



# East China Fair 華東進出口商品交易會

[www.ecf.net.cn](http://www.ecf.net.cn)

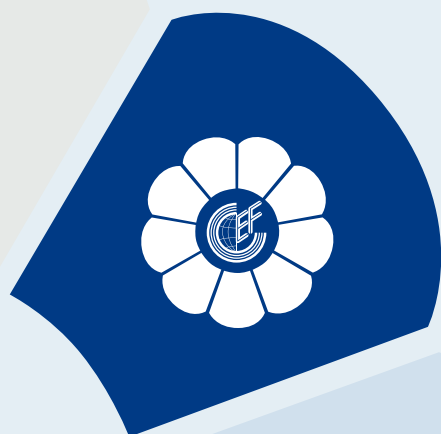
## March 1-4, 2018

Shanghai New International Expo Center  
2345 Longyang Road, Pudong New Area, Shanghai

115,000 square meters  
(Pavilion W1-W5, E1-E5)

Organizers

Governments of Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong, Nanjing and Ningbo



# Five main exhibitions Focusing on B2B

East China Fair has been held for 27 years since 1991. The 28th 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.

## Categories of main exhibitions

**Textiles 展**  
Home textiles  
Textile accessories

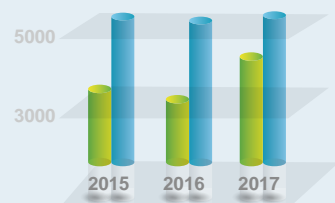
**Garments 展**  
Clothing  
Garment accessories

**Home Products 展**  
Tableware, kitchenware and bathroom products  
Consumer goods  
Home appliances and electronic products

**Gifts 展**  
Sports, tourism and leisure products  
Home decors and gifts

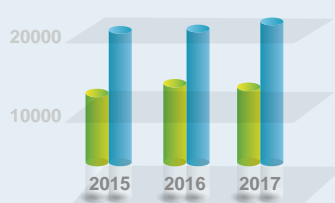
**Modern Lifestyle 展**  
Overseas products  
Cross-border e-commerce

## Number of exhibitors and exhibition booths



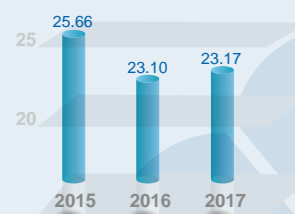
Exhibitors	3378	3153	3900
Exhibition booths	5780	5480	5670
	2015	2016	2017

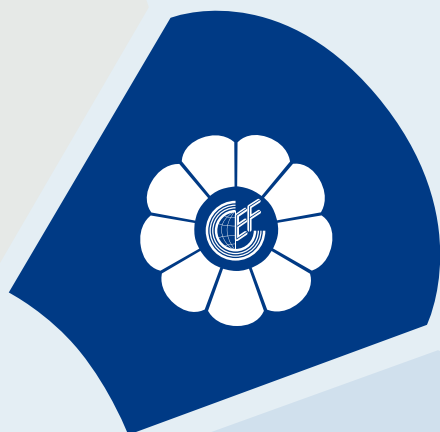
## Number of buyers



Domestic	13000	14645	13914
Overseas	21200	21454	22140
	2015	2016	2017

## Trading volume (unit: \$ 100 million)





# Media coverage Multidimensional promotion

The 28th 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

### Online Media and News Agencies

Eastday.com; Xinmin.cn; Sina.com; Sohu.com; China News Service; Xinhua News Agency

### 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

### E-commerce Media

Alibaba; Made-in-China.cn; Global Sources; Texindex.com.cn; China Textile Network; TradeIndia; Buyerinfo.biz; China Trade Yellow Pages; China Import and Export Fair Guidance





# Cross-border E-commerce

**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 exhibition at the 28th East China Fair covers an area of 6,000 square meters, and will feature displays by companies from all parts of the e-commerce space, from e-commerce platforms to payment, logistics and comprehensive services firms. It will also launch many forums concentrating on particular themes. The exhibition aims to offer a brand new B2B e-commerce platform for Chinese manufacturers and foreign trade companies to seek domestic and overseas business expansion. It is expected to help companies do online trading faster by uniting leading forces in the e-commerce industrial chain.



**The Cross-border E-commerce Summit Forum will run alongside the exhibition**

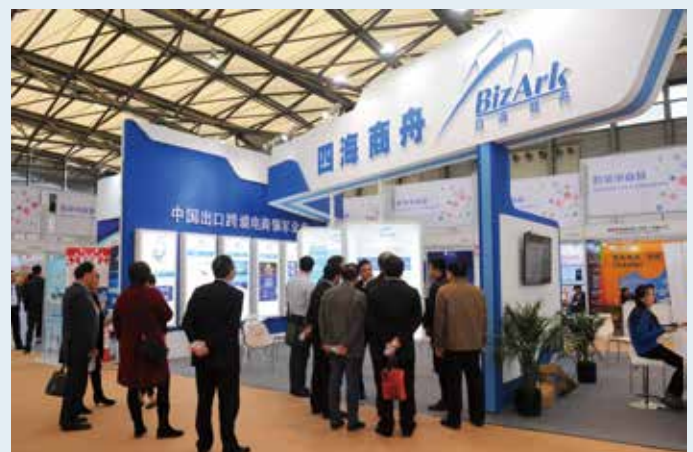
Offering the latest industry news and the most authoritative analysis

Senior experts shed light on common problems that can occur during the development of a cross-border e-commerce business

Brand-new insight into strategies for transforming a traditional company into an e-commerce business, with analysis of real-life cases

Meet the top minds in the e-commerce industry and discover new business opportunities at an exclusive cross-border e-commerce industry gala

The overseas exhibition at the 27th East China Fair covers an area of 4,000 square meters and 120 booths. It was attended by many leading cross-border e-commerce companies including Alibaba, Made-in-China.com, Baidu, BizArk, Shanghai Jiading Export Processing Zone, East China-Eastern Europe direct selling and trading platform, Shanghai Waizongfu International Trade Co, Haitunwan, BEEHIVE, YunQuNa.com, Zhu Tong Technology, Datamip, and mengdian.com.



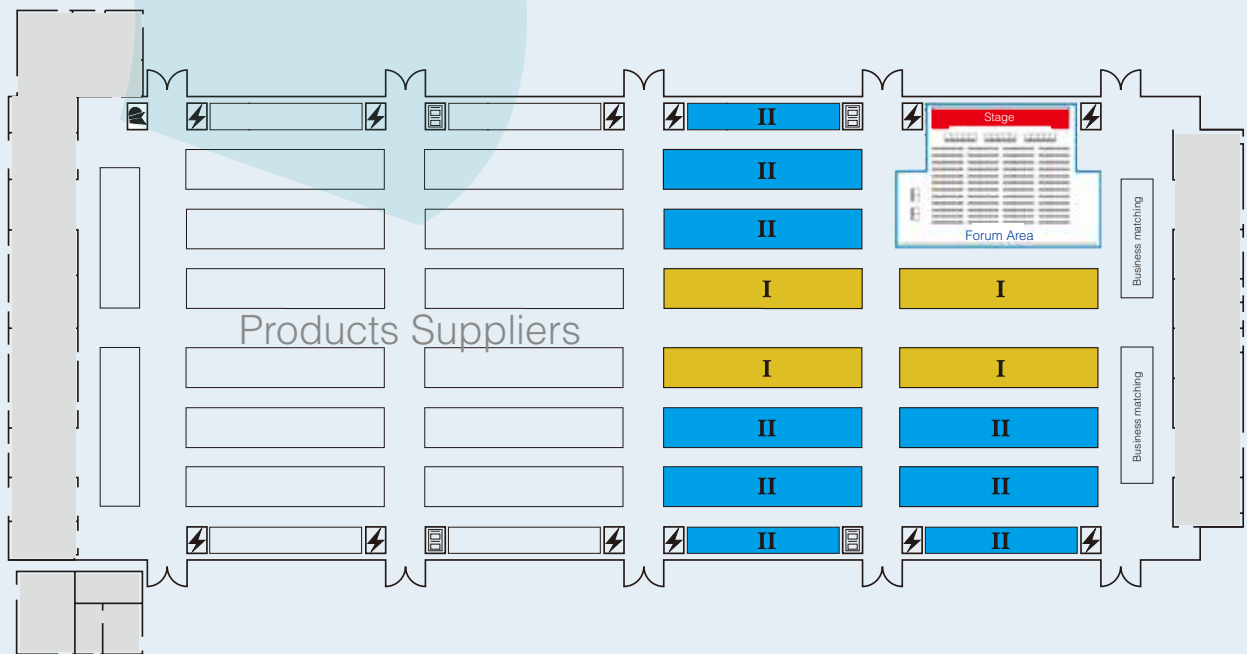




# Cross-border E-commerce

## E-commerce

HALL E5



### Categories

E-commerce platforms

Cross-border logistics

IT technology

E-commerce industrial parks

Search engines

Foreign trade service platforms

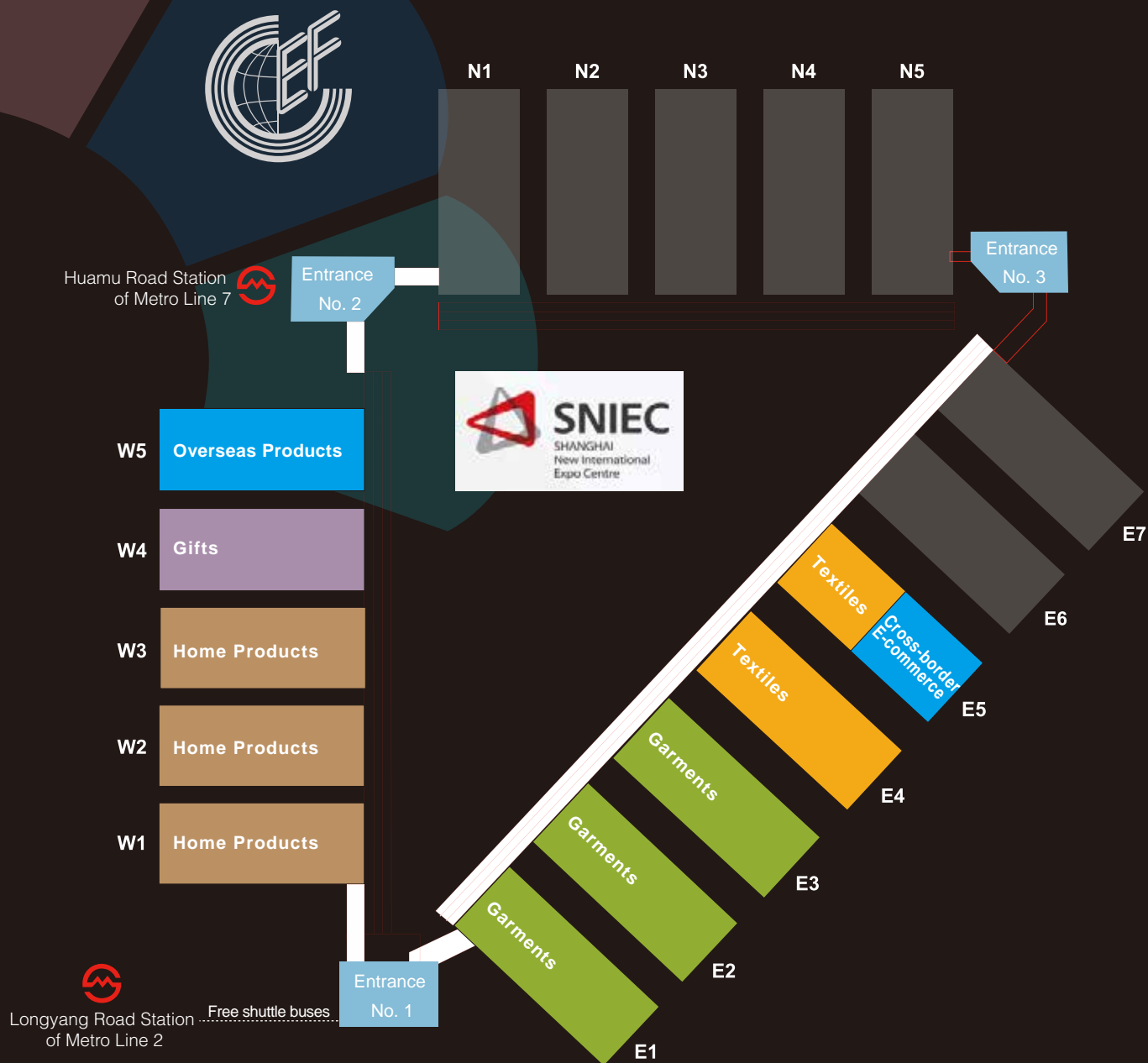
Cross-border payment

Finance

Proxy operating companies

Social media





## Registration procedure for exhibitors

- Visit the website of the East China Fair ([www.ecf.net.cn](http://www.ecf.net.cn)) and register as an overseas exhibitor;
- Deadline for registration: Dec 15, 2017
- For more registration details, please visit the official website.

## Contact us

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