

Western China International Fair for Investment and Trade (WCIFIT)

The Western China International Fair for Investment and Trade (WCIFIT), organized by the Chongqing Municipal People's Government, is a significant international event in Western China. It serves as a key diplomatic, trade cooperation, and investment promotion platform, driving both international and domestic collaboration. It also offers an important window for Western China to showcase its image and expand openness and cooperation.

The WCIFIT originated from the China Yangtze River Three Gorges International Tourism Festival in 1993. After more than 20 years of development, it has evolved into a top-tier large-scale international exhibition held annually in China. The WCIFIT is closely aligned with Chongqing's "Two Positionings" as a Key Strategic Anchor of Large-Scale Western Development for a New Era and a Comprehensive Hub for Opening-Up in Inland China. It focuses on Chongqing's "Three Key Roles" to support national strategies such as the Chengdu-Chongqing Twin-Hub Mega-Region, the New International Land-Sea Trade Corridor (ILSTC), the high-quality development of the Yangtze River Economic Belt, and the development of a strategic hinterland for national development. Serving as a dynamic platform for investment and trade cooperation, the WCIFIT highlights the overall strategy of opening up, industrial development, and investment promotion in Western China. It is committed to establishing a new open economic system integrated with the global economy, creating new competitive advantages in international cooperation, and fostering new momentum for global development. The WCIFIT plays an active role in supporting Western China's participation in economic globalization, facilitating various forms of economic and trade cooperation, and promoting the coordinated development of Eastern, Central, and Western China.

Invitation

The 7th Western China International Fair for Investment and Trade (hereinafter referred to as “WCIFIT”) hosted by Chongqing Municipal People's Government will be held at Chongqing International Expo Center and Chongqing Yuelai International Convention Center from May 22 to 25, 2025.

After years of development, WCIFIT has become an economic & trade cooperation and investment exchange platform which is rooted in western China and connected with the world. The theme of this year’s WCIFIT is "New West, New Manufacturing, New Services". It aligns itself with Chongqing’s two positionings of serving as the important strategic pivot for western China development in the new era and the comprehensive hub for inland opening up, plays "three roles", centers on major national strategies such as Western China Development, Chengdu-Chongqing Economic Circle, New International Land-Sea Trade Corridor and high-quality development of the Yangtze River Economic Belt, focuses on building modern industrial system, accelerates the development of new quality productive forces, promotes deep integration of advanced manufacturing and productive services, and enhances high-level opening up. At this year’s WCIFIT, we design three main exhibition areas, namely comprehensive image, international and regional cooperation, and modern industries. Each contains various specialized exhibition sectors. The estimated exhibition scale is 110,000 square meters. During the WCIFIT, we will have the opening ceremony & signing ceremony for major project, thematic events on productive services boosting the development of modern industries, foreign investment activities, international economic and trade activities, and a series of consumption promotions.

We sincerely invite you to attend this year’s WCIFIT, to share the business opportunities arising from opening up, seek cooperative development and achieve mutual benefits and win-win.

The Office of the Organizing Committee of Western China International Fair for
Investment and Trade.

The Seventh Western China International Fair for Investment and Trade Program

Date	Activities	
	Thematic Events: Producers Services Empowering the Development of Modern Industries	Co-Organizers
May 22-25	Chongqing-Hong Kong Modern Services Cooperation Activity	Commerce and Economic Development Bureau of the Hong Kong Special Administrative Region Hong Kong Trade Development Council (HKTDC)
	Financial Empowerment and Corridor Connectivity — New International Land-Sea Trade Corridor Financial Cooperation Meeting	New International Land-Sea Trade Corridor (ILSTC) Financial Services Consortium
	Western China Carbon Neutrality & Green, Low-Carbon, High-Quality Development Event 2025	Carbon Neutrality Committee of China Energy Conservation Association
	“Global Design Capital” Industrial Design New Product Launch Activity	Chongqing Manufacturing Talent Service Center Chongqing Manufacturing Industry Design Federation
	Promotion Fair on Modern Logistics Empowering the High-Quality Development of Modern Industries	Chongqing Logistics and Supply Chain Association
	Gathering Global Industrial Talent in Western China — Chengdu-Chongqing Twin-Hub Mega-Region Joint Talent Recruitment Fair	Chongqing Talent Exchange Service Center Chengdu Talent Service Center Chongqing Talent Society and Human Resources Association
	“Chongqing Products Gathering” E-Commerce Resource Matching Conference 2025	Chongqing E-Commerce Association
	“Chongqing Legal Services for Global Trade” — Foreign-Related Legal Service Special Event	Chongqing Court of International Commercial Arbitration Chongqing Bar Association
	Foreign Investment Activities	Co-Organizers
May22-25	“Multinational Corporations Visiting Chongqing” Event	China International Council for the Promotion of Multinational Corporations

	“Investing in China” Service Industry Opening-Up Promotion Event	Investment Promotion Agency of the Ministry of Commerce China Association of Enterprises with Foreign Investment
	“Investing in Western China” Key Industrial Projects Roadshow & Matchmaking Event	Xiamen ITG MICE Group Co., Ltd.
	“New Western China, New Manufacturing, New Services” — Roundtable for Foreign-Funded Enterprises in Chongqing	Chongqing Association of Enterprises with Foreign Investment
International Economic and Trade Activities		Co-Organizers
May 22-25	“Industry-Trade Integration Assisting Enterprises to Go Global” — Chongqing Comprehensive Foreign Trade Service Platform Matching Event	Chongqing HTW International Trade Co., Ltd.
	New Era for Auto and Motorcycle Brands Entering Africa: Purchasing and Supply Resources Matchmaking Meeting	China-Africa Business Council Chongqing Institute for Modern Open Economy
	Global Purchasing Matchmaking Meeting	Chongqing Liangjiang New Area Industrial Development Group
Government Affairs Activities		Organizers
May 21 Afternoon	Exhibition Tour	Chongqing Municipal Commission of Commerce Foreign Affairs Office of the Chongqing Municipal People’s Government
	Meetings (TBD)	Chongqing Municipal Commission of Commerce Foreign Affairs Office of the Chongqing Municipal People’s Government
May 21 Evening	Welcome Banquet	Chongqing Municipal Commission of Commerce Foreign Affairs Office of the Chongqing Municipal People’s Government Chongqing Municipal Commission of State-Owned Assets Supervision and Administration

May 22 Morning	Opening Ceremony and Contract Signing	Chongqing Municipal Commission of Commerce Chongqing Municipal Commission of Economy and Information Technology Chongqing Municipal Development and Reform Commission Foreign Affairs Office of the Chongqing Municipal People's Government Chongqing Municipal Commission of State-Owned Assets Supervision and Administration
Guest of Honor Events		Organizers
May 22-25	Guest of Honor Countries Investment and Trade Activities	Royal Thai Consulate-General in Chengdu
	Guest of Honor Provinces Investment and Trade Activities	Sichuan Provincial Bureau of Economic Cooperation
	Guest of Honor Cities Economic and Trade Exchange Activities	TBD
Exhibition and Display		Introduction
May 22-25	Comprehensive Exhibition Area	Set up in the central hall, this area focuses on displaying the “Two Positionings” of Chongqing as a Key Strategic Anchor of Large-Scale Western Development for a New Era and a Comprehensive Hub for Opening-Up in Inland China. It highlights Chongqing’s “Three Key Roles”, and aligns with Chongqing’s “Six Areas and One Hub Vision” development framework. The exhibition emphasizes building a modern industrial system, accelerating the development of new quality productive forces, and enhancing the quality of producer service industries. It invites representatives of leading foreign-invested enterprises, Fortune Global 500 companies, and central SOEs, local SOEs, and private enterprises in specialized fields across China. Additionally, it showcases the comprehensive image and socio-economic achievements of guest of honor countries, provinces and cities, along with Chongqing’s practices in the national pilot program for expanding the opening-up of the service sector.

	International and Regional Cooperation Exhibition Area	This area includes sections on international cooperation, international sister cities, the China-Singapore (Chongqing) Demonstration Initiative on Strategic Connectivity (CCI), the Chengdu-Chongqing Twin-Hub Mega-Region, and inter-provincial/regional cooperation. It focuses on showcasing the overall image of the Belt and Road cooperation, sister city partnerships, cooperation achievements, and high-quality consumer goods from China and beyond. Additionally, it displays outcomes of the CCI, progress in building the Chengdu-Chongqing Twin-Hub Mega-Region, and the investment environment, regional cooperation, and openness of provinces, autonomous regions, and municipalities, as well as Hong Kong, Macao, and Taiwan.
May 22-25	Modern Industry Exhibition Area	This zone has producer service sections for modern logistics, supply chain management, inspection and testing, industrial e-commerce, productive finance, productive leasing, legal and intellectual property, accounting, auditing, and taxation, industrial design, smart operations and maintenance, low-carbon development and environmental protection, engineering, and EPC. It also features industrial integration sections for intelligent connected vehicles (ICVs) and new energy vehicles (NEVs), intelligent equipment and smart manufacturing, food and agricultural product processing, life and health, low-altitude economy, and emergency safety. This area aims to showcase new global achievements, models, scenarios, and trends in producer services, integrated development with advanced manufacturing, leading-edge technologies, new products, and industry-academia-research platforms from universities and research institutes.
	Supporting Activities	Organizers
April-May	“WCIFIT Benefiting Chongqing” Consumer Promotion Campaign	Chongqing Municipal Commission of Commerce

