



## **2017 The 11th Shenzhen International Finance Expo**

**Nov. 5-7, 2017**

**Hall 1, Shenzhen Convention & Exhibition Center**

### **Exhibition profile:**

China (shenzhen) international financial fair (hereinafter referred to as: gold expo), was sponsored by the people's government of shenzhen, shenzhen trade promotion committee, shenzhen, financial department, shenzhen central sub-branch of the people's bank of China, shenzhen stock exchange, shenzhen branch, shenzhen securities regulatory bureau, shenzhen protects inspect bureau, deep sea port before the administration of modern service industry zone, Shenzhen international chamber of commerce and other common to undertake one of the three largest financial exhibition in domestic. Shenzhen gold expo held for the first time since 2007, the exhibition scale, the influence on the rise, as of 2016 annuity exposition has set the nearly 300 institutions at home and abroad, the exhibition area of 30000 square meters. The exhibition has played an important role in the innovation and development of the financial industry and the construction of international financial exchanges and cooperation platforms.

In 2017, the 11th China (shenzhen) international financial exposition in "cross-border melts all sectors to each other to win the world" as the theme, 5 November 2017 at solstice November 7 in Shenzhen conference and exhibition center hall 1. The tenth shenzhen gold expo exhibition area of 30000 square meters, nearly 300 Banks, securities, insurance, Internet banking, funds, investment and financing institutions such as the fair, hundreds of audiences to visit the exhibition. The financial sector is one of the pillar industries in shenzhen. In 2015, the value-added value of shenzhen's financial industry was about 260 billion yuan, a year-on-year increase of about 15 percent, accounting for about 14.5 percent of the city's GDP in the same period. Core indicators, such as the added value of the financial sector, the total assets of the financial industry, the balance of foreign and foreign currency deposits and loan balances, continue to be the third largest cities in China. At the same time, the sea before as an important strategic fulcrum, the maritime silk route will be focusing on cross-border financial, offshore finance, vigorously promoting cross-border equity investment, syndicated loans, credit insurance and financial cooperation, actively attract countries along the multilateral financial institutions and sovereign funds, investment funds. The Shenzhen jinexpo has played a positive role in promoting the development of regional finance, international exchanges and cooperation, innovation in financial industry and cross-border cooperation.

### **Time, place, scale:**

**1.Date: Nov. 5-7, 2017**

**2.Venue: Hall 1, Shenzhen Convention & Exhibition Center**

**3.Exhibition Area: 30,000 m<sup>2</sup>**

### **Organization Structure:**

#### **Organized by**

The People's Government of Shenzhen Municipality  
Shenzhen council for the promotion of international trade

#### **Undertaken by**

Shanghai Qiyao Exhibition Co., Ltd  
China Council for the Promotion of International Trade Shenzhen Council  
Financial Industry Development and Service Office of Shenzhen Municipal People's Government

**2017 The 11th Shenzhen International Finance Expo**

Shenzhen International Chamber of Commerce

**Supported by**

China Council for the Promotion of International Trade;  
China Chamber of International Commerce; Bank of China;  
China Merchants Bank; China International Capital Corporation Limited;

**Co-organized by**

Shenzhen Banking Association; Securities Association of Shenzhen;  
Insurance Association of Shenzhen; Insurance  
Agents Association of Shenzhen;  
Shenzhen Venture Capital Association;  
Shenzhen Futures Association;

**◇Exhibit Scope:**

**1. International exhibition area:** Foreign exchange dealers, agents, foreign exchange Banks, foreign exchange brokers, foreign exchange platform builders; Technical solution company, documentary company, etc.;  
Binary options, liquidity providers, signal strategy providers;

**2. Banking Zone:**

domestic and overseas asset, intermediate businesses, bank cards, foreign exchange, and other banking institutions;

**3. Securities, Fund, Futures and Insurance Zone:**

security firm, trust firm, fund management firm, futures agency, life insurance, property insurance, insurance investment, insurance intermediate agency, etc.

**4. Guarantees and Microfinance Zone:**

guarantees agencies and microfinance companies;

**5. Finance Technology Zone:**

platform for financial eco-system, online financial supermarket, P2P, third-party payment, smart investment consultancy, hi-tech enterprises, crowd funding, Venture Capital Investment and Institutions, etc.;

**6. Gold Finance Zone:**

online financial platform for gold or jewel, precious metal investment, propriety investment, etc.;

**7. Supply Chain and Industrial Finance Zone:**

supply chain platform, logistics, supply chain financial solution provider, provincial and municipal industrial towns, industrial park, incubator platform, etc.

**◇Participation Fee:**

1. Standard booth 18m <sup>2</sup> (3m*6m)	2. Bare indoor stall Minimum 36 square meters	1. Standard stall facilities: exhibition area, 2.5-meter high board, a fascia board both in Chinese and English, one table, two chairs, 220V power socket and two spotlights; 2. No facility for bare indoor stall
USD4000(foreign exhibitor)per booth	USD220 (foreign exhibitor)	

**◇Expo Magazine Advertisement:**

Cover: ¥60,000	Back cover: ¥48000	Seal two: ¥26,000	Seal three: ¥26,000
Title page: ¥26,000	Color full version: ¥10,000	Guide map: ¥50000/ million copies	Documents lanyard: ¥60000 / million

**2017 The 11th Shenzhen International Finance Expo**

Billboards: ¥30,000	Light pole flag: ¥3000 / pole	Handbag: ¥60000/ million	Hexagon ball: ¥4,000/ each
Tickets: ¥120000 / 100,000		North Gate curtain wall: ¥38,000 / block	Square flyover: ¥25,000 / piece

Note: tickets will be printed at least 100,000 copies, 210mmx80mm.

Journal of size: (width 210mmx height 285mm)

#### ◆**Sponsor Proposal:**

The organizer will invite competent companies to sponsor the Expo. It is classified into platinum, gold, silver and support units, and enjoys the special treatment provided by the conference (detailed information and treatment provision);

#### ◆**Innovatively Designed theme forums, closely following hot issues in the market**

1. Shanghai-Hong Kong-Shenzhen Gold Development Summit
2. Belt and Road International Financial Development Forum
3. The 5th “China Capital Globalization” Investment Summit
4. The 3rd China (Shenzhen) Financial Management Forum
5. The 8th Shenzhen Financial Innovation Forum

#### ◆**Details for Exhibition:**

1. Fill in the application form by post or fax to the organizational unit; The principle of booth order distribution: “apply first, pay first, arrange first”;
2. Exhibitors will be within 3 days after the application for the booth fee by t/t or pay to organizational units, the only can retain the booths, the cost after remittance, please fax the bank money order to organizational units, we will be in after receiving the exhibition fee invoice;
3. After receiving the application and booth fee, the organizer will send the exhibition manual to the exhibitors by October 18, 2017.

#### ◆**Organizing committee:**

Mobile phone: 15801764637      li zhi (Sir)

Telephone: 021-31201953

Q Q/WeChat: 1191326917

Mail box: july.summer@139.com

Mobile phone/WeChat: 18817874189      Chen xia (madam)