

**BMW
GROUP**



CHINA INTERNATIONAL IMPORT EXPO (CIE) 2025



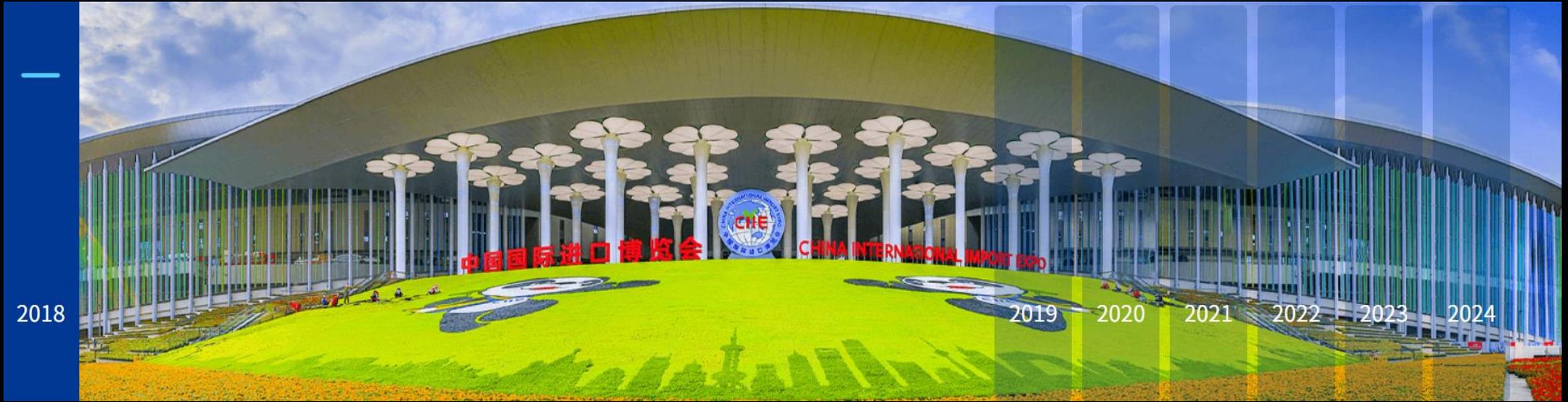
**BMW TECH OFFICE
ASIA PACIFIC**

When?

- **Time Period:** Nov. 5th -10th, 2025

Where?

- **Location:** National Exhibition and Convention Center Shanghai



* same as Shanghai Auto Show

CIIE 2025 OVERVIEW

MOST INFLUENTIAL EXHIBITION IN CHINA, WITH THEME OF IMPORT



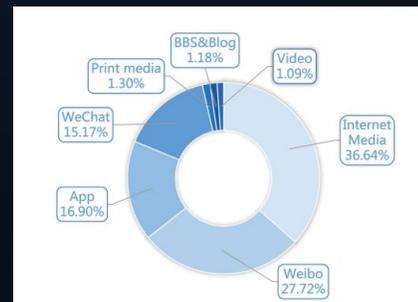
BACKGOURND

- Sponsored by MOFCOM and Shanghai Municipal government, CIIE is the world's first national exhibition with the theme of import
- CIIE was personally planned, proposed, deployed and promoted by President Xi Jinping. Premier Li delivered an opening speech on CIIE
- It is a major decision made by China to promote new round of high-level opening up and a major initiative for China to open its market to the world。



MEDIA IMPACT

- Billion-level exposure highlights
- Full network coverage and innovative form
- New media communication amplifies the volume



CIIE 2024 RECAP

HIGHLIGHT OF BMW PARTICIPATION WITH TWO BOOTHS.



BMW AUTOMATIVE BOOTH



BMW INNOVATION INCUBATOR BOOTH



- BMW continues to join the CIIE from 2018, and BMW Tech Office APAC setup the booth since 2021.
- Both booths attract high attention from government officers, media, and management teams from other Corporates.
- BMW Tech Office APAC booth is the only one from OEMs in the innovation & incubation zone focuses on innovation solutions for automotive.

WHAT ARE THE BENEFITS TO JOIN WITH TECH OFFICE APAC



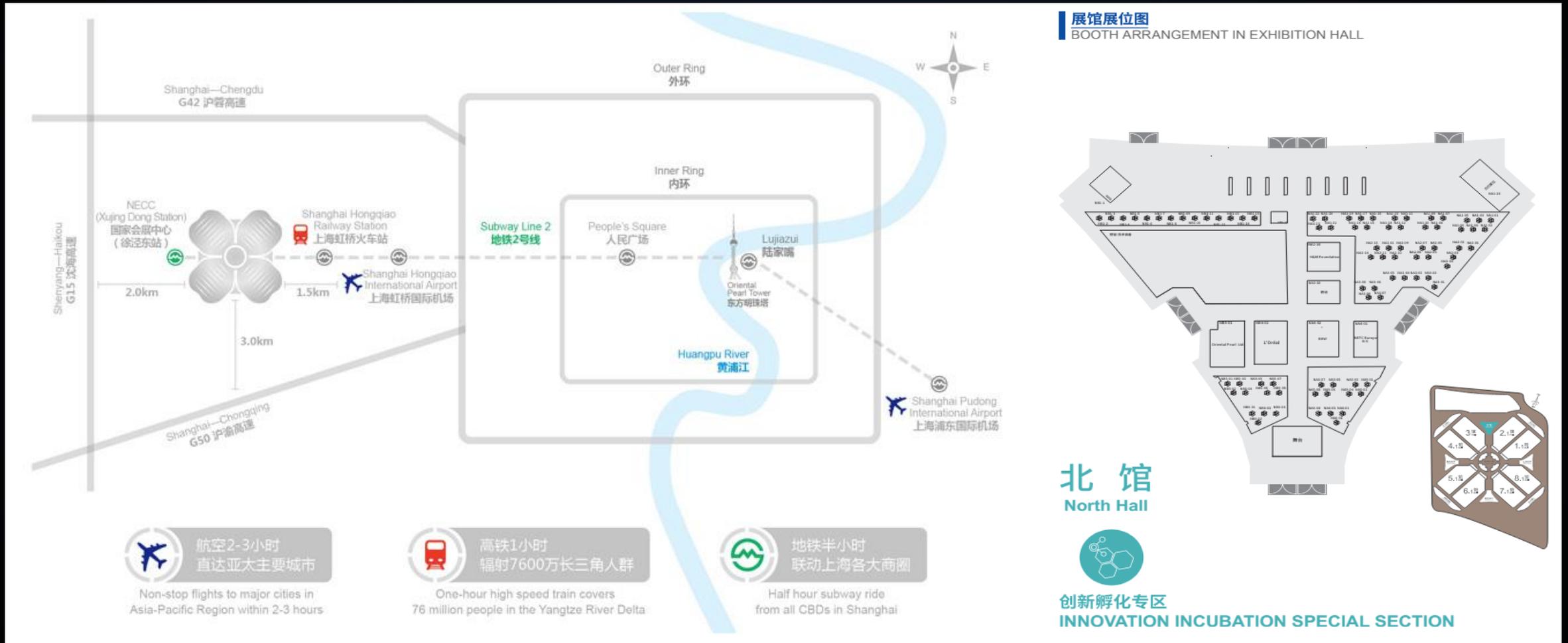
- **Conspicuous location**
 - Booth from TO APAC is obvious to be seen when entering the North Hall
 - 6 days exposure on the stage to attract investments, corporations from China market
- **Free qualified booth including free entry tickets**
 - BMW TO APAC will offer well decorated booth for startups for free
 - Technique setup will be based on the requirements from start-ups
- **Pitch Event**
 - Pitch Event will be organized with CIIE Bureau to introduce start-ups
 - Offer opportunity to connect with BMW expert, Gov. officers, local media etc.
- **High potential for media exposure**



Figure 4.1: Communication Influence Index of the six exhibition areas and the Innovation Incubation Special Section

CIIE 2025 OVERVIEW

LOCATION OF EXHIBITION AND HOW TO ARRIVE.



▪ 144-Hour Visa-Exemption Transit Policy: <https://www.ciie.org/zbh/en/19SER/TBS/144Hour/>

CIIE 2025 OVERVIEW

IMPORTANT NOTES.



- The official time period of CIIE 2025 is Nov. 5th till 10th. For startups to join, please arrive 2-3 days in advance for preparation of the booth.
- The basic booth fee will be covered by BMW Tech Office APAC. The travel & accommodation cost should be covered by startups.
- BMW TO APAC will design & setup the booth at incubation zone, startups needs to give the requirement of demo/products before end of Aug. 2025.
- BMW TO APAC will join pitch event organized by CIIE organizer on Nov. 6th (tbc.).