



# **Shanghai New International Expo Centre**

上海新国际博览中心

**Chinese Market  
Overlook and opportunities for  
cooperation with Poland**

MICHAEL KRUPPE  
CEO/GM

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Contact:  
[Michael.kruppe@sniec.net](mailto:Michael.kruppe@sniec.net)



# Shanghai New International Expo Centre

## 上海新国际博览中心全景



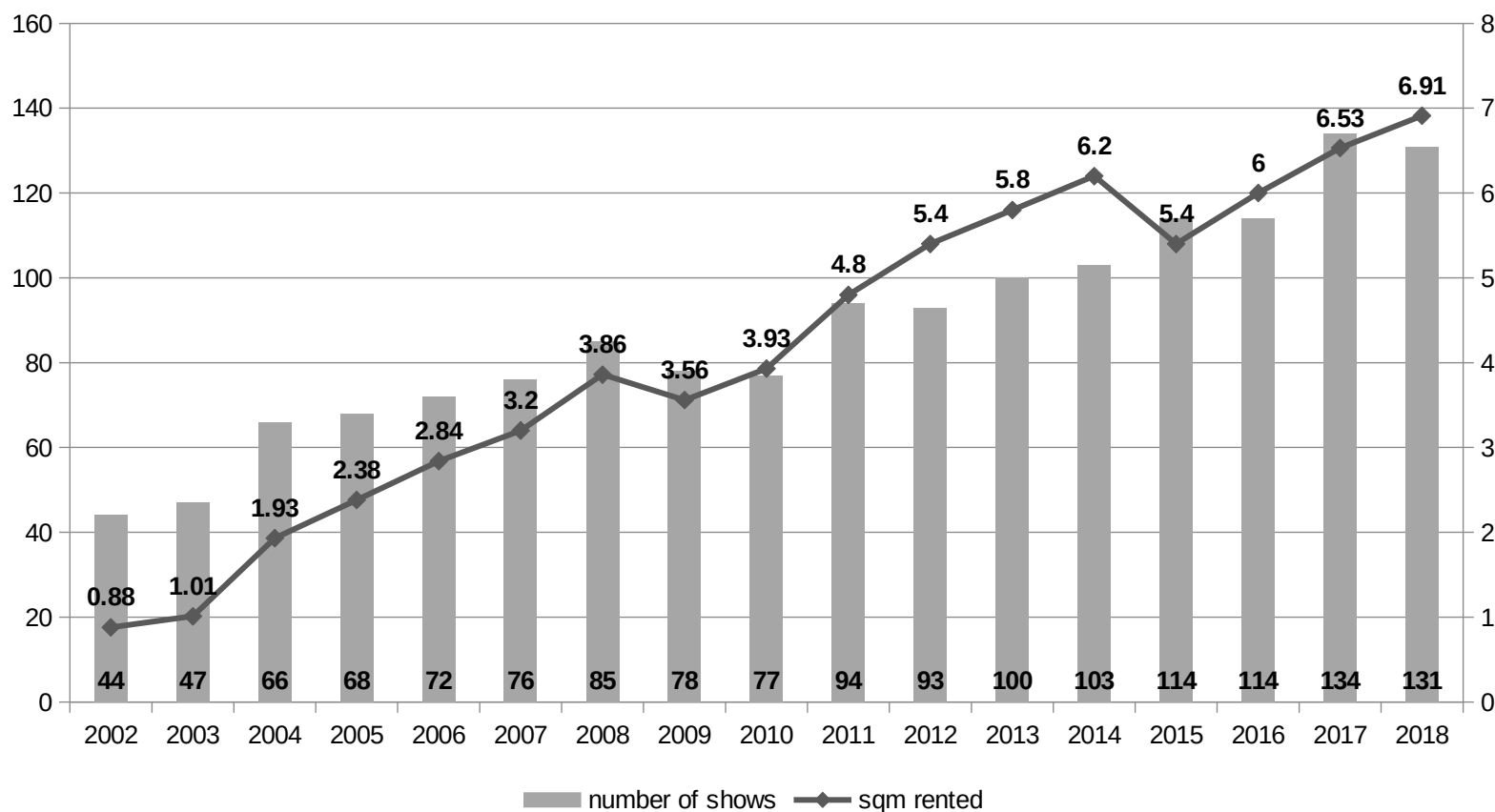




## KEY INDICATORS 主要经营数据 2002-2018

Exhibitions/Fairs: SNIEC No. of trade shows and sqm. Rented (m. sqm.)

展会：数量及出租面积



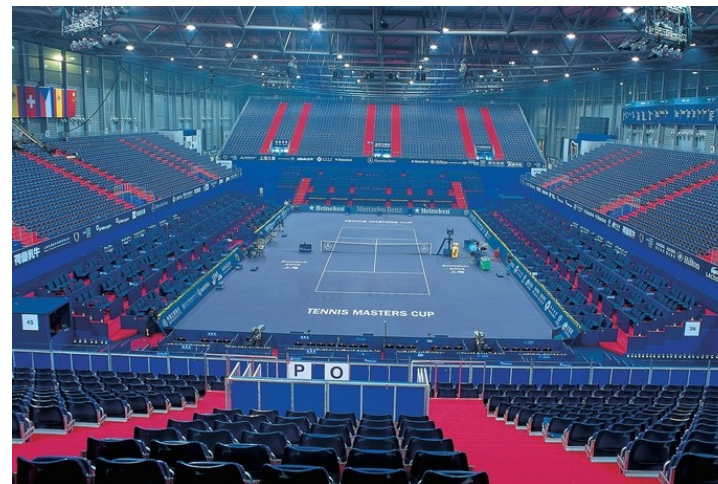
## Exhibitions in SNIEC 展会精彩瞬间





## Special Events in SNIEC

### 活动精彩瞬间



## **General Characteristics of trade shows sector in China :**

1. Market is divided in exhibition and conference/convention/meetings
2. No significant synergy between the categories
3. Not enough venues and/or qualified space in top locations
4. Increasing demand for more shows especially for
  - a) Construction and building materials, Furniture
  - b) Machinery
  - c) Food and Beverage
  - d) Entertainment industry and Services
  - e) IOT
  - f) Environmental
  - g) Beauty and health
  - h) logistics

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5. Increasing inquiries for high quality meetings, etc in downtown and convenient areas. 2<sup>nd</sup> and 3<sup>rd</sup> tier slowly picking up

6. What is important

- a) Convenience
- b) Logistics
- c) Service(Food, Hotel, Catering, Entertainment)
- d) Functionality
- e) Pricing
- f) Higher entertainment factor
- g) Safety and security



## **One Belt one Road- Opportunities along the way :**

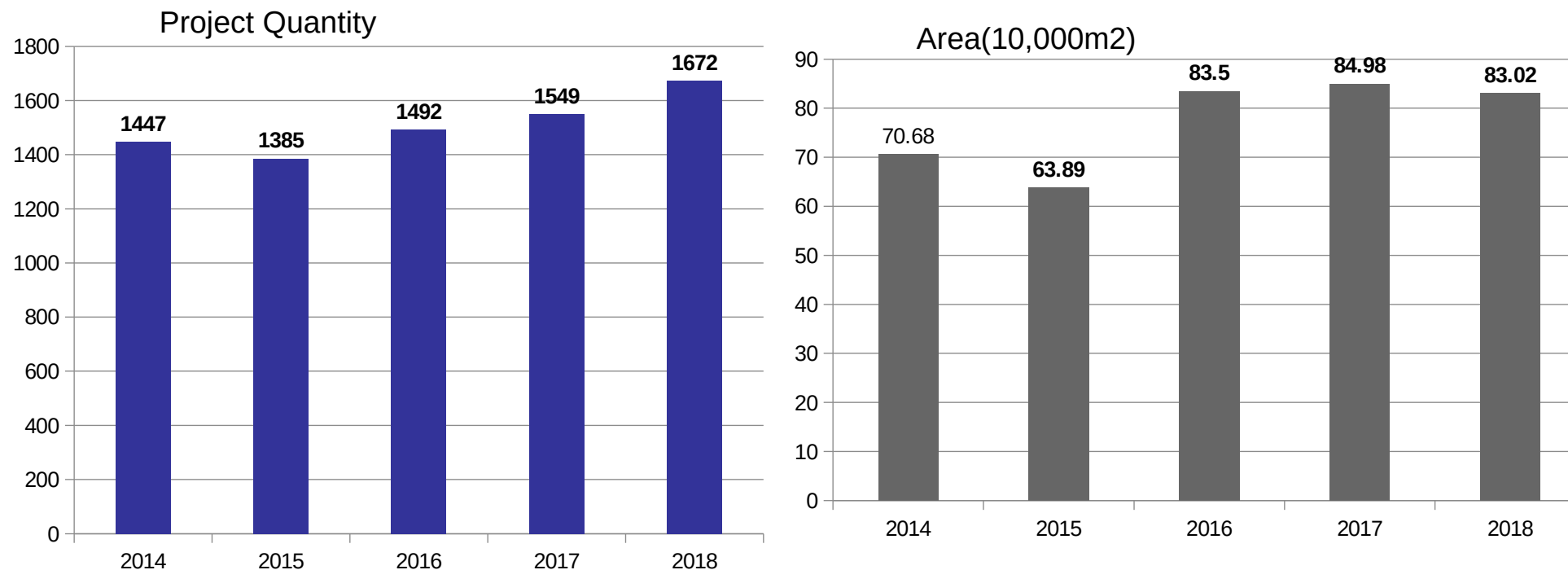
### a) For and in China

- Many new projects for exhibitions platforms and centres
- Increasing infrastructure outside the eastern and central Tier 1 cities

### b) For other countries

- Advantage to easier and faster connect with Chinese market
- Faster access to western market for Chinese companies

## China's Overseas Exhibitions situation



China's overseas exhibition projects in Eastern Europe and Russia maintained a general growth

Source from CCPIT

## **Potential and chances for cooperation with Poland**

### **Some historic facts:**

- Poland established diplomatic relationship with China immediately after the founding of PRC in 1949, one of the first in Europe.
- Poland established a JV shipping company with China in 1951, one of the first sino foreign JVs.
- China/Poland trade volume is about 25 billion dollars, over 20% increase for 5 consecutive years. The potential is still huge.
- Shanghai is the sister city/province with Coastal Province of Poland since 1985. And Shanghai Port is the sister port with Gdansk Port of Poland.
- Poland is an active participant of CIIE in Shanghai.



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- due to the geographic position of Poland especially the logistic, shipping and also aviation sector has great potential
- Polish Machinery, Shipping, Logistics, Agricultural and F&B in general industry is attractive for Chinese market. Thus an increasing number of Chinese exhibitors will join expos and conferences in Poland.
- Based on latest CCPIT report China's overseas exhibition projects in eastern and central europe increased by 20pct yoy and accounts for over 10pct of all Chinese oversea projects

## One belt one road map



• **8 countries in South Asia:** Pakistan, Bangladesh, Sri Lanka, Afghan, Nepal, Maldives, Bhutan

• **11 countries in southeast Asia:** Mongolia, Russia, Indonesia, Thailand, Malaysia, Vietnam, Singapore, Philippines, Myanmar, Cambodia, Laos, Brunei, east Timor

**5 Central Asia countries:** Kazakhsta, Uzbekistan, Turkmenistan, Kyrghyzstan, Tajikista

**16 countries of west Asia and north Africa:** Saudi Arabia, UAE, Oman, Iran, Turkey, Israel, Egypt, Kuwait, Iraq, Katar, Jordan, Lebanon, Bahrain, Yemen, Syria, Palestine

• **16 central and eastern European countries:** Poland, Rumania, Czech Republic, Slovakia, Bulgaria, Hungary, Latvia, Lithuania, Slovenia, Estonia, Croatia, Albania, Serbia, Macedonia, Bosnia and Herzegovina

**The other six states of the CIS:** Ukraine, Azerbaijan, Armenia, Belarus, Georgia, Moldova



The background features abstract geometric shapes. A large red triangle is positioned on the left side, pointing towards the bottom right. Overlapping its lower portion is a grey triangle pointing towards the bottom left. The intersection of these two triangles creates a dark red, diamond-shaped area in the lower-left quadrant. The rest of the background is white.

*THANK YOU !*  
谢谢！