



China-Britain
Business Council
英中貿易協會



British
Consulate-General
Chongqing

Sponsorship Opportunity

UK Business Delegation to Western China International Fair for Investment & Trade

Sponsorship Opportunity: UK Country of Honour at WCIFIT

20-22 May 2026, Chongqing

As Guest Country of Honour, the UK will play a prominent role at this year's Western China International Fair for Investment & Trade (WCIFIT). The British Consulate-General Chongqing will host the UK Pavilion and co-host the UK-Western China Business Forum, with the HM Trade Commissioner leading UK engagements. The UK's enhanced presence will also include a UK Reception and a programme of events for British businesses.

The UK-Western China Business Forum will serve as a flagship event during WCIFIT and focus on two-way investment between the UK and Western China in key sectors including trade in services, healthcare & life-sciences, finance, green transition and the digital economy. The Forum will focus primarily on UK investment in Western China but with a segment oriented towards outbound investment from China in the UK.

Sponsors of the Forum will have the opportunity to be a speaker or panellist, have prominent brand visibility across all event marketing materials and onsite exposure, as well as priority access to senior government meetings, and other VIP engagements.

In addition, British companies also have the opportunity to sponsor the UK Pavilion with a range of benefits included in the package – see following page for full details.

Preliminary Programme:

Wednesday, 20th May

PM	VIP Meeting between Chongqing Municipal Leadership and UK Business Delegation (by invitation only)
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Thursday, 21st May

AM	UK Pavilion opening ceremony
PM	UK-Western China Business Forum 1-2-1 business matchmaking
Evening	Business reception

Friday, 22 May:

AM	Site visits to key enterprises and industrial parks in Chongqing
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Sponsorship Opportunity I: UK-Chongqing Business Forum

Price: RMB 58,000

- **Speaking opportunity** during the Forum
- **Prominent logo** placement on all Forum marketing materials
- **Acknowledgement** in opening remarks by senior UK representatives
- **Promotion** across CBBC and partner social media channels
- **Priority access** to tailored 1-to-1 business matchmaking meetings
- Priority invitation to **VIP government pre-meetings** (subject to relevance)
- Opportunity to play corporate **video** during the Forum
- **Priority brand visibility** within the UK Pavilion area

Sponsorship Opportunity II: UK-Chongqing Business Forum + UK Pavilion

Price: RMB 108,000

Pavilion

- Dedicated **exhibition pod** in a high-traffic Pavilion location
- Prominent **brand display** across Pavilion and campaign zones
- **Complimentary** use of Pavilion space for 1–2 hour company event
- Priority invitation to high-level government and **VIP events**
- Priority consideration for **speaking opportunities** at Pavilion activities
- **Mention** in relevant press releases and communications
- Inclusion in **Pavilion opening remarks** (where applicable)
- **Branding** across Pavilion promotional materials and digital displays

Forum

- **Speaking opportunity** during the Forum
- **Prominent logo** placement on all Forum marketing materials
- **Acknowledgement** in opening remarks by senior UK representatives
- **Promotion** across CBBC and partner social media channels
- **Priority access** to tailored 1-to-1 business matchmaking meetings
- Priority invitation to **VIP government pre-meetings** (subject to relevance)
- Opportunity to play corporate **video** during the Forum
- **Priority brand visibility** within the UK Pavilion area