CHINA INNOVATION AND ENTREPRENEURSHIP FAIR

CIEF Live

Digital Transformation • Pioneering Innovation

September 23-25, 2020

Sponsors
China Association for Science and Technology, National Development and Reform Commission,
Chinese Academy of Engineering, the Central Committee of Jiusan Society,
Guangdong Provincial People’s Government,
Guangzhou Municipal People’s Government

Organizers
Guangzhou Municipal People’s Government,
International Data Group
INNOBANX GmbH
Sino-German Entrepreneur Alliance e.V.
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1. Introduction
About CIEF

China Innovation and Entrepreneurship Fair (CIEF) is an innovative, open, pivotal platform-type international innovation & entrepreneurship brand event held under the national widespread innovation and entrepreneurship strategy.

As a national-level, international, all-round, and full-chain technological achievements application and trading service platform, the CIEF creates a climate of widespread entrepreneurship & innovation, and promotes collaborative innovation by industry, universities, research institutes, and users.

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International Data Group (IDG)
INNOBANX GmbH
Sino-German Entrepreneur Alliance e.V.
Data on previous CIEF

1. **Accumulative Exhibition Area**
   - **90,000 m²**

2. **Exhibitor Per Session**
   - **1,000 +**

3. **Total Achievements**
   - **6,800 +**

4. **Accumulative Projects on the Platform**
   - **10,000 +**

5. **Transform the projects Implementation Related Founds**
   - **394+(billion)**

6. **Accumulative People**
   - **240,000 +**
Review of 2019 CIEF

- Exhibition Gross Area: 21,000 m²
- Exhibition achievements: 1,200 +
- Visitors: 70,000 +
- Achievement application projects: 200 +
- Annual revenue generated from achievement application projects: 7.382+ bn yuan
- Participating countries and regions: 20 +
- Speakers: 200 +
- Domestic and foreign media agencies: 300 +
- Number of news reports: 1,200 +
- Potential news readers: 9,600,000 +
China Association for Science and Technology

As the largest non-governmental organization of scientific and technological professionals in China, the China Association for Science and Technology (CAST) serves as a bridge that links the Communist Party of China and the Chinese government to the country's science and technology community.

National Development and Reform Commission

Commission of the State Council, whose main functions is to organize and guide the bilateral and multilateral cooperation and exchanges among the NDRC and international organizations, foreign government agencies and foreign institutions, and carry out international cooperation mechanisms.

Chinese Academy of Engineering

The Academy is a national and independent organization composed of elected members with the highest honor in the community of engineering and technological sciences of the nation. Its missions are to initiate and conduct strategic studies, provide consultancy services for decision-making of nation's key issues in engineering and technological sciences.

The Central Committee of Jiusan Society

The Jiusan Society is a political party with the characteristics of political alliance, mainly composed of senior and intermediate intellectuals in science and technology circles. It is a close friend party that accepts the leadership of the Communist Party of China and cooperates with the Communist Party of China.
Sponsors & Organizers

Guangdong Provincial People's Government
As the highest level state administrative organ of Guangdong Province of the People's Republic of China and the executive organ of the People's Congress of Guangdong Province.

Guangzhou Municipal People's Government
As the administrative organ of Guangzhou City and the deputy provincial administrative organ, one of the organizers of CIEF 2020.

International Data Group (IDG) Capital
Founded in 1992, IDG Capital is the first international investment fund in China, with offices in Beijing, Shanghai, Shenzhen, Hong Kong, Guangzhou, Hangzhou, with early stage, growth stage and M&A funds, portfolio companies include Tencent, Baidu, Meituan, Xiaomi, Nio and etc.

Sino-German Entrepreneur Alliance
Bridging the technology innovation ecosystem between Germany (EU) and China, building an open platform connecting start-ups, corporates, universities, research centers, investors, industry parks, governments etc., providing EU technology companies that are expanding to China with growth capital, public relations and business development support.
Overview of 2020 CIEF

On Apr. 13th, 2020, the Ministry of Commerce issued the Notice on Innovating Exhibition and Conference Service Models and Cultivating New Development Drivers for the Exhibition Industry, which proposes using modern IT methods such as 5G, VR/AR, and big data to hold “online exhibitions”, carry out “online display”, “online matchmaking”, “online negotiations”, and “online signing” for better display, promotion and negotiations.

Due to the coronavirus, this year’s CIEF with the theme of “Digital Transformation · Pioneering Innovation ” will be held online. Enterprises from home and abroad are invited to connect the elements of global innovation and entrepreneurship. Exhibition is held online via online halls, live streaming, virtual 3D, and media interaction, etc. to act as a platform of matchmaking and negotiations for suppliers and buyers of technological achievements.

Various roadshow matchmaking activities will be held before and after the event to promote more transactions between suppliers and buyers. CIEF has a higher global profile and specialized market-oriented operations. The goal is to hold “CIEF for matchmaking of achievements, for capital investment, and for international cooperation”. Through exhibition and trading, publicity, application, and investment and incubation of domestic and foreign technological achievements on CIEF, CIEF will become not only an important platform in the Greater Bay Area, with its influence in China, helping regional economic restructuring and upgradation, but also a key brand for innovation and entrepreneurship integrating talents, projects and capital.

Follow General Secretary Xi Jinping's important instruction of “putting people's lives and health first”, implement the overall strategy of “preventing the coronavirus from re-entering the country to cause a new epidemic”, and coordinate pandemic prevention and control and social and economic development.
### Purpose

2020 CIEF adopts various technical means to build online exhibition halls, providing a unified online platform for the suppliers and buyers of technology achievements. CIEF brings together exhibitors, capital investor, technology buyers, and technical service vendors, and offers management services such as display of technical achievements, all-round live streaming, negotiations, and intelligent customer service. Live streaming display and data management marketing are combined. Online matchmaking activities such as auctions of achievements, technology transfer, project roadshows, and product release are implemented. It also facilitates offline transaction and negotiations for “online + offline” linkage. CIEF that “never comes to an end” will be created.

| 1 | Create a quality, efficient digital display & matchmaking platform to promote the application of technological achievements and even industrialization |
| 2 | Market-oriented CIEF features full service through online display and transactions for application and successful business |
| 3 | Build the most representative online platform for professional convention and exhibition in the field of innovation and entrepreneurship |
| 4 | Achieve forward-looking and guided spread of scientific ideas and methods, and build technological innovation think tank of a high caliber |
| 5 | Connect elements of global innovation & entrepreneurship, seize global business opportunities for cooperation, make CIEF an international event, and build an international network for information exchange and resource sharing |
**Highlights**

**Establish an online matchmaking & trading platform**
Various technical means are used for visualization of exhibitor information, year-round digital display of online exhibits, provide intelligent matching services for corporate needs, and achieve targeted marketing.

**Provide live streaming marketing services**
Live streaming services are offered to provide exhibitors with dedicated live streaming studios. Exhibitors can conduct personalized marketing and communication and negotiations at any time to offer market-oriented services for the transfer of technological achievements.

**Online intellectual property auction**
Promote CIEF exhibitors to release technological achievements & patented technologies via live streaming; promote online matching of CIEF exhibitors and professional buyers and supply and purchase matching via the advance release of sales information and pre-auction previews, and promote B2B cooperation and B2C retail transactions.

**Set up an international matchmaking zone**
Set up an intelligent zone for international buyers, offer personalized visit and customized purchase services with reference to international purchasing habits and demands, invite domestic and overseas manufacturers, connect elements of global innovation and entrepreneurship, and expand global business opportunities for cooperation.
Current scale

- Application scenarios
  - PC mobile client
  - Exhibition planning
    - 2 exhibition themes
  - Exhibition areas
    - 10+ areas
  - Achievements
    - 3,000+ items

- Venture capital organizations
  - 200+

- Domestic and foreign academicians
  - 100+

- Live streaming events
  - 500+
2. Sino-European Zone
Why Sino-European Cooperation

China is Big, But How?

• China is one of the fastest growing economies in the world, with highly comprehensive and efficient supply chain and a market eager for creative products. China has also launched strong policies for innovative companies promoting a transparent and efficient business environment.

• Europe is one of the most developed economic entities in the world, with advanced technology and innovative solutions from the industry leading companies, hidden champions, startups, research institutes and academies.

• International scale ups planning to expand to China will face barriers, such as language and culture barrier, legal issue, financial and risk problem, different consumer mentality etc.

• Together with the SGEA, CIEF is the best door opener for European innovation projects to get in touch with Chinese investors, partners and customers.
Why CIEF Sino-European Zone

01 All-round achievements application service
- Quality, efficient online matchmaking & trading platform
- All-round service platform for technological achievement application
- Realize “cloud display”, “cloud matchmaking”, “cloud negotiation”, “cloud signing”
- Provide targeted matching of global innovation and entrepreneurship resources and intelligent matching of demand

02 Gear to professionals in the industry ecosystem
- Organize live streaming for global well-known enterprises in innovation and entrepreneurship, venture capital investment, diplomatic representatives, academicians and scientific experts
- Promote the matching of corporate demand and build a collaborative innovation platform for government, industry, universities, research institutes and capital
- Achieve business cooperation, and establish a circle of contacts to provide a perfect social platform

03 Display strength from different angles
- Interpret display online future technological concepts and application technologies in strategic emerging industries based on the industry barometer
- Showcase corporate brand and R&D strength, capital strength and innovative resources for many investment & financing institutions and domestic and foreign media

04 “National-level” Fair
- Supported by China Association for Science and Technology, National Development and Reform Commission, Chinese Academy of Engineering, the Central Committee of Jiusan Society, Guangdong Provincial People's Government, Guangzhou Municipal People's Government
- Online “battlefield” and “gathering place” that connects the world and attracts global innovation & entrepreneurship resources

05 Positive exposure on the internet
- Reach enterprises and investment and financing institutions, industry media, authoritative media and relevant technology practitioners at home and abroad via media communication channels, naming of fan events, and visitors’ points

06 Professional visitors
- Online matchmaking of well-known global companies, investment & financing institutions, top incubators/industrial parks, research institutes, tech industry associations, industry buyers and practitioners
Industry Focus

Global innovation leadership zone
Well-known domestic and foreign enterprises, which hold advantages in smart technology, smart manufacturing, communication technology, consumer products, etc., will showcase innovation achievements and foster global open cooperation.

Artificial Intelligence zone
Tap the AI research & application results and the infinite possibilities for future development, promote technological exchange, trade cooperation, and achievement application, and build the high-end AI sector.

Auto technology innovation zone
Showcase the latest and most popular car technology, such as intelligent connected vehicle, vehicle-mounted AI intelligent system, new energy vehicle, etc., showing the infinite possibilities of future technology.

New-generation information technology zone
Display the latest high-end software & information technologies such as 5G, next-generation communication network, IoT, and new display technologies, and showcase the latest development results and trends of new-generation IT in Guangzhou and at home and abroad.

Biomedicine zone
Display the latest biomedicine technological achievements in the biomedicine sector, including biotechnology, pharmaceutical technology, testing technology, medical equipment, medical services, mobile medicine.

New materials and new energy zone
Display new materials such as optoelectronic materials, new metal materials, composite materials, nano materials, as well as latest application technologies and equipment of new energy such as nuclear energy, hydrogen energy, and solar energy.
Online Symposium

• Focus on the latest emerging sectors such as new-generation IT, healthcare, AI, smart vehicles, and digital economy, and discuss the integration of industry, university, research institutes, government and users.

• Invite industry elites such as well-known Chinese and foreign academicians, representatives of foreign embassies and consulates, representatives from the circle of investment and financing, and rising stars from innovation and entrepreneurship companies.

• Offer the area of independent exchange between heavy-hitter lecturers and online visitors.
Previous speakers (incomplete list)

Andre Heim
2010 Nobel Prize in Physics winner
Professor of Physics, School of Physics and Astronomy at The University of Manchester

Ronald Hall
Senior Advisor to the European Commission
Senior expert on international cooperation on EU regional and urban development policies

Karen Maddocks
Consul General, British Consulate General Guangzhou

Knut R. Sørliie
Commercial counsellor of the Norwegian Embassy in China

Tim Coombs
Head of the Superconducting Group, Department of Engineering, Cambridge University and President of Magnifye

Gan Yong
Vice President of Chinese Academy of Engineering

Zhong Nanshan
Member of Chinese Academy of Engineering

Zhang Jingzhong
Member of Chinese Academy of Sciences

Du Ruxu
Academician of the Canadian Academy of Engineering

Han Zhongchao
Academician of the French Academy of Medical Sciences

Xiong Xiaoge
Global Chairman of IDG Capital

He Xiaopeng
Chairman of Xiaopeng Motors

Jennifer Xu
President of IDG Asia

Wayne Liu
Chairman of Guangzhou PCI Holding LTD and CEO of PCI-Suntek Technology Co., Ltd.

Zheng Hongmeng
CEO of Foxconn Industrial Internet

Knut R. Sørliie
Commercial counsellor of the Norwegian Embassy in China

Tim Coombs
Head of the Superconducting Group, Department of Engineering, Cambridge University and President of Magnifye
Online visit

1. **Interactive booth map** for checking overall layout of booths.

2. **Smart mind map** for personalized visits, extended services geared to exhibitor’s field, associating recommendation for similar exhibitors.

3. **Follow participating** brands to obtain first-hand information.
   - **Directly search** the name of exhibition hall/fields of company/company name.
   - Quickly check associated exhibitors or go to live streaming interface via **intelligent navigation assistant**.
Online booth

1. **Exclusive online live streaming display.**
2. **IT-based display** based on image, text and video and online application.
3. **2.5D booth or 3D special booth.**
4. **Personalized booth service.**

**Online display materials:**
- Basic materials include corporate logos, introduction, video, and multi-angle appearance of products/projects, functional icons, and text introduction.
- Personalized materials include short videos of companies/products/projects, 3D models of exhibits, and other personalized promotional materials.
Online service

Through CIEF, you can achieve:

- Exhibitors launch live streaming activities such as technical sales via exclusive studios.
- Multi-dimensional visual display through exclusive display page.
- Set up online negotiation system for exhibitors and professional buyers to negotiate and collect business cards online.
- It is recommended to attend CIEF online conferences (auction of achievements/roadshow matchmaking, etc.). Functions such as training on live streaming, pre-conference rehearsal, overseas link assurance, real-time interaction, video playback, bilingual connection bring more attention and opportunity for excellent projects.
- It is recommended to participate in innovation and entrepreneurship selection events, such as “Most Investment Worthy Achievement” and “Innovative and Growing Businesses”.
- It is recommended to settle in IDG incubator or CIEF achievement application base.
- Obtain follow-up tracking and publicity services for routine matchmaking and transformation.
- Revisit online exhibition area after the event and make real-time matchmaking.
Exhibitors and buyers launch live streaming at dedicated CIEF live streaming studios to attract viewers.

- Watch the interaction (share/like/comment/vote), and receive points to win CIEF benefits.

- Realize online transaction matching and intelligent matching of demand.
- Provide diversified supporting services such as demand information release, business negotiation, conference reservation, information update, employment, interview and matchmaking, brand public relations, etc.

- Smart mind map recommends personalized visits based on preferences.
- Intelligent management of the viewing process, providing live training, pre-conference rehearsal, link guarantee, multi-screen interaction, video playback, bilingual online dialogue, etc.

The first online platform for product release, channel expansion and service matchmaking.

Important online stage for industry gatherings, technical exchanges and cooperation.
Online matchmaking

The first online platform for product release, channel expansion and service matchmaking

Important online stage for industry gatherings, technical exchanges and cooperation

- Content online
- People online
- Concurrent selection
- Real-time voting
- Network-wide distribution
- Continual tracking

- Realize visual information and online content
- Help cement relationship between exhibitors, partners and visitors, and achieve online communication and cooperation, and instant matchmaking
- National online selection of “Most Investment Worthy Achievement” and “Innovative and Growing Businesses”
- Pick best roadshow team, investment institutions win VIP seats, find quality projects
- Obtain the year-round routine matchmaking and application, and promotion services
- Spread on the entire internet for long via live streaming, video playback, sharing and others

The first online platform for product release, channel expansion and service matchmaking

Important online stage for industry gatherings, technical exchanges and cooperation
Promotion & Publicity

Date: Sep. 23-25, 2020
Location: Hall 4, PWTC, Guangzhou, China
Communication Channels

300+ Media Outlets
3 million + KOL Followers
100 million+ Potential Audience

1 million+ Influencer Database
100+ On-site Reporters

**News Release**
Ensure communication and timeliness

**Live Interview**
From a media perspective, interpret technical highlights

**Social Media Communication**
Through KOLs, reach social media users

**Online Special Reports**
Well-known mainstream and technology media, reach audience

**Public Opinion Monitoring**
Understand the industry while understanding the market
**Media Partners** (Part)

**Central Media**
- People's Daily, Xinhua News Agency, China Media Group, Qiushi, Guangming Daily, Economic Daily, China Daily, Science and Technology Daily, China News, China Youth Daily

**Provincial and Municipal Media**
- Nanfang Daily, Guangzhou Daily, Southern Metropolis Daily
- Yangcheng Evening News, New Express, Information Times, Guangdong Science and Technology News
- Guangdong Satellite TV, Guangzhou TV Station, Beijing Evening News, Sichuan Daily, Macau Daily, etc.

**Overseas Media**

**Internet Media**
- Sina, Sohu, IFENG.COM, QQ.COM
- 36KR, leiphone, huxiu, jiemian.com, ZAKER TMTPOST, etc.
In 2020, CIEF will pose questions on social media like Weibo, Douyin, Zhihu, Fackbook, and Linkedin, and invite KOLs, entrepreneurs, scientists, and the general public to define “Innovation” in different industries.
Publicity

Omni-directional Advertising

We Media
- Press conference (Guangzhou)
- Warm-up interview

New media promotion
- APP interaction, KOL publicity, interactive on Weibo and Zhihu

Other media
- TV stations, newspapers and magazines, online media, etc.

Advertising
- Online media including websites, WeChat, Weibo, QQ, etc., offline media including subway, bus, road flag, etc.

Scheme for Publicity activities
- Press conferences, campus events, homogenous exhibitions, conference promotion, promotion of professional associations, etc.

Theme promotion and planning
- Hot topic interviews, person interviews, audio recordings, series events, etc.

Database promotion
- EDM, SMS, Call Center, direct mail
Buyers Invitation

Composition of visitor

- Technology enthusiasts
- Technology R&D personnel
- Well-known companies and manufacturers
- Trade/agent/dealer, etc.
- Well-known media
- Service organization/management consulting agency
- Government agencies/industry associations/public institutions, etc.
- Research institutions and universities
- Incubation area and industrial park
- Investment institutions/financial institutions/banks, etc.
- Innovative entrepreneur

Investment institutions/financial institutions/banks, etc.

Buyers Invitation
Buyers Invitation

Source of buyers:
- Official platform registration
- Database invitation
- Offline event registration
- Local governments and associations demand relevant agencies

Partner invitation:
- AD Advertising registration

Methods:
- Email
- Messages
- AD Advertisement
- Call Center
- Online activities
- Direct mail
- Poster
- Publicity activities
Value of this Expo

Date: Sep. 23-25, 2020
Location: Hall 4, PWTC, Guangzhou, China
Added Value

First platform for new product launches, channel expansion, and service matching
Key stage for industry gatherings, technical exchanges, and cooperation

**Application of Achievements**
- A comprehensive service platform for trading in technological achievements, providing intelligent matching of resources through online registration, data guidance, visits to companies, and matchmaking sessions, etc.
- Participate in routine project matching roadshows, professional training sessions on investment and financing of innovation and entrepreneurial achievements for the real-world application of achievements and matchmaking of supply and demand.

**Strengths**
- Based on industry trends, demonstrate future technology concepts and applied technologies in emerging industries of strategic importance;
- Show corporate branding and R&D strengths to investment and financing institutions and domestic and foreign media; capital strength and innovative resources are a winning combination.

**Entrepreneurship Incubation**
- The complete IDG Incubator provides business services for startup companies including market expansion, promotion, fund matching, and technical guidance;
- Rely on the 20 CIEF achievement application sites to track project progress and corporate development and assist startup companies and the growth of the platform value of innovative companies.

**Positive Exposure**
- Rely on the CIEF media matrix for extensive exposure at home and abroad in industry media and authoritative media through press releases, live interviews, social media communication, and online topics;
- Real-world application of outstanding achievements, project visits and media exposure throughout the year, better product and brand visibility in the industry and among consumers.

**Overseas Publicity**
- Global network advantages: reach domestic and foreign companies, investment & financing institutions, industry media outlets, authoritative media outlets, and related practitioners via media communication channels and the naming of fan events;
- Launch global promotion programs in Europe, America, and countries in the Belt and Road Initiative to create extensive overseas channels and assist in international collaboration and two-way application of projects.
• Focus on collaborative innovation among industries, universities, and institutes in Guangzhou and even South China;
• Arrange well-known companies, venture capital & investment capital, diplomatic reps, academicians, and scientific experts to promote matchmaking of medical results with industry and enterprise needs;
• Build a collaborative innovation platform for government, industry, universities and institutes, empowering local economies and the industrial system.

• Industry events for strategic emerging industries, e.g. artificial intelligence, new generation of information and technology, intelligence life, intelligent automobile, medical and health;
• Attract outstanding projects and capital trading, and promote upstream and downstream industry interaction by participating in/organizing special forums, contest roadshows, and project matchmaking meeting;
• Eligible for CIEF awards, create a positive brand impression, and improve the visibility of the results of innovation and entrepreneurship at home and abroad;
• Focus on the cultivation of biomedical high-tech and smart medical products in the field of IAB and become a CIEF unicorn or quasi-unicorn company.

• Support from the China Association for Science and Technology, National Development and Reform Commission, Chinese Academy of Engineering, Central Committee of Jiu San Society, People's Government of Guangdong Province, People's Government of Guangzhou;
• The national fair is the "main battlefield" connecting the world and attracting global innovative resources;
• Support from domestic and foreign innovative institutions, and the "gathering place" of global innovative resources.

• Visitors including innovative manufacturers, investment & financing institutions, incubators/industrial parks, scientific research institutions, technology entrepreneurs, industry associations, industry buyers, and practitioners visit the site for exchanges and procurement;
• From online matching to on-site transactions, CIEF is the leader in similar exhibitions in South China and helps exhibitors attract extensive target audiences in the shortest time.
3. Online Participation

- About Organizer
- Service Packages
- Application
Online exhibition vs Venue exhibition

- Low participation cost
- Exhibition that never ends
- Not limited by region or time
- Efficient and lasting access to business opportunities
- Safe and environmentally friendly
- Lack of actual product experience
- Location restriction
- Exhibition time restriction
- Cost effectiveness restriction
- Product display constraint
- Lack of innovation constraint
- Side effect of excessive consumption
3D Interactive Booth

Standard configuration:

• Model 3D booth
• Exclusive live streaming studio for enterprises
• 5-10 smart contacts (used for company introduction, video, product/project introduction, ad information, etc.)
• Independent account of online CIEF for pre-exhibition training, upload and update of exhibit materials, matching negotiation, release of demands, promotion, etc. for exhibitors

Note: The organizers provide customized services for 3D special booths. Exhibitors provide CAD design drawings for booth, and organizers provide technical support for 3D display; or customization can be made in accordance with the needs of exhibitors. The enterprises bear the production cost.
VIP Customization

Service configuration:
• Booth customization
• Live streaming customization
• Publicity customization
• Matchmaking and promotion customization
• Product release planning
• Professional buyer services
• Dedicated service team
About Organizer

**Sino-German Entrepreneur Alliance is:**

1. Sino-European innovation platform connecting start-ups, corporates, universities, research centers, investors, industry parks, governments etc., combining growth capital, public relations and business development

2. Service-oriented enterprise, which provides one-stop business development solution in China, including market research, localized communication, strategy consulting, business match-making etc.

3. Experts who understand You and China

Powerful network of Entrepreneurship & Innovation Science & Technology
# Business Portfolio

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4. Contact Us

Application & Business cooperation & Media cooperation

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Sino-German Entrepreneur Alliance
Welcome to China Innovation and Entrepreneurship Fair

Date: Sept. 23 - 25, 2020
Location: CIEF website (https://www.chinaief.net)