



Norwegian National Pavilion at CIIE 2024

The 7th China International Import Expo (CIIE) will be held in Shanghai from 5 to 10 November 2024. To support and strengthen the Norwegian companies' business development in China, Innovation Norway will organize the Norwegian National Pavilion at CIIE 2024 together with the Royal Norwegian Embassy in Beijing, the Consulate General in Shanghai, the Seafood Council and TEAM Norway partners.

You are now invited to join us and participate at the Norwegian National Pavilion to utilize this excellent platform to showcase your products, services, and expertise to your customers, business associations and targeted audience in China - one of the world's largest markets.

This is the year to join!

- It is the first time that a Norwegian National Pavilion will be organized at CIIE and 2024 marks the 70th year anniversary of the establishment of diplomatic relations between Norway and China.
- Great visibility and business opportunity: The 6th CIIE attracted 410,000 registered professional visitors and recorded tentative deals worth USD 78.41 billion.
- We will provide a turnkey solution for participating companies and our team will provide you with all the necessary support to ensure a successful and productive experience.

PARTICIPATION PACKAGES

There are two packages offered for participating at the Norwegian National Pavilion during the 7th CIIE in November 2024:

Premium Sponsorship

As a Premium Sponsor, you will receive the below benefits:

- Recognition as premium sponsor to Norwegian National Pavilion and an official premium sponsor participation certificate to be received at the Pavilion opening ceremony.
- Visibility and exposure of company/brand logo at the Norwegian Pavilion with priority of logo placement.
- Prioritized access to the opening ceremony of the National Pavilion with the presence of high level Norwegian official representatives.
- Company products/services video shown on the LED screens at the National Pavilion.
- Prioritized access for product display at the pavilion (the final product display plan needs to be approved by CIIE organizer) .
- An exclusive company event such as product launch, signing ceremony at the National Pavilion for up to two hours.
- Access to CIIE related side events, such as business seminars and receptions with prioritized opportunity for speaking slots or panel participation.
- Exposure of company logos and videos at CIIE related events, such as business seminars and CIIE reception.
- Up to two pages of company introduction in Norwegian National Pavilion Brochure.
- Access to photos and videos taken by the event photographer at the pavilion.
- Priority in media promotion including introduction of the premium sponsors in related press release.

Fee for Premium Sponsorship Package: RMB 95,000 (VAT added according to regulation)

Standard Sponsorship

As a Standard Sponsor, you will receive the below benefits:

- Visibility and exposure of company/brand logo at the Norwegian Pavilion.
- Access to the opening ceremony of the National Pavilion with the presence of high level Norwegian official representatives.
- Company products/services video (up to 2 minutes) shown on the LED screens at the National Pavilion.
- Possibility for product display at the pavilion (the final product display plan needs to be approved by CIIE organizer).
- Access to CIIE related side events, such as business seminars and receptions.
- One page of company introduction in National Pavilion Brochure.
- Access to photo folder for photos taken by the event photographer at the pavilion.

Fee for Standard Sponsorship Package: RMB 50,000/company

Deadline to register: 31st August 2024

For any inquiries, please contact:

Mrs. Jessie Ji

Senior Advisor, Innovation Norway

Direct: +86 21 60320804

Email: liyun.jessie.ji@innovationnorway.no