



## China International Fair for Trade in Services (CIFTIS)

May 28<sup>th</sup> - June 1<sup>st</sup>

Dear U.S. Service Company Executive;

The U.S. Commercial Service Office is proud to announce USA Day at China International Fair for Trade in Services (CIFTIS). CIFTIS is a major initiative of MOFCOM and enjoys high level government support as part of China's effort to promote the domestic economy. CIFTIS is sponsored by MOFCOM and hosted by the Beijing Municipal Government. The Fair takes place from May 28 through June 1. For more information on the show, please see the website:

<http://www.ciftis.org/en/>

On June 1<sup>st</sup> we are holding a USA Day at the invitation and request of MOFCOM. U.S. companies will have the opportunity to present their services to an audience of over 100 senior representatives of China's major State Owned Enterprises (SOEs), to hold one on one meetings and to network with them and with MOFCOM and other officials. If you provide or would like to provide services to China's SOEs, we warmly invite you to participate in this unique half day program.

Participation will include a chance to give a brief formal presentation, invitation to the networking reception, and the opportunity to set up a company information table. MOFCOM is committed to working with us to help get a well targeted audience. Whether you provide services to make Chinese firms more efficient domestically or to help them expand overseas, this is a good opportunity for US companies to gain visibility and meet directly with potential customers. All participating companies are also welcome to take advantage of the chance to announce new services or initiatives during the "Success in Services" session for which we will invite media and senior government officials.

Whether you provide IT, environmental, training or other services to upgrade company performance or you provide advice and counseling to Chinese companies

investing in the United States, you should consider joining the USA Day at CIFTIS!

Fee for participation is \$1,200. If you are interested, please send an email to [Yan.Shen@trade.gov](mailto:Yan.Shen@trade.gov), [Megan.peterson@trade.gov](mailto:Megan.peterson@trade.gov) or to me, [Rosemary.Gallant@trade.gov](mailto:Rosemary.Gallant@trade.gov). We look forward to hearing from you!

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### Background

The China International Fair for Trade in Services (CIFTIS) runs from May 28<sup>th</sup> to June 1<sup>st</sup> and will provide opportunities for service providers to meet with Chinese State Owned Enterprises, trade associations and government officials looking to engage foreign service firms. In an effort to create greater opportunities for U.S. companies in China's service market, MOFCOM, AmCham and the U.S. Commercial Service will be facilitating a U.S.A. Day at CIFTIS in Beijing on June 1<sup>st</sup>. The USA Day will take place on Friday June 1st at the Intercontinental Beijing Beichen Hotel adjacent to the China National Convention Centre in Beijing (the main venue for CIFTIS).

### Agenda **June 1<sup>st</sup> 2012 - U.S.A. Day – 8:30am – 12pm**

| U.S.A Day – June 1 <sup>st</sup>  |                            |  | <b>Simultaneous exhibition-style table promotions.</b><br><br><b>Interested companies will set-up tables to showcase their services throughout the entire ½ agenda.</b><br><br><b>This will take place in the ball-room next to the central sessions.</b> |
|---|----------------------------|--|---|
| Time  | Event                      | Description  |   |
| 8:30 – 9am  | Welcome remarks            | Opening remarks from MOFCOM USG Deputy Assistant Secretary Hyatt, Minister Counsel William Zarit   |   |
| 9 – 10:30am   | U.S. Company Presentations | U.S. Services companies outline their services for SOE's & provincial authorities - Sectors*   |   |
| 10:30 – 10:50am   | Success in Services        | SINO-U.S. highlighting recent success in service sector cooperation  |   |
| 10:50 – 11:20am   | Ministerial Read-out       | Sino-U.S. industry presentation to MOFCOM/USG leadership on outcomes and future collaboration – Deputy Assistant Secretary Hyatt, Minister Counsel William Zarit, MOFCOM |   |
| 11:20 – 12:00pm   | Networking                 | Follow-up networking session –Standing reception. Optional private breakout room for additional discussions  |   |
| *Possible Sectors <ul style="list-style-type: none"> <li>• Real Estate</li> <li>• Marketing/PR/Brand management/HR</li> <li>• Logistics, Transportation, Supply Chain Management</li> <li>• Design, Software</li> <li>• Financial Services</li> </ul> |                            |  |   |