. It has the most headquarters of Fortune 500 companies in the world for six consecutive years. The development featuring globalization, high-end orientation, clustering and amalgamation becomes apparent.

**China International Fair for Trade in Services (CIFTIS) Takes the Lead in Opening-Up and Innovation, and Promotes Shared Prosperity**

As one of the three exhibition platforms for China's opening-up, CIFTIS is an important trade fair in the field of international trade in services to spread ideas, connect supply and demand, share business opportunities and promote joint development, and will build a new platform for governments, international organizations, and global service trade enterprises and institutions with regard to display, communication, negotiation and cooperation. CIFTIS will set up a new bridge for global exhibitors to share business opportunities and promote joint development; and explore new channels for global elites in political, commercial, academic and research circles to discuss hotspots concerning trade in services, as well as sustainable development and win-win cooperation.





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## 2020 CIFTIS

## GLOBAL SERVICES SHARED PROSPERITY

In September, the 2020 CIFTIS will be held in China National Convention Center and surrounding venues in Beijing, covering an area of more than 200,000 square meters.





# Seven Types of Activities

## 「Global Trade in Services Summit」



## 「Summit Forum」



## 「Industrial Conferences and Professional Forums」



## 「Business Talks and Side Events」



## 「Exhibition and Display」

## 「Achievements Release」



## 「Supporting Activities」





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Focusing on hot issues and development trends in trade in services, representatives of international organizations and government agencies, and well-known guests from the industry, academia and research circles are invited to attend discussions and exchanges, share industry experience, and contribute their wisdom to development.



Summit Forum 1 : Forum on Emerging Trends in the Opening-Up and Development of Trade in Services



Summit Forum 2 : Forum on Trends and Latest Developments of Digital Trade



Summit Forum 3 : Forum on Trade Facilitation in Services: Perspective of Multinationals



Summit Forum 4 : World Tourism Cooperation and Development Conference



## Seven Types of Activities

- Global Trade in Services Summit
- Summit Forum
- Industrial Conferences and Professional Forums
- Business Talks and Side Events
- Exhibition and Display
- Achievements Release
- Supporting Activities

Industrial conferences and professional forums will be organized focusing on the topics of latest developments, innovations and international cooperation in the twelve sectors of trade in services.

## Seven Types of Activities

- Global Trade in Services Summit
- Summit Forum
- Industrial Conferences and Professional Forums
- Business Talks and Side Events
- Exhibition and Display
- Achievements Release
- Supporting Activities

Theme Day Activities  
Industrial Promotion Activities and Business Talks  
Other Business Talks and Side Events





## Seven Types of Activities

- Global Trade in Services Summit
- Summit Forum
- Industrial Conferences and Professional Forums
- Business Talks and Side Events
- **Exhibition and Display**
- Achievements Release
- Supporting Activities

Focusing on the development achievements of the service industry and trade in services, and the intelligent application of cutting-edge technologies, one comprehensive exhibition and eight special exhibitions will be set up, and Multi-functional service areas established in the area around the exhibition venue.

1	+	8	+	N
<b>Comprehensive Exhibition Area</b>		<b>Thematic Exhibition Areas</b>		<b>Functional Service Areas</b>
Special Area for Results of China's Trade in Services Special Area for Public Health and Epidemic Prevention Special Area for Countries, Provinces, Regions and Cities Special Area for Enterprises in the Twelve Major Areas of Trade in Services		Cultural Services (ICIF) Financial Services (FINEXPO) World Winter Sports (Beijing) Expo (WWSE) Tourism and Travel-Related Services (BITE) Service Robots Education Services Sports Services 5G Communication Services		Business Talks Experiencing Catering Other Supporting Services





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The press briefing room release the latest technologies, products, results, policies, industrial standards, development indices and service demonstration cases.

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### Evening Activities

Theme night, business salon, dinner and wine party, lighting show, gourmet food and business parties, etc.

### Off-Site Activities

Consumption resources and routes, Science and tourism with Beijing characteristics are recommended to provide exhibitors with diversified choices for in-depth experience of the capital's new image, new technologies, and new services.



## Cloud CIFTIS

Integrate online and offline exhibition, create a new platform of digital, intelligent and innovative exhibition.

Perfectly present the three theme scenes of "exhibition, forum and negotiation platform" on the cloud, and create a new experience of hi-tech exhibition.

Official website: [www.ciftis.org](http://www.ciftis.org)

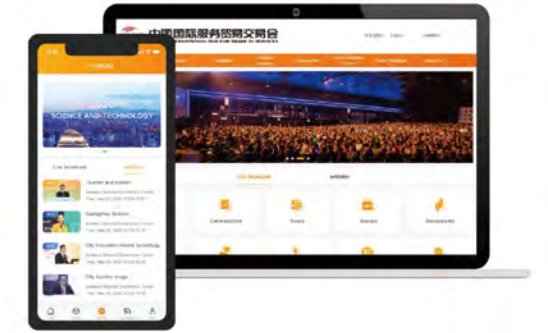
### Exhibition

Use traditional pages and 3D virtual booths to provide visible intelligent experience and break space restrictions.



### Forum

Adopt 5G, live video, video conference, online translation and other technical means to connect online and offline conferences and forums, and break regional and language restrictions.



### Negotiation

Use instant messaging, video conferencing, online translation, intelligent customer service and other tools to build a cloud-based virtual business talk room and break the offline restrictions.





# 7

## Data about previous CIFTISs

There has been an area of 440,000 square meters for exhibitions and business talks, 912 organized activities, 14 foreign heads of state and heads of government, representatives from 184 countries and regions, almost 300 international organizations and foreign business associations, over 10,000 exhibitors, over 1 million visitors and USD 529.33 billion of intended contract volume.





## 8

## Policies and Services

**Preferential Policies**

Exhibition organizers and exhibitors recognized by the Executive Committee of CIFTIS can enjoy exhibition space rental rebates; organizers of key forum activities recognized by the Executive Committee of CIFTIS can enjoy room rental rebates.

**Sponsorship Policies**

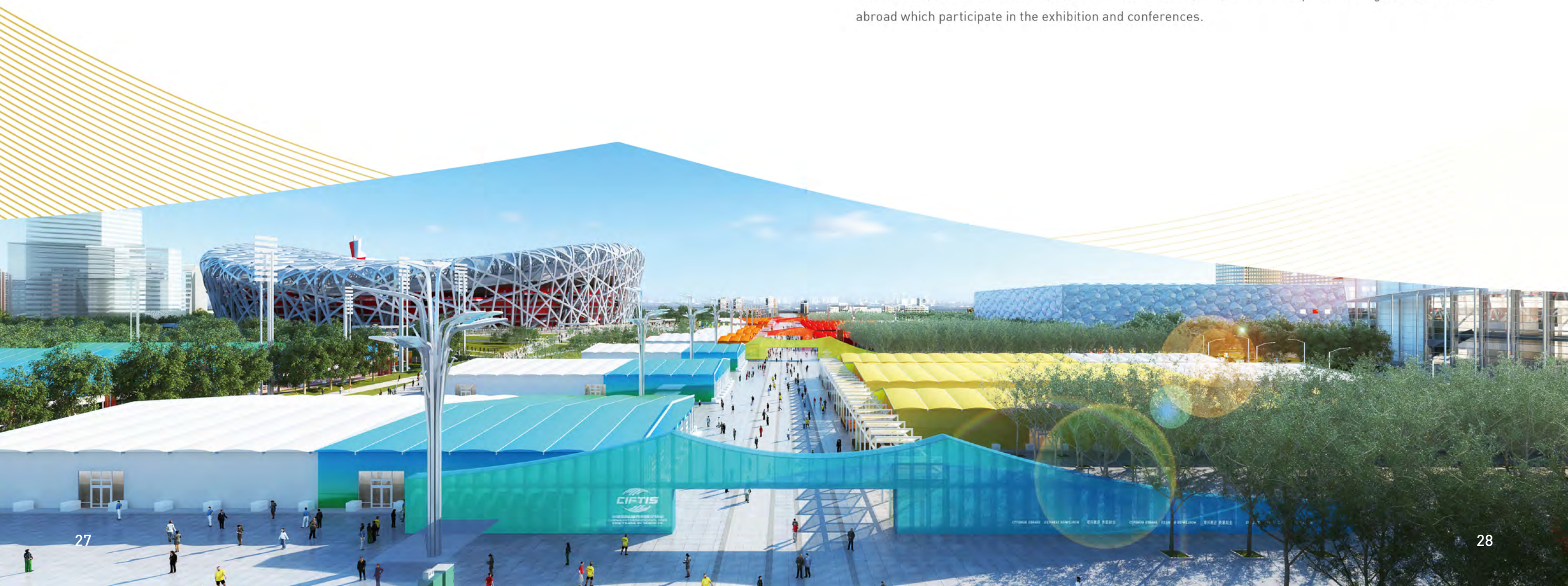
The CIFTIS welcomes enterprises and institutions with good brand image and social influence at home and abroad to provide sponsorship in the forms of funds, goods and services, and carry out various forms of cooperation. The sponsors will enjoy honors, special rights, advertising and media coverage.

**Media Coverage**

The CIFTIS provides multi-angle, multi-direction and personalized advocacy and reporting before, during and after the Fair for the organizing agencies, exhibition participating enterprises and important distinguished guests.

**Advertising Services**

The CIFTIS provides all kinds of advertising services including advertisement on print media, advertisement in the venue, web advertisement, advertisement on APPs, etc., for the enterprises and agencies at home and abroad which participate in the exhibition and conferences.





# 9

## Exhibition Registration

### Website Registration

Log in to the official website of the China International Fair for Trade in Services (www.ciftis.org). Click on-line registration, select exhibitor registration, participant registration, individual registration, media registration or other corresponding registration channel, create an account as required, fill in the relevant information, and finish the registration.

### APP Registration

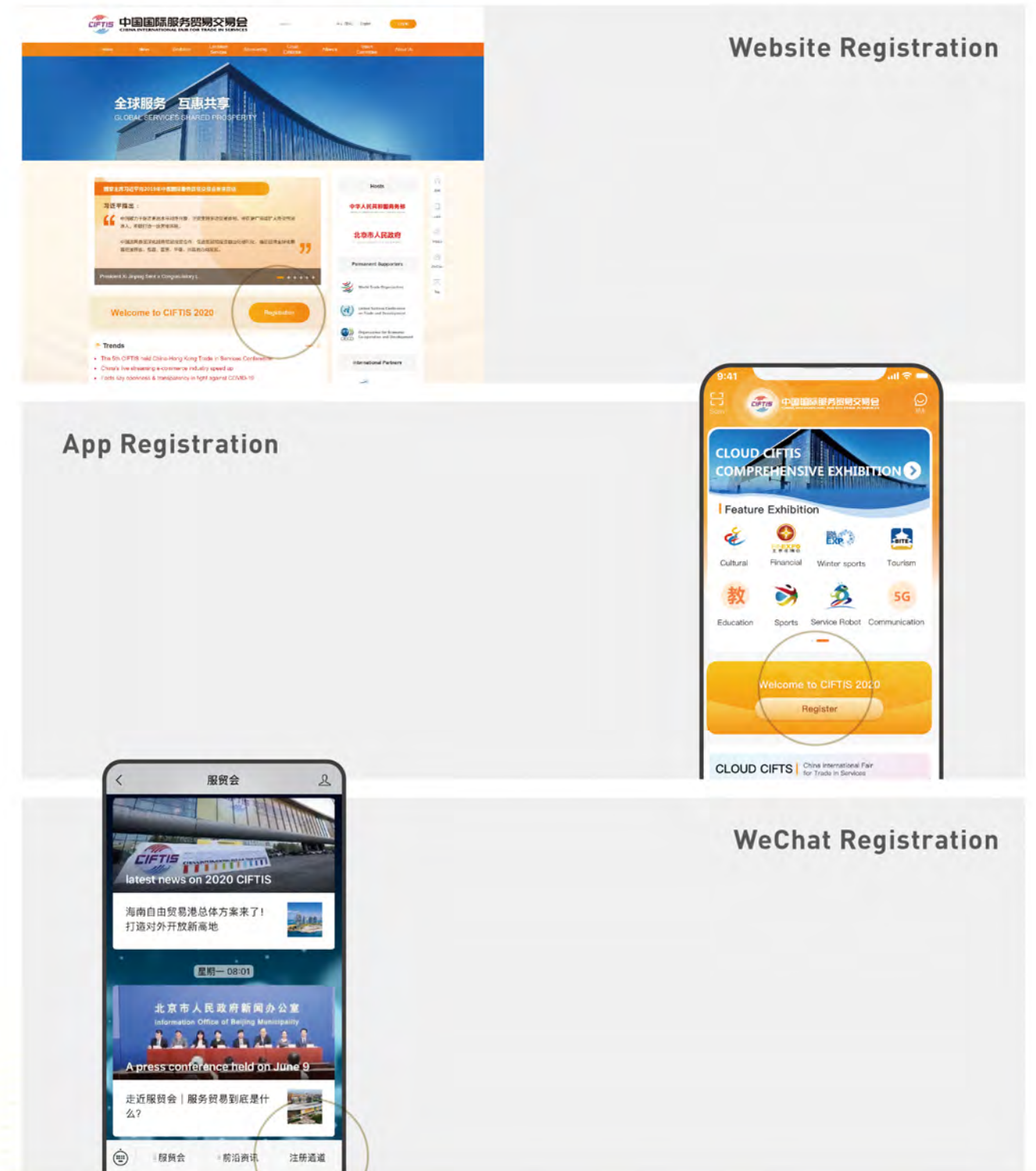
Download and install the "CIFTIS" APP, and click online registration.

### WeChat Registration

Subscribe to the service account of "服贸会" on WeChat, and click online registration.

### On-Site Registration

Register and enter the venue with valid personal identification documents.







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## Contact us

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[www.ciftis.org](http://www.ciftis.org)