

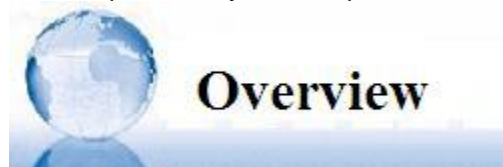
## Sports Sector of the 4<sup>th</sup> China (Beijing) International Fair for Trade in Services CIFTIS-Sports

Date of the Exhibition: May 28th – June 1st, 2015  
Date of Forum: May 29<sup>th</sup>,  
2015  
Venue: China National Convention Centre, Beijing



Supports: General  
Administration of Sports of  
China

Organizer: Beijing Municipal Bureau of Sports  
Co-organizer: China Sports Industry International  
Media Partners: Xinhua News Agency; CCTV 5;  
China Sports Daily, Titan Sports; TencentSports



GIFTIS – the  
'Olympics' of International  
Trade



Approved by the State Council of the PRC,  
hosted by the ministry of Commerce and Beijing Municipal People's Government, China  
(Beijing) International Fair for Trade in Services will be held in Beijing from May 28th to  
June 1st each year. This is an event permanently supported by the WTO, UNCTAD, and  
OECD.

Beijing Fair is committed to being a vital channel for the importing and exporting of  
China's service industry, a window for authoritative policy and information release related  
to trade in services, a bridge for exchange and cooperation among enterprises engaged in  
the trade in services, and a grand international event with sustainable future and  
considerable global impact.

AITA & Associates has been the important cooperater of the Organizing Committee of  
2015 China (Beijing) International Fair for Trade in Services and mainly focusing in the  
oversea countries' governments, agencies and enterprises. Via the display fair, matching  
forum, industry conference and the website showcase, you can display your country, your  
city, your sports industries, or your company and your projects to thousands enterprises  
and organizations from China's 32 provinces, as well as other countries around the world.  
It will be an excellent platform to promote your city or company, to expend the China's  
market, to establish network with Chinese government and enterprises, and to explore  
potential cooperation opportunities in the cultural area.



## Our Services

As the cooperator of CIFTIS 2015, we invite you to participate in this great event and exhibit your projects, products or services as well as promote your organization to the world largest market.

Basing on our networking and our professional group, we can arrange your whole Chinese business tour throughout the period of the Festival, and offer flexible and reliable exhibition services according to your needs. We will provide the Formal Invitation Letter of the Fair Organizing Committee, registration, exhibits delivery, clear custom declaration services, and Special Business Promotion & Matching to you. Other customer-made services will also be offered such as tickets and hotel reservations, advertising, airport pick-up and see-off etc.

For details of our services, please click:

<http://www.aita.com.cn/en-Convention-Exhibition/index.html>

### Why Participate

To launch into the Chinese market and build business network

To meet high officials from over 90% of China's provincial and municipal sports bureaus in order to acquire the advantages policies and project requirements;λ

To gain accessibility to over 200 projects' custom-fit information regarding the global sports service industry;λ

To conduct face-to-face business exchanges with high-level government leaders, sponsors and investors through our unique business network;λ

To receive tailored services and reach efficient business deals

To offer business matching services on the basis of your project requirements before the exhibition;λ

To introduce potential clients measured for your company, offer private meeting zones for all trade negotiations, and facilitate on-site contract signing during the exhibition;λ

To provide follow-up services (including potential client referral, government connection support, project publicity etc.) to meet your projects' subsequent requirements after the exhibition.λ

To promote your ongoing and future projects

To make promotional presentations during our Projects Promotion Conference;λ

To have your project covered extensively by over 20 foreign professional media and 60 Chinese media outlets.λ

### Activities

## International Sports Services Trade Forum

Date: May 29th, 2015

### Section 1: Industry policy analysis and future development forecast

An in-depth exchange and discussion targeted towards the Chinese sports service industry, including its trade development status, policy towards the development of the sports industry, global developmental trends.

### Section 2: Brand building of professional competitions and clubs

A comprehensive talk centering on brand building and management of professional sports events and clubs, input and output of coaches, construction and management of sports fans, media cooperation, sponsorship service.

### Section 3: Project promotion of high-quality sports service trade

Selected quality sports events will be provided with an on-site promotion, which will build a promotion and trading platform for sports event organizations as well as sports service institutions.

### Section 4: Project signing ceremony

A signing ceremony held for those projects that achieve fruitful negotiation during the exhibition period. The entire process shall be extensively covered by Chinese and foreign media.

## Sports Service Exhibition

Date: May 28th – June 1st, 2015

### Exhibition Categories:

#### Professional Sports Services:

Professional sports event organizers;λ

Professional sports clubs;λ

Professional sports event projects: professional sports league, commercial competition, grand prix, four competition, race;λ

Sports brokerage, consultancy and promotion organization.λ

#### Leisure Sports Services:

Leisure sports organizations;λ

Leisure sports club;λ

Leisure sport events.λ

#### Sports Education and Media Services:

Sports educationλ& training institution;

Sports professional media.λ

#### Sports Event Services and Others:

Event venue services: stadium, sports industry park, sports industry base;λ

Event special facility services: lighting, audio, LED large screen, temporary facilities and other services.λ



Contact us

For more information or to participate in the International Fair, please contact:

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The Australia International Trade Association and Associate

Australasia-China Sister Cities Summits and Business Summits

New Zealand International Exchange Center

Web Site: [www.aita.com.cn](http://www.aita.com.cn) , [www.acscs.com.au](http://www.acscs.com.au) , [www.nziec.com](http://www.nziec.com)