



# ANALYSIS REPORT

CHINA-CHENGDU



WCIF



WCISF

Official Website: [www.wcif.cn](http://www.wcif.cn) [www.sourcingfair.org](http://www.sourcingfair.org)  
WAP: [app.wcif.cn](http://app.wcif.cn)

## Hosts(Supporters,Organizer)of the 15<sup>th</sup> Western China International Fair

### Hosts

National Development and Reform Commission  
 Ministry of Commerce  
 Ministry of Science and Technology  
 Ministry of Industry and Information  
 Ministry of Agriculture  
 Ministry of Culture  
 State-owned Assets Supervision and Administration Commission of the State Council  
 State Administration for Industry and Commerce  
 Administration of Quality Supervision, Inspection and Quarantine  
 China National Tourism Administration  
 Overseas Chinese Affairs Office of the State Council  
 All-China Federation of Industry & Commerce  
 Chinese People's Association for Friendship with Foreign Countries  
 CCPIT  
 All China Federation of Supply and Marketing Cooperatives

### Supporters

Ministry of Foreign Affairs  
 Boao Forum for Asia

### Undertaken by

四川国际会展有限公司  
 Sichuan International Exhibition Co., Ltd.

Chongqing Municipal People's Government  
 Sichuan Provincial People's Government  
 Guizhou Provincial People's Government  
 Yunnan Provincial People's Government  
 The People's Government of the Tibet Autonomous Region  
 Shaanxi Provincial People's Government  
 Gansu Provincial People's Government  
 Qinghai Provincial People's Government  
 The People's Government of Ningxia Hui Autonomous Region  
 The People's Government of Xinjiang Uygur Autonomous Region  
 The People's Government of Inner Mongolia Autonomous Region  
 The People's Government of Guangxi Zhuang Autonomous Region  
 Xinjiang Production and Construction Corps

### Organizer

Sichuan Provincial People's Government



文明量对维治



### PART OF THE EXHIBITORS AND BUYERS

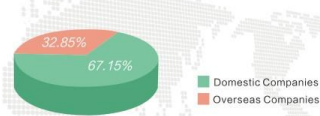


### WCIF PROFILE

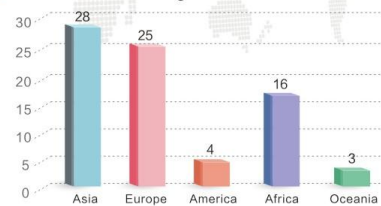
The 15<sup>th</sup> Western China International Fair (WCIF) was initially held in two phases. The main exhibition venue covered a total area of **240,000m<sup>2</sup>** (120,000m<sup>2</sup> per each phase), **8,981** companies from **76** countries and regions exhibited in the Fair, among which **2,951** were international companies with an increase of **108%**. They were from **25** European countries, **4** American countries, **3** Oceania countries, **10** ASEAN countries, **7** south Asian countries and **16** African countries. **6,030** domestic companies from **29** provinces (autonomous regions, municipalities) and Xinjiang Production and Construction Corp. exhibited in the Fair. The number and exhibition area of international companies occupied **33%** and **27%** of the total respectively.



► The proportion of domestic and overseas companies joined the 15<sup>th</sup> WCIF



► The number of exhibiting countries from five continents



### PART OF THE MEDIA PARTNERS



\* The above list in no particular order



PHASE ONE FOCUSING ON INDUSTRIAL PRODUCTS  
**HIGHLIGHTING PROFESSIONAL FEATURE**  
 ATTACHING IMPORTANCE TO BUILDING AN INVESTMENT AND PROMOTION PLATFORM

PHASE TWO FOCUSING ON CONSUMABLE PRODUCTS  
**EXTENSIVE COVERAGE**  
 CREATING A TRADE COOPERATION PLATFORM



Five professional exhibition sectors were set up, including general aviation, smart vehicles, new type flat panel display, wearable devices and emergency response equipment. A series of activities were carried out including product presentation, new product release, technology exchanges and business negotiations.

Five pavilions were established, namely, pavilions for western china cooperation, international cooperation, high- and equipment manufacturing, electronic information and emergency response industry.

Phase two showcased agriculture technical equipment, farm and sideline products, jewelry, gifts and crafts, furniture and household appliances, textile and apparel, and etc. Five pavilions were set up including agricultural hall, jewelry hall, international boutique hall, domestic boutique hall and luxury living hall.



## WIDER INFLUENCE DRAWS THE ATTENTION OF THE WORLD TO WESTERN CHINA



Over **60,000** guests from **98** countries and regions attended the Fair, including **48** foreign ministerial-level officials, **53** envoys in China, **15** officials of international organizations, and **32** domestic provincial/ministerial-level leaders. The number of overseas VIP guest delegations was about **40**. More than **1,500** journalists from over **300** media organizations attended and covered the Fair.

France was the country of honor of the 15<sup>th</sup> WCIF. Apart from the Retrospective Exhibition of the **50<sup>th</sup>** anniversary of China-France Diplomacy, the French Pavilion brought **5** regions, **1** province and **2** cities, as well as **32** French companies including Michelin, Carrefour and Groupama to the Fair. The exhibition covered the industries of retail, service, agriculture technology, high-end consumer products, construction, industrial automation, medical treatment and transportation.



## HIGHER EFFICIENCY LEADS TO NOTABLE ECONOMIC AND TRADE COOPERATION ACHIEVEMENTS

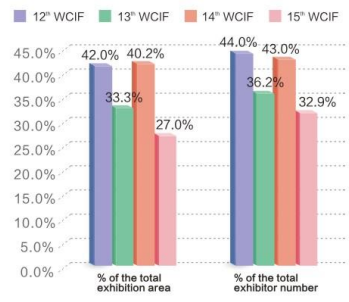
The 15<sup>th</sup> WCIF carried out **8** major events and **42** special activities, relating to more than **10** industries of investment, trade, finance, education, culture, agriculture and tourism. A number of **1,067** investment projects were signed with a contracted volume of **805.09** billion yuan during the 15th WCIF. Shanxi province, the rotating president province of the 15th WCIF, signed **18** investment projects with an investment volume of **21.185** billion yuan. Luzhou, the theme city obtained **48** projects with a total investment of **33.06** billion yuan. Accumulated trading amount was **121** billion yuan, increasing **12.24%** than that of last year.





## OVERSEAS STATISTICS

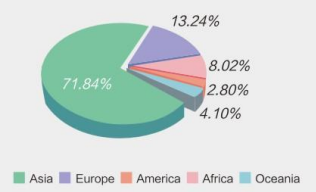
▶ Ratio of the overseas exhibition area and number of exhibitors of the previous WCIF



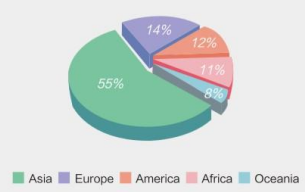
▶ Number of countries exhibiting in the previous WCIF



▶ Ratio of exhibition areas of five continents

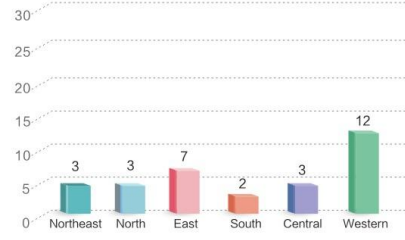


▶ Ratio of number of companies from 5 continents exhibiting

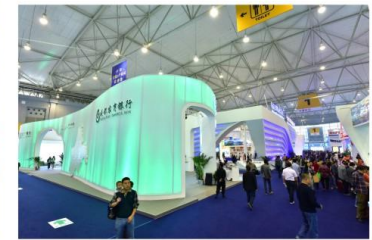
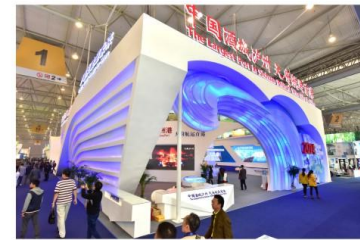
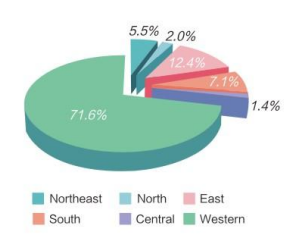


## DOMESTIC STATISTICS

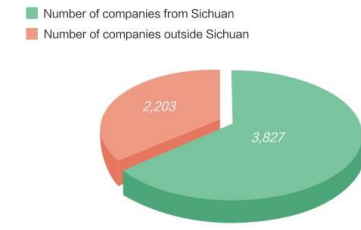
▶ Number of provinces and municipalities



▶ Number of companies



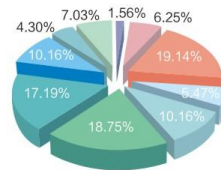
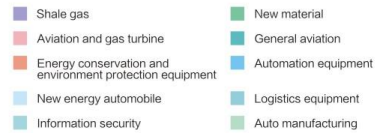
▶ Compare of companies in and outside Sichuan



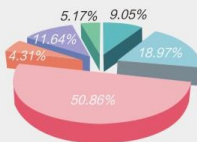
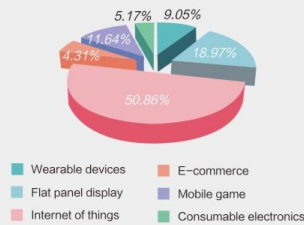
## ANALYSIS OF THE EXHIBITION INDUSTRIES

Three specialized expos were carried out during the 15<sup>th</sup> WCIF, which were China (West) International Industry and Manufacturing Technology Exhibition, China (West) Emergency Respond Industry Expo and Sichuan Agriculture Expo.

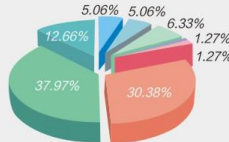
### Analysis of the exhibitors from high-end manufacturing equipment industry



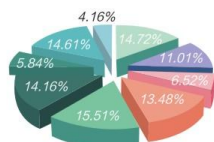
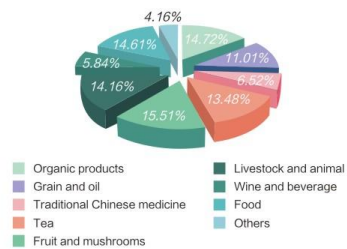
### Analysis of the exhibitors from electronic information industry



### Analysis of the exhibitors from emergency respond industry

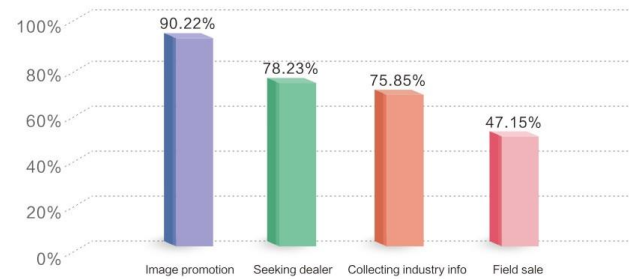


### Analysis of the exhibitors from agriculture industry

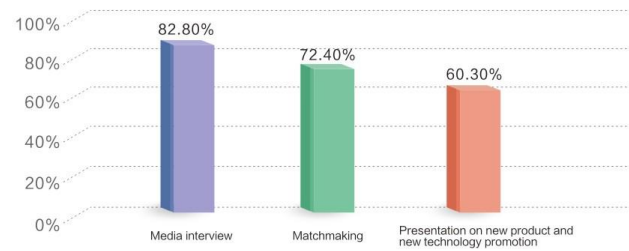


## EXHIBITOR SATISFACTION SURVEY

### Satisfaction rate on the supporting services

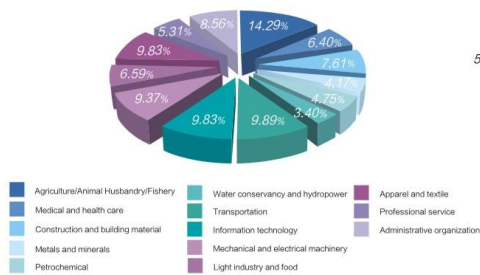


### Satisfaction rate on the activities

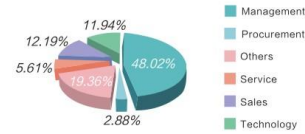


## Visitor analysis

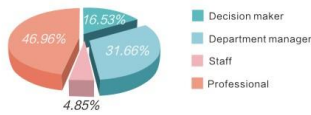
### Visitor profile



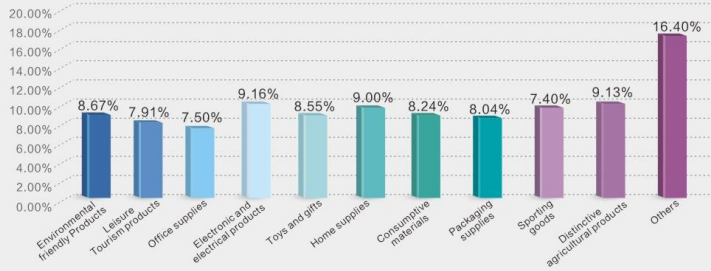
### Department visitors belong



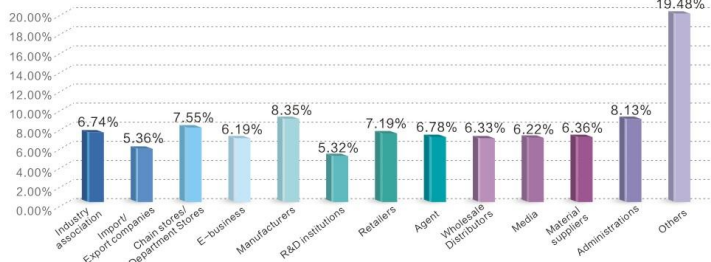
### Ratio of visitors position



### Products to be procured



### Institution visitors belong



## Feedback

Over the past five years, the WCIF is getting more international, professional and market-oriented. The international community has gradually focused more on it. At the same time, the economic development as well as the internationalization of western China has been greatly improved because people from different countries gather together to discuss cooperation and share the opportunities for investment and trade.

In recent years, Sichuan has become one of the Chinese regions with the fastest and most vigorous development. The innovation ability here has greatly impressed us. We believe Sichuan will have a good development prospect, and expect to find new opportunities and greater potentials for cooperation through the WCIF.

**IBM Global Vice President**  
*Peter Marchison*

**Member of the Political Bureau of CPC Central Committee Chinese Vice Premier**  
*Wu Kang*

The WCIF plays a role as the center, attracting the investment from other regions in China as well as the world.

**Chairman of PepsiCo Investment (China) Limited and Pepsi Greater China (drink) President**  
*Li Wenhai*

I not only want to attend the WCIF, but also look forward to further cooperation with Sichuan and China.

**President of the Czech Republic**  
*Milos Zeman*

The general aviation hall will focus on showcasing the aviation companies from Sichuan and the western China. It's our pleasure to attend the WCIF. And this is a good opportunity to show and promote the image of general aviation industry in western China.

**Chairman of Chengdu Automobile Chamber of Commerce and President of Sichuan Xiangyun General Aviation Corporation**  
*Zhang Zhong*

(Since 2011) Almost every year, we come to western China, to Sichuan for participating in the WCIF. This is my 4<sup>th</sup> time here. The cooperation potential between Sichuan and France is huge. We can continue looking for cooperation in many fields such as the urban construction in the future.

**Former French Prime Minister, President of the Commission of Armed Forces, National Defence and Foreign Affairs of the French Senate**  
*Jean-Pierre Ruffarin*

To small and micro businesses, they show the specialization and refinement during the WCIF. To exhibit is to invite more visitors to know their products and to look for buyers in a wider scope.

**Secretary General of Chengdu Machinery Manufacturing Chamber of Commerce**  
*Wang Yongshang*

The WCIF has shown to the world: Chengdu has become a vitally important economic center in China. It is not only to China, but to European countries and the world.

**French Secretary of State for Foreign Trade, Tourism Promotion and French Nationals Abroad, Ministry of Foreign Affairs and International Development**  
*Mathias Pohl*

Five years ago, I joined the WCIF for the first time. Until now, I've seen the WCIF is continuously growing and developing all the time, with a larger scale and much better level. The high-tech attracts more countries to participate in. I feel that the Fair has done positive effects in facilitating the western China's development.

**Chairman of China Association of International Trade**  
*Wang Junwen*

The accumulative effect of the WCIF impressed me a lot. This is quite a good international exchange and communication platform.

**The Then UN Assistant Secretary-General and Executive Director of UNOPS**  
*Jan Mattsson*

It is the first time to set up general aviation pavilion during WCIF, which proves the government's strong support. This will further boost the growth of general aviation in western China and beyond.

**Xihua General Aviation Co., Ltd. Chairman and General Manager**  
*Li Dejun*

The WCIF is a good opportunity to show the advantages of the provinces in western China. It can attract the investors from all over the world to invest here and it's a very successful event. I expect that more Sichuan companies go global though the WCIF, as well as more entrepreneurs to invest in the U.S.

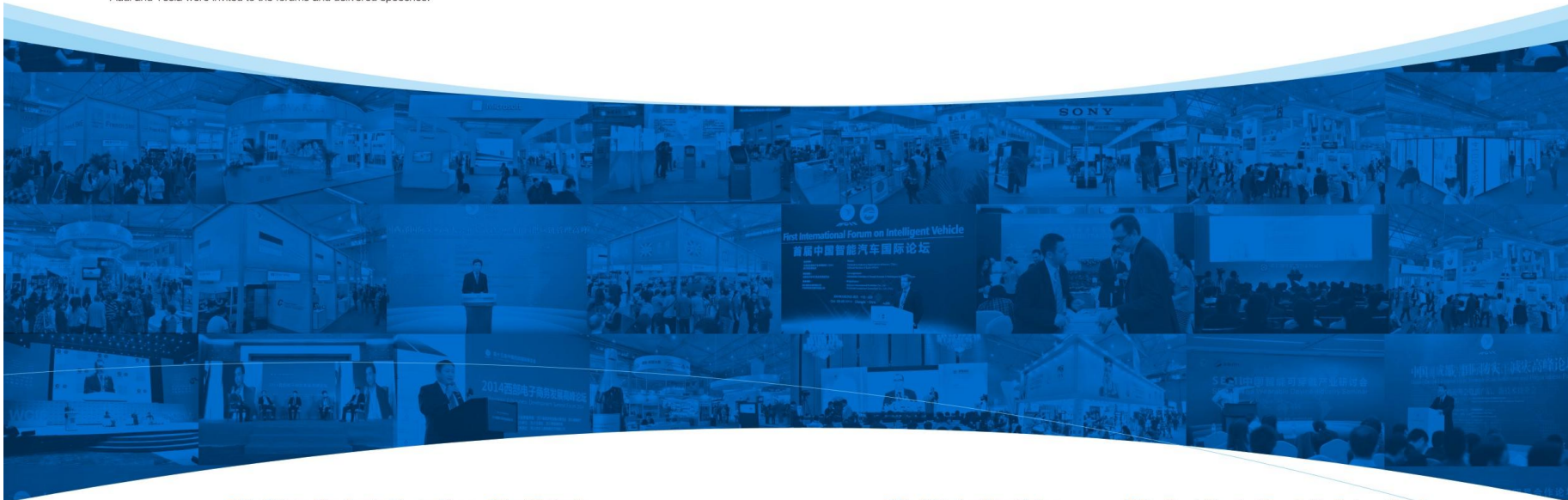
**The Then U.S. Ambassador to China**  
*Jerry Leche*



## SUPPORTING ACTIVITIES

- More than **600** key buyers from **12** countries and regions attended the Fair. A number of international organizations and associations include the UNOPS, UNPD, UNHCR, UNIDO, UNWFP, ISM, BME, CIPS and the China Federation of Logistics and Purchasing (CLFP) joined the Fair, as well as Global 500 companies and world famous international companies such as Hyundai, SKF, Foxconn, and Haier. Top 100 circulation enterprises and e-business platform include Walmart, Carrefour, Suning E-commerce, and trade delegations from Korea, U.S. and Europe also participated in.
- A series of supporting activities were held, which were China (Chengdu) International General Aviation Development Summit, the 1<sup>st</sup> China Smart Automobile Forum, China (West) Flat Panel Display Industry Forum, China (Chengdu) International Preventing Disasters and Reducing Damages Summit, the 3<sup>rd</sup> Hanwang Forum and etc. Representatives of international organizations and associations, universities and world-known companies, such as the UNDP, the Chinese Academy of Engineering, Tokyo Metropolitan University, the General Aviation Manufacturer's Association, SEMI, BMW, Audi and Tesla were invited to the forums and delivered speeches.

- The matchmakings for manufacturing, agriculture, electronic information and etc. were held concurrently. Over **40** buyers from **12** countries which were Korea, Japan, U.S., Germany, India, Pakistan and etc. joined the matchmakings.



- The 7<sup>th</sup> Western China International Sourcing Fair cum Opening Ceremony of China Supply Chain Management Summit 2014
- UN Procurement Presentation and Face-to-face Talks
- Special Matchmaking
- Western China and U.S. Investment and Trade Cooperation Forum

- The 1<sup>st</sup> China Smart Automobile Forum
- China (West) Flat Panel Display Industry Forum
- The 3<sup>rd</sup> Hanwang Forum
- China (Chengdu) International General Aviation Development Summit
- SEMI China Wearable Devices Industry Seminar
- More >>

