



China International Import Expo (CIIE) 2026

5-10 November 2026, Shanghai, China

China International Import Expo (CIIE) is the world's first import dedicated national level expo, hosted by the Ministry of Commerce of the People's Republic of China and Shanghai Municipal People's Government.

About the event

Austrade will lead the Australian participation at the China International Import Expo (CIIE, [China International Import Expo](#)) in Shanghai in November 2026, through a Team Australia Pavilion (located at **food and agricultural product** hall) and associated trade promotion activities.

The China International Import Expo (CIIE) is the world's first import and biggest themed expo at national level. It is a six-day multi-sector trade show for imported products. It is held at the National Exhibition and Convention Centre (NECC), world's largest single block building and exhibition complex.

Austrade has been supporting Australian businesses and brands with their participation at CIIE for the last 8 years. We work in collaboration with states, businesses and partners to deliver high-value, high-quality goods and fantastic Australian lifestyle to Chinese consumers.

The 9th CIIE will be held on 5-10 November 2026 in Shanghai China. Austrade is inviting Australian businesses from **food and agribusiness** sectors to join us at the Team Australia Pavilion which will be located at Food and Agricultural Product Hall of CIIE 2026.

Don't miss this opportunity for brand exposure in the China market at the world's largest import themed expo.

Why you should participate

- CIIE is the world's largest import expo.
- CIIE 2025 had 4,108 exhibitors participate and reached US\$83.4 billion worth of tentative deals for one-year purchase of goods and services.
- For eight years Austrade, along with the state governments, has supported and assisted Australian exhibitors.

Who should participate?

- Australian food and agribusiness exporters, with a particular interest in building an export presence in China and the broader region.

The Team Australia Pavilion will be managed by Austrade, and you will be able to:

- showcase your products to state and private owned enterprises, importers, traders, distributors and regional sub-distributors, online and offline retailers
- explore business opportunities under the China-Australia Free Trade Agreement
- promote your product under Australia's Nation Brand
- receive networking support from Austrade China
- raise your brand awareness and reach out to broad business communities through major social media platforms in China
- participate in selected Australian government programs at CIIE

Austrade will be charging for direct costs associated with pavilion construction and exhibiting in the Team Australia Pavilion.

Express your interest by COB Friday 31 July 2026

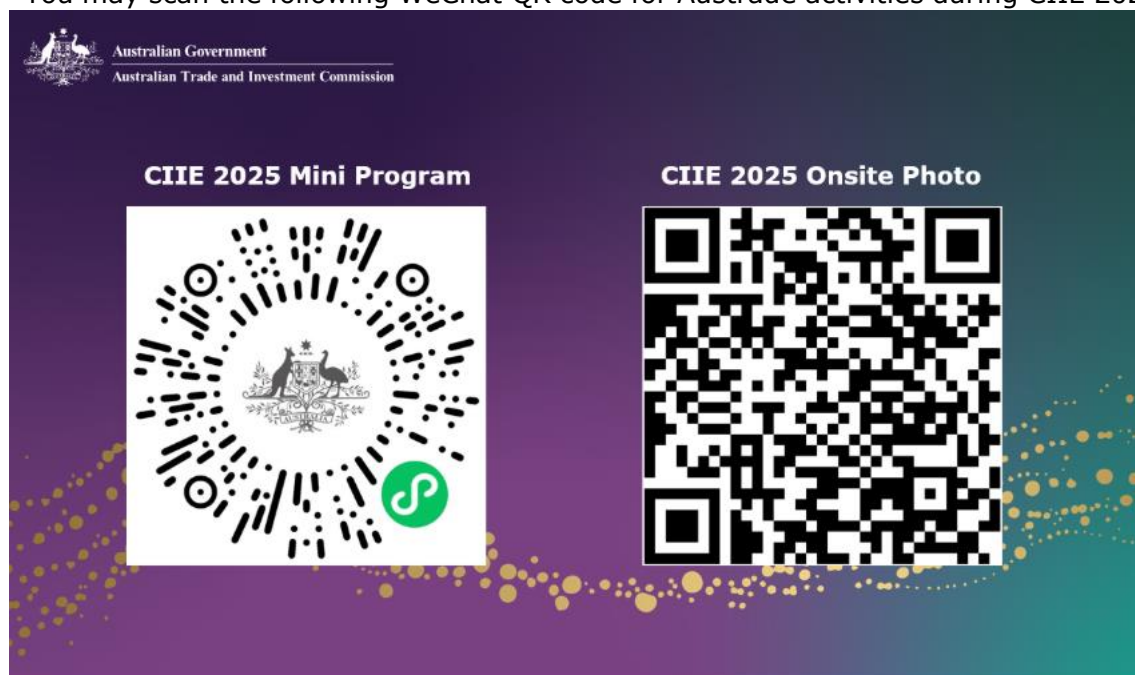
In order to provide the highest level of service to delegates, places are strictly limited. Express your interest online at [EOI CIIE 2026](#) to have our country and industry specialists review your application.

Austrade project team is in the progress of designing the participation package with benefits and cost. We will share the details shortly.

A separate email will be sent to you once your application is successful. We will send you an acceptance email with the event registration link with our standard terms and conditions and participation package.

Team Australia Pavilion at CIIE 2025

You may scan the following WeChat QR code for Austrade activities during CIIE 2025.



Important information

If you are considering this tradeshow, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at www.smartraveller.gov.au. Travel advice is updated regularly on this site. Please note that Austrade will only work with clients that maintain appropriate business ethics and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Exporters/About-exporting/Legal-issues/Bribery-of-foreign-public-officals>.

OECD Guidelines for Multinational Enterprises

The [OECD Guidelines for Multinational Enterprises](#) are internationally agreed standards for responsible business conduct the Australian Government expects enterprises operating overseas and multinational enterprises operating in Australia to comply with.

The Guidelines provide voluntary principles and standards for responsible business conduct in a variety of areas, including:

- disclosure
- human rights
- employment and industrial relations
- environment
- combating bribery, bribe solicitation and extortion
- consumer interests
- science and technology
- competition
- taxation

The [Australian National Contact Point for Responsible Business Conduct \(AusNCP\)](#) leads the Australian Government's work to promote the OECD Guidelines and help resolve complaints relating to their implementation.

The OECD Guidelines supplement Australian law and are not legally binding.

Resources and tools

The [OECD Due Diligence Guidance for Responsible Business Conduct](#) and related sectoral guidance help enterprises identify and mitigate adverse impacts in their operations, supply chains and other business relationships.

The [OECD e-learning Academy](#) offers free self-paced courses that are open to all stakeholders interested in learning about responsible business conduct and risk-based due diligence.

Key Austrade contacts

If you would like to discuss participating in CIIE 2026, please contact ciie@austrade.gov.au.