

2021 China-Southeast Asia International Trade Digital Expo

2021 China-Southeast Asia International Trade Digital Expo is about to kick off



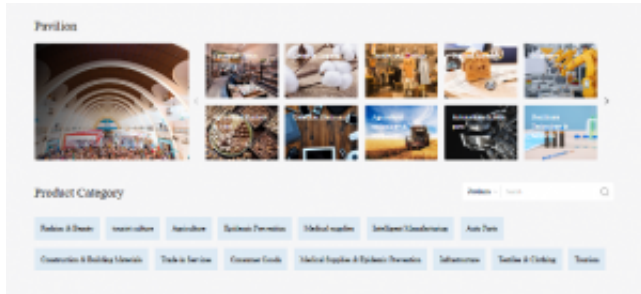
Malaysia, Kuala Lumpur, Sep 1, 2021 ([Issuewire.com](https://www.issuewire.com)) - In order to promote the in-depth development of economic and trade cooperation between China and Southeast Asia, strengthen the effect of online exhibitions, and build a cooperation platform for entrepreneurs, the 2021 China-Southeast Asia International Trade Digital Expo is hosted by the China Council for the Promotion of International Trade (CCPIT) and jointly organized by the China Chamber of International Commerce (CCOIC) and the China Association for Trade in Services (CATIS). The digital expo will kick off on September 8.

At present, more than 1,000 exhibitors are logging on to the digital exhibition platform, 10,000 buyers from 11 countries and regions in Southeast Asia have registered and will visit the exhibition online. Exhibit range covers hardware and building materials, machinery and equipment, consumer goods, automobiles and spare parts, agricultural products and food, medical care, and other industries, and a special exhibit area of "Xinjiang Cotton and Textile Industry" is set up.

This expo uses the newly upgraded "CCPIT Exhibition Cloud Platform", which relies on the Internet, big data, and 5G technology, and integrates the three functions of offline exhibitions "display, matchmaking, and negotiation" to form an all-round and three-dimensional new digital exhibition platform. Through 10 days of display, centralized information, coordinated resources, and formed a joint force, it will help domestic enterprises meet market demand, grab orders, expand the market, and increase confidence without leaving home. The upgraded platform is deeply integrated with Tencent Enterprise Point, Tencent Conference, Tencent Simultaneous Interpretation, Tencent VR and other products under Tencent Cloud, and is applied to the needs of various exhibition scenes and exhibiting experiences, further strengthening the supply and procurement docking services and matching efforts, as well as helping improve the effectiveness of the exhibition.

During the expo days, it is planned to hold trade week, which includes six online matchmaking meetings, with themes of daily consumer goods and consumer electronics, building materials and hardware and mechanical and electrical products, agricultural products and food, automobiles and spare parts, medical care and anti-epidemic materials, and Xinjiang cotton spinning industry. Each live matchmaking conference invites representative companies to conduct negotiations and to promote their products. At the same time, they can communicate on the market development of companies in Southeast Asian

countries and trade with Southeast Asian countries, helping Chinese foreign trade companies break through the epidemic barriers. In order to achieve rapid matching of supply and demand with buyers from Southeast Asian countries, to ensure that enterprises can obtain exhibition results and purchase orders efficiently during the same period of the online exhibition, and to further promote the in-depth development of economic and trade cooperation between enterprises in China and Southeast Asian countries.



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