

# JOIN THE USA PAVILION AT THE CHINA INTERNATIONAL MEDICAL EQUIPMENT FAIR (CMEF)



 **Shanghai, China**  
National Exhibition & Convention Center

**Registration Deadline**  
January 28, 2022

 **April 7-10, 2022**

**Registration: [californiaexport.org/register](http://californiaexport.org/register)**

**Calling California small business exporters in the healthcare industry supply chain!  
Connect with industry leaders from around the world at this bi-annual trade show!**

## Benefits

- ✓ Exhibition space within USA pavilion
- ✓ Company name on fascia signage in English & Chinese
- ✓ 3 Exhibitor Badges
- ✓ **Marketing Promotional Package:**
  - ✓ Company logo on USA Pavilion onsite promotional signage
  - ✓ Logo and booth number promoted in CMEF onsite visitor guide
  - ✓ Pre-show attendee email blast about USA Pavilion exhibitors
  - ✓ Logo on USA Pavilion website page
  - ✓ WeChat attendee promotion
  - ✓ Listing in CMEF Show Directory/Catalogue



**7,000+** Manufacturing Enterprises  
from **30+** Countries



**600+** Key Opinion Leaders (KOLs)  
and Entrepreneurs



**200,000+** Government Officials,  
Hospitals, End-Users, Agents, and  
Distributors from **110+** Countries

## Funding

The California STEP program will reimburse eligible California small businesses up to **\$5,000 USD** for international export trade show costs. To be eligible for funding to participate in this event, companies must complete registration online and choose "2022 CMEF Shanghai."

**GO-Biz will support up to 8 STEP-eligible California small businesses to exhibit at CMEF.**

**Cost varies depending on booth size selected by the business.**  
Please contact Henan Li at [henan.li@gobiz.ca.gov](mailto:henan.li@gobiz.ca.gov) to learn more about available options



**\*\*Due to the ongoing uncertainty regarding travel restrictions, businesses interested in participating should have a local representative in China who can attend the event in person. All travelers to China are required to present a negative COVID-19 test and quarantine for at least 14 days upon the arrival.\*\***