

中国国际服务贸易交易会  
2024 国际合作项目推介洽谈会组委会办公室  
Office of the Organizing Committee 2024 Seminar On International B2B Cooperation  
China International Fair for Trade in Services (CIFTIS)

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July 4, 2024

To Whom It May Concern,

On behalf of the Organizing Committee, I am very pleased to invite you to participate in the “2024 Seminar On International B2B Cooperation” to be held on 14 September, 2024, during the China International Trade in Services Fair in Beijing, China.

China International Fair for Trade in Services (CIFTIS) is the only comprehensive trade in services conference in the world covering 12 major areas of Trade in Services. It has played a significant role in promoting international trade and deepening international economic and trade cooperation. This year's conference will be held in Beijing from September 12 to 16. In order to further strengthen CIFTIS's role in promoting communication and achieving better result of cooperation between Chinese and international enterprises, the United Nations Industrial Development Organization's Office for Investment and Technology Promotion (Beijing, China), the World Trade Center Association, the Beijing Association for Trade in services, as well as other Chinese and foreign institutions, plan to hold “2024 Seminar On International B2B Cooperation” on 14 September during the CIFTIS conference.

We cordially invite you and your organization's member enterprises to attend this event and conduct exchanges and discussions with Chinese counterparts on China's latest development and prospect for international cooperation in the fields of new energy, new materials, new technologies, new media, new cultural tourism, artificial intelligence, digital and green trade in services, among others. Meanwhile, we also hope to know more about the business cooperation projects and cooperation needs of your enterprise members so we can be prepared to assist them to communicate with their future partners face to face and jointly identify and seize new cooperation opportunities. Please refer to appendix 1 for the background and detailed agenda of this event. Please also fill in the registration form of Appendix 2 for the cooperation projects and intentions of your interested enterprise members.

Once again, we sincerely welcome you to Beijing and wish you a fruitful result during this event.

Sincerely Yours,



Lucia Li  
Director, Office of the Organizing Committee  
2024 Seminar On International B2B Cooperation  
China International Fair for Trade in Services (CIFTIS)

## **Appendix 1: Introducing “2024 Seminar on International B2B Cooperation”**

The “2024 Seminar On International B2B Cooperation” is the first event of this type to be held during the China International Trade in Services Fair. It will further integrate the resources of the global trade in services cooperation network and build a platform and provide services to facilitate project promotion and help Chinese and foreign enterprises negotiate for better cooperation. We will invite international organizations, international trade associations, national and regional business associations and chambers, city business councils, members of the World Trade Center Association, foreign business associations operating in China, the commercial affairs office of various countries' embassies in China, local governments and economic cooperation zones across the globe, Fortune 500 enterprises, professional institutions in related fields, as well as trade in services firms to participate in this event.

During the event, with the support of various international organizations, trade associations and relevant partners, an “International Consortium for Economic, Trade and Investment Cooperation” will be launched. With the goal of “Creating a better future through international cooperation,” the Consortium will set up committees including “enterprise international cooperation”, “technology investment and smart economy”, “brand strategy communication”, establish “entrepreneurs' committees” and “city reception rooms” in major cities around the world, and also launch programs such as “Youth Business Ambassadors”, “Brightening the City through Cultural Creativity”, “Green Urban Community Courier Station”, etc. Through these committees, services, and programs, the International Consortium strive to promote international cooperation in trade, technology and investment, to cultivate world-class brands and international talents, and to promote global sustainable development, high-quality development and common development.

In the future, the “2024 Seminar On International B2B Cooperation” will be held annually during each session of CIFTIS. Through the interaction with other exhibition platforms, utilizing online meeting rooms and offline B2B events sponsored by interested cities, we aim to build an efficient international enterprise negotiation service platform that will never end.

## **“2024 Seminar On International B2B Cooperation”**

### **1. Date**

Saturday, 14 September, 2024 (one-day session)

### **2. Venue**

National Conference Center, Beijing

### **3. Participants**

Over 200 representatives for Chinese and foreign business entities from over 40 countries

### **4. Theme**

“Trade in Services for a Bright Future”

## **Agenda**

### **Morning Plenary Session**

(with simultaneous interpretation)

#### **1. Opening Ceremony (09:00 -09:10)**

The moderator introduces the background and the participants of the event

#### **2. Guest Speakers (09:10-09:30, 5 minutes each)**

Representative from the Ministry of Commerce of the People's Republic of China

Representative from the United Nations Industrial Development Organization

Representative from the Global trade in Services Coalition

Representative from the World Trade Centers Association

#### **3. Keynote Address (09:30-09:45)**

Relevant experts in global trade in Services

#### **4. Launching Ceremony (09:45-10:00)**

(1) Introducing the goal and mission of the “Consortium for international cooperation in trade in services”

(2) launching ceremony of the “Consortium for international cooperation in trade in services”

(3) Inauguration ceremony of the committee of the “Consortium for international cooperation in trade in services” and the Entrepreneurs' Club

#### **5. Project Promotion (10:00 -12:00)**

(1) Representatives of participating institutions and enterprises will make presentations, including but not limited to:

(2) Local Governments and economic cooperation zones in China and abroad introduce industrial and project landing policies;

(3) The World Top 500 and leading enterprises introduce the development trend of the industry;

(4) The technology achievement transformation and the investment organizations introduce the digital and green trade in services, and the state of affairs in new technology application;

- (5) The professional organizations of talents and brands introduce the information of promoting the internationalization and high-quality development of trade in services enterprises;
- (6) Chinese and foreign enterprises introduce their state of development and their products.

**Afternoon Cooperation Fair**  
(with consecutive interpretation)

**1. Special Sessions for on-site Discussion (14:00-17:00)**

Based on the pre-meeting matching for cooperation intention, Chinese and foreign enterprises discuss projects in following special sessions.

- (1) Smart Manufacturing (13:00-13:40)
- (2) Smart Energy (13:40-14:20)
- (3) Smart Recycling Economy (14:20-15:00)
- (4) Smart Medical Care (15:00-15:40)
- (5) Smart Farming (15:40-16:20)
- (6) New Media and New Cultural Tourism (16:20-17:00)
- (7) UN Procurement (17:00-17:40)

**2. Special Sessions for online Discussion (10:00-11:00, 13:00-17:30)**

In response to the cooperation needs of different regions across the globe (the Middle East, Central Asia, Southeast Asia, North America, Latin America, Australia, Africa, etc.), and taking into account the time difference between the regions where online participating companies are located, two online discussion sessions will be set up in the morning and afternoon. group online discussions will be arranged based on the matching cooperation intentions prior to the meeting.

**3. Signing Ceremony and Closing Ceremony (17:00 -17:30)**

- (8) On the basis of cooperation negotiations, the Enterprise Representatives sign international cooperation project agreements
- (9) Announcing the closure of the meeting

Appendix 2: Registration Form For CIFTIS “2024 Seminar On International B2B Cooperation”

Country of Origin		Company/ Organization	
Representative's Name		Phone Number	
Company's Website		Email Address	
Project Name			
Project Description & Intent of Cooperation			