

China-ASEAN International Trade Digital Expo Was Successfully Held

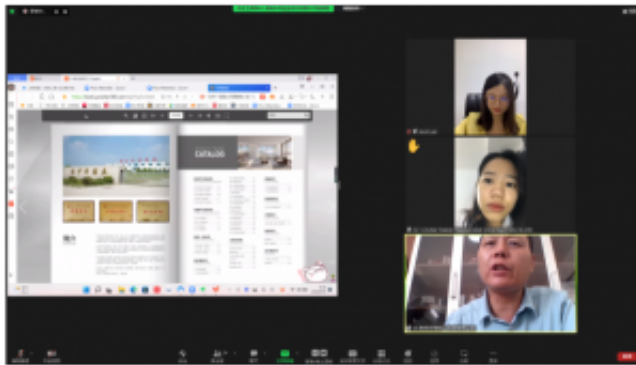


Kuala Lumpur, Malaysia Aug 12, 2022 ([Issuewire.com](https://www.issuewire.com)) - From August 3rd to 12th, the 2022 China-ASEAN International Trade Digital Exhibition, hosted by the China Council for the Promotion of International Trade (CCPIT), and organized by the China Chamber of International Commerce (CCIOC) and the China Association for Trade in Services (CATIS) was successfully held. More than 1,000 Chinese exhibitors and more than 10,000 professional buyers from ASEAN participated in the digital expo. During the exhibition, 1 RCEP policy publicity and interpretation training seminar and 6 series of online matchmaking meetings were successfully held.

At the RCEP Policy Publicity and Interpretation Training Seminar, the RCEP rules of trade in goods and services in detail are explained, and the opportunities and challenges of the agricultural industry under RCEP are introduced facing to the Chinese exhibitors. The series of Online Matchmaking Meetings successfully organized more than 120 overseas professional buyers from ASEAN countries such as Malaysia, Thailand, Indonesia, and Vietnam, as well as representatives of more than 150 exhibitors from Hubei Province and Jiangxi Province to gather online through the ZOOM platform. Focus on agricultural products & food, building materials and hardware, home appliances and consumer electronics, consumer goods, auto parts, baby products and other industry products, and conduct exchanges and negotiation in the form of "one-to-many promotion" and "one-to-one docking".

At present, the digital model combining online and offline is becoming the new normal in the exhibition industry. CCPIT is actively planning, relying on the accumulated experience in organizing digital exhibitions, to continue to help Chinese enterprises to "guarantee orders" and "stabilize foreign trade",

make full use of the platform advantages of "CCPIT Cloud Exhibition platform", and focus on displaying China's development achievements, economic and trade cooperation between China and ASEAN countries. At the same time, it introduces the business environment of ASEAN countries, interprets important information such as relevant free trade agreements and global economic and trade friction indices, and encourages Chinese companies that intend to invest locally to conduct business contacts in target countries and learn more about the market conditions of ASEAN countries. This digital expo focuses on enterprise organization, overseas promotion, news publicity, "cloud display" and "cloud negotiation", etc., to create a zero-distance, low-cost and high-efficiency exchange platform for enterprises from China and ASEAN countries, and to further promote the economic and trade cooperation between China and ASEAN countries to be more stable and far-reaching, deepening, and solid, and has been highly praised by all relevant parties.



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