

7TH -14TH OF OCTOBER 2013

HANG ZHOU

JING HUA

WEN ZHOU

BEI JING

# MISSION TO CHINA

CO-ORGANIZED BY THE WEST LAKE EXPO AND AITA & ASSOCIATES  
 AITA AUSTRALIAN INTERNATIONAL TRADE ASSOCIATION (AITA) &  
 ASSOCIATES IS ORGANIZING A DELEGATION TO CHINA FROM THE  
 7TH TO THE 14TH OF OCTOBER 2013, IN WHICH YOU WILL HAVE THE  
 CHANCE TO PARTICIPATE TO THE 15TH WEST LAKE EXHIBITION OF  
 HANGZHOU (OCTOBER 12TH TO 18TH)

*The event organized by the West Lake International Expo Organizing Committee and Hangzhou's municipal government, the General Administration of Sport of China, the China National Tourism Administration and the Zhejiang Provincial Government is one of the biggest international exhibitions in China.*

During this occasion you will have a different rank of **unique opportunities**:

- **The 15<sup>th</sup> West Lake Expo;**
- **Sister City and friendship City Forum;**
- **Business Visit and Meeting;**
- **Networking Banquet with Provincial Government or Municipal Government in each City;**
- **Economic and trade Negotiations;**
- **Cultural exchange;**
- **Educational Seminar;**
- **Cooperation between your region and different Chinese areas;**
- **Business opportunity in different sectors** (*tourism and leisure, technology and information, trade and investment, cultural and creative, e-commerce, real estate and automotive* )



**Australia International Trade  
 Association & Associates**



## *The West Lake Expo of Hangzhou*

The Hangzhou West Lake Expo started in 1929. The Expo gives prominence to the aim for "a platform for developing the convention and exhibition industry, a carrier of cultural and ideological progress, and a festival for the ordinary people and the tourists from home and abroad", sticks to the goal of "people first, thrift, virtue and safety", thus playing the role as a platform, leader and incubator for developing the convention and exhibition industry.

Since it was resumed in 2000, it has been successfully staged for eight consecutive times. The West Lake Expo has received visitors totaling 72,193,7000 person-times, the trade transaction value amounted to 63.241 billion RMB yuan and the contracted foreign investment reached 4.924 billion USD. It provides a platform and plays a leading role in developing the convention and exhibition industry in Hangzhou.



The West Lake Expo has facilitated the development of the convention and exhibition industry not only in the city proper, but also in the counties (county-level cities) of Hangzhou.

This year, the *2013 The International Expo* will be held from the 12<sup>th</sup> to the 18<sup>th</sup> October, at Hangzhou, Zhejiang Province, China.

During this occasion CTFA can have a chance to meet government authorities, small and big enterprises, manufacturers, investors and so on.

## **What is Aita offering? Our Services**

### **SERVICES INCLUDED IN THE PACKAGE**

(3,900 AU\$ per person)



- ◆ Round trip ticket to and back from China
- ◆ Air tickets in China
- ◆ Local transportation
- ◆ Networking banquets in each city
- ◆ Venue hire for the conferences and forums
- ◆ Accommodation
- ◆ Translation and interpreting
- ◆ Business visits and meetings
- ◆ Mission coordination and logistic support
- ◆ Production of mission booklet
- ◆ Coordination of bookings for air tickets, hotel and transportation
- ◆ Coordination with Chinese governments and associations
- ◆ Coordination of group visits

### **EXTRA SERVICES**

- ◆ special promotion conference (promoting products, services etc)
- ◆ advertising (media coverage, website, newspaper etc)
- ◆ business matching & consulting
- ◆ legal and financial affairs
- ◆ public relations
- ◆ exhibition services
- ◆ other Tailor made Tour in China

## ITINERARY

DATE	PLACE	ACTIVITY
<p>Monday 7/10</p>	<p><b>Sydney</b></p> 	<p><b>Flight from Sydney to Guangzhou to Beijing</b></p> 
<p>Tuesday 08/10</p>	<p><b>Beijing</b></p>  <p>Beijing is the capital of the People's Republic of China located in northern China and one of the most populous cities in the world, with a population of over 20 million.</p>	<p style="text-align: center;"><b>Arrival in Beijing</b></p> <p style="text-align: center;">Program of the day:</p> <p style="text-align: center;">Tour of the City: visit of the famous scenic spots.</p> <p style="text-align: center;"><b>Welcome and Business dinner with Beijing Municipal Government</b></p>
<p>Wednesday 09/10</p>	<p><b>Beijing</b></p> 	<p style="text-align: center;"><b>From 08:00 to 15.00</b></p> <p style="text-align: center;"><b>Meeting with Central Departments and Associations</b></p> <p style="text-align: center;"><b>Flight from Beijing to Wenzhou</b></p> 
<p>Thursday 10/10</p>	<p><b>Wenzhou</b></p> <p>Wenzhou is a prefecture-level city in southeastern Zhejiang province in the People's Republic of China. Wenzhou is a city full of vibrant business activities. It is the first city in China to set up individual and private enterprises as well as shareholder cooperatives</p>	<p style="text-align: center;"><b>From 8.30 to 11.00</b></p> <p style="text-align: center;"><b>Wenzhou-NEW SOUTH WALES Sister City &amp; Friendship City Forum Business Forum</b></p> <p style="text-align: center;"><b>From 12.30 to 13.30</b></p> <p style="text-align: center;">Visit of Wuma Street: the most famous business street of the City.</p> <p style="text-align: center;"><b>Drive to Jinhua City</b></p>

<p style="text-align: center;"><b>Friday</b> 11/10</p>	<p><b>Jinhua</b></p> <p>Jinhua is a prefecture-level city in central Zhejiang province, people's Republic of China, with a population of over 5 million.</p> <p>Jinhua has a rather flexible economic system with distinctive economic characteristics in different areas.</p>	<p style="text-align: center;"><b>From 9.00 to 10.30 Jinhua-NEW SOUTH WALES</b></p> <p style="text-align: center;"><i>Sister City &amp; Friendship City Forum</i></p> <p style="text-align: center;"><b>Drive to Hangzhou City</b></p> <p style="text-align: center;">From 16.00 to 17.30</p> <p style="text-align: center;">Meeting with:</p> <ul style="list-style-type: none"> <li>● <b>Hangzhou City Government;</b></li> <li>● <b>Foreign Affairs Office;</b></li> <li>● <b>Business Bureau;</b></li> <li>● <b>CCPIT.</b></li> </ul>
<p style="text-align: center;"><b>Saturday</b> 12/10</p>	<p><b>Hangzhou</b></p> <p>is the capital and largest city of Zhejiang Province in Eastern China. Hangzhou is also the center of the Hangzhou Metropolitan Area,<sup>[2]</sup> which is the fourth-largest metropolitan area nationally.<sup>[4]</sup> It is governed as a sub-provincial city.</p>	<p style="text-align: center;"><b>From 9.00 to 10.00</b></p> <p style="text-align: center;">Attending the Opening Ceremony of</p> <p style="text-align: center;"><b>The 15<sup>th</sup> West Lake International Expo of Hangzhou</b></p> <p style="text-align: center;"><b>From 10.00 to 11.30</b></p> <p style="text-align: center;"><i>Visit Hangzhou the West Lake</i></p>
<p style="text-align: center;"><b>Sunday</b> 13/10</p>	<p style="text-align: center;"><b>Hangzhou</b></p> 	<p style="text-align: center;"><b>From 9.00 to 11.30</b></p> <p style="text-align: center;">1. Attending <b>The West Lake Expo</b></p> <p style="text-align: center;"><b>Sister City and Friendship City Forum</b></p> <p style="text-align: center;"><b>Zhejiang-NEW SOUTH WALES</b></p> <p style="text-align: center;"><b>Business visit and meeting</b></p> <p style="text-align: center;">Flight from Hangzhou to Guangzhou</p> <p style="text-align: center;">And from Guangzhou to Sydney</p>
<p style="text-align: center;"><b>Monday</b> 14/10</p>	<p style="text-align: center;"><b>Australia</b></p> 	<p style="text-align: center;"><b>Arrival in Sydney</b></p>

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*Please save your time for this year Mission to China*  
*You will definitely match pleasure with business efficiently.*



  
**Michael Guo**

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