



CIBAC Newsletter

加中商贸投资联盟

Chinese Investment and Business Alliance in Canada

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Challenge and opportunities for China
Global exhibitions

全球疫情下的中国商业展会—挑战与
机遇并存

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Guangzhou Honorary Representative

广州荣誉代表介绍

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湖南省邵阳县捐赠疫情防控物资

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全球疫情下的中国商业展会—挑战与机遇并存

With the global spread of the new pneumonia epidemic, the lives and health of people and various industries have been greatly affected. The exhibition industry is where companies operate by showcasing and conducting events allowing spaces that are used for commercial and artistic in nature and it was deeply affected. As a modern service industry, it is not only a production-oriented service but also a consumption-oriented one. Services and the exhibition industry are characterized by their important social influence. Due to the platform characteristics of a large number of people flow, material flow, and information flow accumulated in exhibition activities, it must have strong public recognition. The challenge of the epidemic in the early days of the outbreak, according to the survey and statistics of the International Association of the Exhibition Industry and the UFI China Club, the total net area of 55 exhibitions postponed or canceled by 61 UFI hosting members from February to March 2020 reached 2,909,850 square meters, and 27 A total of 158 exhibitions were postponed or canceled by UFI venue members. The scope of the national convention and exhibition industry may be affected more widely, and the data is even more alarming. The opportunity of the epidemic and where there are challenges, there will be new opportunities. In the face of the epidemic and the limited offline exhibition activities, people will rely heavily on network interaction for a period of time and will establish new behaviors and demand habits. Exhibition activities will inevitably adjust accordingly to the new behavior.

随着新型肺炎疫情的全球性蔓延，全世界人民的生命健康和各产业都受到了极大的影响，会展业是典型服务业，作为现代服务业，既是生产型的服务，也涉及消费型的服务，而且会展特点在于它具有重要的社会影响力。由于会展活动积聚大量的人流、物流、信息流的平台特点，它必然具有很强的公共识别度。

疫情的挑战

光在疫情爆发初期，据国际展览业协会联合 UFI 中国俱乐部调查统计，UFI61家主办会员在 2020 年 2-3 月延迟或取消的 55 场展会净面积总数达 2,909,850 平方米，27 家 UFI 场馆会员共延迟或取消了 158 场展会。全国会展业受影响范围可能更为广泛，数据更显惊人。

疫情的机遇

但有挑战就会有有机遇，会展产业面对疫情，在线下会展活动受限的情况下，人们将在一段时间里高度依赖网络互动，并且将建立新的行为方式和需求习惯，会展活动必然要根据新的行为习惯做相应调整。

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深圳国际会展中心

Cloud exhibition 云展会

The online exhibition is an online exhibition held on a virtual network exhibition hall. It is dedicated to the online display, promotion and transaction completion of exhibitions and exhibits. The online exhibition provides a professional, honest, efficient, and the convenient online exhibition booth can be played directly on the Internet. Relying on the most attractive conditions for participation, the most thoughtful and enthusiastic service and the most professional and efficient network platform, the web exhibition live room will invite industry elites from all walks of life to actively participate and seek common development.

The "cloud exhibition" is rich and colorful, and the audience can watch the exhibition online without leaving home. Some classic exhibitions that have closed have been shown online. In addition, many domestic exhibitions have also made use of technological innovation to realize exhibition services such as exhibitor and buyer appointment, exhibition process management, and data tracking, and carry out "cloud display" and "cloud negotiation" through live broadcast platforms and third-party platforms. "Cloud signing" and so on.

The Development of MICE Industry After the Epidemic

The high utilization rate of first-tier cities such as Beijing, Shanghai, Guangzhou and Shenzhen, and the fact that schedules are difficult to allocate, have forced many exhibitions to continue to be held in second- and third-tier cities. This will also directly drive the prosperity of the exhibition industry and the hotel industry in second- and third-tier cities. development of. Although the epidemic has pressed the pause button on the exhibition industry in the domestic service trade, the industry has been hit hard. However, under the decision-making leadership of the Chinese central government and the support policies of governments at all levels, by actively promoting the innovation of exhibition models and making full use of modern information technologies such as the Internet, big data, and VR virtual reality to hold online exhibitions, the transformation from "face-to-face" to For "screen-to-screen" and "wire-to-wire", we will further expand the innovative marketing and business matching channels of the exhibition. It is believed that with the smooth progress of the resumption of work and production and the recovery of some large, medium and small exhibitions, in the next 2021, the exhibition industry will eventually usher in great development.

网上展览会，是在一个虚拟的网络展览馆上进行的网上展览会，它致力于展会、展品的网上展示、推广及交易的完成，网上展览会为广大企业商家提供一个专业、诚信、高效、便捷的网上展览展示的展台，直接可以在网上进行播放。网展直播室将以最具吸引力的参展条件、最为周到热情的服务和最专业快捷的网络平台为依托，邀请各方行业精英积极参与，共谋发展。

“云展览”丰富多彩，观众足不出户，就能在线看展，一些已经闭幕的经典展览在网上亮了出来。除此之外，国内不少展会也纷纷利用技术创新，实现参展商和买家预约、参展流程管理、数据追踪等展会服务，通过直播平台、第三方平台等方式开展“云展示”“云洽谈”“云签约”等。

疫情过后会展业的发展

北上广深等一线城市市场馆常年利用率高，档期难调配的现实，使得很多展会不得不选择二、三线城市的展馆继续举办，这也将直接带动二三线城市的会展产业兴旺以及酒店等产业的发展。疫情虽然给国内服务贸易中的会展业按下的暂停键，行业受到了沉重打击。但在中国中央的决策领导和各级政府的帮扶政策之下，通过积极推进会展模式创新，充分运用互联网、大数据、VR虚拟现实等现代信息技术举办线上展览会，由“面对面”转为“屏对屏”“线对线”，进一步拓宽展会的创新营销及商贸撮合的渠道。相信随着复工复产的顺利进行，部分大中小型展会的复苏，在接下来的2021年里，会展行业终将迎来大发展。



中国国际消费品博览会

CHINA INTERNATIONAL
CONSUMER PRODUCTS EXPO



5/7 ▶ 5/10 2021

加中商贸投资联盟荣誉代表介绍及中国香港商务企业介绍



卢穗鸿先生，广州市人，现在是加拿大多伦多华商投资联盟的广州市荣誉代表。卢穗鸿先生祖籍广东东莞虎门镇，是香港保良局创办人卢贻扬先生的后人。卢贻扬先生生于 1829 年，为省港知名富豪绅士。1874 年被推荐为香港东华三院总理；1878 年想香港政府申请创建保良局，并任首届总理。世界华人知名建筑师贝聿铭是卢贻扬先生的孙女婿，他的太太卢爱玲是民国才女；卢氏家族的后人遍布世界各地经商生活，有广泛的海外商圈人脉资源。卢穗鸿先生曾经在英资企业绵丰集团和港资企业瑞安房地产公司工作，参与了投资 200 亿元的商业项目全程筹建，该盘是全国知名旧改项目佛山岭南天地商业地产，参与了项目上市和商业项目拆解二次上市的资产运营实施，有完整的资本市场运作经验。他曾在中国国际贸易促进委员会的贸促通外贸服务平台任职，负责对接海外贸易资源，有丰富的海内外招商经验，善于拓展海外市场，与全球重点市场建立了商务合作关系；这些阅历资源将能够帮助投资联盟会员企业，建立产品海外销售网络，把产品推向中国市场，借助国家内循环和外循环利好政策环境，为商会客户提供拓展中国市场起到外引内联优良服务。卢穗鸿先生有专业的国际贸易从业经验，在组织国内企业把产品到海外参展，及协助商会筹备发起海外百家商会在广州举办侨商联谊节活动，商会之间通过参会中交流，建立了沟通渠道，寻找到合作商业机会，促进了互相文化交流和商务合作。

Mr. Lu Suihong is the honorary representative of CIBAC in Guangzhou, China. Mr. Lu is a native of Guangzhou, and his ancestral home is Humen Town, Dongguan, Guangdong. He is a descendant of Mr. Lu Gengyang, the founder of Hong Kong Po Leung Kuk. Mr. Lu Gengyang, born in 1829, was a well-known wealthy gentleman in Hong Kong and Hong Kong. In 1874, he was recommended as the Prime Minister of the Tung Wah Group of Hospitals in Hong Kong. In 1878, he applied to the Hong Kong government for the establishment of Po Leung Kuk and served as the first Prime Minister. Im Pei, a world-renowned Chinese architect, is the grandson-in-law of Mr. Lu and his wife, Lu Ailing, a talented woman in the People's Republic of China. The descendants of the Lu family live in business all over the world and have extensive overseas business network resources. Mr. Lu Suihong used to work in the British-funded enterprise Mianfeng Group and the Hong Kong-funded enterprise Shui On Real Estate Company. He participated in the preparation of a commercial project with an investment of 20 billion yuan. He participated in asset operation and implementation of listing and dismantling of commercial projects for secondary listing, with complete capital market operation experience. He used to work in the CCPIT foreign trade service platform of the China Council for the Promotion of International Trade, and was responsible for docking overseas trade resources. His rich experience in attracting investment at home and abroad, is good for expanding overseas markets, as he has established business cooperation relationships with key global markets. These experienced resources will be able to help member companies of the investment alliance to establish overseas sales networks for the Chinese market, under the current favorable policy environment of internal circulation and external circulation.

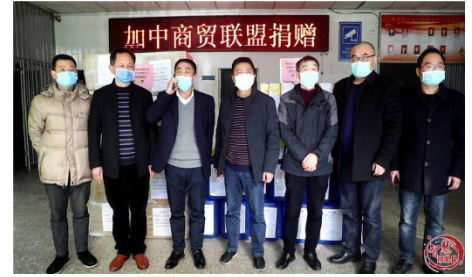
This connection provides CIBAC trade members with excellent services for expanding into the Chinese market, as Mr. Lu Suihong has professional experience in international trade. He organizes domestic enterprises to exhibit their products overseas and assists chambers of commerce to prepare and initiate businessmen's friendship festival activities in Guangzhou. CIBAC can benefit from the commerce exchange and with existing establishments, we would like to open up communication channels for Canadians, and look for cooperative business and cultural opportunities between the Chinese and Canadian operations



CIBAC Donated Epidemic Prevention and Control Materials to Hunan Province 加中商联为湖南省邵阳县捐赠疫情防控物资

CIBAC (Toronto) has been allied with various business groups in Hunan Province, China, which has played a driving force in the exchange and interaction with the local Chambers of Commerce. This time, CIBAC and the compatriots in mainland China fought an epidemic prevention and control battle by immediately using our commercial channels to purchase masks. Because of the urgency of medical supplies in Hunan Province, taking advantage of the alliance's networking in Canada, CIBAC purchased 20,000 medical face masks and transported the batch from Canada through China Southern Airlines as quickly as possible to Changsha, Hunan Province. This batch of masks has been donated to Shaoyang County and the County Centre for Disease Control and Prevention has distributed the masks to the medical staff on the frontline.

加中商贸投资联盟(多伦多),一直与中国湖南省多个商务团体结盟,发挥着商会联谊互动的平台交流动力。这次商会与大陆同胞同一阵线打一场疫情防控阻击战,并快速利用商业渠道采购口罩。因为湖南省医疗防护用品告急,商会立刻组织“爱心小组”,通过南方航空公司的免费通航服务,以及湖南当地货运物流公司的免费运输,在团队齐心合力之下,顺利把两万个一次性外科口罩捐赠到湖南邵阳县,给予在疫情防控一线的医护人员。



Business Online Summary - How to grow sales in unusual times

商业在线摘要 - 如何在非常时期增加销售额

Members learned first hand from the experienced top leader, Mr. Derek Ho, who held the position as VP, Global Sales Asia at Japan Airlines and led a multinational sales team in twelve countries to develop markets and grow revenue. The presentation covered three key areas: (1) Driving sales growth in the NEW Normal (2) The benefits of a Customer Relations Management tool and (3) Value based selling technique. The sessions were interactive with questions and answers period. The presentation was well received and participants felt it was educational and beneficial.

加中商联成员们从经验丰富的高层领导 Derek Ho 先生那里学到了第一手资料, Derek Ho 先生曾担任日本航空公司全球销售亚洲区副总裁一职,并领导 12 个国家与地区的跨国销售团队开发市场和增加收入。该演示涵盖三个关键领域: (1) 在新常态下推动销售增长 (2) 客户关系管理工具的優勢以及 (3) 基于价值的销售技巧。会议与问答环节互动,与会者一致认为这是有教育意义和有益的演讲。



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