

THE 8TH CHINA INTERNATIONAL **IMPORT EXPO**

China International Import Expo (CIIE) is the first import-themed, national-level expo in China that features international exhibitors across various sectors such as Food and Agricultural Products, Automobiles, Intelligent Industry & Information Technology, Consumer Goods, Medical Equipment & Healthcare Products, and Trade in Service, to address the trade deficit of different countries to China and support trade liberalization.

With the 2025 theme, "New Era Shared Future", the Philippines' participation will feature 20 food companies offering healthy and premium products, particularly functional foods (plantbased, alternative protein products, and beverages) and agricultural/ fresh produce in a 144 sqm National Pavilion in the Food & Agricultural Zone.

WHY PARTICIPATE?

- Access to over 430,000 trade visitors from 152 countries.
- Participate in matchmaking events to facilitate business contact and negotiations.
- Engage in meetings with Chinese government officials, customs and, industries.
- Understanding of favorable policies for foreign investment by commerce departments from various regions.
- Opportunity for media exposure from Chinese and foreign media institutions
- Boost brand visibility on press and social media

TARGET PARTICIPANTS

Participants must be Filipino Food manufacturers, producers, exporters and/or traders preferably offering healthy and premium products, particularly functional foods (plant-based, alternative protein products, and beverages) and/or agricultural/ fresh produce.

With mandatory requirements:

- DTI/ SEC Registration
- Valid business permit
- Valid FDA-LTO and CPR for processed food
- DA/CDA registration for fresh produce
- · Any of the following certifications: HACCP, Halal, Organic, BRC, ISO, FSSC, etc.

TARGET NO. OF EXHIBITORS: 20

PARTICIPATION DETAILS

Participation Fee: FREE-OF-CHARGE

DTI-CITEM in partnership with PHILEXPORT and co-organized by the

Department of Agriculture, will cover the cost of participation. Given the limited slots, approval of applications shall be on a 'first come, first served' basis and depending on the product focus of the Philippine Pavilion.

INCLUSIONS:

construction Inclusion in the marketing collateral and online promotions

Allocated space/booth in the Philippine Pavilion with design and

- Assistance in visa processing
- Assistance in shipment processing
- Onsite stand assistance/ translation services
- Pre-arranged B2B meetings.

1. <u>CITEM Exhibitor Application Form</u>

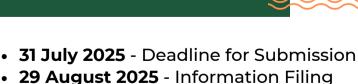
APPLICATION REQUIREMENTS

- 2. CIIE Authorization Form 3. (For new exhibitors only) IFEXConnect Registration
- 4. (For PHILEXPORT members) Endorsement letter from PHILEXPORT



31 July 2025 - Deadline for Submission of Application

KEY TIMELINE



- 15 September 2025 Application for Visa, Submission of Shipping Info • September - October - Shipment of goods to China, Exhibitor Briefing
- **3-4 November 2025** Ingress

5-10 November 2025 - Show Proper



+ REGISTER NOW





For inquiries or submission of application, please contact: ERIN DIZON-REIG - cdizon@citem.com.ph

SUBMIT NOW! Deadline of application is until July 31, 2025.