

**KARADENİZ İHRACATÇI BİRLİKLERİ
GENEL SEKRETERLİĞİ**



Sayı : 35649853-TİM.KİB.GSK.ARGE.2021/58-307

Giresun, 28/01/2021

Konu : Hainan 2021 Expo Fuarı

E-POSTA

**KARADENİZ İHRACATÇI BİRLİKLERİ ÜYELERİNE SİRKÜLER
2021 / 061**

Sayın üyemiz,

Ege İhracatçı Birlikleri Genel Sekreterliğinden (EİB) alınan 27/01/2021 tarih 1054 sayılı yazıda;

Bu yıl ilk defa düzenlenecek Hainan Expo 2021 Uluslararası İthalat Fuarı'nın Çin Halk Cumhuriyeti'nin Hainan şehrinde 07-10 Mayıs 2021 tarihleri arasında **“Gıda, Otomobil, Moda Ürünler, Mücevherat, Kültürel Ürünler, Sağlık Ürünleri, Elektronik, Evcil Hayvan Ürünleri”** holleriyle yapılacağı ve fuarın Türkiye milli katılım organizasyonunun EİB tarafından gerçekleştirileceği belirtilmektedir.

Aynı yazıda devamla, katılım bedelinin Ticaret Bakanlığı'nın 2017/4 sayılı Yurt Dışında Gerçekleştirilen Fuar Katılımlarının Desteklenmesine İlişkin Karar uyarınca desteklenmesi halinde nakliye dahil 1.000 USD/m² olarak uygulanmasının planlandığı, minimum 9m² alan için yapılabilecek başvurular için yatırılması gereken fiyata yer kirası, özel stant konstrüksiyonu, nakliye (gıda ürünleri ve promosyon malzemeler tek yön kati ihracatla gönderilecek olup, bozulabilir nitelikteki ve dondurulmuş ürünlerin nakliyesi yapılmayacaktır) genel tanıtım giderleri ve fuar alanında verilecek diğer hizmetlerin (internet bağlantısı, catering, katılımcı broşürü vb.) dahil olacağı,

Öte yandan, fuara Türkiye'den seyahat imkanı olmaması halinde hibrit organizasyon yapılacağı, bu çerçevede Çin'de temsilcisi olmayan firmaların stantlarında İngilizce-Çince bilen yerel hostesler aracılığıyla stant ürün yerleşimlerinin yaptırılacağı, firmanın Türkiye'deki satış temsilcisine ait WeChat kodu yer alan bir QR standının yer alacağı, firma temsilcileri ile alıcılar arasında wechat uygulaması üzerinden online görüşme imkanı sağlanacağı ve Fuara katılmak isteyen firmaların, en geç 2 Şubat 2021 Salı gününe kadar, aşağıda yer alan link aracılığıyla ulaşılabilen başvuru formunu doldurmalarının gerektiği ifade edilmekte olup, söz konusu fuara ilişkin afiş ve fuar kataloğu ilişik bulunmaktadır.

Bilgilerinize sunarız.

e-imzalıdır

Sertaç Ş. TORAMANOĞLU
Genel Sekreter a.
Şube Müdürü

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Ayrıntılı bilgi için: Sertaç Ş. TORAMANOĞLU – Şube Müdürü



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Başvuru Formu:

<https://uye.eib.org.tr/BasvuruFormu/FormGosterme01.Asp?FormId=04378908338641C>

Ekler:

Ek.1 – Fuar Afişi (1 sayfa)

Ek.2 – Fuar Kataloğu (7 sayfa)

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Hainan Expo 2021 Çin Uluslararası İthalat Fuarı

Çin Pazarının Yeni Kapısı

Gıda, Otomobil, Moda Ürünler, Mücevherat,
Kültürel Ürünler, Sağlık Ürünleri, Elektronik,
Evcil Hayvan Ürünleri

7-10 Mayıs 2021



Kayıt ve detaylı bilgi için tıklayınız.



2021
May 7-10, 2021

China International Consumer Products Expo

**Hainan Free Trade Port,
A pioneer of opening-up in China**

Venue:

Hainan International Convention & Exhibition Center (Haikou, China)

Organizers:

The Ministry of Commerce of the P.R.China (MOFCOM)
The People's Government of Hainan Province

Operators:

Trade Development Bureau of the MOFCOM
Hainan Provincial Bureau of International Economic Development

1000+



Exhibitors

100,000m²+



Space

50,000+



Trade
Visitors

100+



Professional
Media

40+



Countries

Invitation

On June 1, 2020, China has published the general plan of Hainan Free Trade Port. To underline China's commitment to expand opening-up and share business opportunities with the rest of the world, China International Consumer Products Expo (Hainan Expo) will be held in Hainan in 2021.

The theme for the first Hainan Expo is "Hainan, a Pioneer of Opening-up in China" which is designed to build Hainan into an International Tourism and Consumption Center, aggregate the global consumer resources, create a trading platform for international consumer products, and drive the global consumption growth.

Hainan Free Trade Port is launching in 2020. With the open-minded and high-quality services, Hainan will build a trade and investment platform that is professional, market-oriented, international and informationized for trade and investment, and create a world-class business environment for merchants and investors.

We sincerely welcome friends from all over the world to participate in Hainan Expo and share the fruits brought by the construction of Free Trade Port.



中华人民共和国商务部
MINISTRY OF COMMERCE OF THE PEOPLE'S REPUBLIC OF CHINA



海南省人民政府
The People's Government Of Hainan Province

Why in Hainan

The World's Largest Free Trade Port

- ◇ Benchmarking the highest level of opening-up in the world
- ◇ Creating the most liberalized and facilitated business environment for investment and trades
- ◇ Implementing **zero-tariff, low tax rate policies** and **simplified taxation systems**
- ◇ Visa-exemption policy for **59 countries**
- ◇ Building an International Tourism and Consumption Center

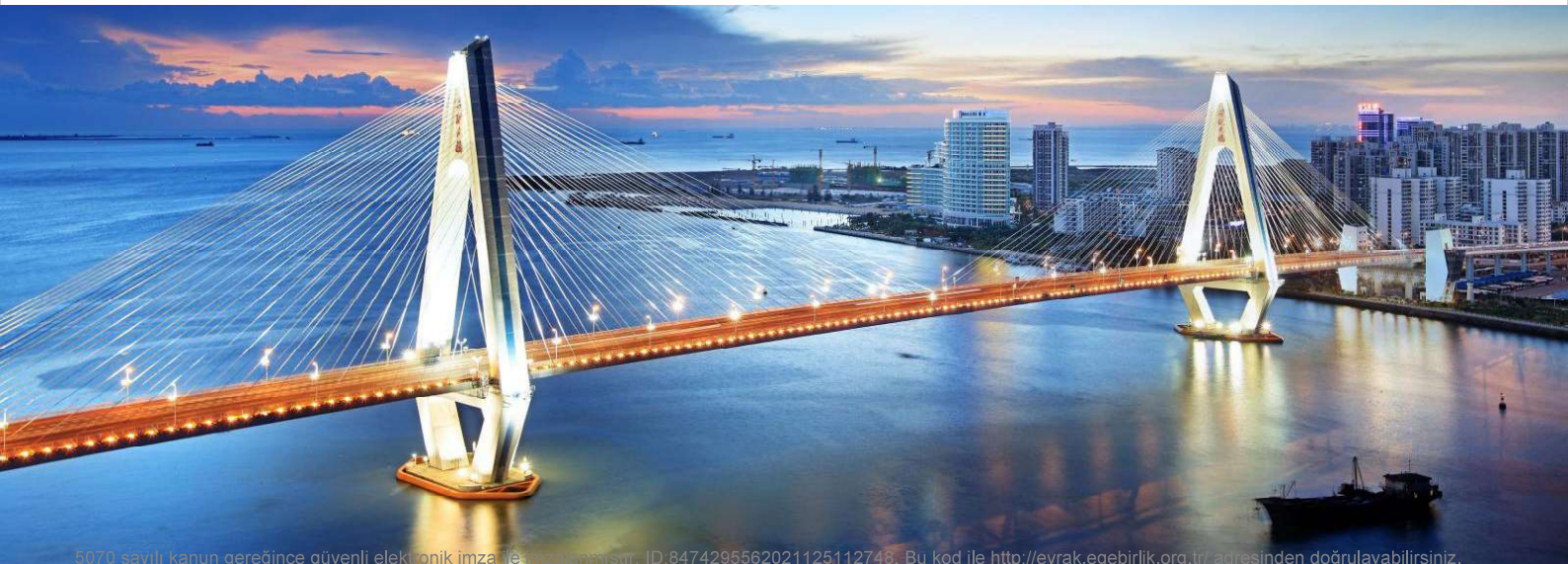


The Trading and Selling Center of the Global Consumer Products

- ◇ China is the world's second-largest importer and consumer
- ◇ More than US\$10 trillion consumer products and services will be imported in the next five year
- ◇ World brand consumer products gathered in Hainan Free Trade Port
- ◇ The quota of the offshore duty-free shopping is raised to **RMB100,000**
- ◇ **100 million** tourists from domestic and foreign countries every year
- ◇ The world's largest duty-free shop

New Opportunities for Chinese Brand Consumer Products

- ◇ A Flagship of China's Opening-up and a Key Opening Door in the New Era
- ◇ A strategic fulcrum of the Belt and Road Initiative
- ◇ The selling of domestic products benefits from the tax refund policy
- ◇ Gradually expand and open the bonded zone where the products from mainland can enjoy the tax refund policy for exports



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Why Attend Hainan Expo ?

A New Platform for Showcasing and Trading of the World's Consumer Products

- ✦ The only state-level Expo themed imported consumer products held in China
- ✦ Exclusive duty-free policies related to the exhibits' importation and selling (the list of duty-free products subjects to the official announcement)
- ✦ Grand gathering of the world's renowned brands and consumer products
- ✦ Together sharing new opportunities brought by preferential policies
- ✦ Exploring further benefits of off-shore duty-free policy and departure tax refund scheme

Precise Business Matching

- ✦ Convening of the domestic and foreign trade, wholesale and retail industries
- ✦ Professional buyers organized by respective provincial governments
- ✦ Highly integrating of online and offline businesses
- ✦ Complementing advantages of cross-border e-commerce and traditional e-commerce
- ✦ Introducing online celebrities marketing and advertising
- ✦ Supply-demand matchmaking activities

Professional Exhibition Service

- ✦ Market-orientation: adhere to international exhibition operating rules
- ✦ Professionalization: focus on new, featured and top consumer products
- ✦ Internationalization: gather the exhibitors and buyers coming from all over the world
- ✦ Informatization: integrate and share high-quality trade resources

Concurrent Activities



spectacular

Opening
Ceremony



professional

Theme
Forum



precise

Investment
Promotion



efficient and
effective

Business
Matchmaking



cutting-edge

Launching
Event

1. Opening Ceremony and Theme Forum

Opening ceremony and Global Consumer Business Forum (to be decided)

2. Sub-forums and Conferences

Professional sub-forums and conferences on the topics related to consumption-led modern services, off-shore duty-free and departure tax refund shopping, luxury consumption, etc.

3. Trade matchmaking, Investment promotion and New product launch event

Layout of Exhibitions

Country & Region Exhibition

Pavilion of Countries and Taiwan, Hong Kong and Macao

- ✧ Countries (Including country of honor) and sister cities will show the consumption-related development, industry status, featured products, policies to facilitate trades and investments, etc.
- ✧ Overall image of Hong Kong, Macao and Taiwan regions.

Pavilion of Provinces, Municipalities, Autonomous Regions of China.

- ✧ Provinces, municipalities and autonomous regions of China will show their overall image, mainly about advantaged industries of consumption, specialties, business environment, etc.

Industries and Products Exhibition

Fashion Life (well-known branded consumer products)

high-end luxury goods, beauty and cosmetic products, textiles, silk, clothing, shoes, bags, watches, furniture, household items, home furnishings, bedding, kitchen utensils, tableware and so on.

Jewelry

gold, platinum, silver jewelry and accessories, jade inlaid jewelry, diamond, pearl, amber, jewelry and products, raw materials and semi-finished products of the precious stone, jade crafts.

Automobile

new energy vehicles, intelligent connected vehicle, and high-end branded vehicles, etc.

Consumer Electronics

mobile devices, smart home appliances, audio products, video and HD devices, home entertainment, video games, etc.

Culture and Creation

tourism souvenirs, craft gifts, garage kit and surrounding products of cartoon and animation, toys, etc.



Layout of Exhibitions

Outdoors

yachts, recreational vehicles, tourist vehicles, model airplanes, business jets, helicopters, drones, equipment for diving, surfing and other water sports, sailing, motorboats, bicycles, motorcycles, golf, beach volleyball, tents, fishing gear, outdoor sports equipment, etc.

Food

tea, coffee, alcohol, soft drinks, sweets and snacks, chocolate, canned, convenience food, halal food, dairy products, meat products, aquatic products, fruits and vegetables, etc.

Healthcare

supplements, rehabilitation and physiotherapy products, mobile medical treatment, etc.

Pet Supplies

pet food, pet supplements, pet clothing, pet appliances, etc.

Hospitality and Professional Services

top hotels, featured hostels, premium real estate, home decoration, household service, property management, tourism services, theme park, commercial retail, logistics and express services, study-aboard programme, legal services, financial services, medical cosmetics, fitness, high-end physical examination, medical tourism, health care services.

Others



Country & Region Exhibition

I .Pavilion of Countries and Taiwan, HK and Macao

II.Pavilion of Provinces, Municipalities, Autonomous Regions of China

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Hainan Expo Wechat QR

www.hainanexpo.org.cn