

2nd Edition



Expatriate Services Expo



30-31 October 2010

Hong Kong Macau Center Swissotel Beijing, China

360° service for Beijing life



市场背景 Marketing Need

2007年,来中国工作的境外专家达46万人次,其中外国专家31万人次,港澳台专家15万人次。在京的外籍人员中31%来自北美;23%来自欧洲;15%来自东亚/东南亚;10%来自澳大利亚/新西兰。

他们43%月收入10,000-25,000(RMB),25%月收入25,000-50,000(RMB),17%月收入超过100,000(RMB)。其中35%有兴趣在6个月之内参加MBA或其他专业培训课程,51%有兴趣在6个月之内参加中文培训课程。每人每年国际/国内商务旅行8.1次。国际/国内休闲旅行4.6次。家庭最感兴趣的支出是衣物、家庭休闲、旅行、教育、保健、外出用餐、家居饰品、书籍/玩具。

The year 2007 saw 460,000 contributions from expatriates from overseas, among which 310,000 from abroad and

150,000 from HK, Macao and Taiwan. Among expatriates in Beijing, 31% from North America, 23% from Europe countries, 15% from South Asia and 10% from Australia and New Zealand.

43% months income 10,000-25,000 (RMB), 25% monthly income 25,000-50,000 (RMB), 17% months income more than 100,000 (RMB). 35% are interested in six months for an MBA or other professional training courses, 51% interested in six months to Chinese training course. In the field of annual frequency of air travel, expatriates have 8.1 times/year for business and 4.6 times/year for leisure. What they are most interested in: clothes, family entertainment, travel, education, health, dining out, home crafts, book and toy.

参展范围 Exhibit Profile

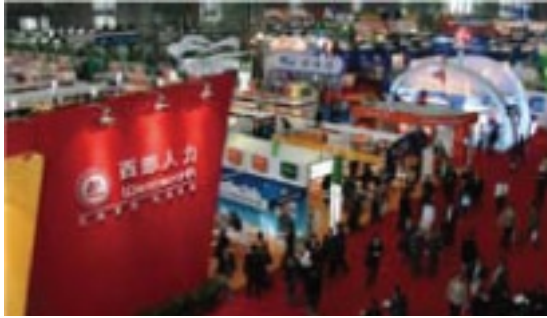
- | | | | |
|----------|--------------|--------------------|-------------------------------------|
| ■ 航空企业 | ■ 房产服务机构 | ■ Air line | ■ Property Development, Real Estate |
| ■ 汽车租赁企业 | ■ 房屋租赁公司 | ■ Car Rental | ■ Relocation |
| ■ 教育机构 | ■ 酒店/服务公寓 | ■ Education | ■ Hotel/Service Apartments |
| ■ 食品公司 | ■ 体育服务机构 | ■ Food & Beverages | ■ Sports |
| ■ 财务服务机构 | ■ 旅行/旅游服务机构 | ■ Finance | ■ Traveling/Tourism |
| ■ 健康服务机构 | ■ 国内外招聘人才的企业 | ■ Health | ■ Companies inviting for Expat |
| ■ 保险服务机构 | ■ 国内外职业中介组织 | ■ Insurance | ■ Job Agencies |
| ■ 休闲娱乐机构 | | ■ Life Style | |



观众范围 Visitor Profile

- | | |
|-----------|---|
| ■ 政府部门 | ■ Government Organization |
| ■ 国内企事业单位 | ■ Enterprises |
| ■ 国内人才 | ■ Local High Net Worth Individuals |
| ■ 使馆 | ■ Embassies |
| ■ 国际组织 | ■ International Organizations |
| ■ 国外媒体 | ■ Foreign News Agencies |
| ■ 国外公司的代表 | ■ Representative Offices of Foreign Companies |
| ■ 外国留学生 | ■ Foreign Students |

展会回顾 Post Show Review



HRExpat 每年在北京举办一次。上届共有 60 多家为外籍人员的工作和生活提供服务和产品的供应商参展。观众达 5000 人次。

HRExpat is an annual expo for expatriate services in Beijing China. At the last event, more than thousands of registered visitors attended the two-day exhibition.

Expatriates, foreign companies and local high net worth individuals reviewed the latest products and services in the industry. Besides, numerous prominent media reported the event. The exhibition hosted some 60 exhibitors to display the latest cutting-edge products and services.

活动亮点 Special Features

- 主办机构将通过政府渠道，官方发布服务于外籍人员和高端消费人群的，企业和服务机构的推荐清单。
- 讲座：
 - ◇ 行业领导介绍中国如何对来华工作的国外专家提供各项政策和相关服务
 - ◇ 中国对政府对外国专家来华工作许可的办理途径
 - ◇ 中国政府如何对介绍和推荐外国专家的国际组织和中介的资格进行认证
- 发布中国有意引进外国专家的企业信息开辟现场招聘区域
- 外专局为国际人才提供现场一条龙服务
- 使馆和国际和专业协会/商会现场推介会
- Exhibitors can be listed on the Ministry's list which is considered as an official recommendation to expatriates and local High Net Worth Individuals in China.
- Job marketplace
- Industry Support from Foreign Chambers/Associations/Embassies to Expatriate
- Lectures on the policies and services, such as working permit to Expatriates

宣传推广 Advertising Campaign

- 在征展和展览会的开幕前，组织新闻发布会，向新闻媒体和社会各界发布展会的最新动态。
- 在媒体上刊登广告，发表专题报道，扩大展会影响，吸引厂商参展和观众参观。
- 邀请部、局级领导出席展会的开幕活动并与参展商高层代表举行圆桌座谈会。
- 制作展会网站并与相关网站链接，进行媒体和观众的在线登记。
- 展览会将提供免费会刊，为观众寻找买家并提供产品指南。
- 展览会将在现场组织新闻中心，出版展览快讯。
- A comprehensive Campaign will be launched to reach out to the industry. This include :
 - Press Conference
 - Above the line marketing such as newspapers, periodicals, industry magazines
 - Networking Reception during the exhibition to be organized for exhibitors to interact with government officials.
 - Show website have the government/ professional websites in the industry hyperlink.
 - Show Dailies will be published to update buyers of the latest happenings during the exhibition.
 - Press Center will be organized and exhibition newsflash will be published on site.

多渠道的观众邀请

- 利用主办机构 / 批准单位的行政渠道, 邀请专业人士参观展览会。
- 利用展会网站, 全面推出展会信息, 吸引观众在线预先登记。
- 对参展商共同多次提到的重要用户, 免费赞助参观展览会。
- 在展览会开幕前, 对原有观众数据库进行有效整合, 确保目标观众的落实。
- 提前向用户征集需求意向, 在展览会期间, 组织参展商和用户直接商业洽谈活动。
- 举办高水准的主题报告会 / 讲座和各种配套活动, 吸引外籍人员和各类人才到会参观和交流。

A dedicated team will be assigned to work on the visitor promotion program which includes:

- Interactive website to attract visitors to register online
- Special invitations to officials from government bodies and relevant associations
- Identified buyers will be specially invited to the Exhibition
- Dedicated telemarketing team to contact buyers confirming their attendance at the exhibition
- Regular periodicals such as show updates to inform buyers what to look out for at the exhibition.
- Regular periodicals and on site activities to provide services to Expatriates and professionals.

参展价格 Participation Cost

| | Option 选择1 | Option 选择2 |
|--------------------|--------------------|-------------------------|
| Type of Stand 展位类型 | Raw Space Stand 光地 | Shell-Scheme Stand 标准展位 |
| Minimum Size 面积 | 27Sqm | 9 Sqm |
| Price 价格 | RMB1500qm | RMB18,000/9Sqm |

国家外专局介绍

国家外国专家局是中国政府唯一主管智力引进的行政机构, 主要负责管理和服来华工作的外国专家和国际人才的培训。外专局宏观管理及公共服务职能:

- 承办外国专家来华工作许可
- 介绍外国专家来华工作的境外组织资格认可
- 聘请外国专家单位资格认可

As the administrative department of the Chinese government in charge of the national introduction of overseas intellectual resources, State Administration of Foreign Experts Affairs (SAFEA) is responsible for the administration and service concerning expatriates and Chinese professionals training. SAFEA's macro-administration and public service are:

- granting permission for expatriates in China
- certification of overseas organizations' qualification to recommend foreign experts to work in China
- recognition of the qualification of units to employ foreign experts

联系方式 Contact Information

TTJ Exhibition Companies
Tel: 0086 10 63356410, 63356413, 63356416
Fax: 0086 10 63356430
Email: info@cnhrexpo.com