



# The 4<sup>th</sup> South Asian Countries Trade Fair

KUNMING · CHINA  
JUNE 6-10, 2011

**Sponsors:**

The Ministry of Commerce of the People's Republic of China

The People's Government of Yunnan Province, P.R.China

## The 4<sup>th</sup> South Asian Countries Trade Fair

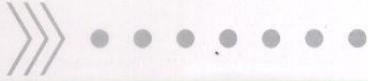
In order to increase imports from South Asian countries, the Ministry of Commerce of the People's Republic of China (MOFCOM) and the People's Government of Yunnan Province plan to hold the 4<sup>th</sup> South Asian Countries Trade Fair (known as the SACTF Fair) at the Kunming International Convention and Exhibition Center in Kunming city from June 6<sup>th</sup>-10<sup>th</sup> 2011. At the same time, in Kunming, the 19<sup>th</sup> China Import & Export Trade Fair, Kunming (known as the Kunming Fair) will be hosted by the Ministry of Commerce of the People's Republic of China (MOFCOM) and the governments of seven provinces and municipalities in south-west China.

Since its first session in Beijing, China, in 2007, the SACTF Fair has improved and extended its services and experienced large-scale expansion. It has developed into an international import trade fair that is welcomed by exhibitors and buyers from all over the world. The SACTF Fair provides an ideal platform for economic cooperation that links traders from all South Asian Countries with China. For the 4<sup>th</sup> SACTF Fair, the organizers will provide 400 standard booths in which to exhibit a wide variety of products, including Textiles & Clothing, Minerals, Medical Devices & Pharmaceuticals, Craftwork, Jewelry, Building materials & Decoration, Marine products, Software & Information, Apparatuses and Tourism Services.



The 4<sup>th</sup> South Asian Countries Trade Fair plans to have around 400 booths (3m×3m=9m<sup>2</sup>). Each booth will be provided with a negotiating table, three chairs, two spotlights, a carpet, a piece of board and a 220V, 5A electrical socket. The total exhibition area will be 5000 square meters.

MOFCOM and the People's Government of Yunnan Province will take the following measures to attract buyers and visitors to the Fair to ensure the most productive results for exhibitors.



### **I. General Arrangements**

- Opening Ceremony: 9 a.m. June 6, 2011
- China-SAARC Senior Business Officials' Meeting
- Investment Policies Introduction
- Business Promotion Meetings
- Welcoming Dinner
- Arts Performance



### **II. Arrangement for Promotion of Domestic Products**

- Organizers will invite influential Chinese traders and importers to the Fair.
- Organizers will establish a taskforce to invite major traders, supermarkets and related organizations in China to the Fair.
- Organizers will send invitations to:
  - Dealers who are engaged in the domestic market and located in the main distribution centers.
  - Enterprises who are engaged in Mining, Energy, Textile, IT, Tourism Services, Jewelry and Medical Devices & Pharmaceuticals.
  - Enterprises that are engaged in investment and have an interest in South Asian markets
- Organizers will invite traders who attended the 19<sup>th</sup> Kunming Fair.

### **III. Publicity Program**

- Press conference  
Date: April, 2011
- Online promotion  
Fully utilize the Kunming Fair website ([www.kmfair.org](http://www.kmfair.org)) to release documents and information.
- Media advertising  
Launch date: January- March, 2011  
Media: The following newspapers are under consideration: Economic Daily, International Business.
- Organizers will promote the SACTF Fair and the 19<sup>th</sup> Kunming Fair at the same time.
- Image building  
The national flags and colors, posters, electronic posters, advertising balloons and balloon arcs of all South Asian Countries' will be placed in Kunming International Convention and Exhibition Center and other downtown centers throughout the Fair.



Layout of kunming fair

### Organizers in China

The Organizing Committee of South Asian Countries Trade Fair

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For more information about the Fair and registration online,  
please refer to the website [www.kmfair.org](http://www.kmfair.org)