



China International Import Expo (CIIE) 2025

5-10 November 2025, Shanghai, China

China International Import Expo (CIIE) is the world's first import dedicated national level expo, hosted by the Ministry of Commerce of the People's Republic of China and Shanghai Municipal People's Government.

About the event

Austrade will lead the Australian participation at the China International Import Expo (CIIE, [China International Import Expo](#)) in Shanghai in November 2025, through a Team Australia Pavilion (located at **food and agricultural product** hall) and associated trade promotion activities.

The China International Import Expo (CIIE) is the world's first import and biggest themed expo at national level. It is a six-day multi-sector trade show for imported products. It is held at the National Exhibition and Convention Centre (NECC), world's largest single block building and exhibition complex.

Austrade has been supporting Australian businesses and brands with their participation at CIIE for the last 7 years. We work in collaboration with states, businesses and partners to deliver high-value, high-quality goods and fantastic Australian lifestyle to Chinese consumers.

The 8th CIIE will be held from 5-10 November 2025 in Shanghai China. Austrade is inviting Australian businesses from **food and agribusiness** sectors to join us at the Team Australia Pavilion which will be located at Food and Agricultural Product Hall of CIIE 2025.

Don't miss this opportunity for brand exposure in the China market at the world's largest import themed expo.

Why you should participate

- CIIE is the world's largest import expo
- CIIE 2024 had 3,496 exhibitors participate and reached US\$80.01 billion worth of tentative deals for one-year purchase of goods and services
- For seven years Austrade, along with the state governments, has supported and assisted Australian exhibitors.

Who should participate?

- Australian food and agribusiness exporters, with a particular interest in building an export presence in China and the broader region.

The Team Australia Pavilion will be managed by Austrade, and you will be able to:

- showcase your products to state and private owned enterprises, importers, traders, distributors and regional sub-distributors, online and offline retailers
- explore business opportunities under the China-Australia Free Trade Agreement
- promote your product under Australia's Nation Brand
- receive networking support from Austrade China
- raise your brand awareness and reach out to broad business communities through major social medial platforms in China
- participate in selected Australian government programs at CIIE

Austrade will be charging for direct costs for the building of the pavilion and the associated cost of exhibiting in the Team Australia Pavilion.

Package Table

Options	Total cost	Package benefits and Austrade Services
Package 1 Full Standard Booth	A\$11,000	<ul style="list-style-type: none"> - Individual Standard Booth *1 (3-5sqm) - Communication with CIIE Bureau for space, location and other relevant matter for Team Australia Pavilion - Coordinate required documentation and license for exhibiting at CIIE. - Coordinate with design and construction, manage and supervise the construction of the pavilion. - Business matching program in the Team Australia pavilion. - Coordinate pavilion onsite program including the pavilion opening ceremony, public area scheduling, cooking demonstration etc. - Official and VIP visit coordination. - Marketing promotion via selected platforms including lives streaming, miniprogram, wechat promotions etc. - Onsite pavilion management and coordination. <p>Please register online at the link below by COB Tuesday 30 Sept 2025. Register Link: CIIE 2025</p>
Package 2 Showcase Only <i>*Due to space limitation at the venue, this participation package is limited to 10 participants only, on a first-come, first-served basis.</i>	A\$6,000	<ul style="list-style-type: none"> - Sample Showcase at Team Australia Pavilion (limited space managed by Austrade) - Communication with CIIE Bureau for space, location and other relevant matters for Team Australia Pavilion - Coordinate required documentation and license for exhibiting at CIIE - Business matching program in the Team Australia pavilion - Coordinate pavilion onsite program including the pavilion opening ceremony, public area scheduling, cooking demonstration etc. - Official and VIP visit coordination for Team Australia Pavilion - Marketing promotion via selected platforms including lives streaming, miniprogram, wechat promotions etc. - Onsite pavilion management <p>Please register online at the link below by COB Tuesday 30 Sept 2025. Register Link: CIIE 2025</p>

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You can choose the level of participation that suits your marketing needs and budget. The cost covers all the direct cost and Austrade services fees associated with the Team Australia Pavilion at CIIE 2025 and relevant events in the program. Delegates need to cover your own travel cost incurred.

Team Australia Pavilion at CIIE 2024

You may scan the following WeChat QR code for Austrade activities during CIIE 2024.



Important information

If you are considering this tradeshow, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at www.smartraveller.gov.au. Travel advice is updated regularly on this site. Please note that Austrade will only work with clients that maintain appropriate business ethics and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Exporters/About-exporting/Legal-issues/Bribery-of-foreign-public-officals>.

OECD Guidelines for Multinational Enterprises

The [OECD Guidelines for Multinational Enterprises](#) are internationally agreed standards for responsible business conduct the Australian Government expects enterprises operating overseas and multinational enterprises operating in Australia to comply with.

The Guidelines provide voluntary principles and standards for responsible business conduct in a variety of areas, including:

- disclosure

- human rights
- employment and industrial relations
- environment
- combating bribery, bribe solicitation and extortion
- consumer interests
- science and technology
- competition
- taxation

The [Australian National Contact Point for Responsible Business Conduct \(AusNCP\)](#) leads the Australian Government's work to promote the OECD Guidelines and help resolve complaints relating to their implementation.

The OECD Guidelines supplement Australian law and are not legally binding.

Resources and tools

The [OECD Due Diligence Guidance for Responsible Business Conduct](#) and related sectoral guidance help enterprises identify and mitigate adverse impacts in their operations, supply chains and other business relationships.

The [OECD e-learning Academy](#) offers free self-paced courses that are open to all stakeholders interested in learning about responsible business conduct and risk-based due diligence.

Key Austrade contacts

If you would like to discuss participating in CIIE 2025, please contact cjie@austrade.gov.au.