The Shenzhen International Finance Expo



2021The 15th Shenzhen International Finance Expo

Nov. 5th– Nov. 7th, 2021 Shenzhen Convention & Exhibition Center

Exhibition profile:

The China (Shenzhen) International Financial Fair (hereinafter referred to as Shenzhen Golden Fair) is a grand financial event hosted by Shenzhen Municipal People's government, jointly organized by Shenzhen Financial Office, Shenzhen banking regulatory bureau and Shenzhen Securities Regulatory Bureau. Since the first Shenzhen gold fair was held in 2007, the scale and influence of the fair have been on the rise; In 2020, Shenzhen Golden Fair has gathered nearly 300 financial institutions and 1000 entrepreneurs at home and abroad. During the fair, more than 20 professional forums and matchmaking meetings have been held. It is committed to promoting the optimization of financial industry structure and the rapid and stable development of social economy, building a bridge of communication and cooperation between Shenzhen and other parts of the world, creating a good international investment and financing environment, and improving the global resource allocation capacity, We will help build an international financial hub in Guangdong, Hong Kong and Macao.

In 2021, the 15th China (Shenzhen) International Financial Expo adheres to the general keynote of seeking progress while maintaining stability, follows the law of financial development, closely centers on the two themes of "science and technology helps finance and financial service entities", and creates a collection of financial achievements exhibition, financial innovation and technology, financial innovation and technology, and financial service entities through the way of "exhibition, exchange, cooperation and investment promotion" in accordance with the requirements of specification, branding and internationalization It is a grand brand meeting of industry docking, academic exchange and financial investment promotion. Shenzhen gold Fair has played a positive role in promoting the development of regional financial industry, international exchange and cooperation, as well as financial industry innovation and cross-border cooperation. At the same time, it is also a platform for centralized release and promotion of financial innovative products and diversified financial services. This platform is of positive significance to the development of our city and even China's financial industry.

Time, place, scale:

1.Arrange booth date: Nov. 3th— Nov. 4th, 2021 2.Exhibition date: Nov. 5th— Nov. 7th, 2021

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

4.Exhibition Area: 30,000m²

Organization Stucture:

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;

The Shenzhen International Finance Expo

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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. Exhibition area for banks, securities, funds, futures and insurance:
- -Domestic and foreign banking institutions such as assets, intermediary business, bank card, foreign exchange business, including national (local) commercial banks, urban commercial banks, rural commercial banks, rural credit cooperatives, etc; Securities companies, trust companies, public fund companies, private fund companies, futures brokerage companies, life insurance companies,

Property insurance, insurance intermediaries, credit rating agencies, guarantee agencies and small loan companies, etc;

- 2. Technology finance exhibition area:
- -Big data credit investigation, blockchain technology, distributed storage, 5g storage, third-party payment, artificial intelligence, transaction system development, security authentication technology development, asset disposal, asset and wealth management, third-party evidence custody services, commercial factoring, legal services, rating agencies, venture capital and crowdfunding financial institutions, etc;
- 3. Financial technology equipment exhibition area:
- -Comprehensive solutions, biometrics, cloud computing, 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, data center equipment and financial IT related technologies and products, etc.
- 4. Exhibition area of Guangdong, Hong Kong and Macao
- -Financial institutions such as Hong Kong, Macao, Guangzhou, Nansha, Zhuhai and Hengqin, as well as Qianhai and Shekou free trade zones are invited to participate in the conference;
- 5. International exhibition area:
- "one belt, one road" National Pavilion, science and Technology Finance National Pavilion, foreign exchange bank, foreign exchange broker and foreign exchange platform building business; Signal strategy provider;
- 6. Real estate, supply chain finance, gold and Industrial Finance exhibition area:
- real estate finance, overseas investment, overseas home ownership, emigration to study abroad, etc; Supply chain platform, logistics, supply chain financial solution providers, financial industry towns in various provinces and cities, industrial incubator platform, automobile finance, etc; Gold, jewelry Internet financial platform, precious metal investment;

◇Participation Fee:

1.Standard booth	2.Bare indoor stall	1. Standard stall facilities:Two lintel boards, two
9m² (3m*3m)	Minimum 36 square meters	sides fencing boards, one table, two chairs, basic
USD3900(foreign		lighting, one power outlet and carpet.
exhibitor)per booth	USD390(foreign exhibitor)	2. No facility for bare indoor stall

Expo Magazine Advertisement:

The Shenzhen International Finance Expo

Cover: ¥90,000	Back cover: Y70, 00	00 Seal two:	¥50,000	Seal three: ¥50,000
Title page:	Color full vers	sion: Guide map	: ¥60000/ million	Documents lanyard: ¥100000/million
¥40,000	¥10,000	copies		
Billboards:	Light pole flag: ¥6	6000 / Handbag:	¥50000/ million	Hexagon ball: ¥5,000/ each
¥23,000	pole			
Tickets: Y100,000/100,000 copies North Ga		orth Gate curtain	wall: ¥80,000 /	Square flyover: Y45,000 / piece
block		lock		

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 (detail ed package materials and treatments are available);

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

- 1. International Forum on financial technology development;
- 2. The 11th Shenzhen capital circle Financial Innovation Forum;
- 3. Financial innovation products and Technology Promotion Conference;
- 4. 2021 International Conference on Factoring and supply chain finance;
- 5. Guangdong Hong Kong Macao International Financial Development Forum;
- 6. International Summit on big data analysis and artificial intelligence innovation;

♦ 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, 2021, 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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