

Invitation to the 19th Europe-China Business and Technology Cooperation Fair

Dear Sir or Madame,

The Europe–China Business & Technology Cooperation Fair (hereinafter referred to as the “Europe-China Fair”), as the sole state-level, international high-end mechanism and platform for economic, trade and technological exchanges and cooperation between China and EU member states held in China, has enjoyed a glorious history of over two decades and has played a significant role in promoting economic, trade and investment cooperation between Chinese and European business communities. We are honored to invite you to participate in the 19th Europe-China Fair. Details are as follows:

I. Basic Information

Name: The 19th Europe-China Business and Technology Cooperation Fair

Date: October 21-23, 2026

Venue: CCEC, Chengdu, China

Organizers: China Chamber of International Commerce (CCOIC)

European Union Chamber of Commerce in China (EUCCC)

Theme: Dialogue and Cooperation for Shared Benefits and Prosperity

Scale: Over 1,000 participants on site.

II. Main Activities

The scale and profile of participants, media attention and coverage, the richness of activities and the effectiveness of B2B matchmaking of the 19th

Europe-China Fair are expected to be significantly enhanced compared to the previous session. Detailed information is as follows:

1. High-Level Dialogue:

- **Opening Ceremony and Plenary Session:** Inviting government representatives from both China and the EU, leaders of business associations, executives of Fortune Global 500 companies, and leading think tank scholars to engage in in-depth dialogue on China-EU cooperation against the backdrop of the evolving global economic and trade landscape.

- **China-EU Roundtable of Trade Promotion Agencies and Business Associations (closed-door):** Facilitating candid exchanges between Chinese and European investment and trade promotion agencies, business associations and think tanks on issues of mutual economic and trade concern.

- **“Link Europe” Investment Promotion Session:** Providing a platform for European government agencies to present their investment policies, promotion plans and needs, and to attract and support Chinese enterprises seeking to invest and establish operations in Europe.

2. Industry-Focused Exchanges: 7 thematic sessions covering key areas of Europe–China cooperation, including bio-medicine, new energy, agriculture&food, robotics, cutting-edge technologies, vocational education, and commercial legal services, to explore in-depth cooperation opportunities in specific industry sub-sectors.

3. Practical Matchmaking:

- **B2B Matchmaking Sessions:** With an online AI-powered matchmaking system, participant enterprises first submit their information

and need&supply online at least 1 month before the Fair (the sooner, the better), then the Fair organizers will invite targeted Chinese enterprises to register and submit information online as well to match the need&supply, the two sides could initiate invitation and paring online. After successfully paring, one-on-one offline negotiations will be arranged during the Fair. During the online process, AI-powered pairing analysis will be available to help make pairing more easily and precisely.

- **Exhibition Display:** Providing exhibition space and booth design and construction services on site to meet the display and promotion needs of participant enterprises.

- **Industrial Park and Enterprise Visits:** Organising no less than 4 visiting routes to industrial parks and enterprises in fields such as new energy, biomedicine, agri-food, AI and advanced technologies, etc..

III. Background

The Europe-China Fair was originally initiated by the European Commission and coorganized in China by CCPIT (China Council for the Promotion of International Trade) in 2002, aiming to promote trade, investment, and technology cooperation between EU and Chinese enterprises. Since the second edition in 2006, the Fair has been based in Chengdu ever since. To date, it has been successfully held for 18 editions, attracting over 13,000 Chinese and European enterprises, facilitating more than 29,390 professional B2B matchmaking sessions, and resulting in over 3,360 cooperation intentions and agreements. It has grown into the largest investment, trade and innovation cooperation platform, featuring the broadest participation from EU member states, the widest involvement of European enterprises, and the largest scale of Europe-China exchanges.

IV. Review of the Previous Session

The 18th Europe-China Fair was successfully held from November 19 to 21, 2025, in Chengdu. The three-day event featured more than 10 sub-events, with over 1,000 participants from more than 20 countries. A total of 204 companies from 16 countries engaged in 257 one-on-one matchmaking sessions, leading to 166 cooperation intentions.

Distinguished European guests included the President of the Government of Navarre (Spain), the Deputy Mayor of Davos and President of the Grand Council of Graubünden (Switzerland), the Ambassador of Croatia to China, as well as officials from embassies and consulates, investment promotion agencies, and business associations from European countries such as Germany, France, Italy, and Spain, etc.. Senior executives from numerous Fortune Global 500 companies and leading enterprises from both China and Europe attended the fair on site. Ambassador Cai Run, Head of the Mission of China to the EU, sent a video address specifically for the Fair.

The event received extensive media coverage from leading Chinese and international outlets. Xinhua News Agency, CCTV, ANSA (Italy), EFE (Spain), and other Chinese and foreign media reported on the grand opening and the significant economic and trade outcomes of the Fair. The spokeswoman for the Chinese Ministry of Foreign Affairs noted at a regular press briefing that the Fair is the largest investment, trade and innovation cooperation platform, featuring the broadest participation from EU member states, the widest involvement of European enterprises, and the largest scale of Europe-China exchanges.

V. Registration and Participation

1. Participation Services

(1) Fair participation and B2B matchmaking services are free of charge for European enterprises. European institutions and enterprises are welcome to register for free. The Fair may provide accommodation in Chengdu (during the event dates) for participant enterprises travelling from Europe.

(2) European institutions are welcome to organise roadshows or dedicated side events at the Fair platform. The Fair will offer preferential terms and necessary assistance regarding costs.

(3) For European business delegations travelling from abroad, the Fair can arrange additional business itineraries in China based on their specific needs (travel and related expenses to be borne by the participants), making their visit more rewarding and productive.

2. Registration

Interested institutions or enterprises are kindly requested to scan the QR code below to register as early as possible, so that we can make targeted invitations to match you with suitable Chinese counterparts for B2B meetings.



3. Contact Information

For any inquiries or further information, please do not hesitate to contact us.

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China Chamber of International Commerce

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