



# Shanghai Fair - Product Week of Hungary

## Draft Proposal

I. **Theme:** Shanghai Fair-Product Week of Hungary (Sep 16-22, 2021)

II. **Hosts:** Shanghai Federation of Economic Organizations  
Shanghai Federation of Industrial Economics  
Hungarian Chamber of Commerce and Industry

**Organizers:** Sail of Shanghai Committee

III. **Events:** ①Opening Ceremony  
②Online B2B Matching  
③Product Display

### **3.1 Opening Ceremony**

**Date&Time:** 08:00-09:00 a.m. Sep. 16, 2021 (Thu) **Hungarian Time**

**Address:** Online: ZOOM ID: TBD  
Offline: TBD

**Language:** English & Chinese

**Attendees:** 30-50 persons (The confirmed name list will be provided before September.)

#### **Chinese Guests:**

Representatives of the Shanghai Federation of Economic Organizations  
Shanghai Communication Industry Association  
Shanghai LED Engineering and Technology Association  
Shanghai Food & Beverage related Industry Association  
Representatives of Shanghai Industry Associations  
Chinese Companies  
Partners of Sail of Shanghai Committee

#### **Foreign Guests:**

Representative of the Consulate General of Hungary in Shanghai  
Representatives of Hungarian Chamber of Commerce and Industry (Online)  
Hungarian Companies (Online & Offline)



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**Agenda:**

|             |   |
|-------------|---|
| 08:00-08:30 | Registration  |
| 08:30-08:35 | Moderator opening   |
| 08:35-08:40 | Speech by representative of the Shanghai Federation of Economic Organizations   |
| 08:40-08:50 | Speech by representative of the Consulate General of Hungary in Shanghai and introduce economic and trade situation between Hungary and China |
| 08:50-08:55 | Speech by representative of Hungarian Chamber of Commerce and Industry (Online)   |
| 08:55-09:00 | MOU Signing Ceremony between Hungarian Chamber of Commerce and Industry and Sail of Shanghai Committee  |
| 09:00       | Visit the Booth   |

**3.2 Online B2B Matching**

**Themes:** IT & ICT, LED, Environmental Protection, Food & Beverage Industry

**Date&Time:** **09:10-11:00 a.m. Sep. 16, 2021 (Thu) Hungarian Time**

**Address:** Online: ZOOM ID: TBD

(As there is only one zoom link for B2B Matching with different sectors, we could arrange a rehearsal with Hungarian companies one week in advance of the meeting, testing the technical problems, etc.)

Offline: TBD

**Language:** English

**Attendees:** **30 companies**

**Chinese Guests:**

**10-15** Chinese Companies (List of Chinese Companies will be provided before Aug.1, 2021)

Shanghai Communication Industry Association

Shanghai LED Engineering and Technology Association

Shanghai Food & Beverage related Industry Association

Representatives of Shanghai Industry Associations

**Foreign Guests:**

**10-15** Hungarian Companies (List of Hungarian Companies will be provided before Aug. 1, 2021)

Representatives of Hungarian Chamber of Commerce and Industry (Online)

Hungarian Companies (Online & Offline)

**Agenda:**

|              |  |
|--------------|--|
| 09:10-09:15  | Moderator opening  |
| 09:15-10:30  | Chinese and Hungarian companies will alternatively introduce company & product information and requirements. |
| <b>Note:</b> | Each company's speaking time must be <b>within 3 minutes</b> .   |
| 10:30-11:00  | Free discussion  |

### **3.3 Hungarian Product Display**

**Product Display: Jul. 1 - Sep. 30, 2021**

**Position: Home Page of Shanghai Fair 365**

**Product Category (Including but not limited to the followings):**

IT & ICT products, LED products, Environmental Protection products and services, Food & Beverage, chemical products, non-ferrous metals products, auto parts, apparel accessories, consumer goods, medical equipment and health care products, high-end intelligent equipment, building materials & products, information services, logistics services, etc.

**Condition:** Before Jul 1, 2021, many of Hungarian companies from various industries will register at 'Shanghai Fair 365': [www.shanghaifair365.com](http://www.shanghaifair365.com)

**Reward:** Hungarian Chamber of Commerce and Industry will recommend **3 Hungarian companies** and provide their promotional pictures, **picture size: 1200\*200**.

