

# The Shenzhen International Finance Expo



## 2024 The 18th Shenzhen International Finance Expo

Nov. 7<sup>th</sup>– Nov. 9<sup>th</sup>, 2024      Shenzhen Convention & Exhibition Center

### Exhibition profile:

The 18th Shenzhen International Financial Expo (hereinafter referred to as the Shenzhen Golden Expo), hosted by the Shenzhen Municipal People's Government and jointly organized by the Shenzhen Financial Office, Shenzhen Banking Regulatory Bureau, Shenzhen Securities Regulatory Bureau, etc., will be held in December at Hall 1 of the Shenzhen Convention and Exhibition Center, with an exhibition area of 30000 square meters. The Golden Expo was founded in 2007 and has been held for seventeen sessions so far. The Golden Expo has attracted more than 2000 participating institutions, held more than 330 professional forums and roadshows, attracted over 2 million visitors, tracked and reported by more than 200 domestic and foreign media, and generated over 3 million news releases and reprints, attracting widespread attention and participation from finance, enterprises, and various sectors of society.

Currently, Shenzhen has entered a golden development period driven by "dual zones" and overlapping with "dual zones". The financial industry in Shenzhen is closely linked to the three major tasks of serving the real economy, preventing financial risks, and deepening financial reform, with high-quality development and innovation driven. During the 14th Five Year Plan period, Shenzhen's finance will be committed to building a global financial innovation center, innovative capital formation center, and financial technology center. The Shenzhen Gold Expo is an important platform for showcasing the achievements of Shenzhen's financial industry reform, innovation, and development to the outside world. This year's Gold Expo takes "finance, technology, digital, and green" as the theme, financial technology as the entry point, exhibitions as the main focus, and combines theme forums, online activities, offline roadshows, and other methods to actively build a bridge for communication and cooperation between Shenzhen and various regions, focusing on building a nationwide platform for the release and trading of financial technology achievements, A platform for showcasing and trading financial services, a platform for integrating and connecting finance and industry, and a platform for cooperation and exchange in financial innovation.

### Time, place, scale:

**1. Arrange booth date:** Nov. 5<sup>th</sup>– Nov. 6<sup>th</sup>, 2024

**2. Exhibition date:** Nov. 7<sup>th</sup>– Nov. 9<sup>th</sup>, 2024

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

**4. Exhibition Area:** 30,000m<sup>2</sup>

### Organization Structure:

#### 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;

China Chamber of International Commerce; Bank of China;

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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 9m <sup>2</sup> (3m*3m)	2. Bare indoor stall Minimum 36 square meters	1. Standard stall facilities: Two lintel boards, two sides fencing boards, one table, two chairs, basic lighting, one power outlet and carpet. 2. No facility for bare indoor stall
USD3900 (foreign exhibitor) per booth	USD380 (foreign exhibitor)	

## ◇Expo Magazine Advertisement:

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Cover: ¥90,000	Back cover: ¥70,000	Seal two: ¥50,000	Seal three: ¥50,000
Title page: ¥40,000	Color full version: ¥10,000	Guide map: ¥60000/ million copies	Documents lanyard: ¥100000 / million
Billboards: ¥23,000	Light pole flag: ¥6000 / pole	Handbag: ¥50000/ million	Hexagon ball: ¥5,000/ each
Tickets: ¥100,000/100,000 copies	North Gate curtain wall: ¥80,000 / block	Square flyover: ¥45,000 / piece	

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 (detailed package materials and treatments are available);

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

1. The financial BBS for international development of science and technology;
2. 2024 digital financial innovation contest and BBS;
3. Financial innovation product and technology promotion conference;
4. 2024 international factoring and supply chain finance conference;
5. BBS of guangdong international financial development;
6. Big data analysis and artificial intelligence innovation international summit;



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## ◇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 26, 2024, 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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