

# The Shenzhen International Finance Expo



## 2018 The 12th Shenzhen International Finance Expo

Nov. 5<sup>th</sup>– Nov. 7<sup>th</sup>, 2018

Shenzhen Convention & Exhibition Center

### Exhibition profile:

The China (Shenzhen) International Financial Expo (hereinafter referred to as the Shenzhen golden Fair) is hosted by the Shenzhen Municipal People's government, Shenzhen Trade Promotion Committee, Shenzhen financial office, the central branch of the people's Bank of China, the Shenzhen Central Branch of the people's Bank of China, the Shenzhen Stock Exchange, the Shenzhen banking regulatory bureau, Shenzhen securities regulatory bureau, Shenzhen Insurance Bureau and Shanghai. One of the three major domestic financial exhibitions co sponsored by the limited companies. Since the Shenzhen golden fair was first held in 2007, the scale and influence of the exhibition are on the rise. In 2017, the fair has gathered nearly 300 financial institutions at home and abroad, and nearly 1000 entrepreneurs participated in this exhibition. During the exhibition, more than 20 professional forums and docking meetings were held to promote the optimization of industrial structure and society in Shenzhen. The rapid and stable development of the economy.

In 2018, the twelfth China (Shenzhen) International Financial Expo, with the theme of "financial sound development - service entity economy", will be held in Shenzhen Convention and Exhibition Center from November 5, 2018 to November 7th. The exhibition covers banks, securities, funds, gold, foreign exchange, scientific and technological gold, supply chain finance, real estate finance, and finance. Technical equipment and other financial institutions. The Shenzhen golden fair plays a positive role in promoting the development of regional financial industry, international exchange and cooperation, innovation and cross-border cooperation in the financial industry, and provides more opportunities for the urban residents to realize the value of wealth and value.

### Time, place, scale:

**1. Arrange booth date:** Nov. 3<sup>th</sup>– Nov. 4<sup>th</sup>, 2018

**2. Exhibition date:** Nov. 5<sup>th</sup>– Nov. 7<sup>th</sup>, 2018

**3. Venue:** Shenzhen Convention & Exhibition Center (Futian District Central Fuhua Road)

**4. Exhibition Area:** 30,000m<sup>2</sup>

### Organization Structure:

#### Organized by

The People's Government of Shenzhen Municipality  
Shenzhen council for the promotion of international trade

#### Undertaken by

Shanghai Qiyao Exhibition Co., Ltd  
China Council for the Promotion of International Trade Shenzhen Council  
Financial Industry Development and Service Office of Shenzhen Municipal People's Government  
Shenzhen International Chamber of Commerce

#### Supported by

China Council for the Promotion of International Trade;  
China Chamber of International Commerce; Bank of China;  
China Merchants Bank; China International Capital Corporation Limited;

#### Co-organized by

Shenzhen Banking Association; Securities Association of Shenzhen;

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Insurance Association of Shenzhen; Insurance Agents Association of Shenzhen; Shenzhen Venture Capital Association; Shenzhen Futures Association;

## ◇Exhibit Scope:

### 1. bank exhibition area:

- domestic and foreign banking, intermediate business, bank card, foreign exchange business and other banking institutions;

### 2. securities, funds, futures and insurance exhibition areas:

- securities companies, trust companies, public fund companies, private fund companies, futures brokerage companies, life insurance, property insurance, insurance intermediaries, credit rating agencies, guarantee agencies and microfinance companies, etc.

### 3. international exhibition area:

Foreign exchange dealers, agents, foreign exchange banks, foreign exchange brokers, foreign exchange platform manufacturers, technical solutions companies, merchandiser companies, etc.

Two yuan option, liquidity provider, signal strategy provider;

### 4. science and technology finance exhibition area:

- platform financial ecosystem, online financial supermarket, third party payment, intelligent customer, high and new technology enterprise, trading system development, security certification technology development, large data collection, block chain technology, asset disposal, third party evidence storage service, electronic contract signature payment service, legal service, marketing scheme, net loan Third party services, rating agencies, public financing institutions, etc.

### 5. gold and real estate financial exhibition area:

- gold, jewellery, Internet financial platform, precious metal investment, property rights investment, overseas real estate, real estate finance, etc.

### 6. supply chain financial and industrial financial exhibition area:

- supply chain platform, logistics, supply chain finance solutions provider, financial industry town, industrial incubator platform, auto finance, etc.

### 7. financial technology and equipment exhibition area:

- comprehensive solutions, information technology systems and IT products, financial office appliances and consumables, card technology and payment, self-help equipment and terminal, financial professional software, financial security, and other related technologies and products related to financial IT.

## ◇Participation Fee:

1. Standard booth 18m <sup>2</sup> (3m*6m)	2. Bare indoor stall Minimum 36 square meters	1. Standard stall facilities: exhibition area, 2.5-meter high board, a fascia board both in Chinese and English, one table, two chairs, 220V power socket and two spotlights; 2. No facility for bare indoor stall
USD4500(foreign exhibitor)per booth	USD240 (foreign exhibitor)	

## ◇Expo Magazine Advertisement:

# The Shenzhen International Finance Expo

Cover: ¥60,000	Back cover: ¥48000	Seal two: ¥26,000	Seal three: ¥26,000
Title page: ¥26,000	Color full version: ¥10,000	Guide map: ¥50000/ million copies	Documents lanyard: ¥60000 / million
Billboards: ¥30,000	Light pole flag: ¥3000 / pole	Handbag: ¥60000/ million	Hexagon ball: ¥4,000/ each
Tickets: ¥120000 / 100,000		North Gate curtain wall: ¥38,000 / block	Square flyover: ¥25,000 / piece

Note: tickets will be printed at least 100,000 copies, 210mmx80mm.

Journal of size: (width 210mmx height 285mm)

## ◇ Sponsor Proposal:

The sponsors of the exhibition are divided into: Platinum, Gold, Silver, and sponsored sponsorships, enjoying various special treatments and other marketing opportunities offered by the conference (detailed package materials and treatments are available);

◇ Innovatively Designed theme forums, closely following hot issues in the market

1. Shanghai Hong Kong deep gold development summit forum;
2. The Belt and Road international financial development forum;
3. The fourth China (Shenzhen) financial management forum;
4. The ninth Shenzhen capital circle financial innovation forum;

Topic collection: if you want to promote products and solutions, please contact us.

## ◇ Details for Exhibition:

1. Fill in the application form for scanning or mail to the organization unit; the principle of order allocation of booths: "first apply, pay first, arrange first";
2. The enterprise will remit all the participation expenses from the bank to the organizing committee within three days after the organization unit confirms the signing of the contract. The reserved booth can be reserved. After the participation fee is remitted, please scan the bank remittance slip to the organizational unit. The organization unit officially confirmed the booth.
3. The organizer will send the Exhibitor Manual to the exhibitors before October 16, 2018, and inform the exhibitors of the booth layout, accommodation and other matters needing attention, and assist the exhibitors to complete the exhibition activities conveniently and efficiently.

## ◇ Organizing committee:

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