



## CHINA INTERNATIONAL IMPORT EXPO 2024

The Embassy of the People's Republic of China in the Kingdom of Lesotho has invited Lesotho, through the Ministry of Trade, Industry and Business Development (MTIBD), to participate in the 7<sup>th</sup> session of the **China International Import Expo (CIIE) to be held in Shanghai, China from 5<sup>th</sup> – 10<sup>th</sup> November 2024**. The Ministry further extended an invitation to the LNDC as the nation's Investment and Trade Promotion Agency, to facilitate Lesotho's participation at this event.

The LNDC thus invites manufacturing, agriculture, and agro-processing entities that are export-ready to participate in this trade promotion event – the China International Import Expo (CIIE) 2024 at **own cost**.

CIIE is one of the largest import expos aimed at opening up Chinese markets and liberalizing trade to promote global trade and economic growth. China has the world's largest population thus making it the largest importer and consumer in the world.

Participating companies must meet the following export readiness criteria

1. A legally registered entity compliant with business laws and regulations
2. Exporting entities with the desire to explore the Chinese market.
3. Non-exporting entities that have proven success in the domestic market and have the desire to explore the export market
4. Production capacity to serve the export market.
5. The participating entity representative must have the necessary skills to promote the product, negotiate and close deals with the potential buyers.

Businesses willing to participate in this event are advised to note that **ALL COSTS** including travel, accommodation, meals, etc will be at **OWN COSTS** and **SPACE** is very **LIMITED**. LNDC will only be responsible for the exhibition space and equipment, facilitation, shipment of samples, and companies' promotional materials.

To facilitate adequate preparations, this call for interest is open until the 4<sup>th</sup> October 2024. Please download and fill the form on this link. Completed forms must be returned to the following email addresses [chefa@lndc.org.ls](mailto:chefa@lndc.org.ls) or [mokhethi@lndc.org.ls](mailto:mokhethi@lndc.org.ls)

For more information please contact Ms. Makananelo Chefa or Ms. Itumeleng Mokhethi by calling +266 22312012 or by email on the above mentioned email addresses.