

# 2021 China-Southeast Asia International Trade Digital Expo Was Successfully Held

2021.09.08-09.17

## 中国-东南亚国际贸易数字展览会

CHINA-SOUTHEAST ASIA INTERNATIONAL TRADE DIGITAL EXPO

主办单位: 中国国际贸易促进委员会 (China Council for the Promotion of International Trade, CCPIT) 承办单位: 中国国际贸易促进委员会 (China Council for the Promotion of International Trade, CCPIT) 支持单位: 中国国际贸易促进委员会 (China Council for the Promotion of International Trade, CCPIT)

News

- 03/17 Strengthen vaccine cooperation and build a G...
- 03/16 Wang Yi attended the 28th ASEAN Regional F...
- 03/18 23 years! The national cotton trading market c...
- 03/17 Chinese Ambassador to Cambodia Wang W...
- 03/18 Countdown 22 days! China-Southeast Asia in...

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**Malaysia, Kuala Lumpur, Sep 16, 2021 (Issuewire.com)** - Kuala Lumpur, 17 September. From September 8th to 17th, the 2021 China-Southeast Asia International Trade Digital Expo, hosted by the China Council for the Promotion of International Trade (CCPIT) and organized by the China Association for Trade in Services (CATIS) and the China Chamber of International Commerce (CCIOC) was successfully held. Nearly 1,100 exhibitors from China and more than 13,000 purchasers from Southeast Asia participated in the exhibition online, setting up 1,062 booths and releasing nearly 9,000 exhibits.

The Malaysia-China Business Council gave strong support to this event. During the exhibition, six supporting activities of the Digital Trade Week online series of matchmaking meetings were held in three days from the 14th to the 16th.

The main venue of the Digital Trade Week online matchmaking meeting was set up in the office of the China Association of Trade in Services. More than 200 overseas professional buyers from Thailand, Vietnam, Malaysia, Singapore, Indonesia, Myanmar, Cambodia, Laos, and other relevant Lancang-Mekong cooperation countries. And more than 100 exhibitors from the Inner Mongolia Autonomous Region, Liaoning Province, Hubei Province, Xinjiang Uygur Autonomous Region, etc. represented online. Through the online ZOOM video conference room, they discussed daily consumer goods, consumer electronics, hardware and building materials, mechanical and electrical equipment, agricultural products and food, auto parts. More than 600 online video precision matchmaking negotiations were carried out for products in the medical and health care, epidemic prevention materials, textile industry, and other industries.

The expo closely follows the market needs of China and Southeast Asia, and intensively cultivates in corporate organization, overseas promotion, news promotion, "cloud display" and "cloud negotiation", creating a zero-distance, low-cost, and high-efficiency platform for enterprises in China and Southeast Asian countries. The exchange platform has further promoted the steady, long-term, deep and practical economic and trade cooperation between China and Southeast Asian countries, and has been highly praised by all relevant parties.

Mr. Montree Pongpan, the chairman of the Asian Chamber of International Trade and Investment participated in the online meeting and said that in recent years, the trade of large-scale commodities has also increased year by year. All kinds of daily necessities and machinery products exported from China to Thailand have been highly praised by Thai buyers. "High quality and fair price" has become the "new business card" made in China. Thailand sincerely hopes that through this cloud exhibition, the friendly exchanges and cooperation between Thai and Chinese enterprises can be enhanced, and the trade share will be further expanded. Mr. Pongpan believes that China and Thailand will be able to have longer-term cooperation, gain a stronger friendship, and achieve mutual benefit and win-win results.

During the period when the global economy is affected by the epidemic, by holding the 2021 China-Southeast Asia International Trade Digital Expo, giving full play to the multi-platform function of the online exhibition, in addition to promoting exports, it can also encourage Chinese companies interested in local investment to go to target countries in Southeast Asia. Establish business contacts locally to learn more about the market conditions of Southeast Asian countries and promote trade cooperation between China and Southeast Asia.



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