

中国(上海)国际技术进出口交易会  
CHINA (SHANGHAI) INTERNATIONAL TECHNOLOGY FAIR



European Business Promotion Center



欧洲商业联合促进中心  
European Business Promotion Center



## ABOUT US:

**SITEC ( Shanghai International Technology Exchange Center ):**

It's the organizer of the event. "SITEC" is a Chinese public institution. Its mission is to promote the international exchange of technology and innovation.

**EBPC ( European Business Promotion Center ):**

It's a public institution of China. Its mission is to promote institutional projects in China through the introduction and integration of European and Chinese companies.

## EVENT

It's the only international political and institutional event of technology. It's promoted by the Chinese Ministry of Commerce, Ministry of Science and Technology, State Office of Intellectual Property and by the Shanghai Municipality. The second edition of CSITF will be held from 24 to 26 April 2014 at the "Shanghai World Expo Exhibition & Convention Center". The mission is to realize a political and business event in the presence of Government, the Chinese business elite and corporate and financial institutions.

## TARGETS

CSITF broadens the outlook of the global market for advanced technologies, thanks to:

- The import of technologic know-how in the Chinese market, facilitating the access of foreign companies to the economic and financial resources of the market
- The mutual sharing of the skills and of scientific and technologic resources between enterprises and the research field
- The implementation of trade and of international technological cooperation
- The development of new global "innovative way of thinking"
- The improvement of production facilities through technological innovation
- The creation of international partnership between companies in the field of technological innovation with important results in terms of business





## CHINA AND THE TECHNOLOGICAL INNOVATION

As the biggest developing country, China has an annual import and export trade in technology of over \$50 billion, with 12.000 imported technologies (SITEC data 2012).

The Chinese government has drawn up an ambitious project aimed at making a decisive step forward in technology and scientific fields, from "made in China" to "designed in China".

In the past few years, the government made huge investments in these main fields: new energy, environmental protection, bio-technology, new materials, aerospace devices production, green vehicles and information technology.

Thanks to the huge flow of public investments, the Intellectual Property Organization affirms that, from 2010, the number of international patents required in China, has rapidly increased and it remained at the first place in the world for three consecutive years. According to the Organization data, in 2011 the Chinese patents applications increased by 33%, 12 points higher than Japan.

### CSITF: ADVANTAGES AND OPPORTUNITIES

The CSITF has four main pavilions, including:

- The Technology Pavilion, which introduces advanced technologies in the fields of Intelligent Manufacturing applied to Information, Biotechnologies, New Energy, New Materials, Energy Saving and Environmental Protection.
- The Nations Pavilion will show the last high-tech innovations from different countries, regions, provinces and industrial excellences.

The fair and the related events will be enhanced by a wide range of B2B interactive sessions (between companies, buyers, governmental and scientific institutions) and by workshops and discussion forums on the interpretation of international regulations related to the Business Innovation. The fair will be highly promoted by media.

The fair will be attended by government officials, CEO from the best innovative technology companies in the world, academics and researchers, leaders in the R&D fields from the 500 best companies in the world.



The EBPC pavilion has an area of 500 sqm and hosts a maximum of 30 companies. It is set up as an open space, with high quality furnishings, ornamental plants and equipped with video, plasma screens, technical equipment and wi-fi connection.

It is also possible to customize some areas on request. Each space will be set up by EBPC through Chinese specialized companies.

EBPC will arrange B2B meetings between institutions / associations / companies, such as:

- MINISTRY OF SCIENCE AND TECHNOLOGY
- MINISTRY OF ENVIRONMENT POLICY
- SHANGHAI MINISTRY OF COMMERCE
- SHANGHAI MUNICIPALITY
- GOVERNMENT OF YANGPU DISTRICT
- CHINA DEVELOPMENT RESEARCH INSTITUTE
- CHINA WIND POWER ENERGY
- BANK OF CHINA
- BEIJING BANK

Innovation-driven Development  
Intellectual Property Protection  
Technology Trade Promotion

China: a dynamic scenario with exceptional and unique opportunities

- HSBC BANK
- ICBC - INDUSTRIAL AND COMMERCIAL BANK OF CHINA
- MERCHANT BANK
- FOHO SCIENCE AND TECHNOLOGY PARK
- SHANGHAI FULIAN BUSINESS MANAGEMENT
- JIANGSU FOHO NEW & HI-TECH INDUSTRIAL DEVELOPMENT ZONE
- SHANGHAI BUSINESS MAGAZINE
- ZHEJIANG ECONOMIC & TECHNOLOGICAL DEVELOPMENT ZONE
- COMMERCE INVESTMENT ASSOCIATION
- FINANCIAL INDUSTRY ASSOCIATION
- SHANGHAI INDUSTRY ASSOCIATION
- MEDICAL RESEARCH ASSOCIATION
- NATIONAL INVESTMENT AND RESEARCH ASSOCIATION
- CHINA'S SME DEVELOPMENT ASSOCIATION
- CHINA RENEWABLE ENERGY ASSOCIATION INDUSTRIES
- HIGH TECHNOLOGY INVESTMENT ASSOCIATION
- INDUSTRIAL DESIGN ASSOCIATION
- INDUSTRIAL ASSOCIATION PROVINCES OF YANGTZE RIVER BASIN

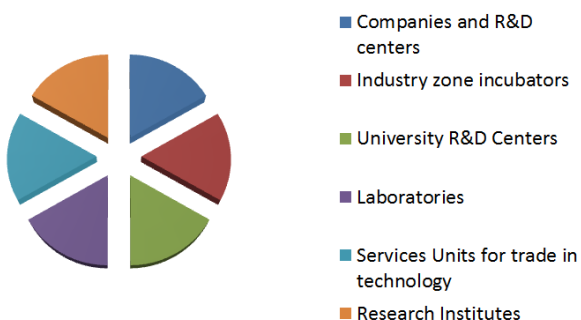
EBPC will provide to each participating company a translation service from English to Chinese and a hostess service. EBPC may, upon request, support companies to book and choose their accommodation.

During the event, at the presence of institutions, EBPC TECH LAB will be introduced. This project, which is assigned to EBPC by Chinese institutions, aims at supporting and developing Italian and European SMEs in China. The companies, introduced by EBPC, are selected by Chinese institutions as important partner for the development of technology.

## EXHIBITORS AND VISITORS PROFILE

Innovation-driven Development  
Intellectual Property Protection  
Technology Trade Promotion

### EXHIBITORS PROFILE



### VISITORS PROFILE



## REVIEW OF THE 1<sup>o</sup> CSITF, MAY 2013

- **30,850** sqm exhibition space.
- **938** renowned enterprises from **40** countries and regions.
- **32,025** visitors from **40** countries and regions, **91%** professional visitors.
- Nearly **1,000** technology projects exhibited, of which **460** has already been published on China import & Export Trade Platform.
- **181** technology exchange achieved, **18** project agreements signed and **165** projects already started with local partners.

## MAIN FIELDS



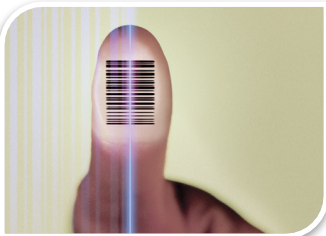
NEW ENERGY



BIOTECHNOLOGY



NEW MATERIALS



INTELLIGENT MANUFACTURING



NEW GENERATION INFORMATION TECHNOLOGIES



ENERGY SAVING AND ENVIRONMENTAL PROTECTION



European Business Promotion Center



EBPC European Business Promotion Center

ADDRESS No. 1416 YANGSHUPU ROAD

SHANGHAI 200090 CHINA

PHONE. +8621 55 09 0557 Fax: +8621 5513 7550