



中国国际贸易促进委员会驻泰国代表处

The Representative Office of China Council for the Promotion
of International Trade in the Kingdom of Thailand

Dear Sir/Madam and Esteemed Organizations/Companies

The Representative Office of China Council for The Promotion of International Trade (CCPIT) in The Kingdom of Thailand extends its friendly greetings to your organization.

On behalf of CCPIT, I am delighted to inform you that the 20th China Expo Forum for International Cooperation (CEFCO 2025), co-hosted by CCPIT, UFI, The Global Association of the Exhibition Industry (UFI), International Association of Exhibitions and Events (IAEE), Society of Independent Show Organizers (SISO) and International Congress and Convention Association (ICCA), will take place from January 8 to 10, 2025, in Tianjin, China.

Since its inception in 2005, CEFCO has spanned two decades. Always adhering to the principles of “Openness, Cooperation, and Win-win”, the forum annually gathers representatives from globally renowned exhibition and conference companies, industry organizations, government departments, professional media, and research institutions to exchange ideas and explore cooperation. It has developed into China’s most influential and significant brand event in the exhibition and conference sector, playing a crucial role in promoting international exchanges and cooperation in the industry and sharing China's development opportunities with globally renowned exhibition companies.

The theme of CEFCO 2025 is “Empowering a Sustainable Future with New Quality Productive Forces”. Guests from the global exhibition and conference industry will engage in discussions on cutting-edge topics such as review and outlook for major exhibition and conference markets, region and strategy for business growth, global presence of China’s exhibition and conference industry, building an exhibition and conference destination city, latest practices in empowering exhibitions and conferences with digital technologies and green and low-carbon exhibitions and conferences, etc. We will also hold a grand celebration of the 20th anniversary to review the win-win cooperation between China and other countries in the exhibition and conference industry, look ahead to the prospects of future cooperation, and discuss key issues concerning further development of the exhibition and conference industry.



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As a leading multinational exhibition and conference group/industry organization/industry promotion agency, your institution is a vital driving force in the prosperous development of the global exhibition and conference industry and an important partner of Chinese counterparts. I sincerely invite you to attend the forum and deliver a speech in plenary session/panel discussion to share your profound insights.

I hope to receive your confirmation of attendance soon and look forward to meeting you in Tianjin, China. My team will keep you updated with the latest conference arrangements.

Please kindly confirm and find the attached files for CEFCO: “CEFCO 2025 Invitation from Chairman of CCPIT” and “Theme and Topic Description of the 20th China Expo Forum for International Cooperation (Draft)” .

Don't hesitate to contact our team if there are any questions:

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Looking forward to hearing from your excellency soon.

Best regards,

Zhou Guangyao

Chief Representative

The Representative Office of CCPIT in Thailand

