CHINA (NANJING)
INTERNATIONAL SOFTWARE PRODUCT & INFORMATION SERVICE TRADE FAIR

Sponsored by:
The Ministry of Industry and Information Technology
The Ministry of Science & Technology
The General Administration of Press Publication Radio Film and Television
China Council for the Promotion of International Trade
Jiangsu Provincial People's Government

Organized by:
Nanjing Municipal People's Government
Jiangsu Economic and Information Technology Commission
Jiangsu Science & Technology Department
Jiangsu Copyright Administration
CCPIT, Jiangsu Sub-Council

Executed by:
Nanjing Municipal Economic & Information Commission
Jiangsu CCPIT International Conference & Exhibition Co., Ltd
As a basic, strategic and guiding industry, Software and information service industry has played a key role in the national economy and overall social development in our country. The industry characterizes wide application scope; strong permeability; low resources and full human resource utilization etc., which greatly supports and leads the social and economic development. The development and upgrading of the industry has significance in promoting the deep integration of informatization and industrialization; nurturing and developing strategic emerging industry; constructing innovative country; accelerating the transformation of economic development mode and the adjustment of industrial adjustment; lifting national safeguarding ability for information safety and international competition ability.

Nanjing, as a bridge tower in the software and information service industry in our country, boasts a leading position with regard to its development speed with an abundant industry foundation and a large range of enterprises and products in nearly every section of the industry. According to the data released by the Ministry of Industry and Information, the proceeds of the software and information service industry of the city in the year 2013 has reached 237.66 billion Yuan in the first 11 month and only second to Shenzhen in all the municipalities with independent planning status and sub-provincial cities in our country.

With such rich industrial foundation, in order to a platform for communication and cooperation for our country and even the world, an expo mainly for software products had been carried out in 2005 in the city, approved by the Ministry of Science and Technology and jointly hosted by the Ministry of Industry and Information(MIIT), the Ministry of Science and Technology(MOST), the General Administration of Press and Publication(GAPP) and China Council for Promotion of International Trade Association(CCPIT) and the People's Government of Jiangsu Province. The exposition firstly was named as "China (Nanjing) International Software Products Fair" and was held in Nanjing in September annually and then renamed as "China (Nanjing) International Software Products and Information Services Expo" in conforming to the development trend of information industry in 2009 , and then "China (Nanjing) International Software Product and Information Service Trade Fair" this year.
## Time and Subjects of the Previous Expos

<table>
<thead>
<tr>
<th>Year</th>
<th>Session</th>
<th>Time</th>
<th>Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>1st</td>
<td>Sep.10-12</td>
<td>Nanjing Software Connects The World</td>
</tr>
<tr>
<td>2006</td>
<td>2nd</td>
<td>Sep.1-3</td>
<td>Jointly Create Software Future in a Renowned Software City</td>
</tr>
<tr>
<td>2007</td>
<td>3rd</td>
<td>Sep.1-3</td>
<td>Software Outsourcing and Internationalization</td>
</tr>
<tr>
<td>2008</td>
<td>4th</td>
<td>Sep.23-25</td>
<td>Software Outsourcing and Digital City</td>
</tr>
<tr>
<td>2009</td>
<td>5th</td>
<td>Sep.3-5</td>
<td>Software Internationalization and Talent Strategy</td>
</tr>
<tr>
<td>2010</td>
<td>6th</td>
<td>Sep.3-5</td>
<td>Software Service Renovation and Global Resources Sharing</td>
</tr>
<tr>
<td>2011</td>
<td>7th</td>
<td>Sep.5-8</td>
<td>Mode Renovation and Software Internalization</td>
</tr>
<tr>
<td>2012</td>
<td>8th</td>
<td>Sep.6-9</td>
<td>Integration, Intelligence and Renovation</td>
</tr>
<tr>
<td>2013</td>
<td>9th</td>
<td>Sep.5-8</td>
<td>Software and Smart Life</td>
</tr>
</tbody>
</table>

## Rewards of the Previous Expos

<table>
<thead>
<tr>
<th>Year</th>
<th>Session</th>
<th>Rewards</th>
<th>Issuing Unit or Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>1st</td>
<td>One of the Ten Branded Expo of China</td>
<td>The Research Institution of the Ministry of Commerce, the Research Center of Expo Economy of China</td>
</tr>
<tr>
<td>2006</td>
<td>2nd</td>
<td>One of the Ten Important Expo of China</td>
<td>The Seminar for China's Industry of Conference and Exposition</td>
</tr>
<tr>
<td>2008</td>
<td>4th</td>
<td>Excellent Expo in the Yangtze River Delta</td>
<td>The Seminar for China's Industry of Conference and Exposition</td>
</tr>
<tr>
<td>2011</td>
<td>7th</td>
<td>One of the Ten Professional Expo with Most Influence</td>
<td>2011 Annual Meeting for China's Conference and Expo Industry and the Awarding Gala for the Industry</td>
</tr>
<tr>
<td>2012</td>
<td>8th</td>
<td>One of the Ten China's Branded Expo for 2012</td>
<td>China Convention &amp; Exhibition Society</td>
</tr>
<tr>
<td>2012</td>
<td>8th</td>
<td>One of the Ten Governmentally-dominated Expo of China for 2012</td>
<td>The Organizing Committee for the Annual Meeting of China's Conference and Expo Industry</td>
</tr>
<tr>
<td>2012</td>
<td>8th</td>
<td>One of the Ten Governmentally-dominated Expo of China</td>
<td>The Evaluation Office for China's Conference and Expo Activity</td>
</tr>
<tr>
<td>2012</td>
<td>8th</td>
<td>Branded Expo of Jiangsu Province</td>
<td>Jiangsu Association for Session and Expo</td>
</tr>
<tr>
<td>2013</td>
<td>9th</td>
<td>The 10th Expo Star of China</td>
<td>The Evaluation Office for China's Conference and Expo Activity</td>
</tr>
<tr>
<td>2013</td>
<td>9th</td>
<td>One of the Ten Branded Expo of China</td>
<td>The Organizing Committee of Convention and Exhibition Industry Forum</td>
</tr>
<tr>
<td>2013</td>
<td>9th</td>
<td>One of the Ten China's Branded Expo for 2013</td>
<td>China Convention &amp; Exhibition Society</td>
</tr>
</tbody>
</table>
Main Data for the Previous Expos
Exhibitor Number and Exhibition Area of the Previous Expos

The past nine years have seen nine successfully-held sessions successively. Apart from the a bit decreased exhibitors and exhibiting area in the fifth session in 2009 affected by the world economic crisis, all the other years demonstrated steadily-improved trends. Furthermore, the exhibitors in the ninth session exceeded 1,100 and hit a record high of 1,118. And the exhibiting area reached up to 100,000 m², which is the first expo to take in over 1,000 exhibitors in the country.

Exhibitors of the Previous Expos (part)
Exhibitors Distribution

Domestic Exhibitors Distribution

Overseas Exhibitor Distribution

Achievements of Exhibitors

• In the ninth session held in 2013, Microsoft showed Surface based Windows 8 and Xbox360.
• In the eighth session held in 2012, three investment projects had been successfully signed between some industrial zone of Nanjing and the exhibition group from Urumqi with the total investment of tens of millions Yuan. An IT products purchasing agreement valued billions of Yuan was reached between one domestic enterprise and two counterparts from Taiwan.
• In the seventh session held in 2011, a cooperative agreement had been reached between some Nanjing company and a large-sized software enterprises of India. Also, a cooperative intention was made between one company from Nanjing and two Israeli companies.
• In the sixth session held in 2010, Nanjing Industrial Federation of Intelligent Grid was established. A cooperative agreement was reached between a national science and research center and a Nanjing software zone.
• In the fifth session held in 2009, a listed software enterprise from Beijing found its branch in some software zone of Nanjing. Another large Shenzhen-based software corporation invested in some development zone of Nanjing.
• In the fourth session held in 2008, the research and development center of some domestic software enterprise was established in Nanjing.
• In the third session held in 2007, some well-known software enterprise from the USA declared to establish its branch in Nanjing.

......
Remarks from Exhibitors

Steve A Ballmer  
Former CEO of Microsoft

"The software industry is standing at the front of technology and represents the wisdom of human beings. I look forward to great contributions that the city of Nanjing and the Expo will make to the software industry."

Lars Lonnstig  
President of Nanjing Ericsson Panda Communication Co., Ltd

"In the future, the Ersson remains the most trustable cooperator to Nanjing and the Expo, and will continue to contribute to the software industry in Nanjing."

Lu Ping  
President of Nanjing ZTE Institute

"Nanjing has seen various successful Software Expo and all these expos demonstrated perfectly, which established a nice communication platform for the enterprises home and abroad."

Sun Libin  
President of Linkage Technology Co., Ltd

"We have witnessed the development and expansion of the expo and Nanjing Software industry in the local place. Over the past years, the expo had established a platform for us and our counterparts around the world to know each other; mutually cooperate and commonly develop. May the expo be more and more perfect with more and more influence."
Visitor Number in the Past

For the past eight years, Nanjing software expo had attracted more and more visitors. The organizing committee would draw the wisdom of masses based on the previous session, invited professional and common visitors to the fair by means of a variety of channels and they tied to find a way to balance its specialization and popularity.

Source of the Visitors

Along with the gradual maturity and an increased fame, the expo has attracted a stable visiting group, let's take the ninth session as a case:

- **Manufacturing enterprise**: 22.65%
- **Salesman**: 7.08%
- **Importer and Exporter**: 1.74%
- **Direct User**: 6.07%
- **Governmental and Public Unit**: 12.63%
- **Science and Research Unit**: 10.67%
- **Software Industrial Unit**: 9.14%
- **University and College**: 17.80%
- **Other**: 16.00%
Visitor Chapter

Some VIP (1)
Some VIP (2)

Dominique de Villepin
Ex-premier of France Government

Christiaan Quenneville
Ex-chief of the General Staff of France Government

Krishnamurthy Kamath
Director of Asia-Pacific Technology Transfer Center of UN

S. Jaishankar
Indian Ambassador to Chin

Brian Conry
Chief Support for the Asia-Pacific Region of the Investment and Development Bureau of Ireland

Shan Divnich
President of Canadian Association of Computing IT Professionals

Som Mittal
Chairman of India Software Industry Association

Azia Bhattacharya
Joint Secretary of the Indian Ministry of Electronics and Information Technology

Kobi Cohen
Chairman of Israel Asia-Pacific Chamber of Commerce Ministry of Industry and Trade Ex-Minister

Sunday O. Omisore
Chief of the Asia-Pacific Department of Nigeria Ministry of Foreign Affairs

Lena Harwig
Acting Mayor of Uppsala City, Sweden

Surin Wanasathip
Director of the National Software Zone of Thailand

Andrey Sadovy
Mayor of Livny City, Ukraine

Khaleel Adefarabi Rahman
Vice Consul in Shanghai

Alan Buckley
Former Commercial Counselor of Ireland in China

Jackie Eldon
Australian Consul General in Shanghai

Robert Griffiths
Australian Consul General in Shanghai

Bermie Callaghan
CEO of Rangerfield Software Town of the UK

Tim Chen
President of Telstra International Group

Mark Birnson
Vice-president of Global Test Service of Coget

Alex Aebli
Senior Vice-president (SAP)

Jay Elliott
Vice-president of Apple Inc.

Sreejith M.C.
President of Open Text China

Teiatelya Harashima
General Manager of Fujitsu (China) Co., Ltd.

Song Jiaqiu
President of VMware Greater China

Hong Xiaomen
President of Microsoft Research Asia

Larry Lennert
General Manager of Pacific Communications Co., Ltd.

U Hauzhuang
Vice-president of Asia-Pacific Technology Department, Oracle Corporation

Shao Yanning
Vice-president of Cisco Greater China

Girja Prade
President for Asia-Pacific, Tata Consultancy Service Co., Ltd
Participating Countries and Regions in the Previous Sessions

For the past nine years, more than 40 software enterprises and industrial associations in total had participated the event, which include Ireland, Australia, Belgium, Poland, Denmark, Germany, Russia, France, Philippine, Finland, Columbia, Korea, Holland, Canada, Czech, Malaysia, U.S., Mexico, Japan, Sweden, Switzerland, Sri Lanka, Thailand, Singapore, New Zealand, Hungary, Israel, Italy, India, U.K., Hong Kong and Taiwan etc.

Exhibiting Area of Overseas Exhibitors

Exhibiting Area of Overseas Participators

Remarks from Overseas Representatives

S. Jaishankar
Indian Ambassador to China

"It is great pleasure to greet all of you what again at China (Nanjing) International Software Expo. The Indian delegation has been coming to the expo for a number of years. This year we have senior officials of Ministry of Electronic and Information technology and company representatives."

Jackie Eldan
Former Israel General Consul in Shanghai

"This is the very important software expo convenes. It should be a very important gathering this year. Israeli is proud of participating since the first gathering."

Pierre Hassler
Chairman of Strategy and Achievements Evaluations Committee, Capgemini

"I'm saying hello to the friends of Nanjing from Paris! The expo has been held for many times with increasing international influence. It's essential for the city of Nanjing to own the event since it was rated as the "First Software City" in 2010. Software is not only the important component of wisdom and capital, it is even the representative and driving force for innovation. While innovation is the source power for economic development, As a result, the future of software industry is surely to be Nanjing. Lastly, I would like, as a representative of Capgemini, to send my regards to Nanjing and the expo!"
For the previous nine years, the mating activities for the expo demonstrated the trends from "seldom" to "regular" and from "regular" to "classics". Currently, a mature structure has been formed. That is, some activities will be held periodically and some will be based on the updated development trends of software and information services of the year.

China Software Industry Development & Enterprise Innovation Summit

For encouraging enterprises to accelerate the abilities of original innovation, integration innovation and re-innovation through importing and absorbing; supporting a number of famed software brands with intellectual-property rights; praising some innovative software enterprises; propagandizing the spirit of independent innovation in all the industry and accelerating the development of China's software industry, a seminar themed "China Software Industry Development and Enterprise Innovation" was held in the second expo in 2006. Then, the seminar will be held periodically, which has been vastly supported by the Ministry of Industry and Information, the people's government of Jiangsu Province and the people's government of Nanjing Municipality. In the period of 2013 seminar, Yang Xueshan, Vice Minister of the Ministry of Industry and Information and She Heping, Vice Governor of Jiangsu Provincial People's Government attended the meeting and awarded to the winning units.
China (Nanjing) India Ireland Israel International Software Industry Cooperation Summit (C+3I Summit)

The summit was launched by authorities of four nations, and the “Nanjing Declaration on Software Industry Cooperation among China, India, Ireland and Israel” was announced during the first event.

Nanjing Declaration on Software Industry Cooperation among China, India, Ireland and Israel

Sep 4th, 2009, Nanjing, P.R. China

Invited by Nanjing Municipal Government, People’s Republic of China, the software industry delegates of China, India, Ireland and Israel take the opportunity of the platform of “the 5th China (Nanjing) International Software Product Expo” to co-hold “2009 China (Nanjing) India Ireland Israel Software Cooperation Summit” on Sep 4th, 2009 in Nanjing, China. We now make the following declarations after having consultation on the basis of equality and voluntariness.

1. We all hold the opinion that software and information service industry are facing severe challenges under global financial crisis, but at the same time, the crisis also brings new regulation, transformation and exaltation of software industry, and creates an opportunity for developing software and information service industry.

2. We all find that the development modes of software industry in the four countries all have their own advantages. We come to the agreement that in order to promote the multilateral communication and cooperation among the four countries and to contribute to the mutual development of software industry of the four countries, we have to enhance cooperation, learn each other’s advanced experience, and discuss the countermeasures to develop software industry.

3. We’ll work hard to push forward bilateral cooperation, enhance mutual understanding and trust, and create opportunity for functioning as a bridge to provide guidance and assistance for the communication and cooperation among software enterprises.

4. We all appreciate Nanjing for its efforts to successfully hold “2009 China (Nanjing) India Ireland Israel Software Cooperation Summit” and we agree that “China (Nanjing) India Ireland Israel Software Cooperation Summit” will be continually held in the future for the aim of creating a long-term mechanism for communication and dialogue among the software fields in China, India, Ireland and Israel.
Mating Activity Chapter

We'll expand the summit scale and attract more software organizations and institutions in more countries to join us, to contribute greatly to the development of world software industry.

5. Nanjing is now building itself into a famous Chinese software city. Nanjing would like to act as the host for the summit, undertake the responsibilities of the summit secretariat, and provide substantive support and assistance to promote the establishment and operation of the long-term cooperative mechanism. We all appreciate Nanjing for this suggestion.

Mr. Alan Buckley, Commercial Counsellor of Embassy of Ireland in China
Mr. Chen Chong, General Director of China software Industry Association
Mr. Amiram Shore, Chairman of Israel Association of Software House
Mr. Raje Bhatnagar, Vice President of India’s National Association of Software and Service Companies (NASSCOM)
Mr. Ganesh Natarajan, Chairman of IT & ITES CII, Member of Chairmen’s Council NASSCOM

From then, the summit is held every year during the Nanjing Software Expo.

While, Chinese and foreign companies hold various programs, such as "IT and New Software Product Order Placement" by Suning Corporation, "China (Nanjing) Indian Information Technology and Service Cooperation Seminar".
# The Tenth Expo

**the 10th China (Nanjing) International Software Product & Information Service Trade Fair**

**Theme:** Software and Information Consumption  
**Duration:** Sep.12-15, 2014  
**Venue:** Nanjing International Expo Center

## Exhibit Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Basic software</strong></td>
<td>Operating System, Database, Middleware, Integrated office, BioS, Tool Software, Development, Platform etc</td>
</tr>
<tr>
<td><strong>Application software</strong></td>
<td>Common Software, Meteorology, Power, Communication, Transportation, Energy, Finance, Medical Treatment, Education software, Financial software, ERP, Computer-aided Design (CAD/CAM), Product Database Management, etc</td>
</tr>
<tr>
<td><strong>Internet Service</strong></td>
<td>Software as a Service, Internet Content Service, Network Application Service, Internet Value-added</td>
</tr>
<tr>
<td><strong>Internet of Things Software</strong></td>
<td>Intelligent Industrial System, Intelligent Environmental System, Intelligent Transportation System, Disaster Recovery System, Intelligent Agriculture, Intelligent Public Security, Intelligent Medical Care, Intelligent Logistics, Smart Grid, Intelligent House, etc</td>
</tr>
<tr>
<td><strong>System Solutions</strong></td>
<td>E-government, E-commerce, Intelligent City, Enterprise Management, E-Finance, Tri-networks Integration, etc</td>
</tr>
<tr>
<td><strong>Embedded Software and Intelligent Equipment Manufacture</strong></td>
<td>Industrial Control, Office Equipment, Medical Manufacture, Industrial Control, Office Equipment, Sensor Equipment, Electronic Tag, etc</td>
</tr>
<tr>
<td><strong>Others</strong></td>
<td>Animation, E-game, Multi-media, Mobile Phone Application Software, etc</td>
</tr>
</tbody>
</table>

## Special Activities

- "China Software Cup" University Student Software Design Competition
- "Integration & Intelligence & Innovation" Forum Session
- Government Informationization Project Information Service Match-making
- E-Sports Game Contest
- E-Game & Animation Experience
- Software and Information Service Product Trade Fair
- Software and Information Service Personnel Recruitment

## Exhibition Area

<table>
<thead>
<tr>
<th>Hall</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>D HALL</td>
<td>Big Name Companies Exhibition Area, Software Park Exhibition Area, Tri-networks Integration Exhibition Area</td>
</tr>
<tr>
<td>E HALL</td>
<td>Software Alliance Exhibition Area, Chinese Urban Group Enterprises Exhibition Area, Overseas Group Enterprises Exhibition Area, Mobile Internet Exhibition Area</td>
</tr>
<tr>
<td>F HALL</td>
<td>Combination of Industrialization &amp; Informationization Exhibition Area, Internet of Things Exhibition Area, Smart City Exhibition Area, Game and Animation Area</td>
</tr>
</tbody>
</table>
Services

Free Services
Exhibitors' profile publication on the exhibition magazine
Exhibitors' news report and products releasing on the CIS web
Discount of recommended hotels
Consultation for booth building
Consulting services for exhibits transportation and storage
Shuttle bus between appointed hotels and venue
Establishment of business ties with the Chinese domestic companies before exhibition period
A year of free online exhibition service is provided

Charged Services
Advertisement and sponsorship, favorable price available
Interpretation service and other temporary staff employment
Conference hall arrangement
Hotel reservation and ticket booking
Booth design and building
Business tourism in Nanjing and rest of China

Exhibition Expense

<table>
<thead>
<tr>
<th>Booth type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raw space (min 36m²)</td>
<td>$200/m²</td>
</tr>
<tr>
<td>Standard booth (3m x 3m = 9m²)</td>
<td>$2000</td>
</tr>
</tbody>
</table>

Participation procedure

"Application Form" can be downloaded from "Download Center" on CIS web (www.cis-expo.com). Post or fax the completed "Application Form" to the exposition organizer to reserve the booth. Emailed PDF document "Application Form" is also acceptable (the deadline July 20, 2014).
Booth rent should be paid within 5 days after the confirmation notification issued by the exposition organizer. The exhibitors conform to "first paid first served" principle.
"Exhibitor Manual" is available in "Download Center" on CIS web.

Account information

Pay in China:
Account Name: Jiangsu CCPIT International Conference & Exhibition Co., Ltd
Beneficiary Bank: Bank of Nanjing
Account No.: 088760201021886654

Pay out of China:
Receiving Bank: Citibank N.A. New York
SWIFT BIC: CITIUS33
Beneficiary Bank: Bank of Nanjing
SWIFT CODE: NJBCCNBN
Beneficiary: Account No.: 088760201021886654
Account Name: Jiangsu CCPIT International Conference & Exhibition Co., Ltd
Address: 100, Jianye Road, Nanjing, China
Postcode: 210001
Tel: 0086-25-84544223
Nanjing Software Connects the World

Organizing Committee of China (Nanjing) International Software Product & Information Service Trade Fair

Tel: 0086–25–52856794/52856753
Fax: 0086–25–52856786
Address: Room 2601, F26, Jiangsu International Trade Building, No. 50, Zhonghua Road, Nanjing, China 210001
Web: www.cis-expo.com
E-mail: cis@jsccpit.gov.cn