



## THE 9<sup>TH</sup> CHINA INTERNATIONAL IMPORT EXPO (CIIE 2026)

### Canada Agrifood Pavilion Exhibitor Invitation

November 5-10, 2026 | Shanghai, China

#### ABOUT CIIE

Hosted by China's Ministry of Commerce and the Shanghai Municipal Government, the China International Import Expo ([CIIE](#)) has become China's most influential platform for marketing and promoting imported products across multiple industries to buyers nationwide. Each year, the Expo attracts a wide range of professional buyers as well as senior officials from China and abroad.

The 2025 edition welcomed 460,000 visitors from 138 countries and regions, generating strong commercial outcomes for international exhibitors. A record 110+ Canadian companies exhibited at the show, with approximately half representing the agrifood sector. The Government of Canada organized three federal pavilions - agrifood, consumer goods, and nutraceutical products at CIIE 2025. A three-day B2B matchmaking program for Canadian agrifood exhibitors was organized by the Canadian Trade Commissioner Team of the Greater China Network, enabling companies to connect with nearly 50 local buyers and resulting in over 70 meetings.

The 9th CIIE will take place in Shanghai from November 5 to 10, 2026. The Consulate General of Canada in Shanghai will facilitate the organization of a Canada Agrifood Pavilion in the Food & Agricultural Products Hall, showcasing high quality Canadian products to Chinese buyers, distributors, and media. We warmly welcome your participation.

#### PAVILION SIZE AND LAYOUT

Total Size: 200sqm ~ 300sqm

- 30sqm ~ 50sqm: common B2B spaces (cost to be covered by federal fund tentatively)
- 100sqm ~ 250sqm: exhibitor display spaces (cost to be covered by exhibitors)



## PARTICIPATION OPTIONS

| Exhibitor Type  | Cost per SQM                | Minimum Rental Spaces   | Minimum Costs |
|---|-----------------------------|---|---------------|
| Companies   | C\$1,000/SQM                | 9sqm, expandable in increments of 9 sqm                         | C\$9,000      |
| Industry Associations   | C\$1,000/SQM                | 6sqm, expandable in increments of 6sqm                          | C\$6,000      |
| Provincial Groups   | C\$1,000/SQM                | 9sqm, minimum 4.5 sqm/company, expandable in increments of 9sqm | C\$9,000      |
| Spaces ≥ 50sqm  | 10% discount on total costs |   |               |
| Spaces ≥ 100sqm   | 15% discount on total costs |   |               |
| The above cost includes booth rental and unified pavilion fit-out |                             |   |               |

## EXHIBITOR BENEFITS (SUBJECT TO FUNDING AVAILABILITY)

- Access to the Pavilion's shared common meeting spaces
- Invitation to participate in programs organized by the Consulate General of Canada in Shanghai (e.g., seminar, networking reception, opening ceremony, MOU signing ceremony)
- Participation in on-site B2B matchmaking and promotional activities

## EXHIBITOR REQUIREMENTS

- Organizations must be approved clients of the Trade Commissioner Service (TCS), meet Export Ready criteria and showcase Canadian products at the booth;
- Point of contact: Each organization must designate one representative to serve as the primary point of contact for exhibition coordination and communications;
- Fees and confirmation: All applicable fees must be paid by the specified deadlines. Once participation is confirmed, changes or withdrawal are not permitted except under special circumstances;
- Documentation: Organizations must submit all required brand and qualification documents to the CIIE Bureau timely and in accordance with the specified requirements
  - If the Canadian headquarters participate directly:
    - 1/Business license
    - 2/Organization profile or exhibit introduction (*for first-time participants*)
    - 3/Electronic copy of the business card of the authorized representative
    - 4/Letter of commitment
  - If the Canadian organization is presented by a China-based partner,



*From the Canadian headquarters:*

- 1/Business license,
- 2/Authorization letter to the local partner,
- 3/Organization profile or exhibit introduction (*for first-time participants*)

*From the local partner:*

- 1/Business license
- 2/Letter of commitment

- Provide promotional materials as requested;
- Arrange on-site exhibition staff;
- Cover sample shipping/logistics and any related expenses;
- Cover all travel expenses.

## **REGISTRATION AND PAYMENT**

**Registration:** submit the [registration form](#) **by July 3 2026** (China Standard Time)

**Payment:** 1) A deposit of 50% of the total fee, with a minimum of C\$6,000, is required **by July 10, 2026** (China Standard Time) to secure the space. Payment instructions will be provided to the contact person listed in the registration form.

*\*\* Space allocation will be prioritized by payment confirmation date and based on the overall pavilion design*

**Contact Us:** TCS Agrifood Section | Consulate General of Canada in Shanghai

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