March 1-4, 2019

Shanghai New International Expo Center
2345 Longyang Road, Pudong New Area, Shanghai
126,500 square meters(Pavilion W1-W5, E1-E6)

Governments of Shanghai, Jiangsu, Zhejian, Anhui, Fujian, Jiangxi, Shandong, Nanjing and Ningbo
East China Fair has been held for 28 years since 1991. The 29th East China Fair will once again consist of five main exhibitions focusing on Garments, Textiles, Home Products, Gifts and Modern Lifestyle. Every year, professional buyers from around the world gather here, including major retail groups like Bailian Group, Orient International (Holding) Co, NGS, Carrefour Group, Nitori, Li & Fung Ltd, MINISO, and Daiso. The fair is the first choice for characteristic products to tap into Chinese and overseas markets, and the top venue for debuting new products.

Five main exhibitions
Focusing on B2B

Categories of main exhibitions

- **Garments**: Clothing, Garment accessories
- **Textiles**: Home textiles, Textile accessories
- **Home Products**: Tableware, kitchenware and bathroom products, Consumer goods, Home appliances and electronic
- **Gifts**: Sports, tourism and leisure products, Home decor and gifts
- **Modern Lifestyle**: Overseas products, Cross-border e-commerce

Number of exhibitors and exhibition booths

<table>
<thead>
<tr>
<th>Year</th>
<th>Exhibitors</th>
<th>Exhibition booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>3153</td>
<td>5480</td>
</tr>
<tr>
<td>2017</td>
<td>3900</td>
<td>5670</td>
</tr>
<tr>
<td>2018</td>
<td>4000</td>
<td>5707</td>
</tr>
</tbody>
</table>

Number of buyers

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>Overseas</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>14645</td>
<td>21454</td>
</tr>
<tr>
<td>2017</td>
<td>13914</td>
<td>22140</td>
</tr>
<tr>
<td>2018</td>
<td>14633</td>
<td>22311</td>
</tr>
</tbody>
</table>

Trading volume

<table>
<thead>
<tr>
<th>Year</th>
<th>Unit: $100 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>23.10</td>
</tr>
<tr>
<td>2017</td>
<td>23.17</td>
</tr>
<tr>
<td>2018</td>
<td>23.20</td>
</tr>
</tbody>
</table>
Media coverage

The 29th East China Fair will be attended by nearly 50 high-profile media organizations reporting on the event through a range of media, including newspapers, magazines, television, newswires and online media. We will also be using the media to promote the fair, China’s largest regional consumer goods import and export trade event. This will help the products on display reach a wider audience than ever before, boost the brand image of the fair, and increase the trading volume to record levels.

Media resources

Newspapers and Magazines
China Daily; Shanghai Daily; China Business News; Xinmin Evening Post; Shanghai Morning Post; Wenhui Post; Economic Daily; Jiefang Daily; Shanghai Business Daily; International Business Daily; Oriental Morning Post; Metro Express; Labour Daily; International Market; Shanghai Financial News; China Economic Herald; Zhejiang Daily

Television and Broadcasting Stations
Shanghai Television Station; Foreign Language Channel; Shanghai Broadcasting Station; CBN Television; CBN Radio; Channel Young; Zhejiang Satellite TV; Ningbo Television Station; Ningbo Broadcasting Station Economic Channel; Ningbo Broadcasting Station News Channel

Online Media and News Agencies
Eastday.com; Xinmin.cn; Sina.com; Sohu.com; China News Service; Xinhua News Agency

E-commerce Media
Alibaba; Made-in-China.cm; Global Sources; Texindex.com.cn; China Textile Network; TradeIndia; Buyerinfo.biz; China Trade Yellow Pages; China Import and Export Fair Guidance
**Modern Lifestyle**

**Taste** • a choice, which develops image and inner beauty

**Fashion** • an attitude, which interprets styles and trends

**Originality** • an individuality, which reflects ideas and values

The overseas products exhibition, themed on modern lifestyle, displays various imported products centered on taste, fashion and originality. The exhibition covers an area of 11,500 square meters at the E1 Pavilion of the Shanghai New International Expo Center and has nearly 530 international standard exhibition booths. It is expected to attract more than 40,000 buyers. A gala for fine imported products entering the Chinese market is coming soon.

The fair last year attracted 463 companies from 16 countries and regions, including Japan; South Korea; Poland; Lithuania; Malaysia; Thailand; Nepal, Pakistan; India; Myanmar; Indonesia; Vietnam; Kashmir; United States; Hong Kong, China and Taiwan, China. Their high-quality and innovative products impressed domestic buyers.

**Categories**

- Home products
- Table, kitchen and bathroom ware
- Personal care products and cosmetics
- Furniture, household appliances and decorations
- Fashion and electronic products
- Shoes, hats and bags; Sports and outdoor products
- Clothing and accessories
- Textiles and accessories
- Food, beverage and agricultural products
Channels to invite buyers

- Trade companies
- Professional buyers in related industries
- Imported goods agents
- Industry associations
- Managers of supermarkets
- Cross-border e-commerce platforms

Overseas exhibitors and exhibition area

<table>
<thead>
<tr>
<th>Year</th>
<th>Exhibitors</th>
<th>Exhibition area (unit: square meters)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>329</td>
<td>8600</td>
</tr>
<tr>
<td>2017</td>
<td>449</td>
<td>11500</td>
</tr>
<tr>
<td>2018</td>
<td>463</td>
<td>11500</td>
</tr>
</tbody>
</table>

Booth fee

- **Area 1**: Standard booth: 4,000 USD (3m*3m); Raw space: 3,900 USD / 9 sqm
- **Area II**: Standard booth: 3,800 USD (3m*3m); Raw space: 3,800 USD / 9 sqm
- **Area III**: Standard booth: 3,800 USD (3m*4m); Raw space: 3,800 USD / 12 sqm

Note

1. A standard booth includes: One desk for negotiation, four chairs, one locker, two spotlights, two LED lights, one power socket (220V), and one fascia board in both Chinese and English.
2. Fees for space only: The price above is for an area of 9 sqm (at least 36 sqm, and the total area must be a multiple of 9 sqm).
3. Fees paid in foreign currencies have to be settled in CNY according to the exchange rate of the People’s Bank of China on the day of remittance, and the commission charge shall be paid by the remitter.
The Import and Export Forum
“The Import and Export Forum” is the main forum for East China Fair. The theme of 2018 ECF is “the new era, exploring new concepts in the development of foreign trade in Eastern China”. This forum has discussed the core issue of foreign trade from multi-angle and all-round, including government, industry, and countries along “the Belt and Road”; and signed the memorandum of “the Belt and Road” trade promotion, cooperating with relevant trade associations and trade promotion agencies of the countries (regions) along the route. Gradually, East China Fair will be built to become a new platform for trade cooperation in “the Belt and Road” that can play a substantial role.

The Cross-border E-commerce Summit
“The 28th ECF Cross-border E-Commerce Innovation and Development Summit” took the theme of “Internet + Opportunity” to discuss the cross-border e-commerce innovation under the new situation of the promotion infiltration of China’s foreign trade intelligentization, strengthening the integration and cooperation between the upstream and downstream of the industrial chain and the various links of hardware and software to help enterprises improve their comprehensive international competitiveness. This forum has attracted nearly 100 foreign trade enterprises to participate, and the repercussions are warm.

Business Matching
From March 1st to March 3rd, 2018 ECF held three on-site Business Matching, which were the European and American Buyers, Garments/Home Textile Buyers and Japanese Buyers. Among them, the first day attracted 40 European and American buyers, 164 exhibitors participated, and 219 matchmaking events were carried out; the second day attracted 40 Garments/Home Textile buyers and 92 exhibitors participated, and a total of 289 matchmaking events took place; the third day attracted 3 Japanese buyers and a total of 20 exhibitors conducted 30 matchmaking events.

Innovation Awards Ceremony
For the first time, the competition companies are open to the overseas exhibitors in 2018 ECF, which shows that the innovation award has taken a solid step towards internationalization. A total of 30 companies have been awarded.
Direct contact with 4,000 brand suppliers
Build an e-commerce ecosystem

The cross-border e-commerce exhibition aims to better satisfy the needs of the rapidly-developed cross-border e-commerce market. It has the ambition to develop into the most influential exhibition, exchange and trading platform for the cross-border e-commerce industry by taking advantage of the organizers’ rich resources. It also intends to be a professional, effective and mutually beneficial event that promotes the development of East China’s, and even the whole country’s, cross-border e-commerce industry.

The 28th ECF

The overseas exhibition at the 28th East China Fair covers an area of 4,500 square meters and 156 booths. It was attended by many leading cross-border e-commerce companies including Amazon, JD, Made-in-China.com, BizArk, Export processing zone, EC (SHANGHAI)-EU DIRECT-SALE PLATFORM KFT., SHANGHAI WAIZONGFU INTERNATIONAL TRADE CO., LTD, EBAY, MeetSocial, TradeAider, BOSSGOGO, TWUSA supply chain management(Shanghai), LTD, HongKun Group, Nanjing Airport Cross-border E-commerce Industrial Park.

Booth fee

![Booth layout](image)

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**Area II**  Standard booth: 3,800 USD (3m*3m); Raw space: 3,800 USD / 9sqm

Categories

- E-commerce platforms
- Cross-border payment
- Proxy operating companies
- Foreign trade service platforms
- IT technology
- Search engines
- Finance
- Social media
- Cross-border logistics
- E-commerce industrial parks
Registration procedure for exhibitors
Visit the website of the East China Fair (www.eastchinafair.org) and register as an exhibitor;
Deadline for registration: Dec 15, 2018
For more registration details, please visit the official website.

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