

16 - 18 JUNE 2017

# NZ - China (Weifang, Shandong) Branded Products Expo

VODAFONE EVENT CENTRE, AUCKLAND







# *The* Overview

China is one of New Zealand's largest trading partner. Bilateral trade has since increased in recent years and is strengthened with the recent visit by President Xi Jinping. The upgrade NZ-China Free Trade Agreement identified priorities such as trade and custom cooperation deals, including export plans for chilled beef, goat an sheep meat into China and Chinese onions into New Zealand, an e-commerce arrangement to set high-leveled principals for more cooperation between nations.

China wants New Zealand to be part of the One-Belt-One-Road initiative set up by President Xi in 2013. Over US\$1.3 trillion worth of Roberts were already initiated and over 68 countries are involved. Using the concept of ancient Silk Road, the initiative looks at infrastructural partnerships and investments between countries.

The Expo provided an excellent opportunity to meet businesses and local government from Weifang, China. The state-owned China Rail recently signed a Memorandum of Understanding with Northland Regional Council, the State is definitely interested to identify infrastructural projects China could invest in. You could be the many businesses who build long term sustainable businesses and projects for years to come.







# Weifang

A prefecture city in central Shandong province of China, North East of China. Population of more than 9 million people, it is a highly urbanised city. Weifang Binhai Economic & Technological Development Area (BEDA) is a national economic and technological development area approved by the State Council. This provides the great to construction projects and enterprises.

Weifang is also home to the largest Diesel engine company and factory Weichai, and is famous for folk wood-block print, painting, paper Utting, and kite production. Weifang is also one of the top four sapphire mines in the world, production of dark blue or close to black sapphires.

Earlier this year, Weifang hosted a major conference on "One Belt One Road", with the participation of over 120 businesses and 40 international corporate. Shandong being on the route of "One Belt One Road", particularly on agricultural, domestic manufacturing, building, infrastructure and housing affordability as their key focus, this expo provided a great opportunities for New Zealand businesses to be involved with "One Belt One Road".





# *Benefits*

- Explore branding exposure
- Showcase your goods and services
- Identify distribution
- partnership opportunities
- Identify investors and joint ventures
- One-to-one meeting





# *Organisers*

Weifang Commerce Bureau of Shandong  
Municipal Government, China  
and

Peoples' Government of Kuiwen District of  
Shandong Province, China

# *Types of Businesses*

This is an excellent opportunity to look at Chinese businesses from a variety of industries, looking at selling your products into China with the support of the Weifang Municipal Government.

## **Everyday Products**

Food, Textile, Household  
products

## **Industrial Products**

Agriculture, building materials,  
chemical, e-commerce,  
machinery, plastics, logistics

# *Target Business Groups*

## **B2B**

One to one 30 minutes meeting with pre-arranged businesses and networking with other businesses.

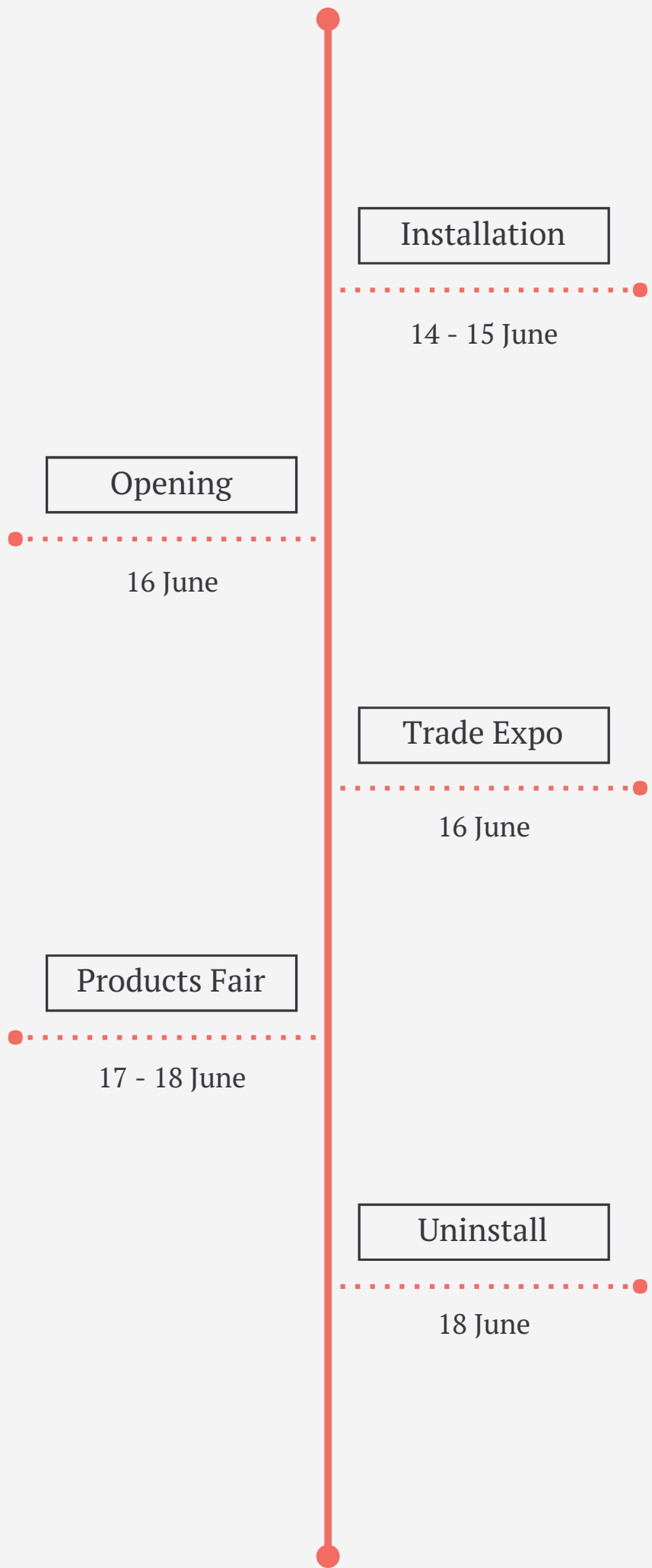
## **B2C**

Open to public on Sunday and Saturday to showcase your goods and services to members of public.



# *Schedule of*

# Events





# *Programme*

## **Friday 16 June 2017**

10:00am - Opening Ceremony

11:30am - Lunch

1:30pm - One-to-one meeting

7:00pm - Dinner

## **Saturday 17 June 2017**

10:00am - Open Ceremony

10:20am - Open to public

4:00pm - Kite Flying Competition

## **Sunday 18 June 2017**

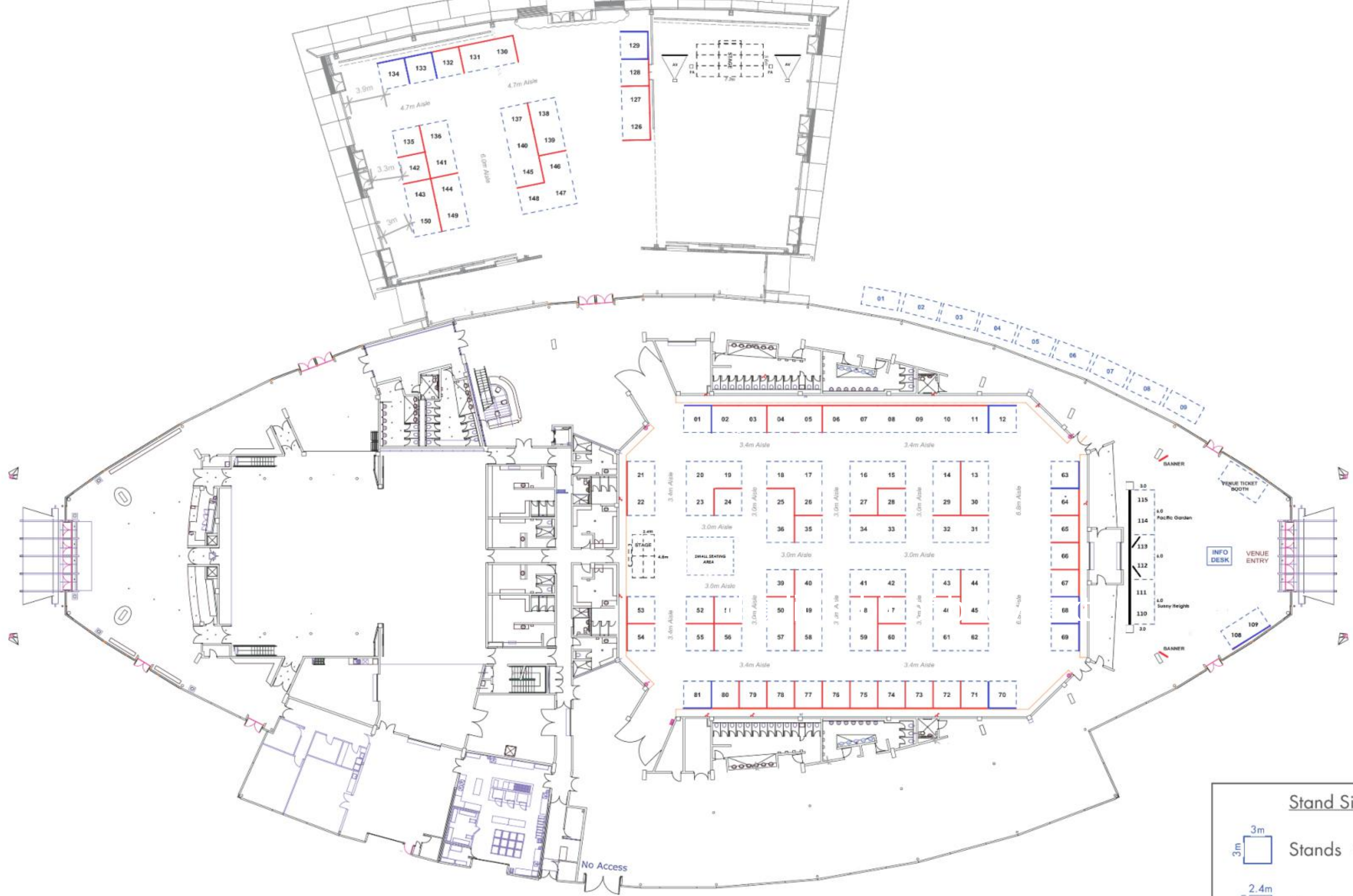
11:00am - Kite Flying Competition

4:00pm - Kite Flying Competition

5:00pm - Closing ceremony and kite competition  
prize giving







**Stand Size:**

	Stands 01 - 81 126 - 150
	Stands 108 - 115



An aerial photograph of a tea plantation. The tea bushes are arranged in neat, parallel rows that curve across the landscape. The color of the tea leaves is a vibrant green. In the lower right portion of the image, several workers wearing traditional conical hats are visible, engaged in harvesting the tea. The overall scene is bright and clear, suggesting a sunny day.

# Thank You!

CONTACT US: 9/99 Queen Street  
Auckland 1141  
021 802 830  
[rsvp@wfexpo.co.nz](mailto:rsvp@wfexpo.co.nz)