**The 21st China International Fair for Investment & Trade**

The 21st China International Fair for Investment & Trade (abbreviated as “CIFIT”) is scheduled to take place during September 8th-11th in Xiamen, China. Themed on “Introducing FDI” and “Going Global”, the 21st CIFIT will highlight the tangible business effect as well as investment policy and environment promotion by integrating exhibition, forums and seminars, B2B project matchmaking, high-end protocol meetings, investment salon, etc.

Each year, the CIFIT receives over 100,000 professional participants, including 15,000 overseas visitors from governmental institutions, investment promotion agencies, business associations and multinational corporations of more than 100 countries and regions, as well as 50,000 business professionals and government officials from more than 300 major cities in China. Over 1,500 correspondents from hundreds of domestic and foreign mainstream media will extensively cover the whole activities.

With the innovative idea of “Extensive Matchmaking”, centered on the practical needs of exhibitors and visitors, the 21st CIFIT integrates project negotiation into every major event to drive tangible business effect. The 21st CIFIT will focus on the “Belt and Road Initiative”, supply-side reform, pilot free trade zone, Internet +, M&A services and other hot investment topics, and combines the highlight activities of guest country of honor, guest province of honor, star city (county), star enterprise, etc. Over more than 20 years’ cultivation on internationalization, specialization and brandigation, the 21st CIFIT plays the roles of “bilateral investment promotion platform, authoritative information release platform, and international investment trend discussion platform” and provides one-stop service for global participants to share investment information, tap business opportunities and promote bilateral or multilateral economic cooperation and exchange.