

The 14th Western China International Fair

The 14th Western China International Fair (WCIF) will be held in Chengdu, Sichuan Province, China from October 23 to 27, 2013. (Venue: Century City New International Exhibition Center; Website: www.westernchinafair.org)

The 14th WCIF will see an exhibition area of 180,000 square meters. During the event, the Opening Ceremony cum the 6th Western China International Cooperation Forum, the 7th Conference on Investing in Western China cum Ceremony for Signing Economic Cooperation Contracts, the 6th Western China International Sourcing Fair, the 8th China-EU Investment & Trade Cooperation Fair, the 4th Western China Financial Forum and other important activities and serial programs will be organized. The WCIF will constitute an ideal platform and golden opportunity for your business, investment and foreign cooperation.

Launched in 2000, the WCIF is a state-level international exposition jointly sponsored by China's 16 ministries/commissions such as National Development and Reform Commission and Ministry of Commerce, 12 provinces (autonomous regions, municipality) and Xinjiang Production and Construction Corps in western China and organized by Sichuan Provincial People's Government. To date, 13 sessions of WCIF have been held successfully. Through 13 years' development, the WCIF has become an important platform in western China for investment promotion, trade cooperation and diplomatic services. The 13th WCIF held in September 2012 attracted more than 80,000 participants from 88 countries and regions, including the ministerial level officials, envoys to China, representatives of international organizations, executives of Fortune 500 corporations, multinational corporations and chambers of commerce, well-known purchasers and suppliers, and famous experts and scholars. The fair saw agreement signing of 1,590 investment projects with a total investment amounting to 1.0526 trillion Yuan, up 11.4% YoY and 256.035 billion Yuan of record high trade turnover.

Sub-activities

Categories of activities at the 14th WCIF will follow the general mode of those at the previous sessions. However, the activities listed below are yet to be set by date, venue, theme, form and content, since the schedule-coordination and plan-making are still in process as these are held respectively by Ministries/Committees of Chinese Central Government, provinces/municipalities/autonomous regions in western, central and eastern

China, international organizations, foreign governments, business institutes domestic and overseas, etc.. The followings are only examples for you to learn typical categories of activities involved at the WCIF.

There are mainly four types of activities:

The First, high-level exchanges such as

- The Opening Reception of the 14th Western China International Fair, evening of October 22, 2013
- The 6th Western China International Cooperation Forum, morning of October 23, 2013

The second, integrated investment and trade activities such as

- Western China Investment Seminar and the Signing Ceremony of Economic Cooperation Projects, afternoon of October 23, 2013
- Western China International Sourcing Fair (including Opening Ceremony and Summit, 2013 Western China International Sourcing Fair Forum on Supply Chain Development Forum, The United Nations Procurement Sourcing, Equipment Manufacturing Networking, Electronic Information Networking, The Agricultural Industry Networking, Networking Integrated etc.), October 23-27, 2013
- The 8th EU-China Investment and Trade Fair (activities including: Opening Ceremony, China-EU Business Cooperation Roundtable Conference, Sino-EU Technological Innovation Cooperation and Technology Transfer Docking FairNetworking etc.)

In addition, there are other activities, take some held at the 13th WCIF for example, The 3rd Western China Financial Forum, Sino-Indian Management Experts Roundtable Conference (hosted by The United Nations Educational, Scientific and Cultural organization, Boao Forum for Asia), Sustainable and Livable Urban Development Forum (hosted by United Nations Development Program), Malaysia Trade Service exhibition related activities, China-British trade activities, etc. There will be similar activities at the 14th WCIF.

The Third, investment and trade promotions by provinces, special administrative regions, cities (prefectures) of China, such as

Investment and trade promotions held by western, central, and eastern provinces/ municipalities/ autonomous regions, as well as by Chinese cities/ prefectures and Hong Kong, Macao and Taiwan, i.e., a promotion named Discover the Macao and Seize Business Opportunities.

The fourth, workshops of certain industries and business networkings, such as the followings held at the 13th WCIF

- The 9th International Tourism and Culture Seminar
- 2012 New and High Science & Technology Fair and Overseas Chinese talent Pool (Overseas Chinese Chamber of Commerce Summit)
- Signing Ceremony of Sichuan province for Oversea talent Recruitment Project
- The 8th Western China International Hardware and Electromechanics Fair
- 2012 Asian education Forum Annual and Western China Education Development International Forum, etc.

Exhibition

Western Cooperation Hall

The economy of western China has been developed rapidly since the implementation of the Western China Development. The Western Cooperation Hall is one of the important venues of the WCIF, and it is the main carrier of realizing West-to-West cooperation and East-to-West cooperation.

The Western Cooperation Hall of the 13th WCIF covered an exhibition area of 21,600 m². Enterprises from 28 provinces (autonomous regions and municipalities) and Xinjiang Production and Construction Corps, 21 cities and autonomous prefectures of Sichuan province participated in the exhibition. Excellent Chengdu made exhibits with advanced technology were presented in Western Cooperation Hall, such as the half-life-size super “J-10” fighter model, the internationally leading tower simulator system which occupies 80% of the domestic market, and China’s first 1.5T superconducting magnetic resonance imaging system with independent intellectual property rights. A series of exchange and marketing events were held during the 13th WCIF, including Ning Xia-Sichuan (Chengdu) Business Cooperation Promotion Conference, the Conference on Investing in Gansu cum Wine Tasting, Regional Sourcing Docking Fair- Hong Kong, Shaanxi Provincial State-owned Enterprises Transformation Development Promotion Conference, Sichuan-Xinjiang Economic Cooperation Departments Symposium cum Ceremony for Signing Economic Cooperation Contracts, which further promoted exchange cooperation and industry docking of West-to East domestically and West-China-to-Abroad internationally.

To showcase the development achievements, investment environment and specialty industries of the provinces (autonomous regions and one municipality) in Western China and Xinjiang Production and Construction Corps, during 13-year Western

China Development and in the process of East-to-West cooperation, Western Cooperation Hall will set exhibition sectors for 12 provinces (autonomous regions and one municipality) and Xinjiang Production and Construction Corps, cooperation between eastern and western regions of China. The 14th WCIF will bring into full play to the role as an investment promotion and trade cooperation platform, and will deeply promote the opening-up and development of western China.

International Cooperation Hall

The International Cooperation Hall, as one of the major halls of the WCIF, is an important platform to show the internationalization of the fair and realize the cooperation between domestic and overseas enterprises.

A total of 1,561 enterprises coming from 55 countries and regions participated in the 13th WCIF at the 44,000 m² International Cooperation Hall, which consisted of exhibition sectors, including 2012 G-Fair Korea(Chengdu), Style Hong Kong Pavilion, 2012 Malaysia Service Exhibition, Overseas Chinese-funded Enterprises Pavilion, South Korea Pavilion and other nations, mainly showcasing competitive industries and specialty products of the countries and regions. Embassies of the United Kingdom, the United States of America, New Zealand, the Republic of Iceland, the Republic of Poland, Ireland, the Republic of Seychelles, the Islamic Republic of Pakistan, government organizations like Ministry of Commerce of Cambodia, Tourism Office of Korea, Hong Kong Trade Development Council, Hong Kong Economic and Trade Office in Chengdu, Macao Trade and Investment Promotion Institution, international chambers of commerce like VDMA, Korean Association of Business Cooperation, China-Britain Business Council, Malaysia External Trade Development Corporation, Nepal China Chamber of Commerce and Industry, Pakistan Chamber of Commerce and Industry, Kaohsiung World Trade Exhibition and Convention Association, and internationally well-known enterprises including Foxconn, Seagate, LG, Diageo, Hennessy, Citibank, Hertz and Thailand Taixi Investment Group participated in the fair.

Sectors for the South Asia countries, ASEAN countries, Hong Kong, Macao, and Chinese Taipei, Japan and Korea, European countries and the United States are set up in the International Cooperation Hall of the 14th WCIF, which will fully display WCIF' s role as a platform for investment promotion and trade cooperation, and deeply boost the opening-up and cooperation of western China.

Electronic Information Hall

Electronic information industry is the main driving force for economic and social development of the world, and also a booster for industrial upgrade. The developing

of new generation information technology has been included in the 12th Five-Year (2011-2015) Industrial Planning of China. China has become world's largest manufacturing base of electronic information products.

Electronic information industry is one of the important pillar industries of Sichuan. The province enjoys a profound basis of electronic information industry, and boasts the largest industrial scale in western China. It is expected to become China's third province with an industrial production value above RMB one trillion yuan, next to Guangdong and Jiangsu province. Over the past 10 years, electronic information industry of Sichuan has kept an annual growth of more than 20%. Currently, the province boasts more than 17,000 electronic information enterprises, including 30-plus Fortune 500 electronic enterprises in Chengdu. By November, 2012, many enterprises including Intel, Foxconn, Wistron, Compal, Dell, Lenovo, TCL, Haier and Texas Instruments and supporting companies had settled in Sichuan.

The Electronic Information Hall for the 13th WCIF attracted well known electronic companies from domestic and overseas, including Foxconn, Seagate, LG, Changhong and Jiuzhou Electronic. Excellent exhibits, such as China's first food management smart refrigerator; advanced technologies of light, thin and HD glasses-free 3D and four-primary color produced from leading CGS and IG20 technologies, were presented for the first time.

The 14th WCIF will mainly showcase consumer electronics, electronic elements and components, technologies for convergence of three networks and new generation information technology, which aims to provide an exchange and trade platform with international electronic information industry, accelerate the partnership of electronic information industry in western China with international community, speed up the technological upgrade of electronic information industry and boost the technology reform, transformation and development of related industrial technologies.

Scope of Exhibits:

Consumer electronics:

Audio-visual consumer products, auto electronics products, office automation, digital video, electronic accessories, personal electronic products, communications products, home appliances, video games, electronic healthcare and security products.

Electronic elements and components:

Display devices and related software products, other electronic elements and accessories, electronic materials, wires, cables, electronic manufacturing equipment, instruments and apparatus and other tools.

Software and technology:

Computer technologies and software, internet of things technologies, technologies for convergence of three networks and other new generation information technologies.

Equipment Manufacturing Hall

The equipment manufacturing industry is one of the strategically emerging industries focused by the state as well as a key industry of promoting the 2nd round Western China Development. The equipment manufacturing industry in the western part of China and Sichuan shows strongly developing momentum. Sichuan's equipment manufacturing industry together with those of Shanghai and northeast China are the top three of China. There are a number of leading companies, including Pangang Group, Dongfang Electric, China National Erzhong Group, China South Locomotive, CSR Ziyang Co., Ltd., and CAC, which have strong competitive advantages in manufacturing clean and high-efficient power generation equipment, metallurgical chemical equipment in sets, engineering machinery, petroleum drilling, railway locomotives and aerospace equipments. By 2012, the number of companies above designated size engaged in the equipment manufacturing industry of Sichuan has reached 2,315, accounting for more than 21% of the industrial enterprises above designated size of the whole province. This industry has become the third largest competitive industry of Sichuan Province.

The Equipment Manufacturing Hall of the 13th WCIF covered an exhibition area of 11,600 m², showcasing excellent enterprises and products of equipment manufacturing industry. Hundreds of famous domestic enterprises such as China South Locomotive, Pangang Group, Cheng Du Aircraft Industry (Group), Sichuan Fornew Technologies, Chengngdu Shudu Bus Co., Sichuan South Chun Auto Group, Huiyuan Group, Shenzhen One Laser, Beijing Jingdiao, and high end equipment manufacturing enterprises from Germany and U.S. participated in the exhibition. A series of special docking fairs were held, such as “Western China International Sourcing Fair- Special Docking Fair for Equipment Manufacturing” and “Equipment Manufacturers Docking Fair between Sichuan and Germany”.

The Equipment Manufacturing Hall of the 14th WCIF will showcase the latest technological achievements and products from both international and domestic large-scale enterprises in equipment manufacturing, aviation, automobile manufacturing, energy saving and environment protection and intelligent machinery.

Scope of Exhibits:

Equipment for energy saving and environmental protection:

Coating equipment, waste water and gas disposal equipment, different types of dust catchers and air purifying equipment, etc.

Intelligent Machinery:

Programmable logic controllers, robot engineering, CNC technologies, industrial Ethernet and sensors of actuators, etc.

Aerospace and precision work:

Aviation industry, measuring equipment, vacuum electron welding, high polymer materials and technologies, technologies for military and civilian, precision machinery elements and machine for precision work, etc.

Electromechanical equipment:

Electromechanical industry, capacitors, distributors and electrical equipment for engineering, etc.

Automobile manufacturing and other manufacturing industries:

Automobile machinery, engineering machinery, agriculture machinery, building machinery, transportation machinery, pump valves, machine tools, tools and moulds, measuring implement, instruments and meters, fundamental parts and components, etc.

Agriculture Hall

Agriculture is a primary industry for China's national economy. An active development of agriculture is necessary for practically promoting the construction of socialist new rural area, building socialist harmonious society and speeding up the construction of socialist modernizations.

Western China boasts plentiful natural agricultural resources and labor force. The area of variety agricultural bases across the province totals to 21.21 million mu. In recent years, leveraging the strategic opportunity of the Western China Development, Sichuan has made great efforts in specialty agriculture, producing specialty agriculture industries with obvious geological advantages, such as Sichuan pigs, Sichuan cuisine, Sichuan tea, Sichuan herbs and Sichuan fruits. It also forges national advantageous agricultural industries with great competitiveness, such as lemon from Anyue, olives from Guangyuan, juicy peaches and loquats from Chengdu, liguisticum wallichii and bulbus fritilariae from western Sichuan, apple from Xichang, mango from Panzhihua-Xichang region, summer oranges from Jiang'an etc.

About 200 agricultural and food-processing enterprises from ASEAN, south Asia, Japan, Korea and 20 provinces (autonomous regions and municipalities) of China participated in the 13th WCIF, covering an exhibition area of 11,000 m². The well-known enterprises Hennessy, Diageo, Wu Liangye, Swell Fun, Wenjun, Luzhou Laojiao, Sichuan Huantai Industry participated in the fair.

The Agriculture Hall of the 14th WCIF will mainly showcase agricultural means of production, agri-food processing, along with agricultural demonstration parks. Trade Promotion activities, such as Western China International Sourcing Fair-Special Docking Fair for Agriculture will be held, to build a platform of trade cooperation and technological exchange for exhibitors and trade customers in agriculture and food

sector.

Scope of Exhibits:

Agriculture and food-processing industry: grains, cooking oil, meat, dairy product, beverage, sugar and wine, melons, fruits, vegetables, tea and other agriculture products and relevant processed goods.

Agriculture equipment and production materials: agricultural machinery and spare parts, seeds, fertilizers, agricultural chemicals, agriculture film, feedstuff, edible fungi, aquatic fries.

Agricultural demonstration gardens:

Agricultural demonstration gardens, sci-tech parks, ecological parks, production bases, construction of new rural regions etc.

Hi-Tech Hall

Hi-tech industry is a key strategically emerging industry of the country, and an important industry to push forward the development of western China. Western China has strong power in hi-tech industry development and foresees a great market potential. As a major technological province in western China, its comprehensive technology strength ranks top in China, especially in the sectors of electronic information, new material, biotechnology, traditional Chinese medicine, nuclear technology and crops breeding. Nearly one thousand scientific achievements were obtained each year in Sichuan.

More than 1,000 hi-tech achievements from over 600 enterprises and institutions were showcased at the 11,000 m² Hi-tech Hall in the 13th WCIF. More than 100 contracts and agreements of intent were signed, with a contract volume over RMB 600 million. Each sector has specific characteristics highlighted in technology. It attaches great importance to the domestic and overseas leading new products, latest independent innovation achievements, and developing competence in producing, study and research. Excellent exhibits were displayed, including the models and parts of domestic most advanced UAV, “J-10”, “Xiaolong”, “Jiaolong”, “Tiangong 1” and “Shenzhou 9”; nuclear fuel element, circulation pattern, nose of C919 aircraft, model of Long March 2 rocket, and aviation avionics system. New pattern wireless video transmission system developed by Chengdu Dfine Technology Co., Ltd. impressed the visitors with its dynamic 3D effects. The Air Net 1090ES ADS-B ground receiving station developed by the second research institute of Civil Aviation Administration of China can directly monitor the direction, height, speed and course of an aircraft, forming an integrated space-air-ground monitoring capability.

“Indigenous Innovation” will continue to be the theme of the Hi-tech Hall of the 14th WCIF, and will mainly showcase strategic industry new products in low-carbon

emission reduction, energy conservation and environment protection and bio-engineering of domestic hi-tech enterprises, and new technology applications achievements. It will strive to build up an international platform for projects, technology, products, markets, capital and talents for domestic and overseas visitors.

Scope of Exhibits:

Indigenous innovation sector: indigenous innovation products and technology from hi-tech enterprises.

Hi-tech achievements conversion sector: Hi-tech achievements conversion such as bio-engineering technology and its application, new materials, new energy, new generation information technology, energy conservation and environmental protection along with high-end equipment manufacturing.

Hi-tech product sector: High-end hi-tech products, environmental protection products and strategic new products.

Comprehensive hi-tech sector: domestic hi-tech enterprises, universities, research institutions, hi-tech industrial parks.