

IMC EXPO CENTRE

EURO-CHINA BUSINESS WEEK

Exhibition- Forum- Merchandising

12th to 18th of April 2021

“Re-establishing trade between China & the Euro-Mediterranean Region in the post COVID-19 period & Beyond

COVID-19 A NEW CHALLENGE TO INTERNATIONAL TRADE!

International trade will not be the same in the post COVID-19 period. Exporting companies from all over the world will now have to find new means to reach overseas clients. International travelling has seriously been affected and irrespective of when it recovers, it will be with new and more stringent conditions.

The problem is especially significant in the case of China, not only because the pandemic has started there, but also because China is probably, the world’s largest exporter of consumer goods and services. Major International Trade Exhibitions have been cancelled, and they are not expected to attract any time soon the millions of international trade buyers they used to attract in the pre COVID-19 period. New and secure regional destinations, where Chinese exporters can showcase their products and services to trade buyers from the specific region, are now more necessary than ever!

The trading relation of China with the region has many different faces. China is a major buyer of natural resources, agricultural products and raw material many of which are abundant in the Euro-Mediterranean Region and the Balkans. Since the announcement of the “Belt and Road Initiative” China has also heavily invested in infrastructures in the region in order to facilitate international trade. Furthermore, China has established numerous ventures and cooperation agreements in the fields of advanced technologies, environmental protection, construction projects and has many such agreements in the fields of original equipment manufacturing with European and Mediterranean companies. Business matchmaking between China and its overseas business partners will therefore also need to adapt in the post COVID-19 realities.

CYPRUS AN IDEAL LOCATION FOR CHINESE COMPANIES TO SHOWCASE THEIR PRODUCTS IN THE EURO-MEDITERRANEAN REGION AND THE BALKANS

Cyprus, a country strategically located at the cross roads of three continents, which has succeeded to effectively control the spread of the disease, is an ideal location for Chinese companies to showcase their products to trade buyers from the Eastern Mediterranean and Balkan Regions.



Cyprus is a stable and thriving open market economy, a member state of the European Union and the Eurozone, with a western-type democracy and favorable foreign investment and business environments. The international rating agencies have been consistently upgrading their evaluation of the Cyprus economy acknowledging the success in the recapitalization of the banking sector as well as the improvement of public finances. In addition to tourism, Cyprus has a world-class services' sector and one of the leading shipping sectors in Europe. The country has historically enjoyed excellent political and economic relations with both China and the nearby Countries of the Middle East. During the last few years, it has also become the second home of a sizeable Chinese community which has taken advantage of the excellent living conditions in the island as well as its Naturalization Program for Third Country nationals.

Cyprus is also a regional communications hub for international flights to Europe, the Middle East and North Africa. There are frequent and reliable connections with most destinations in the region from Larnaca and Paphos International Airports. Cyprus can be reached in less than two hours from more than twenty two capitals of nearby countries.

EURO-CHINA BUSSINESS WEEK – A REGIONAL TRADING HUB FOR CHINESE COMPANIES

This is exactly the purpose of the **Euro-China Business Week** which will incorporate the **“Best of China”** exhibition, organized by the **IMC Expo Centre between the 12th to 18th of April 2021**. Both the Forum and Exhibition aspire to become the main and most prestigious regional business and trade events to take place in 2020. Further to this, the organizers will strive to make it the most effective and business-generating event of the year.

The exhibition aims at offering to Chinese companies an alternative secure location, in close proximity to the lucrative markets of the Euro-Mediterranean region and the rapidly-developing Balkans, whence to promote

their products and services to trade buyers who are more likely to travel to Cyprus instead of China under the new COVID-19 realities but also, past the COVID mayhem. The Exhibition aspires to become the regional trading hub for wholesale, distribution and merchandising of Chinese products in the wider region. Alternatively, the exhibition offers a unique opportunity among others, for business matchmaking between Chinese companies and their regional counterparts, sourcing of raw materials, cooperation in the fields of advanced technology transfer, environmental protection and renewable energy resources as well as, securing contacts for OEMs. [Original Equipment Manufacturers]

The “**EURO-CHINA BUSINESS WEEK**”, is a unique opportunity for networking, widening and deepening connections, showcasing products and services and ultimately, securing orders or identifying new suitable business partners. It is especially attractive for the hundreds of thousands of Small and Medium Enterprises (SMEs) who would have otherwise been unable to travel to China to identify suppliers and place their orders.

EVENT CONCEPT:

The **EURO-CHINA BUSINESS WEEK** will incorporate a **main forum, seminars and presentations** on specific subjects of regional interest including:

- Economic and Trade Cooperation
- Financing & Investments
- Technology and Innovation
- Renewable Energy
- Travel and Tourism
- Franchising
- Building Technologies
- Health
- Arts and Culture

The “**BEST OF CHINA**” exhibition will feature an impressive selection of Chinese products and services from all sectors of economic activity.

The Exhibition will have a duration of one week and will offer the opportunity to exhibitors and visitors to identify new suppliers and customers, place orders, secure agencies, get acquainted with new available technologies, establish franchises and secure access to foreign investment and financing for projects.

Participants will have the rare opportunity to attend specialized workshops as well as have one-on-one B2B meetings in the networking area at the IMC Business Centre.

GET EVERYTHING YOU NEED UNDER ONE ROOF

Trade Buyers visiting the exhibition will have the opportunity to find everything under one roof without having the need to take the long and costly trip to China. China will in fact come **to** their doorstep.

ORGANISERS

The “**EURO-CHINA BUSINESS WEEK**”, is jointly organized by the **IMC International Merchandising Center Ltd** and **EURO-MED TDS (Euro-Mediterranean Trade, Distribution and Services Initiative**, the Association of Chambers of Commerce and Entrepreneurs of the 27 countries in the Mediterranean and Near East region operating under the patronage of the European Commission and the Council of the EU). The event will be under the auspices of the Chinese Embassy in Cyprus and the Cyprus China Business Association.

OVER €500,000 PROMOTIONAL BUDGET FOR THE EVENT

A budget of over €500,000 has been allocated for the promotion of the event which will include a combination of above and below-the-line channels. The main promotion vehicle however, will be through the currently upgraded, pioneering EXPO-ONLINE Global Network, including ChinaExpoOnline.com, EuroMedExpoOnline.com, and the national portals of ExpoOnline targeted regional countries such as CyprusExpoOnline.com, GreeceExoOnline.com, ItalyExpoOnline.com, EgyptExpoOnline.com, IsraelExpoOnline.com, etc.

WHO SHOULD EXHIBIT:

The Exhibition is especially attractive to SMEs from all sectors of economic activity including:

- Exporters
- Trading Companies
- Manufacturing Companies
- Construction Companies
- Raw Material Suppliers
- Franchisors
- Technology Companies,
- Professional Consultants
- OEMs
- Services Companies
- Producers and traders of Agricultural products and by-products
- Professional Associations and Organisations
- Municipalities
- Investors and Financiers

The exhibition will cover basically, all sectors of economic activity and all product categories from furniture, electronics, household goods, building materials, garden items, toys, giftware, machinery, raw materials, medical and pharmaceuticals, clothes, shoes and much more. The list is virtually, endless.

WHO SHOULD VISIT

The Exhibition will be promoted to thousands of Businesses and Professional Associations from:

- Cyprus
- Greece
- Italy
- Malta
- Serbia
- Albania
- Bulgaria
- Lebanon
- Egypt
- Jordan
- Syria
- Iraq
- UAE
- Saudi Arabia
- Israel
- Turkey

VENUE

The IMC EXPO Centre is a state-of-the-art Exhibition and Conference centre conveniently located at the entrance of Nicosia and with easy access from all other towns in Cyprus. The Exhibitors and the Visitors can use for their accommodation a number of reasonably-priced quality hotels in Nicosia; they can also opt to stay at hotels in the nearby seaside towns of Larnaca (25 minutes' drive) or Limassol (45 minutes' drive



The IMC Expo Centre

The surrounding area is already one of the most successful commercial destinations attracting, on a daily basis, tens of thousands of visitors. Adjacent to the IMC building is the Mall of Cyprus, IKEA, Leroy Merlin, Superhome Centre, as well as the showrooms of Mercedes, Volkswagen, Volvo, Nissan and Hyundai.

On four floors covering 20,000m², the IMC Centre has ample exhibition space, a main Conference Hall which can accommodate over 500 delegates and six smaller breakout event halls of various sizes that can accommodate sessions ranging from 50 to 250 persons, all equipped with the latest audio-visual equipment. Furthermore, the Centre has a fully-fledged business centre with all the necessary support services and spacious areas for networking and one-on-one B2B meetings.

The centre will also make available to exhibitors a dedicated 2,000 m² open air exhibition area, suitable for the display of heavy transport, construction and other equipment. Furthermore, the Centre offers multiple catering facilities, including restaurants, snack bars and coffee shops.

SPONSORSHIPS & ADVERTISING

There are plenty of sponsorship opportunities for public and private sector companies and organisations who see this as a valuable marketing opportunity to project their image and promote their products and services. Potential Sponsors can choose to either sponsor the whole exhibition or specialized workshops, depending on their target audiences. Furthermore, the IMC EXPO Centre offers plenty of Advertising Spaces to companies wishing to promote their products during the Exhibition.

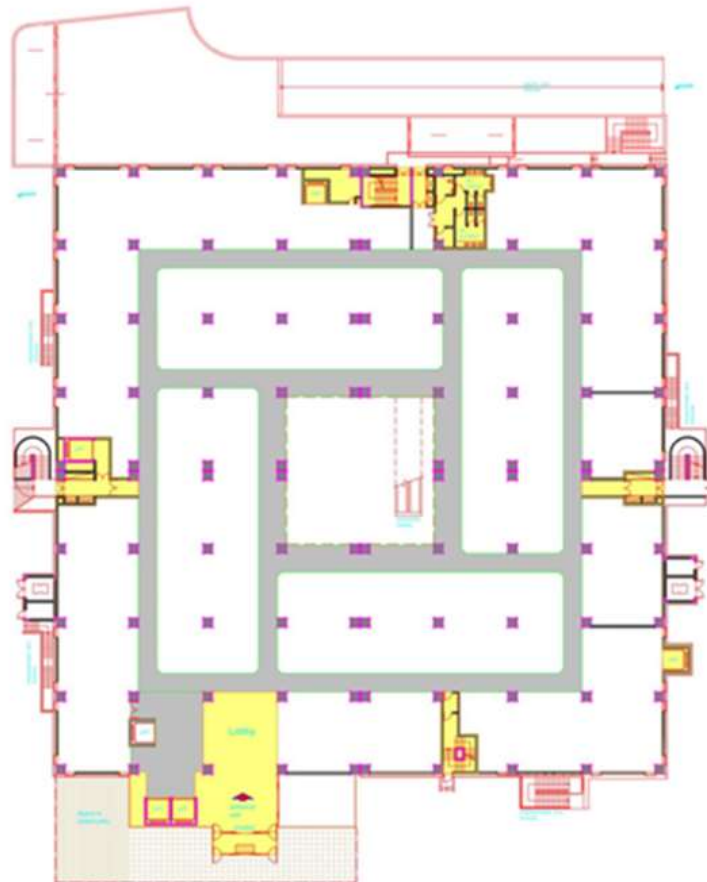
Details are available from the Organisers.



Prof. Luigi Troiani, Secretary General of Euro-Med TDS addressing the Euro Mediterranean Trade & Partnership Fair, jointly organised by Euro-Med TDS and Business Global, a subsidiary of IMC.

EXHIBITION SPACE

Typical Floor Plan:



LEVELS OF PARTICIPATION IN THE EXHIBITION

OPTION A: Display of products or services in indoor pavilions **at** the Main Exhibition Hall. Minimum space area of 16m². Additional space, can be rented in multiples of 16m².

OPTION B: Open air display for heavy construction machinery and equipment with a canvas roof for protection from the weather. No minimum space requirement.

OPTION C: Exhibitors not wishing to have their own pavilions can exhibit their products at Groupage Pavilions managed by the Centre.

OPTION D: Catalogue-only participation. Participants' catalogues and other literature to be displayed to visitors at the entrance to the exhibition.

NOTES

1. For exhibition rates please contact the Organisers
2. All the exhibition participants, regardless of the method of participation will have their names and contact details listed free of charge in the *Official Exhibition Catalogue* which will be distributed worldwide.
3. Participants can make their own arrangements for travel, hotels, transfers etc.

The Organizers can assist in airline and hotel bookings if requested by the client. Special packages which include hotel accommodation, airport transfers, exhibition space rental, meals etc. are available upon request.



For more information

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