



ORGANIZATIONAL STRUCTURE OF THE 20TH WESTERN CHINA INTERNATIONAL FAIR

Hosts The People's Government of Sichuan Province.

Executive Units Secretariat of the Organizing Committee of the Western China International Fair (Sichuan Provincial Bureau of Economic Cooperation, Sichuan International Expo Group)

2025 THE 20TH WESTERN CHINA INTERNATIONAL FAIR

CONTACT

Tel: +(86)-28-81262060 +(86)-28-81262005

Official Website: <http://xbh.wcif.cn/>



DATE
May 25 to 29, 2025

VENUE
Chengdu, Sichuan

OVERVIEW

The Western China International Fair (hereinafter referred to as the WCIF) is hosted by the People's Government of Sichuan Province. It originated from China's initiative of large-scale development of western regions and was first launched in May 2000. The permanent venue is located in Chengdu, Sichuan Province. The Expo is a major institutionalized international exhibition, serving as an important platform for the Belt and Road Initiative and a key window for China's opening up. It has been successfully held 19 editions.

In his congratulatory letter to the 17th WCIF, President Xi Jinping stated: "As a major window for China's opening up, the fair has created an important platform for the western regions of China to jointly develop the Belt and Road, as well as to enhance communication and cooperation with countries around the world. The western regions, with their vast land, abundant resources, great opportunities, and strategic locations, have made significant progress in recent years as China advances the strategy to develop and open up the western regions. By actively participating in the development of the Belt and Road, more vitality will be unleashed in these regions, making them a key part of China's broader efforts to open up further, through links running both eastward and westward, across land and sea."

The 20th WCIF is themed "Deepening Reform to Boost Momentum, Expanding Opening Up to Promote Development." Guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, the 20th WCIF will fully implement the guiding principles of the 20th CPC National Congress and the Third Plenary Session of the 20th CPC Central Committee, study and follow the instructions from important speeches of General Secretary Xi Jinping at a symposium on boosting the development of China's western region in the new era and his congratulatory letter to the WCIF, and implement his directives on Sichuan's development. The WCIF will further strengthen its role as an important window for China's opening up and provide a platform for deepening exchanges with countries around the world. Additionally, it will serve the Belt and Road Initiative and the Chengdu-Chongqing Economic Circle development, driving the western region to form a new pattern of coordinated protection, overall opening up, and high-quality development. With this effort, it will accelerate the development of the national strategic hinterland and the "Two Hubs, Two Bases, One Shield," striving to present Sichuan with new opportunities arising from the large-scale development of the western region in the new era.

President Xi Jinping's Congratulatory Letter to the 17th Western China International Fair

On the occasion of the opening of the 17th Western China International Fair, I would like to extend my warm congratulations on the successful convening of the event! I also extend a sincere welcome to all the distinguished guests attending the fair!

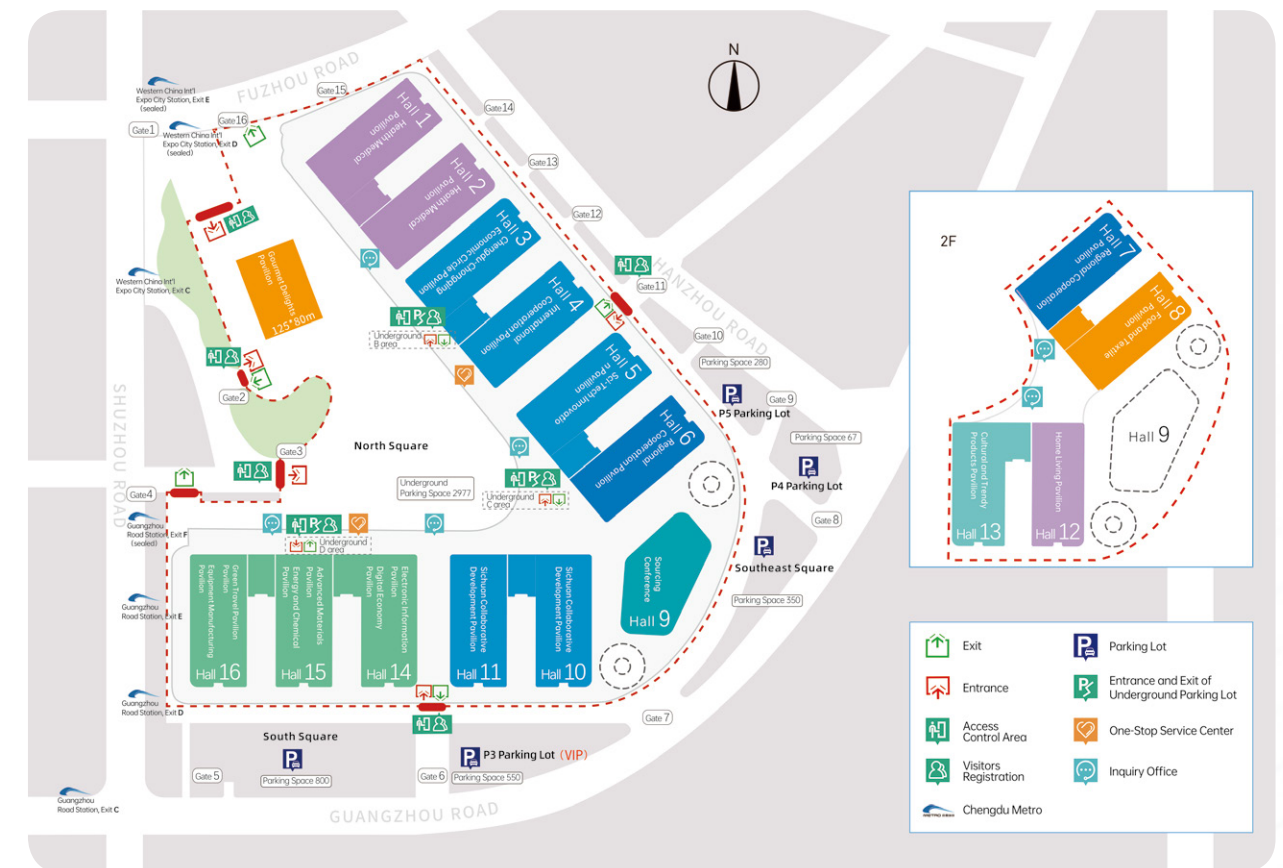
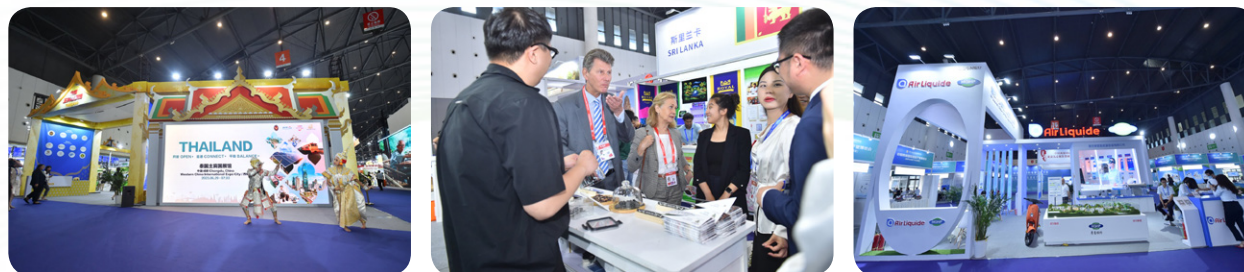
As a major window for China's opening up, the fair has created an important platform for the western regions of China to jointly develop the Belt and Road, as well as to enhance communication and cooperation with countries around the world. The western regions, with their vast land, abundant resources, great opportunities, and strategic locations, have made significant progress in recent years as China advances the strategy to develop and open up the western regions. By actively participating in the development of the Belt and Road, more vitality will be unleashed in these regions, making them a key part of China's broader efforts to open up further, through links running both eastward and westward, across land and sea.

The fair, with the theme "New Era in China, New Advances in Western China" and a focus on jointly developing the Belt and Road, bears positive significance for the western regions to enhance external communication and cooperation. I hope that participants at the fair can gain insight into western China, strengthen friendships, enhance cooperation and communication and share new development opportunities brought by opening up.

May the 17th Western China International Fair achieve great success!

◆ POSITIONING

Upholding the philosophy of collaboration and participation for win-win outcomes, the WCIF has effectively played its role as a platform for investment promotion, trade cooperation, and diplomatic services, as well as a vehicle for promoting cooperation within the western region, between eastern and western regions, and between China and foreign countries. It has evolved into an international, market-oriented fair with a high level of professionalism, focusing on supporting diplomatic efforts for westward opening up, advancing new quality productive forces, and fostering cooperation and mutual benefits across the western region. Our goal is to attract participation from more countries, enterprises, and guests, sign more projects, and engage more citizens. Ultimately, the WCIF will be established as a landmark international event that supports the large-scale development of the western region in the new era.



THE 20TH WCIF GENERAL LAYOUT PLAN

◆ EXHIBITION

Targeted at high-level westward opening up, enhancing regional exchanges and cooperation, serving the building of a modern industrial system, and facilitating "dual circulation" trade cooperation, the 20th WCIF will feature three major exhibition areas, including the Opening Up and Cooperation Exhibition Area, New Industrial Momentum Exhibition Area, and Wonderful Life Exhibition Area. The total exhibition area will cover approximately 200,000 square meters.

► OPENING UP AND COOPERATION EXHIBITION AREA

This exhibition area focuses on the western region's opening up and international cooperation, as well as investment promotion. It primarily showcases the achievements and investment opportunities arising from the cooperation of eastern and western regions, China and foreign countries, Chengdu-Chongqing Economic Circle, and Sichuan's "Common Prosperity of Five Zones" initiative.

International Cooperation Pavilion

The pavilion consists of exhibition areas for the Guest Country of Honor, national pavilions, sustainable development, and cross-boarder trade. The pavilion will showcase the comprehensive images, competitive strengths, and high-quality resources of countries and regions along the Belt and Road and beyond, achievements of economy, trade, and people-to-people exchanges in the western region's international collaborations.

Regional Cooperation Pavilion

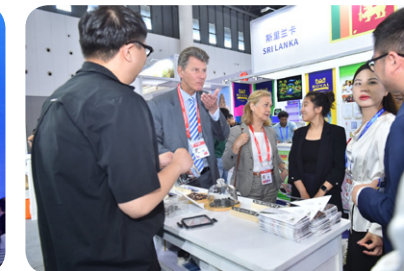
This pavilion highlights the technological achievements, investment opportunities, and specialty products of regions such as Western China, the Beijing-Tianjin-Hebei region, the Yangtze River Delta, and the Guangdong-Hong Kong-Macao Greater Bay Area. It also showcases the outcomes of cooperation between central and western China, and major industrial collaboration projects.

Chengdu-Chongqing Economic Circle Pavilion

It mainly showcases the achievements and major pioneering projects of the collaboration between Sichuan and Chongqing, including the construction of a modern industrial system, infrastructure connectivity, collaborative co-construction of science and technology innovation centers, joint construction and protection of ecology, urban-rural integration development, and the joint contribution and shared benefits of public services.

Sichuan Collaborative Development Pavilion

The pavilion will showcase the overall planning layout, major advances in modernization, achievements in rural revitalization, investment opportunities of major projects, and cultural and featured products of Sichuan's Five Major Zones.



► NEW INDUSTRIAL MOMENTUM EXHIBITION AREA

Focusing on technological innovation to lead industrial transformation, the construction of national strategic hinterlands, and the backup of key industries, this exhibition area highlights emerging industries that represent the development direction of new quality productive forces, as well as the distinctive and advantageous industries of Western China, including electronic information, equipment manufacturing, food and textiles, advanced materials, energy and chemicals, and healthcare. It will showcase a series of high-quality enterprises along the industrial chain, comprehensively demonstrating the entire process from strategic planning to the transformation of technological innovations, from cutting-edge technologies to product solutions, and from application scenarios to ecosystem development.

Sci-Tech Innovation Pavillion

Focusing on cutting-edge fields in western China, this pavilion highlights key sectors such as green and low-carbon development, life sciences, advanced manufacturing, new materials, artificial intelligence, and the low-altitude economy. It showcases frontier-leading technologies, innovative sci-tech achievements, and the latest application scenarios, all of which represent the development path of new quality productive forces.

Electronic Information Pavilion

This pavilion highlights the key industrial chains of integrated circuits, new displays, smart terminals, advanced computing and storage, and sensors in western China. It features signature products, innovative platforms, and flagship projects, as well as typical application scenarios and model cases of new-generation information technology in empowering new type industrialization, digital government, digital villages, digital finance, and smart life.

Equipment Manufacturing Pavilion

Focusing on major sectors such as aerospace manufacturing, vehicle manufacturing, and rail transit in western China, this pavilion showcases complete machines (vehicles), engines, components and airborne (vehicle) equipment. It emphasizes digital and intelligent transformation within the equipment manufacturing sector, featuring cutting-edge technologies, innovative platforms and the latest products.

Food and Textile Pavilion

This pavilion primarily showcases key enterprises, innovative technologies, and high-quality products in the industrial chains of beverages, snacks, grain and oil processing, meat processing, textiles and apparel, as well as clothing and luggage from Western China.

Energy and Chemical Pavilion

This pavilion primarily showcases the cutting-edge technologies, innovative achievements, and comprehensive application scenarios in the fields of clean energy, green chemical industries, and energy conservation and environmental protection, emphasizing their intelligent, sustainable, and integrated development in Western China.

Advanced Materials Pavilion

This pavilion primarily showcases advanced basic materials, key strategic materials, and frontier new materials from Western China, focusing on four key industrial chains: vanadium-titanium steel, crystalline silicon photovoltaics, rare earths, and lithium minerals. It highlights their latest applications and cutting-edge process technologies in high-end equipment and electronic devices.

Health Medical Pavilion

This pavilion primarily showcases cutting-edge products, advanced technologies, and key achievements in biomedicine, nuclear medicine, medical equipment, smart healthcare and wellness, traditional Chinese medicine and health sectors, as well as nutrition and dietary supplements in Western China. It also highlights the development of senior care service systems within and beyond the province, along with exemplary cases of senior service advancements.



► WONDERFUL LIFE EXHIBITION AREA

Focused on "meeting the needs of a better life and unlocking the potential of quality consumption," this exhibition adopts immersive, interactive, stylish, and experiential display methods. It highlights emerging consumer trends, innovative models, and new formats across areas such as home living, green travel, entertainment and designer toys, and gourmet delights.

Home Living Pavilion

This pavilion showcases the latest applications of next-generation information technologies, green and low-carbon innovations, and modern construction techniques in creating all-in-one smart home scenarios. Featured exhibits include smart kitchens and bathrooms, household appliances, consumer electronics, wearable devices, and other cutting-edge technological products.

Green Travel Pavilion

This pavilion highlights innovative green travel platforms and projects, along with the latest technologies and products such as electric vehicles, hybrid cars, hydrogen-powered bicycles, and home battery-swapping systems and equipment.

Cultural and Trendy Products Pavilion

Focusing on digital entertainment, this pavilion features e-sports, web dramas, animation, and licensed IP products. It also showcases new business forms such as themed towns, amusement parks, and night-time cultural tourism, along with innovative scenarios, technologies, and equipment for digital cultural tourism and tourism-related creative industries.

Gourmet Delights Pavilion

This pavilion presents a variety of domestic and international culinary cultures, healthy living concepts, and gourmet innovations. Exhibits include landmark cuisines, trendy Chinese foods, snack foods, beverages, teas, specialty ingredients, chain restaurant brands, and innovative products.



During the 20th WCIF, multiple events integrating the exhibition and urban settings will be held in key industrial parks and unique lifestyle districts across several cities and prefectures in the province.

THEME EVENTS

1

Opening Ceremony of the 20th Western China International Fair

2

Welcome Reception of the 20th Western China International Fair

3

The 13th Western China Investment Promotion Fair & Contract Signing Ceremony of Economic Cooperation Projects

4

The 15th Western China International Sourcing Conference

5

Guest Country of Honor Events

6

Guest Province of Honor Events



◆ PUBLICITY & PROMOTION

In line with the functional positioning of the "Three Platforms" (investment promotion, trade cooperation, and diplomatic services) and "Three Vehicles" (promoting cooperation within the western region, between eastern and western regions, and between China and foreign countries) of WCIF, and with a focus on the four key objectives of internationalization, branding, digitalization, and marketization, we are committed to building and improving a comprehensive publicity model. This model will be driven by mainstream media and integrated with overseas and new media, sustaining the progress of 20th WCIF on building a three-dimensional publicity system in a planned and focused manner and from start to finish. By leveraging multimedia resources and utilizing diverse platforms, including WeChat, Weibo, and news apps, we will broaden our reach and maximize impact. We will focus on brand development, tailoring our efforts to the specific needs of exhibitors and buyers. Promotional resources will be strategically allocated to top-tier exhibitors, professional buyers, and institutions, creating mutual benefits for both the exhibitors and the WCIF brand. In addition, we will broaden our overseas publicity channels by increasing investments in foreign media and platforms, telling the story of WCIF, and presenting a fresh global "business card" for the fair.



◆ GUESTS





WHY JOIN WCIF?



Western China boasts tremendous market potential, with promising business opportunities and brilliant prospects.

The western region of China covers approximately 72% of the country's total land area, with about 27% of the population and around 21% of the national GDP. It serves as a key gateway for China's opening to the west, north, and toward South and Southeast Asia. In April 2024, President Xi Jinping emphasized at the symposium on advancing Western China development in the new era the importance of consistently implementing the policies and measures of the CPC Central Committee to promote the development of the western region, further establishing a new pattern of greater protection, openness, and high-quality development. As an important window for China's opening up, the WCIF provides a vital platform for deepening exchanges with countries worldwide, advancing the Belt and Road Initiative, and fostering the Chengdu-Chongqing Economic Circle. The fair plays a key role in promoting the western region's transformation into a new pattern of greater protection, openness, and high-quality development. It also accelerates the creation of "Two Hubs, Two Bases, One Shield," while highlighting Sichuan with new opportunities arising from the large-scale development of Western China in the new era.



Invite target buyers for you to select quality partners

The 19th WCIF attracted more than **3,506** exhibitors and **700,000** visitors from **56** countries and regions. The 2025 WCIF will establish a platform for "investment promotion, negotiations & contract signing, and one-on-one targeted matchmaking" to facilitate the implementation of major industrial projects. The fair will focus on inviting key industry players from sectors such as technology innovation, pharmaceuticals and health, electronic information, energy and chemicals, new materials, equipment manufacturing, food and beverages, and home goods. The event will bring together leading enterprises, distributors, multinational companies, and trade service organizations to participate, with a strong emphasis on practical industrial investment opportunities.



More concurrent events for sharing industry insights

The 19th WCIF was a great success, with more than **50** events held in foreign affairs, investment and trade, and cultural exchange. The events were organized in various categories, including major events, guest country of honor events, rotating presidency events, theme city (prefecture) events, special events, special procurement, professional matchmaking negotiation, and onsite procurement and supply signing activities. During the 19th WCIF, twelve provinces (autonomous regions and municipalities) in Western

China, along with the Xinjiang Production and Construction Corps (XPCC), signed a total of **492** investment and cooperation projects with domestic and international investors. The 20th WCIF will innovate and enhance the platform for East-West regional cooperation, deepening China's international partnerships and fostering East-West and Western China-Western cooperation. The fair will pragmatically organize a series of industrial investment and promotion activities, including the Western China Investment Promotion Fair & Contract Signing Ceremony of Economic Cooperation Projects, the Global Industrial and Supply Chain Development Conference, the Sourcing Fair, as well as special events for the Guest Country of Honor and Guest Province of Honor. These activities aim to facilitate the implementation of major industrial projects and enhance the effectiveness of the exhibition.



Digital integration and innovation enhance your exhibition and conference experience

At the 19th WCIF, the Tianfu Convention & Exhibition Cloud Platform introduced features like buyer matchmaking, appointment scheduling, and online inquiries, helping participants connect with ideal clients, seize business opportunities, and engage in real-time interactions. During the event, the platform facilitated over **23,000** exhibitor recommendations to visitors and more than **17,000** visitor recommendations to exhibitors.

This year, the 20th WCIF is further upgrading its digital exhibition platform to improve registration, industry news updates, product listings, supply chain matchmaking, and AI-powered tools. These enhancements will streamline event organization, boost service efficiency, and create a more seamless and engaging experience for exhibitors and attendees alike.



Multi-channel and targeted marketing help you receive extensive media coverage

The 19th WCIF received wide attention from media at home and abroad, with over 700 journalists from 150-plus media producing more than 3,000 reports with in-depth, real-time coverage. Topics related to WCIF gained **73 million** views across platforms like Weibo, Douyin, and Toutiao, with a total global exposure of **380 million times**. For this year's WCIF, media outreach will be further expanded by integrating mainstream, emerging, and industry-specific media to provide comprehensive coverage before, during, and after the event. The fair aims to attract global guests, enterprises, and attendees through in-depth reporting from national and provincial mainstream media as well as industry-focused outlets. Additionally, social media platforms like Weibo and WeChat will play a key role in delivering targeted news coverage and marketing campaigns, ensuring maximum engagement and visibility.

2023中国西部国际口岸物流开放发展大会
Western International Port & Logistics Opening-up and Development Conference

CONTACT INFORMATION

Project	Contact person	Contact number
Western China International Fair	Mr.Du	Tel: +86 189 0808 0305
International Cooperation Pavilion	Ms.Zhang	Tel: +86 173 1318 5028
Regional Cooperation Pavilion	Ms.Cai Ms.Lu	Tel: +86 137 7811 9551 +86 158 8365 9664
Chengdu-Chongqing Economic Circle Pavilion Sichuan Collaborative Development Pavilion	Mr.Shu	Tel: +86 182 8009 6514
Sci-Tech Innovation Pavillion	Ms.Li	Tel: +86 180 8105 9226
Electronic Information Pavilion	Mr.Yong	Tel: +86 156 8001 5009
Equipment Manufacturing Pavilion Green Travel Pavilion	Ms.Deng	Tel: +86 159 2858 2857
Home Living Pavilion	Ms.Li	Tel: +86 158 0281 1080
Food and Textile Pavilion	Mr.Yu	Tel: +86 139 9036 8573
Energy and Chemical Pavilion Advanced Materials Pavilion	Ms.Li	Tel: +86 135 4017 1017
Health Medical Pavilion	Ms.Hu	Tel: +86 152 0823 1317
Cultural and Trendy Products Pavilion	Ms.Li	Tel: +86 135 4017 1017
Gourmet Delights Pavilion	Mr.Li	Tel: +86 133 0805 0824
Publicity & Promotion	Ms.Zheng	Tel: +86 137 3086 8050
Buying Partners & Professional Audiences	Ms.Chen	Tel: +86 191 4191 1230

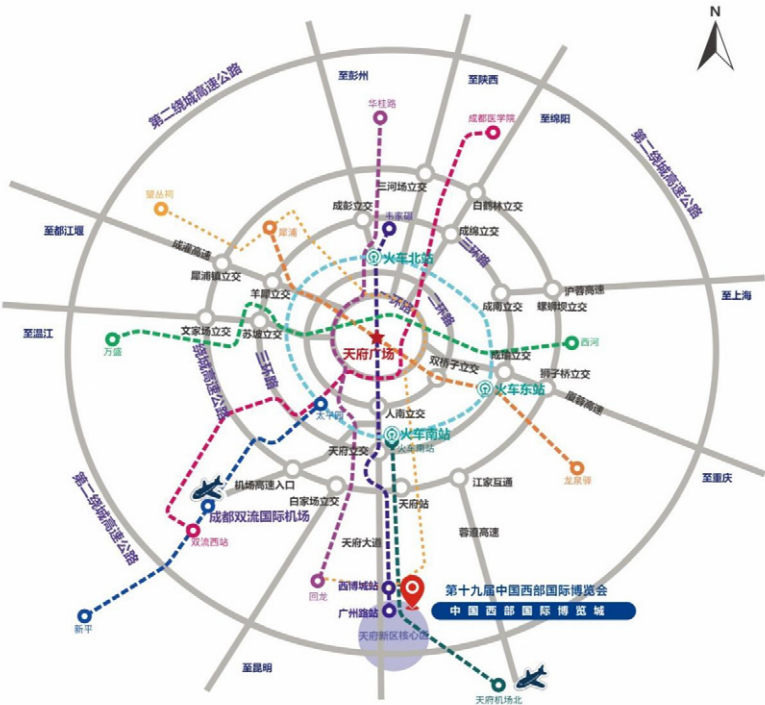
BOOTH PRICE

The 20th Western China International Fair

Indoor upgraded standard booth ¥ 12,000/each/9 sqm or \$1,900/each/9 sqm

Standard booth ¥ 10,000/each/9 sqm

Indoor raw space ¥ 1,000/sqm or \$160/sqm (Minimum 36 sqm)



- Western China Int'l Expo City can be arrived by Chengdu Metro Line 1, 6, and 18, or by Bus T1, T7, T40, and T40 Kuai
- Take Chengdu Metro Line 1 from Chengdu North Railway Station to Western China Int'l Expo City, which is 39km by car
- Take Chengdu Metro Line 7 followed by line 1 from Chengdu East Railway Station to Western China Int'l Expo City, which is 32km by car
- Take Chengdu Metro Line 1 or 18 from Chengdu South Railway Station to Western China Int'l Expo City, which is 24km by car
- Take Chengdu Metro Line 10 followed by line 7, then line 1 from Chengdu Shuangliu Int'l Airport to Western China Int'l Expo City, which is 32km by car
- Take Chengdu Metro Line 18 from Chengdu Tianfu Int'l Airport to Western China Int'l Expo City, which is 50km by car

