Manual for Participants of 2nd China-ASEAN EXPO

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I The 1st China-ASEAN Expo
A Great Platform Serving for Multilateral Wins

Prominent Achievements

2,506 Standard Booths and 50,000m² Exhibition Area
The 1st China-ASEAN Expo was a large-scale regional exposition with 2,506 standard booths, equivalent to 50,000m².

1,505 Enterprises and over 8,000 Exhibitors
1,505 enterprises from all over the world exhibited in the 1st China-ASEAN Expo, including 516 from outside mainland China, 260 influential branded enterprises, and 19 companies of the Global 500. The number of the exhibitors exceeded 8,000.

Over 10,000 Purchasers

Importers & Exporters 37%
Manufacturers 21%
Trade Services Organizations 15%
Investors 14%
Others 13%
USD1.084 Billion Trade Volume

Medical & Health Products USD66 million
Hardware & Minerals USD78 million
Household Appliances USD140 million
Other Products USD224 million

Machinery & Equipments USD253 million
Agricultural Products USD195 million
Chemical Products USD128 million

129 Cooperation Projects with a Total Contractual Volume of USD4.968 Billion

Countries involved in the signed projects included Cambodia, Indonesia, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Vietnam, Japan, Korea, U.S.A., Canada, France, etc.

113 Mass Media from Home and Abroad with 846 Reporters Covering the Expo

II The 1st China-ASEAN Business & Investment Summit

Common Development with Promising Prospect

Madam Wu Yi
Vice Premier of the State Council of China

H.E. Mr. Samdech Hun Sen
Prime Minister of Cambodia

H.E. Mr. Boungnang Vorachith
Prime Minister of Laos

Lt-General Soe Win
Prime Minister of Myanmar

H.E. Mr. Phinij Jarusombu
Vice Prime Minister of Thailand

H.E. Mr. Pham Gia Khiem
Vice Prime Minister of Vietnam
H.E. Mr. Ong Keng Yong
Secretary General of the ASEAN Secretariat

Mr. Wan Jifei
Chairman of the China Council

For the Promotion of International Trade

The 1st China-ASEAN Business & Investment Summit was jointly sponsored by the China Council for the Promotion of International Trade, the Ministry of Commerce of the People's Republic of China and the People's Government of Guangxi Zhuang Autonomous Region. The Summit was successfully held along with the 1st China-ASEAN Expo and was the grandest event of the year in the business and investment circles in China and the ASEAN Countries.

The Summit was attended by over 900 participants, including state leaders, ministers, leaders of many chambers of commerce from China and ASEAN, CEOs of multinational corporations and leading enterprises, scholars and experts from many parts of the world. They exchanged views on the future of the CAFTA under the topic of "Promoting Mutual Cooperation and Pursuing Common Development" and reached a consensus that a more open and positive contribution in building the CAFTA will ensure a broader cooperation in various fields and a more convenient bilateral trade between China and ASEAN nations.

Madam Wu Yi, Vice Premier of the State Council of China, H.E. Mr. Samdech Hun Sen, Prime Minister of Cambodia, H.E. Mr. Boungnang Vorachith, Prime Minister of Laos, Lt-General Soe Win, Prime Minister of Myanmar, H.E. Mr. Phinij Jarusombu, Vice Prime Minister of Thailand, and H.E. Mr. Pham Gia Khiem, Vice Prime Minister of Vietnam made their theme speeches, appealing to speed up the CAFTA construction so as to lay a more solid foundation for the development of bilateral trade. At the Forum on Business & Investment, business leaders focused on the two subjects of "Understanding and Mutual Benefit: the Cornerstone of Free Trade" and "Capitalizing on Changes and Supporting Innovation ", covering a wide range of issues of the present situation and future of China-ASEAN cooperation.

The 2nd China-ASEAN Expo

Sincere Invitation to a Multinational Trade Fair

III Enhanced Features:
**Larger Scale:** The exhibition halls will be increased from 9 to 15 with a total 3,500 exhibition booths, 1,000 more than that of the 1st Expo, and more professional business people will be invited.

**Highly Specialized Themes:** Specializing in the most potential fields for cooperation between China and ASEAN, the Expo will focus more on the setup of the exhibition themes and on the categories of the exhibits in order to build up its advantages in complementary commodities among the 11 countries.

**Optimized Matching Services:** The Expo will provide more opportunities for fruitful discussions and negotiations for exhibitors, purchasers, investors and project owners.

**Broader Publicity:** The Expo will be covered by over 100 mass media from home and abroad and promoted extensively by news reports, specials, advertisements, mails and exclusive websites.

**Better Services:** The Expo will further improve its facilities and functions so as to offer more diversified and quality but personalized services.

The 2nd China-ASEAN Expo

**Exhibition Venue, Pavilions & Services**

**Ⅳ Venue**

Nanning International Convention & Exhibition Center, Guangxi

Scope: The main building covers a construction area of 150,000 square meters, which accommodates 15 indoor exhibition halls of different sizes, with the raw exhibition space reaching 50,000 square meters, enough to offer 3,000 international standard booths. The outdoor raw space takes over 26,000 square meters, enough to offer 500 international standard booths. There are 11 conference halls and meeting rooms, occupying a total area of 4,840 square meters.

**Ⅴ Pavilions**

**The National Pavilion**

Taking "City of Charm" as its main subject, the National Pavilion will focus on specific promotion of cities (regions) in China and ASEAN. Each country will select one or two typical cities (regions) to demonstrate its comprehensive features and achievements in trade, tourism, investment, science & technology, culture, and human resources cooperation.

**The Commodity Trade Pavilion**

In this Pavilion, commodities will be exhibited according to categories, while commodities from the same country (region) and under the same category will likely be arranged into a group.
Priority will be given to the following categories:

Machinery & Equipments
Emphasize on autos (motorcycles) & related fittings, food processing & packing machinery, printing machinery, agricultural machinery, sewing machinery, construction machinery and power-generating equipments.

Electronics & Household Appliances
Emphasize on household appliances, low-voltage switches, lamps & lights fixtures, and IT products.

Hardware & Construction Materials
Emphasize on household appliances, low-voltage switches, lamps & lights fixtures, and IT products.

Light Industry Products & Handicrafts
Emphasize on handicrafts, plastic products, furniture and bicycles.

Agricultural Products & Foods
Emphasize on "Early Harvest" products that constitute a large trade volume between China and the ASEAN Countries, including fruits, vegetables, aquatic products, grain products and special grain foods, etc.

The Investment & Cooperation Pavilion

Project Promotion
This theme focuses on cities and various economic & technological development zones, introduces investment policies and environment of different countries, releases investment information and establishes project partnership.

International Economic Cooperation
Featured by "Go Global" strategy for Chinese enterprises, this theme aims at conducting international project contracting, labor services cooperation, overseas export processing cooperation, resources exploitation, agriculture cooperation, marketing analysis, project assessment and relative financing services.

Advanced & Practical Techniques
This section tends to demonstrate the latest but useful technical achievements, to undertake investment and business negotiations, and to further the technological cooperation between China and ASEAN.

The Tourism Pavilion
This Pavilion serves to promote "City of Charm" in China and ASEAN, and to display the hotel facilities and tourist attractions.
VI  Layout Plan of Exhibition Pavilions

一层展区分布图
Layout Plan of the Exhibition Pavilions on the 1st Floor

如有调整，以调整后的分布图为准
The above layout plans may be subject to change.
二层展区分布图
Layout Plan of the Exhibition Pavilions on the 2nd Floor

如有调整，以调整后的分布图为准。
The above layout plans maybe subject to change.
Outdoor Exhibition Area
Construction Machinery Pavilion

Indoor Exhibition Pavilions on the 1st Floor

Hall 0
Multi-Functional Hall

Hall 1
Tourism Pavilion

Hall 2
National Pavilion
Investment & Cooperation Pavilion 1
(International Economic Cooperation)

Hall 3
Investment &
Cooperation Pavilion 2
(Advanced & Practical Techniques)

The above Layout Plans may be subject to change.

**Indoor Exhibition Pavilions on the 2nd Floor**

Commodity Trade Pavilion (Hall 4-15)

Hall 4
Hardware & Construction Materials

Hall 5
Hardware & Construction Materials

Hall 6
Light Industry Products & Handicrafts

Hall 7
Machinery & Equipments

Hall 8
Machinery & Equipments

Hall 9
Agricultural Products & Foods

Hall 10
Agricultural Products & Foods

Hall 11
Machinery & Equipments

Hall 12
Machinery & Equipments

Hall 13
Machinery & Equipments

Hall 14
Electronics & Household Appliances

Hall 15
Electronics & Household Appliances

The above Layout Plans may be subject to change.

VII Services

Hold promotion and introduction conferences / meetings for different countries, provinces and cities or for the products of enterprises.
Publish brief introductions of the exhibiting enterprises and their products in the Expo Catalogue.
Offer services for advertising in the Expo Catalogue at the exhibition site and on the website.
Establish online interactive exhibiting space so as to continually promote the enterprises and their products, and to further stimulate the matching of trades and projects.
Recommend a professional travel agency to provide quality services.
Recommend contractors for exhibits transportation, exhibition design and booth construction.
Offer post-fair sale services for overseas exhibits.
Online application for the Expo Pass.
Provide diversified food and beverage services.

The 2nd China-ASEAN Expo

How to Apply

Target Group of the Expo - for Whom to Apply
The target group of the Expo consists of the business people, experts and scholars and relevant organizations of China, the 10 ASEAN Countries, Japan, Korea and the rest of the world, including manufacturers, sellers, importers and exporters, investors, project owners, trade and investment consultants, travel agencies, educational and training organizations and other business people interested in the China-ASEAN market.

Applying as Exhibitors

Exhibitors may apply through the local sponsoring departments, chambers of commerce and authorized agencies in China and the 10 ASEAN Countries, or sign up directly with the China-ASEAN Expo Secretariat.

Deadline for Application: July 31, 2005.

How to Apply: Refer to Annex 1 for the Registration Form (for Exhibitors), or download it from www.caexpo.org. Fill out the Form and fax, mail or email it to the China-ASEAN Expo Secretariat.

Booth Specification

Each standard booth takes up 9 square meters of area (3m x 3m), and is furnished with one fascia board, one three-side panel (there are two fascia boards and one two-side panel at the turning corner of the passage), one table, two chairs, two spotlights, one power plug (500W), one trash can and carpeting.

The rental rate of raw space is calculated based on a minimum area of 36 square meters, without any equipment furnished accordingly.

Booth Rental

Prices are quoted in RMB for exhibitors in China, and in USD for others.

For Member States of the China-ASEAN Free Trade Area:
Standard Booth: USD1,200/each, or RMB10,000/each
(For agricultural products: USD720/each, or RMB6,000/each)
Indoor Raw Space: USD120/m², or RMB1,000/m²
(For agricultural products: USD72/m², or RMB600/m²)
Outdoor Raw Space: USD60/m², or RMB500/m²

For Non-Member States of the China-ASEAN Free Trade Area:
Standard Booth: USD1,800/each
Indoor Raw Space: USD180/m²
Outdoor Raw Space: USD90/m²

Designated A/C

Name of Beneficiary: China-ASEAN Expo Secretariat
Name of Beneficiary's Bank(USD): Bank of China, Guangxi Branch
Account Number(USD): 801604027808091014
Applying as Purchasers

Purchasers may apply through the local sponsoring departments, chambers of commerce and authorized agencies in China and ASEAN, or sign up directly with the China-ASEAN Expo Secretariat.

How to Apply:
Refer to Annex 2 for the Registration Form (for Purchasers), or download it from www.caexpo.org. Fill out the Form and fax, mail or email it to the China-ASEAN Expo Secretariat. The China-ASEAN Expo Secretariat will forward an Invitation upon receipt of the Form submitted. Purchasers from countries (regions) outside mainland China may acquire the Expo Passes by the issued invitations (each invitation is good for three persons) and their validated identification.

How to Contact the China-ASEAN Expo Secretariat

Address: 137 Qixing Rd., Nanning, Guangxi, P. R. China
Post Code: 530022
Website: http://www.caexpo.org
Email: caexpo@caexpo.org
Hotline: +86-771-96123

For Exhibitors and Purchasers from the 10 ASEAN Countries, Japan and Korea:
Tel: +86-771-2109372 / 2109937 / 2109354
Fax: +86-771-2109350 / 2109266

For Exhibitors and Purchasers from mainland China, Hong Kong, Macao and Taiwan:
Tel: +86-771-2109988; 2109702 / 2109873
Fax: +86-771-2109959 / 2109266

For Exhibitors and Purchasers from Other Countries/Regions:
Tel: +86-771-2109349 / 2109934 / 2109406
Fax: +86-771-2109949 / 2109266

Important Activities of the 2nd China-ASEAN Expo

High-level Meetings
Special Pre-Show for the Leaders and Ministers
Welcoming Banquet
Opening Ceremony of CAEXPO
Business and Investment Summit
Nanning International Festival of Folk Song and Arts, a Show for CAEXPO
Forums on Investment Environment of China and the 10 ASEAN Countries
Signing Ceremony for Important Projects
Ministers and Entrepreneurs’ Meeting
Symposium on “Go Global” Strategy for Chinese Enterprises
Press Conference
Golf Masters Invitational and Elites Invitational
Tennis Activities
Closing Ceremony of the Expo

All the activities are subject to the final notification, and tickets and invitations are required in some of the activities.