



Hosts (Supporters, Organizer) of the 14th Western China International Fair

Hosts

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

Supporters

Ministry of Foreign Affairs, Boao Forum for Asia

The People's Government of Chongqing Municipality
The People's Government of Sichuan Province
The People's Government of Guizhou Province
The People's Government of Yunnan Province
The People's Government of Tibet Autonomous Region
The People's Government of Shaanxi Province
The People's Government of Gansu Province
The People's Government of Qinghai Province
The People's Government of Ningxia Hui Autonomous Region
The People's Government of Xinjiang Uyghur 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

The People's Government of Sichuan Province

Contact Information

Address : No. 13-19, 25/F, Hongda International Plaza, No. 2 Xia'nian Street, Chengdu, Sichuan, China.

Tel : +86-28-86210101/0343/0563/0242/0309/0240/0054

Fax : +86-28-86210034/0127

E-mail : wcif@wcf.cn

For more information, please visit: www.wcif.cn

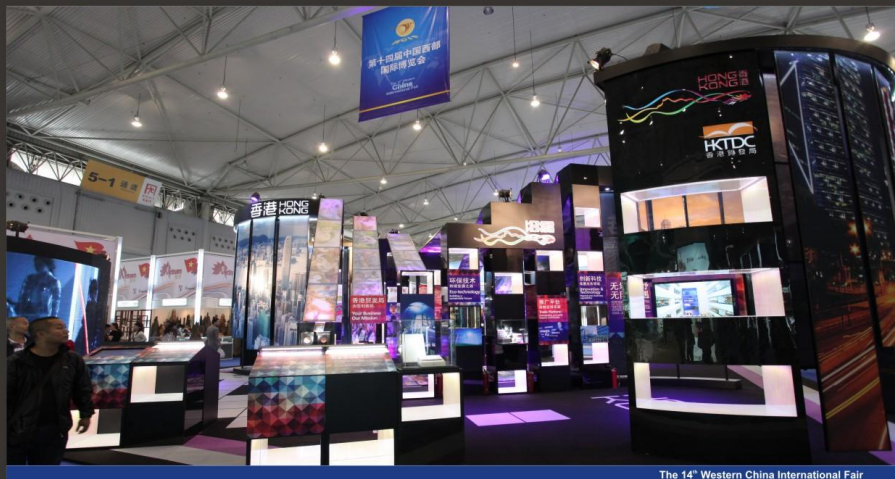


Analysis report

The 14th Western China International Fair



Sichuan International Exhibition Co., Ltd



The 14th Western China International Fair

Overview

Overview

The main exhibition venue of the 14th WCIF included six pavilions, including the Western Cooperation Pavilion, Electronic Information Pavilion, International Cooperation Pavilion, High and New Technology Pavilion, Equipment Manufacturing Pavilion and Agriculture Industry Pavilion, as well as the outdoor exhibition area. Meanwhile, a number of branch exhibition venues were established in related cities (prefectures) of Sichuan for hardware and mechanical and electrical products, furniture and home furnishing, leather shoes, and traditional Chinese medicine.



Venue: New International Convention & Exposition Center • Chengdu Century City, Chengdu, Sichuan, China

Time: October 23 to 27, 2013

Exhibition area: 180,000 square meters (main exhibition area: 120,000 square meters, branch exhibition area: 60,000 square meters)

- Sponsors: 15 national ministries/commissions, including the National Development and Reform Commission and the Ministry of Commerce, 12 western provinces (autonomous regions and municipality) of China and the Xinjiang Production and Construction Corps.
- Supported by: the Ministry of Foreign Affairs, and Boao Forum for Asia
- Organizer: Sichuan Provincial People's Government

Characteristics and highlights

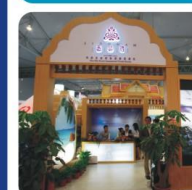
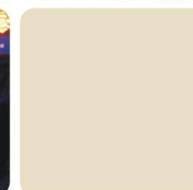
High-ranking government officials: 7 top-ranking government officials; 4 former high-ranking government officials; 8 officials from international organizations; 50 foreign officials at ministerial level; 45 diplomatic envoys of foreign countries in China; 39 officials from foreign (overseas) chambers of commerce and associations; 33 Chinese government officials at provincial and ministerial levels.

Professional and dazzling exhibition: focusing on industrial products; highlighting large groups and enterprises as well as electronic information, equipment manufacturing, new energy, new materials and commercialized high-tech achievements; laying emphasis on trade cooperation and investment promotion.

Good effect and abundant achievements: 56 investment promotion activities, 462 signed investment projects, totally valuing RMB 563.18 billion.

Wide coverage and international footprint: more than 4,000 enterprise exhibitors from 72 countries and regions, 28 Chinese provinces (autonomous regions and municipalities) and Xinjiang Production and Construction Corps; more than 19,300 professional visitors from 69 countries and regions.

High influence and global attraction: 1348 reporters from 266 media home and abroad.

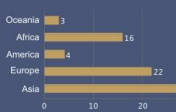


Analysis on exhibitors

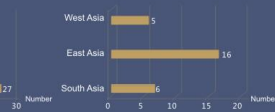
► Overseas exhibitors

A total of **1,378** overseas enterprises from **72** countries in five continents attended the 14th WCIF, accounting for **43%** of the total number of exhibitors at this fair, with a total exhibition area accounting for **40.2%** of the total exhibition area of the fair. Compared with the 13th WCIF, the proportion of exhibition areas of foreign exhibitors in the total exhibition area of the fair increased by **6.9%**, while the proportion of foreign enterprise exhibitors increased by **6.8%**, and the number of countries concerned increased by **17**.

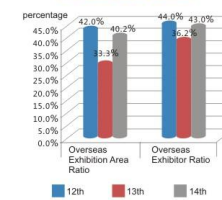
★ Continents



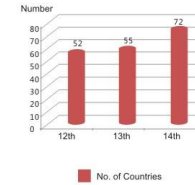
★ Area



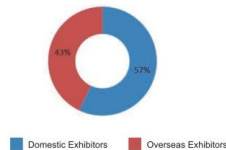
★ Overseas Data Contrast



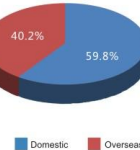
★ No. of Countries



★ Exhibitor Ratio



★ Exhibition Area Ratio



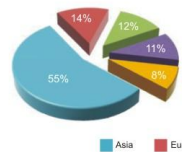
★ Exhibitor % of Asia Region



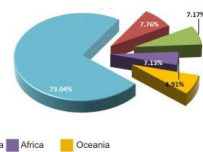
★ Asia Region Exhibition Area Ratio



★ Exhibitor % of 5 Continents



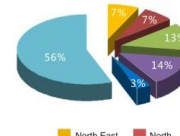
★ 5 Continents Exhibition Area Ratio



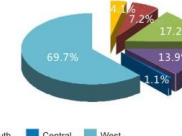
► Chinese exhibitors

A total of **2,665** Chinese enterprises from **27** provinces, autonomous regions and municipalities attended the 14th WCIF, with an exhibition area of **35,330** square meters.

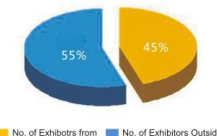
★ No. of Domestic Enterprises



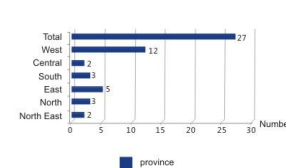
★ Area of Domestic Enterprises



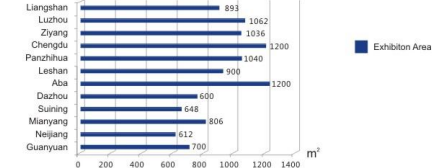
★ No. of Enterprises of Sichuan



★ No. of Provinces

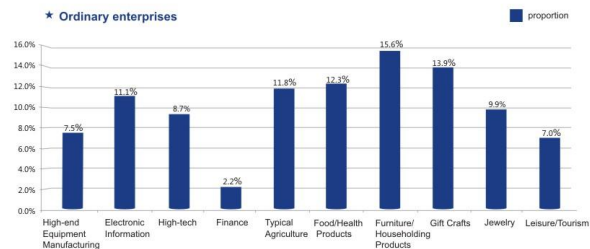


★ Exhibition Area of Sichuan Province

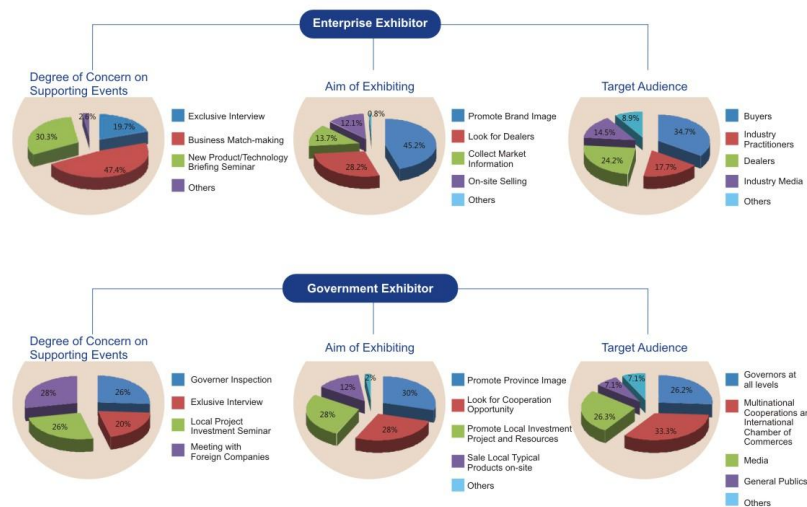


► Industrial structure of exhibitors

At the 14th WCIF, the furniture and home furnishing industry played a leading role, accounting for **15.6%**; the electronic information and high-tech industries saw an increase, ranking the fifth and seventh among all the industries.



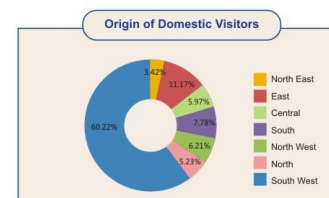
► Analysis on purposes of exhibitors



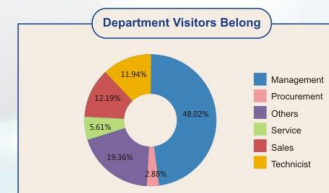
Analysis on visitors

► Source of visitors

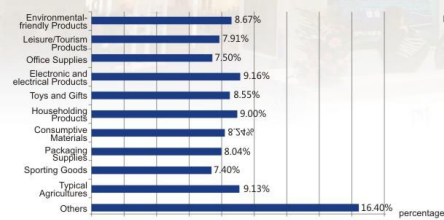
The local visitors accounted for **51.76%** of the total number of visitors to the 14th WCIF. The rest visitors are from other areas (See the figure below): **60.22%** from Southwest China, **5.23%** from North China, **7.78%** from South China, **3.42%** from the Northeast China, **5.97%** from Central China, **11.17%** from East China, while **6.21%** from Northwest China.



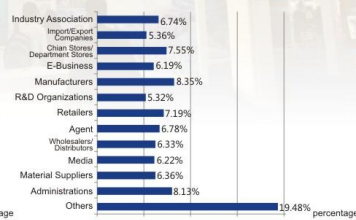
► Domestic and international sources



★ Products to be procured



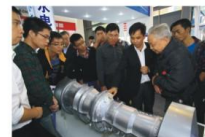
★ Institution Visitors Belong



Analysis on concluded transactions

This WCIF made the exhibitions and presentations as well as series of activities effective carriers for both Chinese and foreign enterprises to enter the market in the western part of China and make investment in Sichuan. A total of more than **4,000** enterprise exhibitors from **72** countries and regions, **28** Chinese provinces (autonomous regions and municipalities) and Xinjiang Production and Construction Corps attended the fair, and the total volume of transactions reached RMB **107.83** billion. Please see the following table for details:

		13 th WCIF		14 th WCIF		Remarks
		Volume (100 million)	Proportion	Volume (100 million)	Proportion	
China	Sichuan	379.8	21.29%	331.32	46.84%	Proportion in domestic transaction volume
	Central and eastern parts	866.1	48.55%	235.15	33.24%	Proportion in domestic transaction volume
	Other provinces (autonomous regions and municipalities) in the western part of China	538	30.16%	140.92	19.92%	Proportion in domestic transaction volume
Overseas	Hong Kong, Macao & Taiwan	233.4	31.21%	77.08	20.78%	Proportion in domestic transaction volume
	European & American areas	196.9	26.33%	110.05	29.67%	Proportion in domestic transaction volume
	ASEAN	159.4	21.31%	71.06	19.16%	Proportion in domestic transaction volume
	Japan and ROK (Japan not included in last year's statistics)	116.4	15.56%	46.24	12.47%	Proportion in domestic transaction volume
	Central Asia and other areas	41.8	5.59%	66.50	17.93%	Proportion in domestic transaction volume
	Subtotal	747.9	66.85%	370.93	33.15%	Proportion in total transaction volume
	Total	2531.8		1078.32		
	Main venues	2381.8		1048.36		
	Branch venues	150		29.95		



The fair included **56** investment promotion activities, including eight major activities and **48** special activities, about half of which were international activities, covering more than **10** fields, including investment, trade, finance, education, culture, agriculture and tourism; contracts for **462** investment projects were signed, with a total amount of RMB **563.18** billion, including RMB **526.46** billion from **437** domestic investment projects, and USD **5.92** billion from **25** foreign investment projects.

★ WCIF Trade Volume Contrast



★ WCIF Trade Volume Ratio



Feedbacks on the WCIF

The WCIF has successfully attracted the world's eyes to the western part of China, which is in prosperous development, and its extremely fast development and change. I am also paying high attention to the themes of the WCIF, namely balanced development and common prosperity.

— Quentin Alice Louise Bryce, Governor-General of Australia

Sichuan is a place full of vitality, with strong development trend and rich cultural and tourism resources. The Canadian people love pandas so much. I hope I will take this chance to further understand China and Sichuan to promote the communication and cooperation between Canada and Sichuan in many fields.

— David Johnston Governor General of Canada

The WCIF is a good platform for presentation. Although Macedonia is far away from China, both sides have established good economic and trade partnerships. We welcome more Chinese enterprises and Sichuan's enterprises to make investment and operate business in Macedonia. There are great potentials for the cooperation between Sichuan and Macedonia in many aspects. I hope that both sides will further promote the communication and cooperation with each other from a new start.

— George Ivanov President of the Republic of Macedonia

We attach great importance to this opportunity. We expect to learn experience in protection, development and utilization of natural resources. We suggest that demonstration cooperation with certain area of Mongolia be accelerated. We will be more motivated to promote all-around development of strategic partnership between Mongolia and China.

— Norovyn Altankhuyag, Prime Minister of Mongolia

I believe this great international event plays an important role in promoting the cooperation between China, especially Sichuan, with other countries in economic development, trade, culture and other aspects. When I get back to my country, I will make an specific conclusion about it together with my colleagues and partners to learn experience and attract more foreign investors to Tanzania.

— Mizengo Kayanza Peter Pinda, Prime Minister of Tanzania

We expect to attract Sichuan's enterprises to the China-Belarus Industrial Park. Such enterprises will enjoy unprecedented tax preference. We hope that, through the WCIF, we will attract more high-tech enterprises from Chengdu, Sichuan and even the whole western China to Belarus.

— Anatoly Tozik, Vice Premier of the Republic of Belarus

Foreign enterprises has felt business opportunities from the fast economic development of western China. We expect more cooperation.

— Jean-Pierre Raffarin, current vice-president of the French senate and former prime minister of France

The Western China International Sourcing Fair provides an important platform for global enterprises to integrate into the global product supply chain. It provides important assistance for global purchasers, including those from the United Nations, to obtain products with better cost performance. We cordially invite Chinese enterprises, especially Sichuan's enterprises, to compete with companies from other countries and establish partnership with the United Nations.

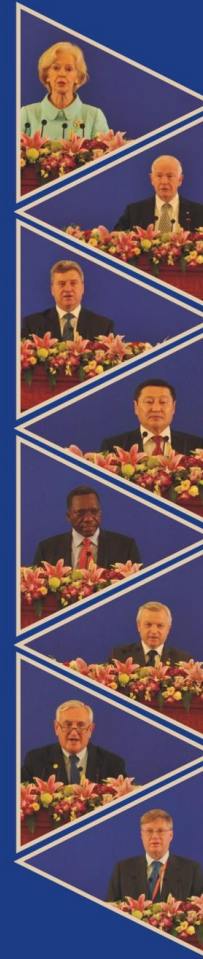
— Jan Mattsson, Assistant Secretary-General of the UN

We have visited Sichuan twice within four months. This fully shows that we attach great important to cooperation with Sichuan. The WCIF is developing toward an event at international level and with multiple functions. We believe that it will be more and more attractive to Japanese enterprises. Japan External Trade Organization has decided to establish a representative office in Chengdu. We hope that the office will be put into operation as soon as possible under the support of the Sichuan government.

— Hiroyuki Ishige, Chairman & CEO

Japan External Trade Organization Sichuan, covering a vast land, has a fast economic development with abundant resources. There is great potential for the cooperation between Sichuan and Russia. In the future, Russia will enhance cooperation with China, especially cooperation with the provinces in the western part of China, to promote sound and sustainable economic development of Russia. We suggest that direct airlines be opened as soon as possible to facilitate communication and cooperation between the enterprises and that between the people.

— Oleg Soskovets, former first Deputy Prime



Minister of Russia, chairman of Association of Financial and Industrial Groups of Russia, and chairman of Russian Association of Commodity Producers
In recent years, Sichuan has become one of the Chinese regions with the fast 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.

— Peter, Vice President and Global Leader of IBM

In recent years, Chengdu is possessing more and more investment value in the eyes of the Taiwan enterprises. We are trying our best to find opportunities to make investment in Chengdu. This time, many Taiwan enterprises from the electronic products and electrical machinery industries come here. Many enterprises are planning to set up headquarters bases in Chengdu.

— Luo Huai-jia, deputy secretary general of Taiwan Electrical and Electronic Manufacturers' Association

Following Hyundai and other Fortune 500 enterprises, which have made investment in Sichuan, many Korean enterprises are paying high attention to Sichuan. In addition, the activities, including the Korea Trade Promotion Corporation-Sichuan Provincial Department of Commerce-Woori Bank Signing Ceremony for Strategic Cooperation to Promote Korean Enterprises to Investment in Western Part of China, the China-ROK Meeting for Economic and Trade Cooperation, and the 2013 Presentation on Korean Investment Environment, enable the Korean enterprises to better understand the western part of China and Sichuan province and show the opportunities to the Chinese enterprises to make investment in ROK.

— Chung Man young, consul general of the Republic of Korea in Chengdu

The WCIF provides a good platform for enterprises to understand Xinjiang. It is predicted that, in the first half of this year, contracts valuing more than RMB 13 billion for different projects will be signed. Previous sessions of the WCIF show that there are high fulfillment rates of agreements and contracts signed at WCIF. In addition, in terms of paid-in investment from regions other than Xinjiang, Sichuan ranks the top.

— Zheng Qiang, director of Xinjiang Uygur

Autonomous Region Investment Promotion and Development Bureau

The WCIF boasts concentrated exhibition and sales, which will greatly promote the going-out of the "tea of Sichuan". Since 2000, our company has attended all the previous sessions of WCIF, always with new achievements. This year, we will have four booths at the WCIF, hoping that the orders will be doubled.

— Yan Zewen, chairman of Sichuan Xufu Tea Co., Ltd



Major events at WCIF



► The Opening Ceremony cum. The 6th Western China International Cooperation Forum

The Western China International Cooperation Forum, which is one of the major events at the WCIF, was first held in 2008. After five years' development under great support of related ministries and commissions and governments of other provinces (autonomous regions and municipalities), it has become an important platform in the western part of China for global connections, communication and cooperation for mutual benefits. Meanwhile, it has made great contribution to the overall diplomacy of China and the opening-up of the western part of China. At the 14th WCIF, seven top-ranking government officials from foreign governments delivered keynote speeches.

► The 6th Western China International Sourcing Fair

The 6th Western China International Sourcing Fair was jointly sponsored by the Ministry of Commerce of China, UNOPS, UNPD and Sichuan Provincial People's Government. A great number of economic and trading activities, including on-site business negotiation, 2013 China Supply Chain Management Summit, UN Procurement Introduction and Matching Fair, and special matching fairs for equipment manufacturing, food and other industries, were held. More than 19,300 professional visitors from 69 countries attended the fair.

► The 8th China-EU Investment and Trade Cooperation Fair

The three fair attracted more than 1,000 visitors and more than 800 Chinese and European enterprises, including more than 180 European enterprises. It focuses on a number of strategic emerging industries, including energy saving and environmental protection, new energy and new materials, modern agriculture, bio-pharmaceuticals, general aviation, high-end equipment manufacturing and ICT. More than 700 Chinese and European enterprises attended more than 1,100 matching meetings and signed contracts valuing RMB 1.2 billion and intended cooperation agreements valuing RMB 3.3 billion. The matching rate reached 30%.

► The 7th Conference on Investing in Western China cum. Ceremony for Signing Economic Cooperation Contracts

It was jointly sponsored by the National Development and Reform Commission, the people's governments of 12 provinces (autonomous regions and municipality) in the western part of China, and the Xinjiang Production and Construction Corps. Related officials made an introduction to the major industries, investment opportunities, investment environment and relevant policies. Contracts for 332 projects were signed, with a total amount of RMB 444.81 billion, covering a wide range of fields such as electronic information, equipment manufacturing, beverage and food, oil and gas and chemical engineering, energy and power, vanadium, titanium and rare earth, and auto manufacturing.

► The 4th Western China Financial Forum

The forum consists of the main forum and the seminars. The main forum focuses on "the financial industry and the economic development in the western part of China", including a number of keynote speeches. The seminars had discussions about policies and measures for promoting economic and financial development in the western part of China. The themes of these seminars include: "financial support and innovation for new-type urbanization", "financial support for the development strategy featuring multiple growth points and poles", and "ways to construct financial center in the western part of China".

► Opening Ceremony of 2013 Asia Education Forum

The Asia Education Forum was jointly sponsored by Boao Forum for Asia, UNESCO and China Scholarship Council, aiming to set up a high-level cooperation and communication platform for Asian education authorities, colleges and universities, experts and scholars, international organizations, enterprises and other parties concerning about education.

► Visit of ASEAN delegation of ministers of commerce and trade — Conferences on ASEAN Trade and Investment Policies

Upon the approval of the State Council of China and under the organization of the Ministry of Commerce, the ASEAN delegation of ministers of commerce and trade visited China from October 22 to 26. Then, the Conferences on ASEAN Trade and Investment Policies were held in Chengdu, as one of the achievements of the China-ASEAN Summit, which was held in October.



Analysis on advantages of the WCIF

1 Location advantage

Sichuan has abundant resources, a good economic development and large population. Therefore, it has obvious industrial, market and location advantages for laying a solid foundation for the development of the convention and exhibition industry. As the capital of Sichuan province, Chengdu has been honored "the land of abundance". As the biggest trade center in the western part of China, it has a large trade market with great influence on 287 million population in 12 provinces (autonomous regions and municipality) in the western part of China.



Sichuan has been following the guideline to establish a "7+3" industrial mode to develop seven competitive industries, including electronic information, equipment manufacturing, energy and power, oil and gas and chemical engineering, vanadium and titanium steel, beverage and food and modern TCM, and three potential industries, including aerospace, auto manufacturing, and bioengineering and new materials. This provides a lot of new opportunities for investment.

In 2013, the local GDP of Sichuan province reached RMB 2.6 trillion, up 10%; three more cities (prefectures) saw total local GDP increase to more than RMB 100 billion, totalling the number of such cities (prefectures) to 12; 12 more counties (county-level cities, districts) saw total local GDP increase to more than RMB 10 billion, totalling the number of such counties (county-level cities, districts) to 97; the industrial added value of industrial enterprises above designated size had an increase of 11.1%; main operating income of the seven competitive industries mentioned above had an increase of about 16%; output value of new and high tech industry reached more than RMB 1 trillion; more than 46,000 patents were newly granted; added value of financial industry reached RMB 158.15 billion, up 19.4%; total revenue of tourism industry reached RMB 387.74 billion, up 18.2%.

2 Economic advantage

3 Policy advantage

In 2000, China put the Western Development strategy into full implementation. Since then, a number of preferential policies have been made to attract capitals, technologies and human resources to the western part of China, which therefore has become a hot land for investment. The Chengdu-Chongqing Economic Zone, established upon approval obtained in 2011, has become the "fourth economic growth pole" of China, following the Pearl River Delta, Yangtze River Delta and the Bohai Rim. In recent years, the government of Chengdu has provided great support and various preferential conditions for the development of convention and exhibition industry, making great efforts to establish a regional convention and exhibition center.



4 Industrial advantage

In addition to the seven competitive industries (including electronic information, equipment manufacturing, energy and power, oil and gas and chemical engineering, vanadium and titanium steel, beverage and food and modern TCM) and three potential industries (including aerospace, auto manufacturing, and bioengineering and new materials), Sichuan will also focus on the development of six strategic emerging industries, including new-generation information technology, new energy, high-end equipment, new materials, biological technology and energy saving and environmental protection.

The development of industrial economy is especially important. Therefore, great efforts should be made to: accelerate improvement of comprehensive supporting systems for electronic information, equipment manufacturing and auto manufacturing industries; incubate strategic emerging industries and characteristic and competitive industries; deal with surplus capacity of the steel, cement, electrolytic aluminium and plate glass industries, and promote restructuring of steel, cement and coal industries; lead white spirit industry to make restructuring and transformation based on market; promote the implementation of "smart manufacturing program" and "integration of three networks" (including radio and TV television network, telecommunication network and Internet); accelerate construction of "broadband in Sichuan" and develop Sichuan into "a Chinese City Well-Known for Software"; develop "big data", cloud computing, Internet of things, information security and other emerging industries.

The development of service industry should be accelerated. Emphasis should be laid on: development of producer services, including modern financial services, modern logistics services, R&D and design services and information services; development of life services concerning health, elderly care and culture; acceleration of development of e-commerce, service outsourcing and other emerging service industries. The development of service industry should highlight ecological and cultural characteristics and promote deep integration of culture and tourism.