

China International Fair for Investment & Trade (CIFIT)

**Xiamen, China
8-11 September 2025**

UK Pavilion Sponsors Pack



UK Government

Introduction

Hosted by the Ministry of Commerce of China, the China International Fair for Investment & Trade (CIFIT) is the only national comprehensive exhibition in China aimed at promoting two-way investment, i.e. "bringing-in" and "going global".

CIFIT is often attended by Vice Premiers, Ministers of Commerce and provincial Governors.

The UK is the Country of Honour for the 25th CIFIT in 2025. We are exploring the possibility of a delegation led by a DBT Minister.

A promotional roadshow is currently in place which HMTC has supported.



An opportunity to

Be part of China's most influential investment event where over 400 billion RMB worth of investment has been planned.

Connect with leading Chinese investors and organizations in the world's second-largest source market of outbound investment

Partner with the UK government in China and other UK brands as the country of honour at the UK pavilion and showcase your brand

Be part of a range of high-level Chinese and UK government activities ensuring high quality delivery, attendance, media exposure and brand awareness.

Previous organisations attending

Connect with potential international & Chinese investors

HSBC 


ASIAN INFRASTRUCTURE
INVESTMENT BANK

 中国投资有限责任公司
CHINA INVESTMENT CORPORATION

 中國銀行
BANK OF CHINA

 UnionPay
银联

HALEON
赫力昂


pwc

 上海證券交易所
SHANGHAI STOCK EXCHANGE

2024 Highlights

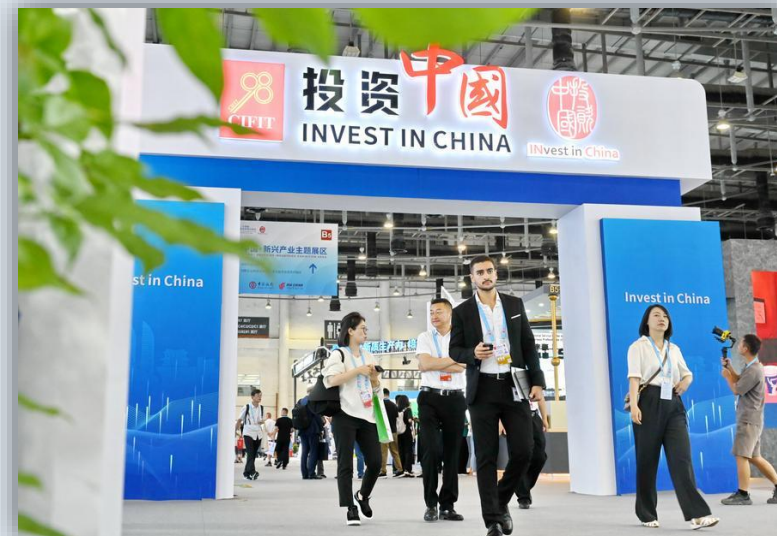
The event brought together representatives from 120 countries, 18 international organizations, 1,000+ agencies and business groups, and nearly 80,000 merchants to explore global investment and development strategies.

Agreements were reached on 688 projects during the conference, with a total planned investment of 488.92 billion yuan (\$68.74 billion).

Hungary was the guest country of honour, and Zhejiang, the guest province,



2024 Photos



Sponsorship Model

	PRESENTING PARTNER RMB 500K and above. Includes branded “experience zone”	PREMIUM PARTNER RMB 250K and above	SUPPORTING PARTNER RMB 150K and above
Comms	<p>Most prominent brand display at the event and on all media activities run by DBT China, including press release, media interviews, media enquiries.</p> <p>Headline logo display on sponsor board</p> <p>Most prominent promotion in DBT run social media platforms</p> <p>Most prominent mention in all relevant DBT media interviews, press releases</p> <p>Dedicated screen throughout the event</p> <p>Most prominent mention by senior government officials across all channels</p> <p>Most prominent mention in the UK pavilion’s opening speech if relevant</p> <p>Mention in the UK Pavilion's press kit or promotional collateral</p>	<p>Prominent brand display at the event and on all media activities run by DBT China, including press release, media interviews, media enquiries</p> <p>Logo display on sponsor board</p> <p>Prominent promotion in DBT run social media platforms</p> <p>Mention in all relevant DBT media interviews and press releases</p> <p>10 times on UK pavilion screen throughout the event</p> <p>-</p> <p>Mention in the UK pavilion’s opening speech if relevant</p> <p>Mention in the UK Pavilion's press kit or promotional collateral</p>	<p>Brand presence at the event and on all media activities run by DBT China, including press release, media interviews, media enquiries</p> <p>Logo display on sponsor board</p> <p>Mention in DBT run social media platforms</p> <p>Mention in at least one relevant DBT media interview and all press releases</p> <p>5 times on UK pavilion screen throughout the event</p> <p>-</p> <p>-</p> <p>Mention in the UK pavilion's press collateral</p>
Event	<p>First priority opportunity to be invited to high level events organised by DBT or CIFIT</p> <p>First priority opportunity to be invited as speaker to conferences</p> <p>Half day use of UK pavilion for company events</p> <p>Dedicated branded coffee area or ‘experience zone’ showcase your company</p> <p>Dedicated digital display access in the zone above</p>	<p>Priority opportunity to be invited to high level events organised by DBT or CIFIT</p> <p>Priority opportunity to be invited as speaker to conferences</p> <p>Free use of UK pavilion to organise 1-2 hours of company events</p> <p>Part of campaign zone display</p> <p>Digital display access</p>	<p>Opportunity to be invited to high level events organised by DBT or CIFIT</p> <p>Opportunity to be invited as speaker to conferences</p> <p>Free use of UK pavilion to organise 30 minutes of company events</p> <p>Part of campaign zone display</p> <p>-</p>
Logistics	<p>Unlimited (within reason) passes for contacts and staff</p> <p>First priority transportation arrangement</p>	<p>20 passes for your contacts and staff</p> <p>Priority transportation arrangement</p>	<p>10 passes for your contacts and staff</p> <p>Assisted with transportation arrangement</p>

We also welcome content only sponsorship (non-monetary), with benefits given on a case-by-case basis.

VIP Activities during CIFIT

1. Fujian Province Host Reception on 7th Sept
(extremely limited space)
2. Jiangsu Province of Honour reception on 7th Sept
(limited space)
3. CIFIT Opening Ceremony on 8th Sept
(extremely limited space)
4. UK Pavilion Opening Ceremony on 8th Sept
(invitation only)
5. Gulangyu's Night on 8th Sept
(limited space)
6. UK Country of Honour Reception Lunch 9th Sept
(limited space)
7. UK Regional Leaders and Business Engagement
(invitation only)
8. Fujian Provincial Leaders and Business Engagement
(invitation only)
9. Jiangsu Provincial Leaders and Business Engagement
(invitation only)
10. UK-China Investment Conference on 9th Sept
(limited space managed by CBBC, not a part of this sponsorship pack)

Note these are tentative activities as of May, subject to changes. DBT cannot guarantee access to these events.

Floor Plan



The UK pavilion will have two event zones: open theatre space and a closed-door meeting room.

If you would like to use the pavilion for a product showcase, please speak to your DBT contact

The UK Pavilion

The Department for Business and Trade (DBT) is the organiser of the UK pavilion.

DBT is responsible for the pavilion design and build, liaison with organisers, and communicating with participating companies to ensure the pavilion showcases the UK and exhibitors.

Partners are responsible for contributing budget towards the pavilion, liaising with DBT, and onsite attendance to represent their brand and join events. Though brands have previously participated without joining in person, it usually leads to fewer meaningful business connections. We would strongly recommend attending in person - the beginning of the Expo being the most impactful.

Deadline to confirm is 30 June 2025.

Contact **christina.kong@fcdo.gov.uk** for questions and to discuss display requirements such as AR/VR demo, tech specs, mirrors, shelving, display cases etc.

Testimonials

The Department for Business and Trade (DBT) is the organiser of the UK pavilion and has been country of honour for a variety of events. Hear from our amazing partners about the benefits of joining.



“The UK pavilion provided a crucial opportunity for premium and niche brands like us to been seen”

Abby Lin
Brand Development Manager
Johnstons of Elgin



“Mind blowing experience, everything went beyond our expectations.”

Tim Chen
Head of Wholesale
Hilditch & Key Ltd



“A great honour to represent the UK at such a high-profile international platform”

Katherine Oon
International Sales Manager
Whittard of Chelsea

Location

Xiamen, historically Romanised as Amoy, is a sub-provincial city in southeastern Fujian, People's Republic of China, beside the Taiwan Strait.

Xiamen Island possessed a major international seaport. Today, it's famed for its fresh seafood and some of the finest tea in China.

The Expo will be at the Xiamen International Conference and Exhibition Center, around 25 minutes from Xiamen Gaoqi International Airport, 5 minutes from InterContinental Hotel.



Sponsorship contact:
vicky.zhang@fcdo.gov.uk

CIFIT website: <https://www.chinafair.org.cn/>

CIFIT WeChat:



UK Government