

Calling small businesses for a Business Study Tour in China and to attend CIIE 2026

The International Trade Centre invites small businesses from developing countries working in the processed food and consumer goods sector to apply for a business training in China and attend the China International Import Expo 2026.

China is the world's second-largest importer and consumer, and the China International Import Expo (CIIE) is the largest import expo in the world. This creates enormous export opportunities for micro, small, and medium-sized enterprises (MSMEs) from developing countries.

The ninth CIIE edition will host government officials, business leaders, exhibitors, and professional buyers from around the world between 5 and 10 November 2026 in Shanghai.

The International Trade Centre (ITC) and the Academy for International Business Officials (AIBO) are planning to support a selected number of MSMEs from developing countries to participate in one of the study tours below:

- 7-day CIIE training tour: <https://surveys.intracen.org/response/G2tlYntdQAEAYIN-U1F5S0d8dHs>
- 2-weeks CIIE training tour: https://surveys.intracen.org/response/G2tlYntaQwIEZ1F_U1J9S0d7cHc

The 7-day CIIE training tour includes one day study in Beijing prior to participation in CIIE Shanghai from 5 to 10 November. Activities during CIIE in Shanghai include exhibition and display of samples at the ITC booth during CIIE, business match-making and tailor-made B2B meetings.

Tentative arrival date 3 November (Beijing) and departure date 10/11 November (Shanghai).

In addition to the 7-day training tour, the 2-week CIIE training tour includes one week training seminar at the Academy for International Business Officials (AIBO) in Beijing in addition to the field visit to Yiwu and Hangzhou and the participation in CIIE Shanghai from 5 to 10 November.

Tentative arrival date 27 October (Beijing) and departure date 10/11 November (Shanghai).

MSME's from developing countries may express their interest by applying to one or both training tours through the links provided above.

AIBO and ITC will cover:

- International travel costs – arrival in Beijing on 27 October (2-week CIIE training tour) or 3 November (7-day CIIE training tour) and return from Shanghai on 10 or 11 November (depending on available flights).
- Intercity travel between Beijing-Shanghai, Shanghai-Hangzhou-Yiwu
- Accommodation and meals in Beijing, Shanghai, Hangzhou, Yiwu
- Local transport (airport-hotel-expo).
- Visa arrangements (with letter of invitation from AIBO).
- Shared exhibition booth space during CIIE 2026, incl. furniture and set-up.
- Preparatory workshops / webinars.
- Promotional e-catalogues in English and Chinese.
- Matchmaking with buyers mobilized through various channels (for example, business sector associations in China, China-based Embassies, ITC booth).
- Intensive logistical and coordination support prior and during the event incl. briefing session in Beijing prior to CIIE.
- Advisory support for networking and business negotiations with potential buyers.
- Limited interpretation assistance by volunteers and experts.

- Follow-up to facilitate and monitor the status of initiated transactions, identify and help address possible challenges, capacity building and complementary technical assistance as part of related ITC projects.

The MSMEs need to cover the following costs:

- Shipment of product samples/exhibiting materials, promotional material and related costs – with advice and relevant contacts to be provided by ITC;
- Any additional expense during their travel and stay in China except the cost covered by the training program listed above.

Conditions for participation

To be eligible for receiving ITC's and AIBO support in 2026, MSMEs should:

- be active in the processed food or consumer goods sector.
- be from a developing country (the company should be registered in a developing country and the company representative should have the nationality of the developing country)
- be able to communicate in English (Chinese is an added value).
- be export-ready (preferably already with export experience to developed economies such as United States, European Union, Japan etc.).
- have the capacity (quality and quantity) to export to China.
- have products that can access the Chinese market and have knowledge of the import policies, Sanitary and Phytosanitary Measures (SPS) requirements and conditions that are applicable for their products to access China (i.e., initiated or finalized registration for General Administration of Customs of China (GACC)).
- be willing and in a position to ship representative samples.
- have an operating and accessible website.
- preferably have trade fair experience.
- be able to provide high-quality marketing material and detailed specifications of their products/services (including pictures, pricing, Minimum Order Quantity, delivery conditions and payment terms).
- conclude the mandatory online e-learning courses
 - Doing business with Chinese people starting 5 October 2026
 - Introduction to Exporting to China starting 19 October 2026
- be able to communicate through WeChat.

To be considered for selection you are required to submit:

1. A fully completed [application form](#) by **14 August 2026**.
2. Copy of the company's representative passport with validity of at least six months after 11 November 2026.
3. ID PHOTO in JPEG format (passport quality)
4. Copy of the official registration / business license of your company.
5. Logo of your company in high quality (about up to max 400–600 pixels wide for a large image; 100–200 for a thumbnail image, 72 DPI).
6. A brochure and / or video of your company.

Please return the above documents via e-mail as separate attachments to Mr. Mao Tianyu (tmao@intracen.org) Ms. Duanmei Hu (dhu@intracen.org) and Mr. Rob Kohlmann (rkohlmann@intracen.org) and for ease of processing name/specify the different attachments as follows: Your Country_Your Company name_Item (for example *Mozambique_Fruitcompany_Passport* , *Mozambique_Fruitcompany_BusinessLicense* , *Mozambique_Fruitcompany-Logo* etc)

Please be informed that the application deadline is 14 August 2026 (CET) and any application received after that date will not be considered. Only selected companies will be contacted by ITC and receive confirmation before 28 August 2026.

ITC is committed to ensuring a geographic balance among the selected participating MSMEs. Given the anticipated interest and limited number of participants, we appreciate your understanding that your company may not be among those selected for one of the training tours. If your company is not selected, please let us know if you would be interested and able to participate in the CIIE from 5-10 November in

Shanghai at your own expense (i.e. Air ticket, travel from airport to hotel, meals, accommodation), while ITC provides you with exhibition space at the ITC pavilion and facilitates your Expo registration and travel between hotel and CIIE.

Please note as per AIBO requirements that participants of the training tours are required to provide a health check certificate at their own expense to apply for a visa through the relevant Chinese embassy in their country. Additionally, no family members or friends will be allowed to accompany participants to China during the training tour and it is not allowed to deviate from the provided travel dates (no prior arrival nor later departure is possible).

The International Trade Centre (ITC)

ITC is the only United Nations development agency fully dedicated to supporting the internationalization of MSMEs. ITC enables SMEs in developing economies to become more competitive and connect to international markets for trade and investment, thus raising incomes and creating job opportunities, especially for women, young people and poor communities. Established in 1964, ITC is the joint agency of the United Nations and the World Trade Organization.

For the sixth consecutive year, ITC supports the participation of micro, small and medium-sized enterprises (MSMEs) from developing countries in the China International Import Expo (CIIE) in Shanghai, China.

ITC has been an official CIIE sponsor since 2019. Over 500 ITC-supported MSMEs from over 60 developing countries, especially least developed countries have participated in the event in previous years. As a result, companies established prospective deals worth \$96 million for new exports to China.

The Academy for International Business Officials (AIBO)

The Academy for International Business Officials (AIBO) is an educational and training institution established in 1980, and directly under the Ministry of Commerce of the People's Republic of China. One of the main responsibilities of AIBO is to implement human resources development and cooperation projects, especially training courses for officials. The Academy serves as the main base for China's foreign aid training, offering both off-line and on-line training in China and overseas. Backed by the Ministry of Commerce and in close cooperation with China's top think tanks, research institutes and universities, AIBO brings together a large number of China's top experts and scholars to provide intellectual support for foreign aid training. It has developed a number of high-quality foreign aid training projects in the fields of trade and investment, international economic cooperation, governance and public management, which have proved to be fruitful.