



Zatino Group

China Connection Programme

July 2025

Beijing Supply Chain Expo & Optics Valley Service Outsourcing Expo

Zatino Group China Market Access Initiative

Overview

The 2025 China International Service Outsourcing Expo (CISOE) will be held in Optics Valley, Wuhan, showcasing the latest achievements and opportunities in digital services, service outsourcing, and industrial digital transformation.

This expo serves as a cooperation platform for domestic and international enterprises, promoting international service outsourcing industry exchanges and driving high-quality development of global industrial and supply chains.

Our China Connection Programme offers Irish enterprises a strategic opportunity to participate in both the China International Supply Chain Promotion Expo (CISCE) in Beijing and the CISOE in Optics Valley, Wuhan, providing a comprehensive experience of China's industrial chains and service outsourcing sectors.

Programme Value

- ✓ Dual-expo access for comprehensive market insights
- ✓ Strategic timing for efficient market validation
- ✓ High-level connections with government officials and industry leaders
- ✓ Market validation reports for business planning

Business Opportunity

- ✓ Direct access to China's growing service sectors
- ✓ Expand beyond traditional markets with new partnerships
- ✓ 30-day visa-free access for business exploration
- ✓ Grant eligibility for qualified businesses

Event Dates & Locations



Beijing

China International Supply Chain Expo



Dates

July 16–20, 2025

Main conference period with exhibitions and forums



Location

China International Exhibition Center

Shunyi Venue, Beijing



Organizer

China Council for the Promotion of International Trade



Wuhan

China International Service Outsourcing Expo



Dates

July 22–24, 2025

Main activities start on July 22nd



Location

Optics Valley

And supporting conference center



Organizer

China International Investment Promotion Association


Supported by Ministry of Commerce & Wuhan Government

Themes & Content Focus

Optics Valley Expo Theme


「Digital-Physical Integration, Leading Development」

Focusing on the deep integration of digital economy and real economy to promote high-quality development of the service outsourcing industry.



Digital Services

Digital technology and service innovation




Service Outsourcing

Global service outsourcing trends



Industrial Digitization



International Cooperation


Beijing Expo Theme

「Connecting the World, Creating the Future」

Showcasing global industrial and supply chain cooperation and innovation across six major industry chains.

Advanced Manufacturing	Clean Energy	Smart Vehicles
Digital Technology	Health & Wellness	Green Agriculture

Event Formats



Exhibitions



Main Forums

Connection Programme Schedule

Day	Date	City	Activities	Venue
Wed	Jul 16	Beijing	Arrive in Beijing, attend CISCE Opening Ceremony, hotel check-in	China International Exhibition Center (Shunyi)
Thu	Jul 17	Beijing	Participate in CISCE exhibitions, industry exchanges and innovation collaboration	China International Exhibition Center (Shunyi)
Fri	Jul 18	Beijing	Continue CISCE expo visits, meeting with Yingke Law Firm	China International Exhibition Center (Shunyi)
Sat	Jul 19	Beijing	Attend CISCE expo, visit China Council for the Promotion of International Trade HQ	China International Exhibition Center (Shunyi)
Sun	Jul 20	Beijing - Wuhan	Schedule adjustment, travel to Wuhan by high-speed train or flight	High-speed train/flight
Mon	Jul 21	Wuhan	Visit Wuhan industrial parks and key enterprises	Wuhan relevant industrial parks
Tue	Jul 22	Wuhan	Visit Wuhan CCPIT, VIP registration, welcome dinner	Wuhan CCPIT, Optics Valley Five-star Hotel
Wed	Jul 23	Wuhan	CISOE Opening Ceremony, International Cooperation Matchmaking Conference	Optics Valley Five-star Hotel
Thu	Jul 24	Wuhan	Wuhan Industry/Digital Park tours, end of programme and return	Wuhan relevant industrial parks

Beijing CISCE Details

China International Supply Chain Expo

Key Information

- W** Event Scale
 - 200+ exhibiting companies
 - 100,000+ professional visitors
 - 69 countries and regions represented
- W** High-Level Engagement
 - Central and local government officials
 - Industry association representatives
 - Fortune 500 company executives
- W** Featured Activities
 - Thematic forums and specialized seminars
 - Supply chain matchmaking sessions
 - Innovation showcases and product launches

Exhibition Focus Areas

Advanced Manufacturing

Smart equipment, precision components, industrial automation, and cutting-edge manufacturing technologies

Digital Technology

Artificial intelligence, cloud computing, big data, IoT, blockchain, and digital transformation solutions

Health & Wellness

Medical devices, pharmaceuticals, biotech innovations, and healthcare services

Wuhan CISOE Details

China International Service Outsourcing Expo

Core Content Focus



Digital Service Innovation

Showcasing AI, cloud computing, big data, and other digital technologies empowering the service industry with innovative applications



Global Service Outsourcing

Presenting global service outsourcing trends, promoting offshore service outsourcing cooperation, and driving innovative development of service trade



Industrial Digital Transformation

Promoting the deep integration of digital technology with the real economy to drive high-quality industrial development

Event Format



Exhibitions



Main Forums



Thematic Discussions



Business Matchmaking



One-to-One International Negotiations

Programme Benefits

High-Level Networking

- 1** Industry Association Connections
Engage with representatives from domestic and international service outsourcing industry associations, connecting with over 600 delegates
- 2** Global Enterprise Engagement
Meet with representatives from international renowned companies including IBM, KPMG, GE, HP, IDC and others
- 3** Government Relations
Close interactions with high-level officials including Ministry of Commerce representatives, Hubei Provincial leadership, and Wuhan municipal government

Business Development



- 1** Matchmaking Opportunities
Participate in large-scale service outsourcing project matchmaking events with potential for immediate business development
- 2** Procurement Insights
Gain first-hand knowledge of cooperation intentions and procurement needs from international companies
- 3** One-to-One Meetings
Engage in precisely matched one-to-one business meetings with pre-qualified potential partners

Expected Outcomes

Business Outcomes

- 1** **Direct Business Partnerships**
On average, participants establish 3–5 qualified business relationships with Chinese service providers or clients
- 2** **Letters of Intent**
Many participants sign preliminary agreements or MOUs during the event, establishing pathways for future collaboration
- 3** **Market Entry Strategy**
Develop a clear understanding of market entry requirements and competitive landscape in your specific industry
- 4** **Supply Chain Diversification**
Identify new supplier and service provider relationships to reduce dependency on existing market channels

Programme Deliverables

-  **Market Validation Report**
Comprehensive report on the Chinese market landscape for your specific industry, including regulatory requirements and competitive analysis
-  **Contact Database**
Detailed contacts from meetings and discussions, including company profiles, key decision-makers, and follow-up suggestions
-  **Compliance Roadmap**
Step-by-step guide for navigating Chinese regulatory requirements specific to your industry
-  **Digital Documentation**
Photos, videos, and presentation materials from the events for your internal reporting and marketing purposes

Registration Information

Registration Process

- 1 Initial Registration**
Complete the online registration form on the Zatino Group website with your company and delegate information
- 2 Submit Project Outline**
Provide details of your service outsourcing projects or cooperation requirements for precise matching by the organizers
- 3 Application Review**
Our team will review your application and send a confirmation along with a detailed programme itinerary
- 4 Grant Application Support (Optional)**
For eligible businesses, our team can provide guidance on applying for relevant market access grants

Key Deadlines

Early Bird Registration **15% Discount**
Deadline: May 15, 2025
Register early to receive preferential rates and priority business matching

Standard Registration **Full Rate**
Deadline: May 31, 2025
Regular registration period with standard programme rates

Final Registration **Subject to Availability**
Deadline: June 15, 2025
Last opportunity to register, subject to available places

Contact & Next Steps



Get In Touch



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Next Steps

- 1 Initial Consultation**
Schedule a 30-minute consultation to discuss your specific China market objectives and how our programme can help
- 2 Customized Programme Outline**
Receive a tailored programme outline based on your industry and specific business needs
- 3 Grant Application Assessment**
Evaluate your eligibility for various grant supports to offset programme costs
- 4 Secure Your Place**
Complete registration and begin your China market access journey with expert guidance

[Book Your Consultation >](#)