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The 13<sup>th</sup> Western China International Fair  
Sep. 25-30, 2012, Chengdu, P.R.C.



## The 13<sup>th</sup> Western China International Fair

**Duration:** Sep. 25-30, 2012

**Venue:** New International Convention & Exposition Center, Chengdu, Sichuan,  
China

**Main Exhibition area:** 120,000 square meters

**Contacts:**

Mr. Mao Yu, Tel: +86-28-8621 0343, Fax: +86-28-8621 0034

Email: [maoyu@wcif.cn](mailto:maoyu@wcif.cn)

Ms. Zhang Yi, Tel: +86-28-8621 0101, Fax: +86-28-8621 0034

Email: [zhangyi@wcif.cn](mailto:zhangyi@wcif.cn)

Ms. Cao Yiwen, Tel: +86-28-8621 0240, Fax: +86-28-8621 0034

Email: [caoyiwen@wcif.cn](mailto:caoyiwen@wcif.cn)

Ms. Yang Yunfan, Tel: +86-28-8621 0034, Fax: +86-28-8621 0034

Email: [yangyunfan@wcif.cn](mailto:yangyunfan@wcif.cn)

ADD: 13-19#, 25F, Hongda International Plaza, No. 2 Lower Nandajie ST., Qingyang District, Chengdu, P.R.C.  
610041

TEL/FAX: +86 28 86210034

OFFICIAL WEBSITE: [en.wcif.cn/index.html](http://en.wcif.cn/index.html)

## Profile

Western China International Fair (hereinafter referred as WCIF) is a state-level international exhibition co-hosted by 15 ministries of central government and 12 provinces (Including autonomous regions and one municipality), along with Xinjiang Production and Construction Corps. WCIF is based in the western region to seek for nationwide and worldwide development. WCIF is held annually in Chengdu, Sichuan and it has been staged for 12 sessions. It has become one of the largest, most influential and well-organized fairs in western China.

## Hosts

- National Development and Reform Commission
- Ministry of Commerce of PRC
- Ministry of Industry and Information Technology of PRC
- Ministry of Science and Technology of PRC
- Ministry of Agriculture of PRC
- State-owned Assets Supervision and Administration Commission of the State Council
- State Administration for Industry and Commerce
- General Administration of Quality Supervision, Inspection and Quarantine of PRC
- National Tourism Administration of PRC
- Overseas Chinese Affairs Office of the State Council
- China Council for the Promotion of International Trade
- Chinese People's Association for Friendship with Foreign Countries
- All-China Federation of Industry and Commerce
- All-China Federation of Supply and Marketing Cooperatives
- People's Government of Chongqing Municipality
- People's Government of Sichuan Province
- People's Government of Guizhou Province
- People's Government of Yunnan Province
- People's Government of Tibet Autonomous Region
- People's Government of Shanxi Province
- People's Government of Gansu Province
- People's Government of Qinghai Province
- People's Government of Ningxia Hui Autonomous Region
- People's Government of Xinjiang Uyghur Autonomous Region
- People's Government of Inner Mongolia Autonomous Region
- People's Government of Guangxi Zhuang Autonomous Region
- Xinjiang Production and Construction Corps

## Supporter



Ministry of Foreign Affairs

## Organizer

- People's Government of Sichuan Province

## Pavilions & Exhibitors

- International Cooperation Hall

Multinational corporations, the US, the UK, Japan, South Korea, Australia, South Asia countries, the EU members, ASEAN countries and overseas Chinese businesses to showcase their overall images and specialty products. Intel, Sumsung, LG, Honda, Hitachi, Toshiba, Toyota Tsusho, Foxconn, Walmart, Carrefour etc. participated in the previous fair.

- Hi-tech Hall

Hi-tech enterprises, strategic emerging products, the transformation and application of technological achievements, biological engineering and new medicine and pharmaceuticals, the application technology of new material. It consists of exhibition sectors for robots, national hi-tech achievements and military and civil technology integration achievements, showcasing 60 robots developed by 24 institutions home and abroad.

- Electronic Information Hall

Consumer electronic products, electronic elements and components, software and technology.

- Equipment Manufacturing Hall

Energy saving and environmental protection, intelligent machinery, aerospace and precision work, electromechanical equipment, automobile manufacturing and other manufacturing industries.

- Agriculture Hall

Agricultural new technologies and sci-tech achievements, agricultural equipment and production materials, food-processing industry, demonstration gardens.

- Western Cooperation Hall

will establish exhibition sectors for western cooperation, central eastern provincial (municipalities) cooperation and theme city (province).

- Outdoor Exhibition Area

## Major Events

- The Opening Ceremony of the 13th WCIF
- The 5th Western China International Cooperation Forum
- The 7th China-EU Investment & Trade Cooperation Fair



- The 2nd China-India Business Forum
- The Conference on Investing in Western China cum Ceremony for Signing
- Economic Cooperation Contracts
- The 3rd Western China International Finance Forum
- The 2012 Western China Sourcing Fair
- The 2012 Asian Economic and Trade Cooperation Seminar cum the 5th Asian Trade Promotion Exhibition

## **Glance at the 12<sup>th</sup> WCIF**

The 12<sup>th</sup> WCIF covered an exhibition area of 180,000 square meters with the main venue and the sub-venue. The main venue covered an exhibition area of 120,000 square meters. A total of 4,564 enterprises from 52 countries and regions, 31 provinces (Autonomous regions and municipalities) and Xinjiang Production and Construction Corps participated in the exhibition. More than 78,000 exhibitors, purchasers and guests from various fields attended the fair (Foreign guests amounted approximately 20,000, accounted for 25% of the total), with visitors' flow over 600,000 person-time. The investment signing volume of the 12<sup>th</sup> WCIF reached RMB 945.17 billion yuan, with a trade volume of RMB 252.76 billion yuan.

## **Main Participants at the 12<sup>th</sup> WCIF**



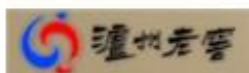
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Panasonic



DIAGEO





## Appendix I

# Application Form for Exhibitors

### 1. Basic information of exhibitors (items marked with \* must be filled)

\* Company name (Chinese) \_\_\_\_\_  
(English) \_\_\_\_\_

\* Company address (Chinese) \_\_\_\_\_  
(English) \_\_\_\_\_

\* Contact person \_\_\_\_\_ \*Telephone (Mobile phone) \_\_\_\_\_

\* Person in charge \_\_\_\_\_ \* Fax \_\_\_\_\_

\* Zip code \_\_\_\_\_ \*e-mail \_\_\_\_\_ Website \_\_\_\_\_

\* Exhibits (Chinese) \_\_\_\_\_  
\_\_\_\_\_  
(English) \_\_\_\_\_  
\_\_\_\_\_

### 2. Reservation of exhibition booth

<p><b>Reservation of standard booth (9 m<sup>2</sup> for the minimum, 3m*3m=9m<sup>2</sup>)</b></p> <p>We want to reserve _____ exhibition booth(s), with the total area of _____ m<sup>2</sup> and the total value of _____</p> <p>Booth fee: RMB8,000 /booth or USD1,250 /booth</p> <p><b>Facilities of a 9 m<sup>2</sup> standard booth:</b> a carpet, an exhibition lintel with Chinese and English names of the company, three-side wallboards, a table, two chairs, two spot lights, a 220V/5A power socket, exhibitor certificate.</p>
<p><b>Reservation of indoor floor space booth (36 m<sup>2</sup> for the minimum)</b></p> <p>We want to reserve _____ m<sup>2</sup>, with the total value of _____</p> <p>Booth fee: RMB860/ m<sup>2</sup> or USD135 / m<sup>2</sup> (excluding electricity charge)</p> <p><b>Facilities of floor space booth:</b> floor space (without carpet), exhibitor certificate.</p>
<p><b>Reservation of outdoor floor space (36 m<sup>2</sup> for the minimum)</b></p> <p>We want to reserve _____ m<sup>2</sup>, with the total value of _____</p> <p>Booth fee: RMB500/m<sup>2</sup> or USD78 / m<sup>2</sup> (excluding electricity charge)</p> <p><b>Facilities of floor space booth:</b> outdoor floor space (without carpet), exhibitor certificate.</p>

Remarks: For two-side open booths, 15% additional fee will be charged; For three-side open booths, 20% additional fee will be charged.

### 3. Registration fee: RMB1,000 /company or USD156 /company

The registration fee will be used for compilation of exhibition manuals and organization of related activities, such as arrangement of trade matching, purchasers' conference, trade cooperation and investment promotion activities.

### 4. Designated account of the Organizing Committee

Account name: Sichuan International Exhibition Co., Ltd      Opening bank: Bank of China, Sichuan Branch

RMB Account No.: 130660499980      USD Account No.: 126610618138      SWIFT: BKCHCNBJ570

### 5. Exhibitor Registration:

Sichuan International Exhibition Co., Ltd. is the only exhibition booth provider authorized by the 12<sup>th</sup> Western China International Fair.

Address: No.13-19, 25/F, Hongda International Plaza, No. 2 Xianan Street, Qingyang District, Chengdu, Sichuan Province, China

Zip code: 610041

Contact person: Ms. Zhang

Telephone: +86-28-86210101

Fax: +86-28-86210127

Email: siec@wcif.cn

Website: [www.wcif.cn](http://www.wcif.cn)

(Please fax the form and your company's Business License to the Organizing Committee.)

## Appendix II: All about Chengdu

### Chengdu ranked 12th largest economy of world's major cities

(SOURCE: SCMP-HK)

<http://gochina.scmp.com/chengdu/business/chengdu-ranked-12th-largest-economy-worlds-major-cities>

Chengdu has once again drawn the attention of the global business community. **It is now ranked the 12th biggest economy among the world's 120 major cities, according to the Economist Intelligence Unit (EIU)'s Global City Competitiveness Index 2012.** It has also been chosen as the venue for next year's Fortune Global Forum.

The provincial capital of Sichuan province and the gateway to southwestern China, Chengdu has made remarkable progress in recent years as the central government has encouraged foreign investment to move inland from coastal areas. It has consistently ranked among the top cities in central and western China for its number of Fortune 500 companies.

Last year, **Chengdu achieved a 15.2 per cent increase in gross domestic product to 685.5 billion yuan (HK\$844 billion), the highest growth rate among China's 15 sub-provincial cities. In terms of GDP value, it moved up by two positions to sixth among the 15.**

The strong economy has improved living standards and driven domestic consumption. **According to government figures, the disposable income of urban residents in Chengdu rose 14.9 per cent last year to 23,932 yuan, while retail sales of consumer goods rose 18.4 per cent to 286.13 billion yuan.**

Perhaps what makes Chengdu special is that, in spite of its economic success, it is able to strike a balance between economic construction and protecting its natural environment.

In the same EIU report, Chengdu was the only Chinese city ranked among the top 10 (it was eighth) among the world's 120 major cities for being the least risky for environmental hazards.

In recent years, the city government has undertaken major redevelopment projects to improve both business and living standards.

For example, it is building a new central business district in the south of the city called Tianfu New District and an eco-strip to the west called Wenjiang Green Belt.

What remains unchanged is the laid-back lifestyle of its people, who like to enjoy leisure time, as evidenced by the city's many tea houses.

**Because of its liveability, the city is fast becoming the destination of choice for foreigners doing business in central and western China.**