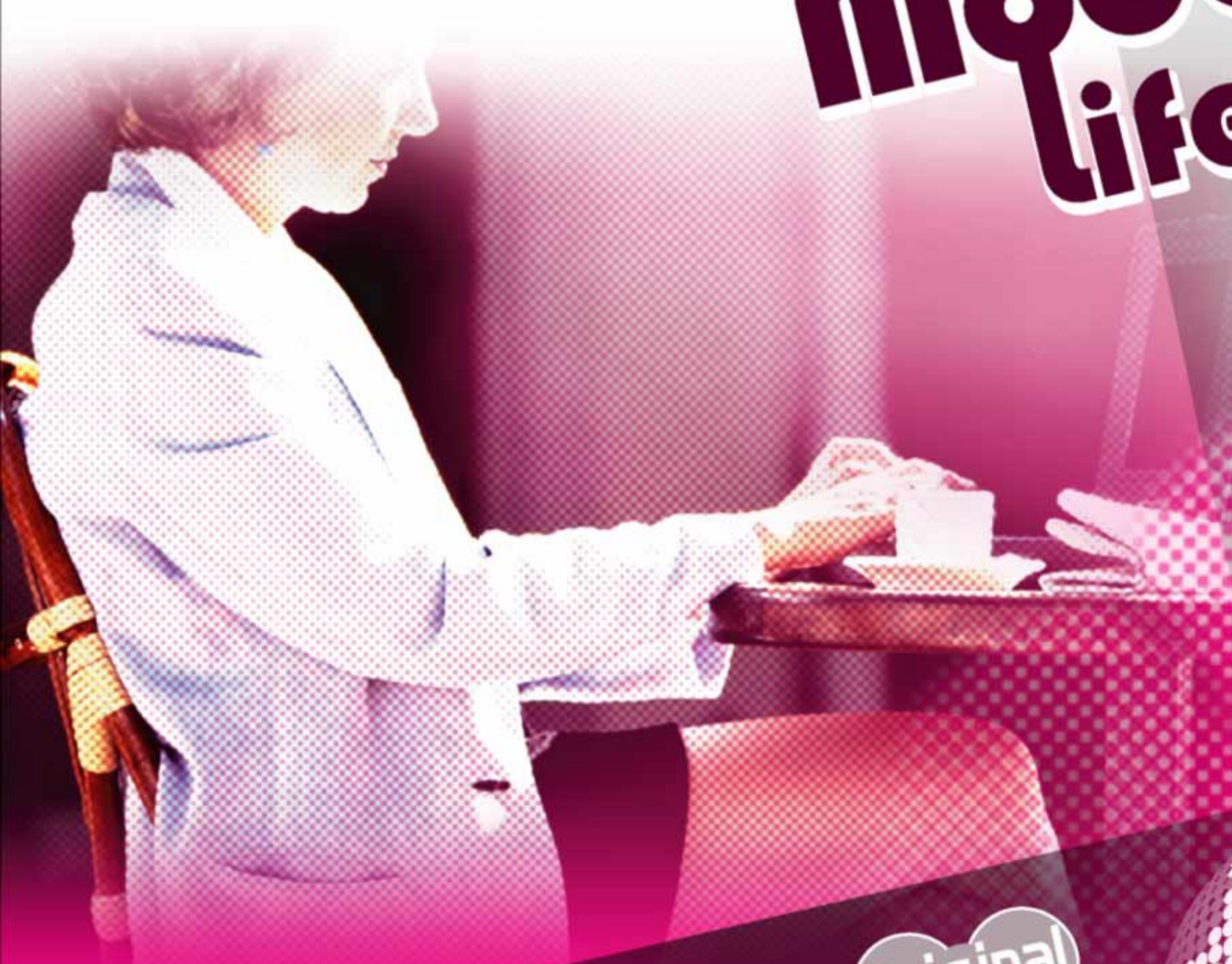


www.ecf.gov.cn

International Pavilion of East China Fair shows the **Modern Lifestyle**



Taste

Fashion

Original



The 21st East China Fair · 2011 Shanghai
第21屆中國華東進出口商品交易會 (2011上海)

March 1st - 5th, 2011

Shanghai New International Expo Centre



103,500sqm Exhibition Area
50,000 Professional Buyers
US\$ 2,733 Millions Trade Deal Amount
5310 Standard Booths

The Largest Fair for Light Industrial Products in China

International Pavilion of
East China Fair (2011 Shanghai)
Join us for experiencing "Modern lifestyle"

Date: March 1st to 5th 2011

Venue: Shanghai New International Expo Centre • China

- **The Largest Regional Trade fair** in China with the Most Traders, Great Variety of exhibits and the Most Onsite Deals
- **Co-sponsored by Governments of Nine Provinces and Cities:** Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong Province and two cities of Nanjing and Ningbo
- **Four Specialized Exhibition Areas:** Fashion/Garment, Home Textiles, Consumer Goods and Art Deco Gifts
- **More than 3200** Domestic Exhibitors; **More than 160** Overseas Exhibitors
- **103,500sqm** Exhibition Area, With **5,310** Standard Booths
- **USD 2,733 Millions** Trade Deal Amount, including **USD 14.55 Millions** for Overseas Exhibitors
- **50,000 Professional Buyers**, including 20,000 Overseas Buyers, 30,000 Domestic Buyers



Preview for the 21st ECF

Taste - a choice, which develops image and inner beauty

Fashion - an attitude, which interprets style and trend

Original - an individuality, which reflects idea and value

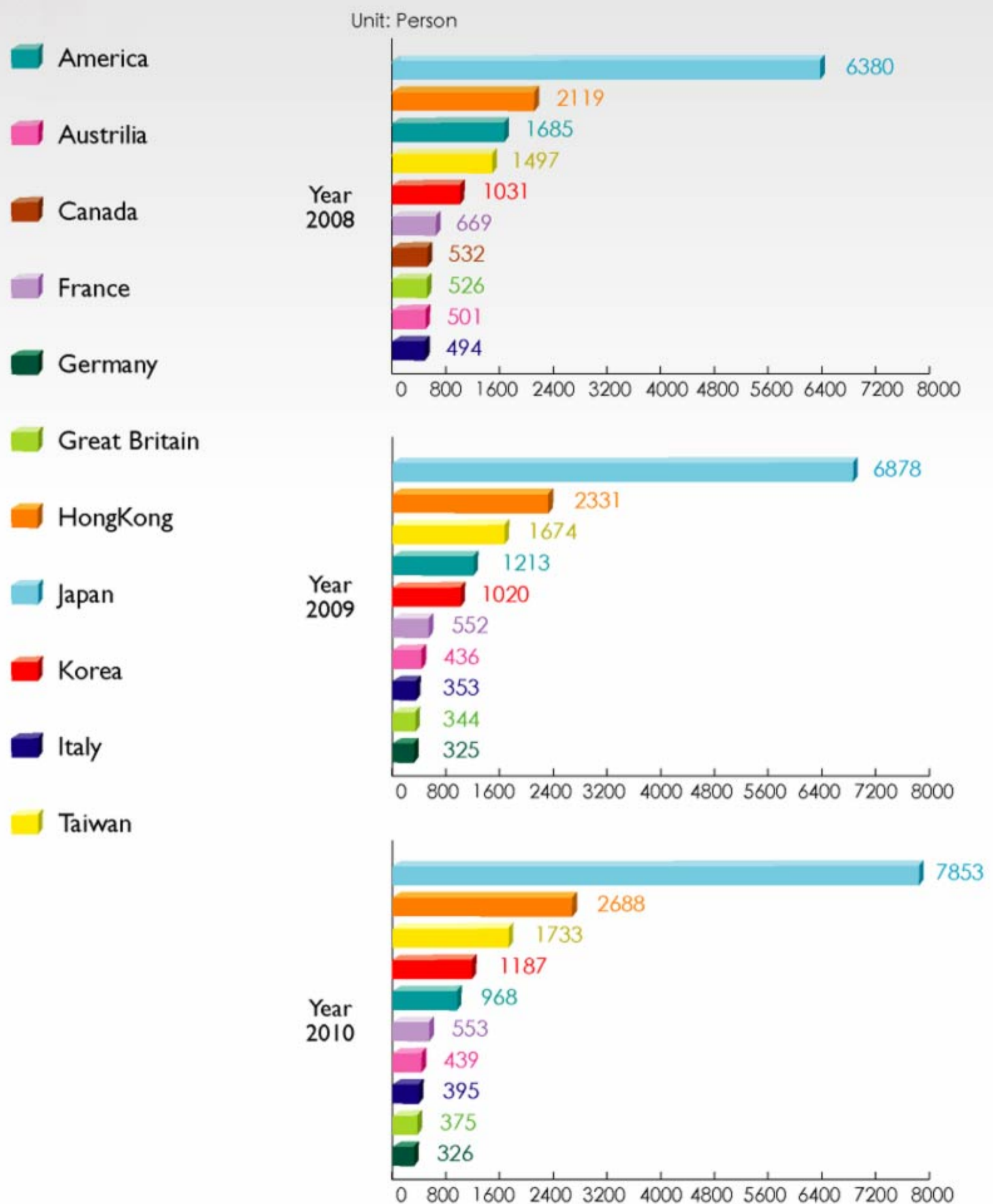
The 21st East China Fair (ECF) will be held from March 1, 2011 at Shanghai New International Expo Center. There will be 188 standard booths in the Overseas Pavilion, and the theme will be "Modern Lifestyle-Taste, Fashion, and Original". Looking forward to your participation.

Review for the 20th ECF

The 20th ECF was held from March 1-5, 2010 at Shanghai New International Expo Center with great success. 160 overseas exhibitors from worldwide participated in the 20th ECF. Group exhibitors are: ChungNam Korea, Chungbuk Korea, Jeju Korea, Niigata Japan, Gifu Japan, Ishikawa Japan, Jetro Japan, etc. The total trade amount is approximately USD 14.55 million.

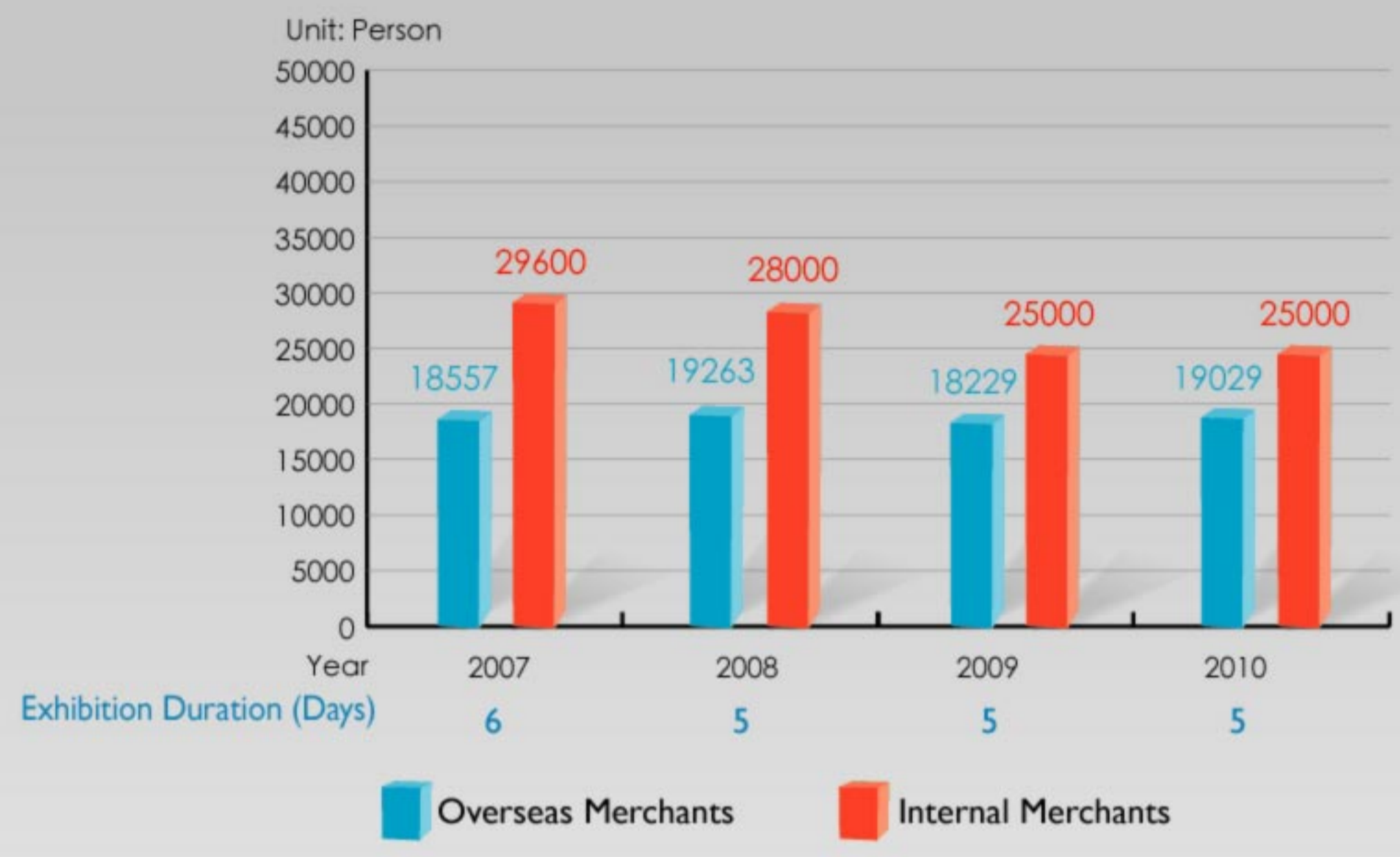
Data of the Amount of Merchants in Recent Years of East-China-Fair (ECF)

The Amount of Merchants of Top 10 Countries/Regions 2008-2010

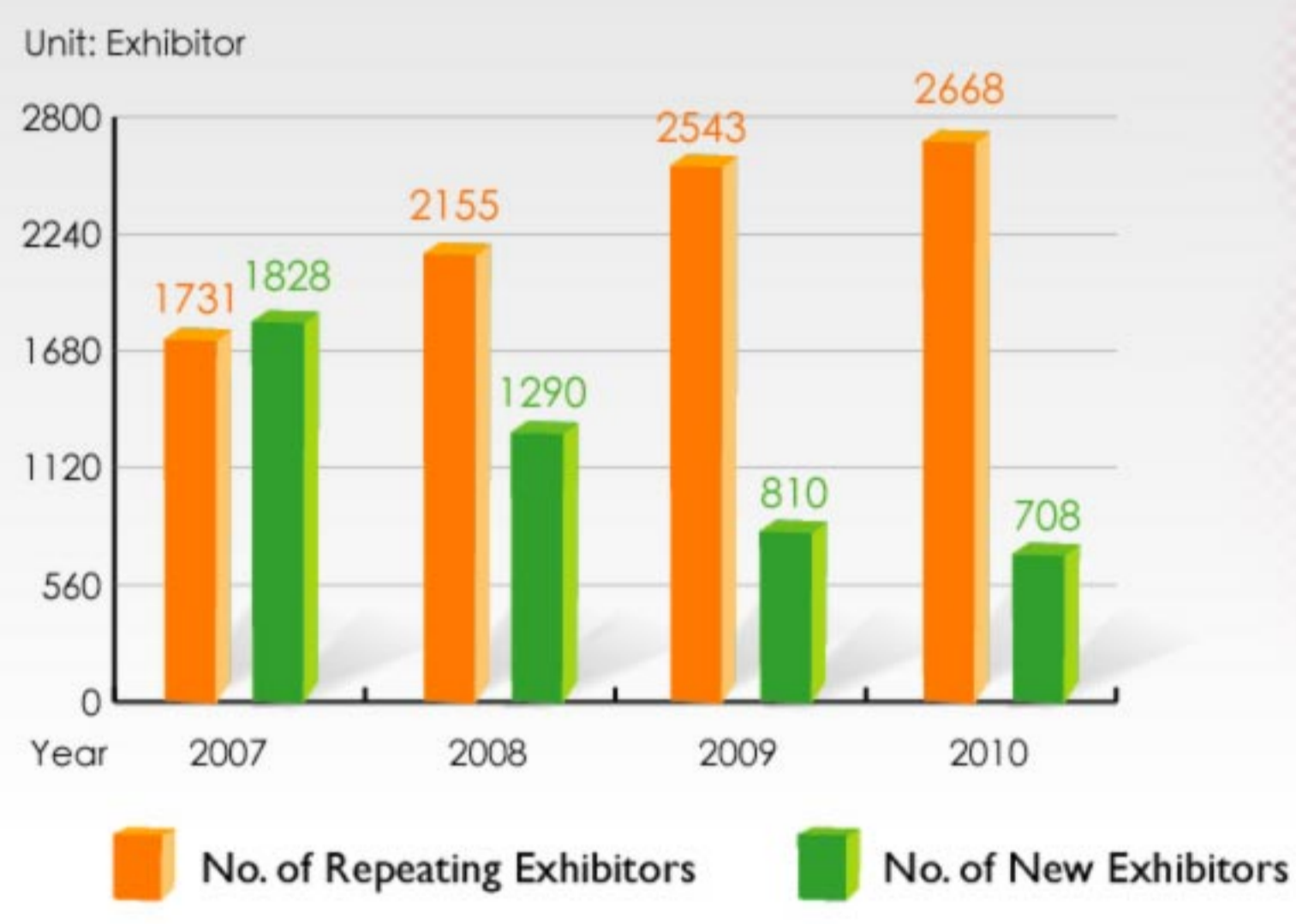


Data of the Amount of Merchants in Recent Years of East-China-Fair(ECF)

The Amount of Merchants of ECF in Recent Years



The Number of New Exhibitors & Repeating Exhibitors ECF 2007-2010



www.ecf.gov.cn





Consideration for Attending the Fair

Schedule

- | | |
|---------------------------------|--|
| 1. Move-in period | February 26 th to 28 th , 2011 |
| 2. Exhibition open for business | March 1 st to 5 th , 2011
09:30a.m-6:00p.m(Stay open at noon)
(09:00a.m entrance open to the exhibitors) |
| 3. Move-out period | March 5 th , 2011 4:00p.m |

Venue

Shanghai New International Expo Centre (2345 Long Yang Rd.PuDong)

Registration Qualification for Overseas Trade Delegation

1. Applicants shall be the companies legally registered by eligible law in any country or region other than mainland China. Copy of the Company Business License issued by the government or other valid certificates shall be submitted.
2. Applicants shall be the companies legally registered over one year.
3. All the exhibitors shall be employees of the companies.
4. In case the Applicants entrusts its branches or official agents to participate the fair, the Applicant shall apply to the Organizer and submit (1) The Business Licenses of both the Applicants and its branches or official agents; (2) The contact method (including Telephone No. and Email Address) of the Applicants; and one of the exhibitors should come from the Applicants.
5. The application from foreign invested companies in mainland China which has no overseas head office is not accepted.

Participation Procedure

Registration:

Exhibitors are advised to visit www.ecf.gov.cn and fill in the Registration Form before Nov. 15, 2010.

Booth Rate

1. Standard Booth (3Mx3M): 22000 RMB for each.
 2. Facilities for Standard Booth: a table, a lockable cup board, 4 chairs, 2 spotlights (100W), an outlet (220V), and a Chinese-English signboard for each booth.
 3. Raw Space Rate: 20000 RMB for 9sqm (36sqm at least, the total space should be integers multiples of 9sqm)
- * Note: Any expense in association with the above rate shall be converted to Renminbi according to the exchange rate published on the day of its occurrence by the People's Bank of China of the People's Republic of China

On-site Service

1. Provide preferential price for reserving hotels.
2. Set up drink-provided spot and provide food and beverage service.
3. Provide medical emergency service.
4. Set up taxi station, provide shuttle bus (from Metro Station Long Yang Rd. to Exhibition Hall), the bus especially for rainy days.
5. Invite the bureau and organization of Customs, Industry and Commerce, Entry-exit Inspection & Quarantine, Intellectual Property Rights, the Bank of China, Insurance, Civil Aviation, Post, Delivery and etc. to provide service on-site.
6. Provide fax, domestic and international long distance phone, copy and etc. service and public telephone set-up in the hall.
7. Set up grocery and provide service including booth decoration stuff, film, drink, business-card quick-print and etc.
8. Provide and organize the logistic service of equipment, staff and exhibition stuff rental.
9. Provide information service for exhibitors.
10. Provide interpreter service, and business assistant, law consultancy, public internet room and etc.



Participation Enquiry

Permanent Office of East China Fair

Shanghai World Expo Group International Trade Promotion Co., Ltd.

Add: 12F, Jin Cheng Mansion, No. 511, Tian Mu (W) Rd., Shanghai
200070, China

Tel: 0086-21-63539977*1216 / 1222

Contacts: Lily Wang (Ms.) / Joyce Huang (Ms.)

Fax: 0086-21-33030072 / 62561068

Website: www.ecf.gov.cn

E-mail: info@ecf.gov.cn



Exhibition Hall Directory

Shanghai New International Expo Centre

Add: 2345 Long Yang Rd. PuDong.

Tel: 0086-21-28906666

Fax: 0086-21-28906777

Zip: 201204

Website: <http://www.sniec.net>

E-mail: sniecexpo@hotmail.com

Tips:

1. Transportation near the exhibition hall
 - 1) Metro Line 7 Hua Mu Rd. Station
 - 2) Metro Line 2 Long Yang Rd. Station (A shuttle bus service will be provided between the station and the exhibition hall)
 - 3) Maglev Train (from Pu Dong International Airport to Metro Station Long Yang Rd.)
2. East China Fair is a Trade Exhibition, please notice that you'd better not bring the child to participate.