**About CIFTIS**

China International Fair for Trade in Services (CIFTIS) is a large-scale exhibition and trading platform dedicated to trade in services. This comprehensive event with a global reach is co-hosted by the People's Government of Beijing Municipality and the Ministry of Commerce of PRC. Over the course of the past ten sessions, it has evolved into the world's largest comprehensive exhibition in the field of trade in services, serving as an important public platform for all countries around the world to showcase their latest achievements in service trade, discuss relevant policies, and foster trade cooperation. In total, CIFTIS has attracted more than 900,000 exhibitors and attendees and over 800 overseas business associations and institutions from 197 countries and regions globally, generating fruitful results through business cooperation. Chinese President Xi Jinping has delivered video speeches or sent congratulatory letters to CIFTIS for five consecutive years. He spoke highly of the role of the fair, noting that "the CIFTIS is a crucial platform for China to expand opening-up, deepen cooperation and pioneer innovation, which has made a positive contribution to promoting the development of global services industry and services trade."

Focusing on the annual theme "Opening up Leads Development, Cooperation Delivers the Future", the 2023 CIFTIS comprised 10 summits, 102 thematic forums, 90 promotional business talks and side events, and 155,000 square meters of exhibitions and displays. More than 2,400 enterprises participated in the fair onsite, and 6,700 enterprises online. The fair attracted nearly 300,000 attendees and exhibitors. Compared with prior sessions, the 2023 CIFTIS featured broader international participation, more authoritative and insightful information, and greater interactivity with visitors, yielding 1,100 achievements that has benefited the whole world.

The 2024 CIFTIS is scheduled to take place in Beijing from September 12 to September 16. Themed "Global Services, Shared Prosperity", this year's CIFTIS will lay greater emphasis on its global vision, professionalism, and market orientation as well as its role as a trade facilitator. It will comprise exhibitions and displays, promotional business talks, achievements release, and supporting events. A vast array of countries, regions, and international organizations, along with institutions and well-known enterprises from home and abroad, will be invited to the fair for business cooperation and service trade opportunities. The 2024 CIFTIS will focus on the following aspects:

**I. Highlight new quality productive forces and showcase the future development trend of the industry.** The 2024 CIFTIS Exhibitions and Displays will feature comprehensive and thematic exhibitions. The comprehensive exhibition will comprise the Exhibition for Achievements of Trade in Services, Exhibition for Countries, Regions and International Organizations, Exhibition for Provinces, Municipalities, Hong Kong, Macau, and Taiwan, and Exhibition of Annual Theme, highlighting unique advantages and latest achievements of various regions in trade in services, as well as the up-to-date technologies, results, and applications of leading enterprises in global trade in services. The thematic exhibition will encompass telecommunications, computer and information services (ICT Services), financial services, culture and tourism services, education services, sports services, supply chain and business services, engineering consulting and construction services, health services, and environmental services. Through physical displays and case studies, the thematic exhibition will highlight new quality productive forces, the latest achievements and application scenarios in various areas of service trade, the whole industrial chain, as well as the integration of service trade with the modern services sector, high-end manufacturing and agriculture. This will encompass a wide array of sectors, including AI and metaverse technologies, satellite internet, fintech, digital culture and tourism, smart education, smart sports, professional services such as accounting and legal services, transportation services, postal and courier services, intelligent construction, public health services, as well as energy-saving and carbon-reducing technologies.

**II. Emphasize the essence of trade and underline the role of CIFTIS as an international exchange platform.** At this year's CIFTIS, foreign government agencies and embassies in China as well as international organizations will be invited to introduce their development policies, advantages and cooperative projects, and promote investment and trade cooperation among countries. In addition, key enterprises and industry institutions such as business associations at home and abroad will be invited to hold special promotional activities and other events such as demand release, project matching, signing and exchange activities, in an effort to boost the import and export of high-quality services and investment cooperation. At the same time, more purchasers will be organized to attend business negotiations, and trade delegations of central SOEs, central state-owned financial enterprises, and Chinese provinces, autonomous regions and municipalities will be established again for the fair.

**III. Strengthen publicity and continue to organize the "CIFTIS-Never-End" Series.** This year, CIFTIS will further strengthen publicity and promotion for exhibitors to increase their visibility. Apart from the five-day fair, regular activities will be organized, including pre-CIFTIS matchmaking and post-CIFTIS achievements release. In addition, a series of foreign country-specific promotional activities including matchmaking and exchanges will be held in partnership with some countries' embassies in China to provide more cooperation opportunities for CIFTIS exhibitors and attendees.