
Ontario Infrastructure Mission to China, June 16 – July 1, 2009

A Mission to Access the World's Largest Infrastructure Market

The Ontario Ministry of International Trade and Investment (MITI), in partnership with the Canadian Trade Commissioner Service in Beijing, Shanghai and Chongqing, invite you to participate in an Infrastructure Trade Mission to China from June 16 – July 1, 2009. This trade mission will include exhibiting at China's largest construction and building products trade show: The 14th China International Construction, Building Material & Urban Service Exhibition (C&US, China 2009) in Beijing from June 18 – 20. The mission will start in Beijing with 3 days at the trade show, proceeds to Chongqing, Chengdu and Nanjing and will end in Shanghai on June 28, 2009 to walk the trade show "China Sustainable Building Forum Prefabricated Housing & Ecological Urban Expo 2009(CSB)".

MITI is inviting up to 10 Ontario companies to participate in the Mission which will provide an opportunity for exporters and investors to identify business leads in the areas of building products, architectural and urban planning and the real estate sector. Delegates may participate in the trade show as exhibitors or visitors. This trade event will be the perfect platform for delegates to meet with infrastructure industry players from China. MITI will assist with the cost of the exhibition space and other local activities and incidentals. Companies will be responsible for their own travel and accommodation.

Participation fee in the mission is C\$1200 per company (regular 9m² booth price is US\$2500), including the booth fee for 3 trade days, reception luncheons, seminars (in Beijing, Chongqing, Chengdu), one-on-one meetings in 3 cities with translation services, networking with Chinese potential clients, meeting room rental and certain catering costs.

You will receive the following benefits:

- Display your company's literature and marketing materials to around 60,000 visitors
- Conduct meetings at the Ontario booths.
- A full page colour advertisement in the exhibition program (210mm x 285mm, film must be provided); advertisement on the admission ticket back (210mm x 90mm, 30,000 tickets)

Programs that will help companies include:

- Potential business and partnership opportunities
- Access to targeted business networks
- First-hand market intelligence

- Business briefings
- Technical seminars
- Technology Showcasing opportunities
- Pre-arranged one-on-one meetings
- Site visits

Who Should Participate

- Export-ready Ontario firms and professionals in the infrastructure sector, companies from such areas as building products, decoration material, urban infrastructure, urban planning/design, urban engineering and real estate development.
- Ontario companies who are already active in China and seeking to expand and strengthen their commercial ties with China Infrastructure sector.

What We Are Offering

In addition to assisting with trade show expenses for the Ontario Exhibitors, we will also assist participants with hotel reservations and Chinese visa applications.

- MITI will recruit up to 10 Ontario companies to assure maximum effectiveness
- Client and Partnership Development Sessions: Pre-arranged One-on-One meetings
- Site visits
- Seminars, networking and showcasing events in Beijing, Chongqing and Chengdu
- Networking Luncheon in Chongqing, Chengdu following the pre-arranged one-on-one meeting
- MITI has reserved exhibition space at the 2009 C&US, Beijing. Ontario companies are invited to exhibit their products and services at the Ontario Pavilion at a reduced cost.

Why C&US, China 2009- International Focus

- C&US, China 2009 is the best known, longest running and largest construction and urban service trade show in China. Presented every year, it has had 13 successful events since 1996 and C&US has developed into one of the most prestigious and comprehensive construction and urban service shows in the Asia-Pacific area. It also attracts a large number of regular exhibitors from North America and Europe, Japan, Korea, and Southeast Asian countries. C&US has become the preferred gateway to enter China's construction and urban service market.
- C&US 2008 had more than 35,000m² of exhibition space and 2,200 booths with 850 exhibitors/ manufacturers. It attracted over 50,000 attendees. MITI hosted 6 Ontario Booths on C&US 2008.
- C&US, China 2009 is the only exhibition organized and authorized by Ministry of Construction (MOC), PRC which plays a leading and influential role in the development of the nation's construction. It is known as the international and professional exhibition representing the construction industry scale and trends in

China. The MOC in China acts as a governing body in the comprehensive management of the whole nation's construction, including civil construction engineering; urban and rural development; construction and building industry; property and real estate; urban services etc.

The Ontario Mission Program (detail will be sent by email per request):

June 16 Depart for Beijing
June 17 Arrive Beijing in the afternoon, set up at trade show
June 18-20 Exhibiting at C&US, China 2009 Trade show in Beijing
June 19 Seminar, networking luncheon and one on one meeting in Beijing
June 21-29 Nanjing, Chongqing, Chengdu
June 29 Shanghai visit “ China Sustainable Building Forum Prefabricated Housing & Ecological Urban Expo 2009(CSB)”.
July 1: Depart for Toronto in the afternoon

Deadline for Participation: May 4, 2009. Please submit the registration form to Ellen Cao

The cut-off date for the printed Exhibitor Guide is fast approaching. Please send us your company profile as early as possible to ensure inclusion in the Guide. Registration is on a first come, first served basis. Please register early in order to maximize the quality of pre-arranged meetings that will be scheduled on your behalf. Registrations must be accompanied by payment in full.

If your company has 5 or more employees and annual sales of \$500,000 or more, you may qualify for a grant covering up to 50% of eligible costs incurred to develop export sales. These eligible costs include international airfare, hotel accommodation, marketing material and even the mission participation fee. Please check attached EMA grant flyer and visit: www.exportaccess.ca for full details. Fill out the application online ASAP.

For all inquiries, please contact:

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