

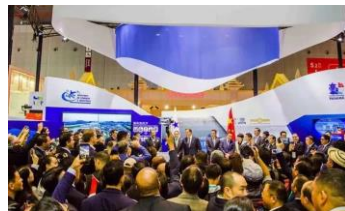
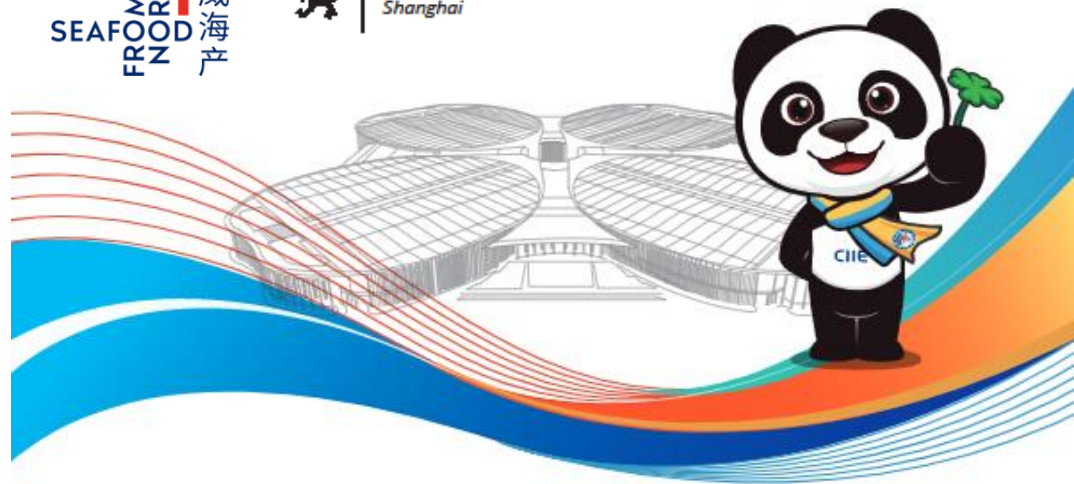
# Invitation

The 5<sup>th</sup> China International Import Expo (CIIE)  
5th – 10th Nov 2022

SEAFOR  
FROM  
NORWAY  
挪威  
海产



Norwegian Consulate General  
Shanghai



# Invitation & Brief introduction to CIIE

The Norwegian Seafood Council (NSC) has the pleasure of inviting **Norwegian seafood exporters** to be profiled at the NSC Seafood from Norway's sizeable booth at the 5<sup>th</sup> China international import expo (CIIE) 5 – 10th of November 2022 in Shanghai.

The aim of participating at the CIIE is to **promote seafood from Norway** towards a variety of Chinese stakeholders within local value chain, media, and Chinese consumers via on-site participation and PR activities. Participation will also act as a testament to the **commitment from the Norwegian seafood industry to local value chain**.

We are proud to have the **Royal Norwegian Consulate General in Shanghai** as a key supporter for our participation at CIIE.

CIIE is a comprehensive trade show covering various sectors and industries, to which food and agricultural sector is an important sector.

## Some key facts about CIIE:

- 480,000 visitors in 2021
- 2,900 exhibitors from 127 countries and regions
- 366,000 m2 in scope



# Be part of the NSC booth at CIIE

## Benefits for being profiled at the NSC booth:

- ✓ **Official participant at CIIE:** Your company will be listed as an official participant at CIIE, and will be listed in the CIIE official system and relevant catalogues.
- ✓ **Logo and video:** Your company logo and brand videos will be displayed at the booth
- ✓ **Exporter catalogue:** A stand catalogue with your company and product information will be delivered at the booth including with Chinese translation supported by NSC.
- ✓ **PR opportunity:** Opportunity to get exposure through mainstream national and local media, as well as featured at the planned Royal Norwegian Consulate General CIIE reception.

## How to join:

- ✓ **Fees:** Exporters wishing to be profiled and part of CIIE to pay NOK 15,000.
- ✓ **Deadline:** Deadline for registering is **31<sup>st</sup> July 2022.**
- ✓ **Contact:** Send your confirmation of participation to [at@seafood.no](mailto:at@seafood.no) before the deadline.

# Contact details

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[Link](#) to CIIE official website



Norwegian Consulate General  
Shanghai



# 第5届中国国际进口博览会 THE 5<sup>th</sup> CHINA INTERNATIONAL IMPORT EXPO

2022年11月5—10日  
5<sup>th</sup> - 10<sup>th</sup> November 2022

国家会展中心(上海)  
NATIONAL EXHIBITION AND CONVENTION CENTER (SHANGHAI)



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