



China
International
MICE Exchange



THE GATEWAY TO CHINA'S BUSINESS EVENTS, MEETINGS & INCENTIVES MARKET

3-5 NOVEMBER 2026 • BEIJING
cimx-beijing.com



A brand of
 MESSE BERLIN
China

The **CHINA INTERNATIONAL MICE EXCHANGE** (CIMX) is the premier platform for China's events, meetings, and incentive travel industry, designed to drive innovation, facilitate connections, and create business opportunities within China's MICE and business travel market.



WHY EXHIBIT

- Meet top-tier buyers from China and around the world
- Benefit from tailored matchmaking and pre-scheduled meetings
- Establish meaningful connections to grow your China business
- Gain industry insights and trends
- Participate in a series of additional networking activities



WHO'S JOINING US

Convention Bureaus and Tourism Boards

Hotels and Resorts

Cruise Lines

Attractions & Entertainment

Conference and Meeting Venues

Unique Venues

Experiences and Tours

Destination Management Companies

Carriers and Transportation

Event Support Services

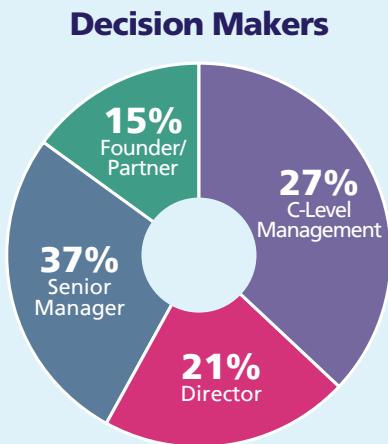
Travel Technology

Corporate Travel Services

BUYERS YOU MEET AT CIMX

CIMX brings together over 350 selected hosted buyers from China and the world, facilitating connections with exhibitors through tailored, state-of-the-art matchmaking and pre-scheduled meetings.

- **Corporate outbound incentive travel planners**
- **Corporate event and meeting planners**
- **Association executives planning events**
- **Professional conference organizers**
- **MICE specialized agencies**
- **Event management agencies**
- **Marketing / PR agencies handling events**
- **Government and non-profit organizations**



Nature of Business



SELECTION OF PARTNERS



site China

GBTA Global Business Travel Association
Community • Learning • Advocacy

M.I.C.E.
MICE Committee of China Association of Travel Services

CAA
中国广告协会
活动营销专业委员会
CAA EVENT
MARKETING COMMITTEE

中国电子商会
CHINA ELECTRONICS CHAMBER OF COMMERCE

中国国际商会商业行业商会
CHINA CHAMBER OF INTERNATIONAL COMMERCE
COMMERCIAL CHAMBER OF COMMERCE

国家旅业
NATIONAL TOURISM

会奖旅业
CHINA BT MICE

会展
BEN

中国城市轨道交通协会
CHINA ASSOCIATION OF METROS

BCD travel



GLOBAL BUSINESS TRAVEL

CWT

ON THE WAY
在路上商旅

中国智慧会展集团
CHINA SMART MICE GROUP

FCM

bravolinks
中青博联

HCM
华程会展
HUACHENG MICE

UCC.
Uni Core Communication
众信博睿

中旅国际会议展览有限公司
CTG MICE Service Company Limited

GCM
大新华会展
GRAND CHINA MICE

携程商旅

Amway

ADIENT

gm

MARS

京东
JD.COM

GE HealthCare

NU SKIN

NIO

GEELY
吉利控股集团
GEELY HOLDING GROUP

Boston Scientific
为生命创新

EA STAR

上海靖达国际商务会展旅行有限公司
ES STAR EVENT MANAGEMENT CO.,LTD

GE Aerospace

CIMX CONFERENCE

The CIMX Conference, held alongside the exhibition, brings together innovative event specialists, top-level executives and globally renowned experts of the MICE and business travel industry.

Forum sessions and specialized workshops from top industry partners will provide an essential platform for market insights, professional education, inspiration, and peer-to-peer exchanges of best practices.

+120

Speakers

+40

Topics

TOPICS

-  MICE Solutions for Belt & Road Markets
-  The Hybrid Agency/In-House Service Revolution
-  "Bleisure" 2.0: Designing Hybrid Incentive Trips
-  Generative AI in Creative Services
-  ESG & Green Transition
-  Aligning Corporate Overseas Events with National Brand Strategies
-  Profitability in Miniaturization: Small Events, High Margins
-  Enhance the Impact of the Association Meetings Industry
-  Cost-Saving vs. Sustainability Metrics



Waikin Wong

Senior Regional Director, Asia Pacific, International Congress and Convention Association (ICCA)

I believe hosting CIMX is a positive initiative. Currently, various sectors are actively promoting the development of the industry. At the same time, through trade shows, awareness of international academic conferences can be enhanced, creating more opportunities for exchange and building platforms for shared learning.



Elle Ng-Darmawan

Regional Director for APAC, Global Business Travel Association (GBTA)

I look forward to the 2026 CIMX event next year to facilitate connections and collaborations as we anticipate continued growth in China's business travel landscape. We are also looking forward to gaining a much deeper knowledge and understanding of China's MICE market so that we can empower our members and our industry across the region to avail of the major business opportunities in MICE in China—one of the leading markets for business travel in the world.



Pádraic Gilligan

Head of Research & Consultancy of SITE

China as a source market—I think the opportunities are immense. My expectations for attending CIMX in Beijing next November are to connect with MICE professionals and gain insights into developing and delivering the required level of service and quality of product.



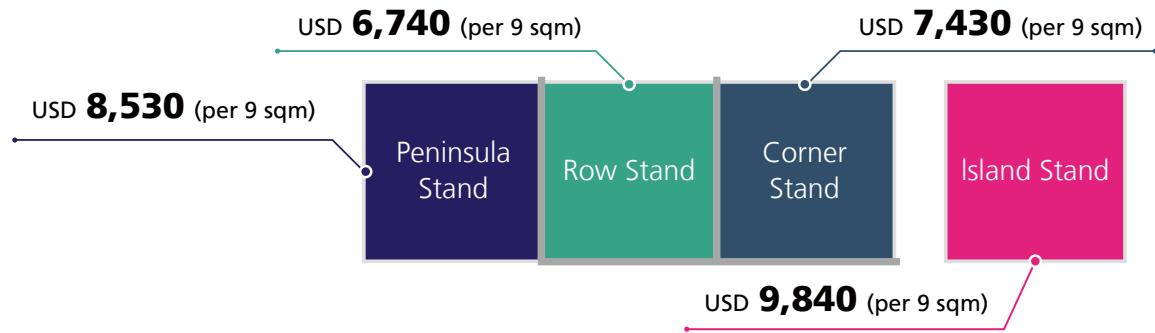
BOOTH PACKAGES

RAW SPACE

Design your own booth with complete flexibility. Select from stand types with one-, two-, three-, or four-sided accessibility. Each 9 sqm includes 1 appointment set with 21 pre-scheduled meetings, 1 company listing and 2 exhibitor badges.

KEY DETAILS

- Minimum booking: 18 sqm
- Raw space over 250 sqm: Row stand price applies
- Double-storey structures: Additional charge of USD 170/sqm (upper level only)



COMPLETE STAND PACKAGE

Effortless participation with a fully equipped, ready-made booth setup including construction, furniture, carpet, lighting, and electricity. Premium Packages offer enhanced graphics, design upgrades, and furnishings. Each 9 sqm includes 1 appointment set with 21 pre-scheduled meetings, 1 company listing and 2 exhibitor badges.

Basic from
USD **7,090**

Row Stand



Corner Stand



Premium from
USD **8,910**

Peninsula Stand



Island Stand



*All prices are quoted in USD, exclusive of applicable taxes. A 6% tax will be added to the final invoice.

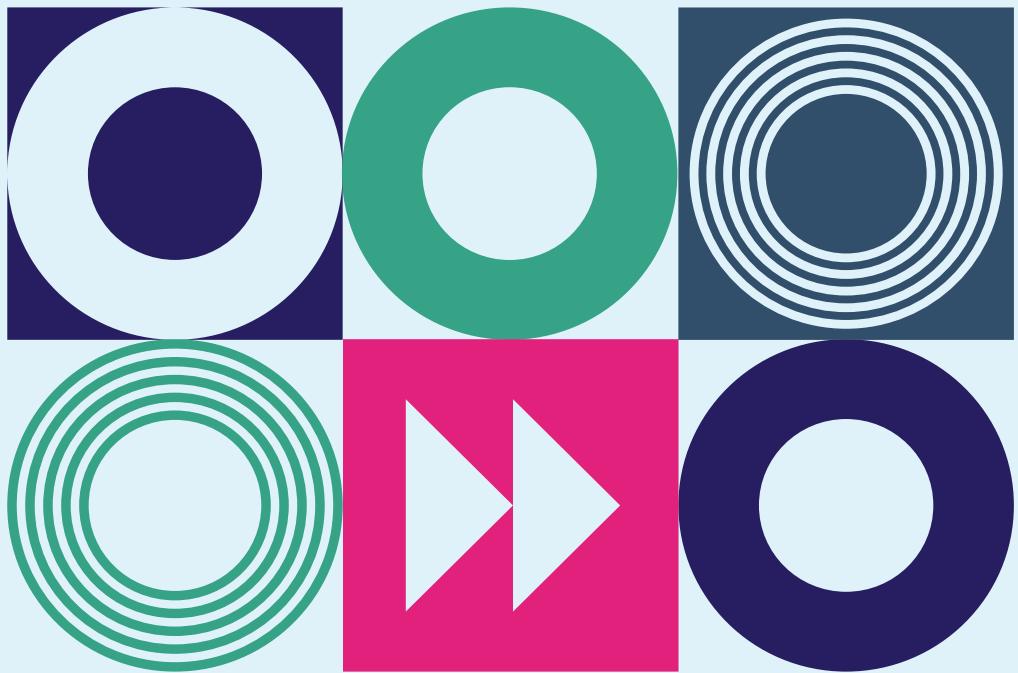
Contact: exhibitor@cimx-beijing.com

Early Bird Discount

- 10% Off – Register by January 31, 2026
- 5% Off – Register by May 31, 2026

Registration Deadline

- June 30, 2026



FAST-FORWARD YOUR CHINA BUSINESS
3-5 NOVEMBER 2026, IN BEIJING

CONTACT US

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