



# 德国进口商品购物节

## German Brand Lifestyle Festival

**Organizers:** ECC EAST-COM-CONCEPT GmbH  
China Imperative International Ltd.

**Nanjing**  
Date: 22<sup>nd</sup> - 24<sup>th</sup> April 2016  
Venue: Special Group in the CMT-Fair Nanjing

**Beijing**  
Date: 29<sup>th</sup> Apr- 3<sup>rd</sup> May 2016  
Venue: Lufthansa Youyi Shopping Center, Beijing, China

**Early Bird (Before 31<sup>st</sup> Jan 2016): 5% off**      **Deadline: 29<sup>th</sup> Feb 2016**

### Contacts

#### IN GERMANY



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### Why should participate

- As a German Brand Company you can participate in the ever first German B-to-C sales event in Beijing.
- With the participation in the activities of the German Brand promotion you can have the highest performance /cost ratio.
- You can benefit from the support of resources and credibility of government to build your brand image.
- In these days you can meet thousands of consumers, promote your brand and your products directly and expand your sales effectly.
- You can create trade relations with import and export companie, agencies and brand representatives in China.

### Who should participate

- 50 German brands of high quality products, services or hospitality will be invited to participate.
- Manufacturers or exporters of goods from different industries including consumer products, fashion, automotive, health care equipment, electronics, kitchen wares, food & beverage, art collection and children's products and hotels will be invited to participate in the Festival.

### Highlights

- Sales of products, plus promotional activities: Business matching meetings; German Food cooking demo; theme events for men, women, family and kids.

### Background

- The Foreign Trade Development Division of the Beijing Municipal Commission of Commerce has been organizing the Foreign Imported Goods Festivals starting from 2010 in order to promote domestic consumption.
- A number of countries including Canada, the United Kingdom and Italy were invited to send delegations over to participate.
- This activity has become the annual significant event in Beijing since 2010.
- German Brand Lifestyle Festival is planned to be debut in 2016 to carry on the tradition as well, bringing in trade benefits to German brand participants.
- The hosting venue will be the area in front of the famous Lufthansa Center - a high traffic shopping area in the heart of Beijing.

### Participation fees

#### Booths of 9 or 18 sqm

**FOR BEIJING:**  
• 300 EURO/sqm for raw space  
• 340 EURO/sqm for standard booth

**FOR NANJING:**  
• 160 EURO/sqm for raw space  
• 200 EURO/sqm for standard booth

#### Optional services with separate charges

- For example: - recommending a booth construction company;  
- hiring an interpreter,  
- renting a car,  
- hiring a photographer or video camera man,  
- touring Beijing, and  
- brand promotion services.

### Registration

#### Accepting Registration while space is available

Contact us in Beijing or Germany for details.



Past Events at Lufthansa Youyi Shopping Center

