



Dear Madam/Sir,

It's our pleasure to invite you to participate in the 14<sup>th</sup> China Expo Forum for International Cooperation (CEFCO 2018) to be held on January 11-13, 2018 at Shangri-La Hotel, Qingdao, which is a national famous historical and cultural city in East China.

CEFCO is co-organized by China Council for the Promotion of International Trade (CCPIT), Global Association of the Exhibition Industry (UFI), International Association of Exhibitions and Events (IAEE), and Society of Independent Show Organizers (SISO), and held by the China Chamber of International Commerce (CCOIC) and Qingdao Sub-Council of CCPIT.

With the theme of *Embracing Changes*, CEFCO 2018 will have in-depth discussion on "The Change of Global Convention and Exhibition Pattern in Global Economic Recovery and Hot Spots for Investment", "The Role of Trade Promotion Entities in Pushing Ahead the Development of MICE", "The 'Great Leap Forward' and 'Evolutionary Theory': Venue Construction and All-around Upgrading of Venue Management", "Exhibition-centered Cities That Surpass 'Tier 2' and Move Towards 'Tier 1'" and other topics. The three-day event will contain several concurrent sessions and workshops, dedicated to the introduction and promotion of best practices of MICE companies in different markets. More than 700 international and Chinese representatives are expected to attend the event.

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We believe your participation will make CEFCO 2018 a big success. We look forward to your kind reply as soon as possible. You may find more information online [www.cefco.org](http://www.cefco.org). For any enquiry about CEFCO 2018, you may contact with Ms. Ellin Bie (Tel: +86-10-59257250, Email: [cefco@ccpit.org](mailto:cefco@ccpit.org)).

Best regards,

China Chamber of International Commerce (CCOIC)

Dec-04-2017

Encl:

Draft Agenda of the CEFCO2018