

# The Shenzhen International Finance Expo



## 2020The 14th Shenzhen International Finance Expo

Nov. 2<sup>th</sup>– Nov. 4<sup>th</sup>, 2020

Shenzhen Convention & Exhibition Center

### Exhibition profile:

The China (Shenzhen) International Financial Expo (Shenzhen Golden Expo) is a financial event co-organized by the Shenzhen Municipal People's Government, Shenzhen Finance Office, Shenzhen Banking Regulatory Bureau, and Shenzhen Securities Regulatory Bureau. Since the Shenzhen Golden Expo was first held in 2007, the scale and influence of the exhibition has been on the rise. The Shenzhen Golden Expo in 2019 gathered nearly 300 financial institutions at home and abroad, and nearly a thousand entrepreneurs. More than 30 forums and matchmaking sessions are dedicated to promoting the optimization of Shenzhen's industrial structure and the rapid and stable development of society and economy, building a bridge for exchanges and cooperation between Shenzhen and the rest of the world, creating a good international investment and financing environment, enhancing global resource allocation capabilities, and helping to build Guangdong, Hong Kong, and Macau Greater Bay Area International Financial Hub.

The Fourteenth China (Shenzhen) International Financial Expo 2020 adheres to the general tone of steady progress, follows the rules of financial development, and closely focuses on the three tasks of “serving the real economy, preventing and controlling financial risks, and deepening financial reforms”, in accordance with regulations. With the requirements of specialization, branding, and internationalization, through "exhibition, exchange, cooperation, and investment promotion", a brand grand event that integrates financial results display, financial innovation technology, academic exchange, industrial docking, and financial investment association will be created. The Shenzhen Golden Expo has played a positive role in promoting the development of the regional financial industry, international exchanges and cooperation, and innovation and cross-border cooperation in the financial industry. It is also a platform for the centralized release and promotion of financial innovation products and diversified financial services. It is of great significance to the development of our city and even China's financial industry.

### Time, place, scale:

**1.Arrange booth date:** Oct. 30<sup>h</sup>– Nov. 1<sup>th</sup>, 2020

**2.Exhibition date:** Nov. 2<sup>th</sup>– Nov. 4<sup>th</sup>, 2020

**3.Venue:**Shenzhen Convention & Exhibition Center (Futian District Central Fuhua Road)

**4.Exhibition Area:** 30,000m<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

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;

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## 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. Bank Exhibition Area:

- Domestic and foreign assets, intermediary business, bank cards, foreign exchange business and other banking institutions;

### 2. Securities, funds, futures and insurance exhibition areas:

Securities companies, trust companies, public fund companies, private fund companies, futures brokerage companies, life insurance, property insurance, insurance intermediaries, credit rating agencies, guarantee agencies and microfinance companies, etc.

### 3. Science and Technology Finance Exhibition Area:

- Platform Financial Ecosphere, Online Financial Supermarket, Third Party Payment, Intelligent Investment, High-tech Enterprises, Transaction System Development, Security Certification Technology Development, Big Data Credit Reporting, Block Chain Technology, Asset Disposal, Third Party Evidence Storage Service, Electronic Contract Signature Payment Service, Legal Service, Marketing Scheme, Third Party Online Loan Service, Rating Institutions, Crowdsourcing Finance Institutions Etc.

### 4. Financial Technology Equipment Exhibition Area:

- Comprehensive solutions, information technology systems and IT products, financial office appliances and consumables, card technology and payment, self-service equipment and terminals, financial professional software, financial security, and other financial IT related technologies and products.

### 5. International exhibition area:

Platform builders and signal strategy providers; brokers; technical solutions and financial licence applications; options agents, etc.

### 6. Gold and Real Estate Finance Exhibition Area:

- Gold, jewelry Internet financial platform, precious metal investment, real estate finance, overseas investment, overseas homeownership immigrants study abroad, etc.

### 7. Supply Chain Finance and Industrial Finance Exhibition Area:

Supply Chain Platform, Logistics, Supply Chain Financial Solution Providers, Provincial and Municipal Financial Industry Towns, Industrial Incubator Platform, Automobile Finance, etc.

## ◇Participation Fee:

1. Standard booth 9m <sup>2</sup> (3m*3m)	2. Bare indoor stall Minimum 36 square meters	1. Standard stall facilities: Two lintel boards, two sides fencing boards, one table, two chairs, basic lighting, one power outlet and carpet. 2. No facility for bare indoor stall
USD4300 (foreign exhibitor) per booth	USD420 (foreign exhibitor)	

## ◇Expo Magazine Advertisement:

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Cover: ¥90,000	Back cover: ¥70, 000	Seal two: ¥50,000	Seal three: ¥50,000
Title page: ¥40,000	Color full version: ¥10,000	Guide map: ¥60000/ million copies	Documents lanyard: ¥100000 / million
Billboards: ¥23,000	Light pole flag: ¥6000 / pole	Handbag: ¥50000/ million	Hexagon ball: ¥5,000/ each
Tickets: ¥100,000/100,000 copies		North Gate curtain wall: ¥80,000 / block	Square flyover: ¥45,000 / piece

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

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

## ◇Sponsor Proposal:

The sponsors of the exhibition are divided into: Platinum, Gold, Silver, and sponsored sponsorships, enjoying various special treatments and other marketing opportunities offered by the conference (detailed package materials and treatments are available);

◇Innovatively Designed theme forums, closely following hot issues in the market

1. Shanghai Hong Kong deep gold development summit forum;
2. The Belt and Road international financial development forum;
3. The sixth China (Shenzhen) financial management forum;
4. The eleventh Shenzhen capital circle financial innovation forum;

Topic collection: if you want to promote products and solutions, please contact us.

## ◇Details for Exhibition:

1. Fill in the application form for scanning or mail to the organization unit; the principle of order allocation of booths: “first apply, pay first, arrange first” ;
2. The enterprise will remit all the participation expenses from the bank to the organizing committee within three days after the organization unit confirms the signing of the contract. The reserved booth can be reserved. After the participation fee is remitted, please scan the bank remittance slip to the organizational unit. The organization unit officially confirmed the booth.
3. The organizer will send the Exhibitor Manual to the exhibitors before October 16, 2020, and inform the exhibitors of the booth layout, accommodation and other matters needing attention, and assist the exhibitors to complete the exhibition activities conveniently and efficiently.

## ◇Organizing committee:

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