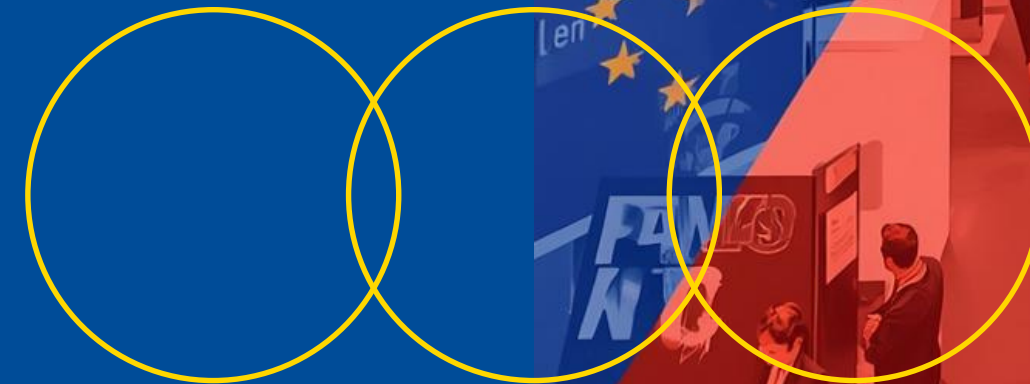


ICEBERG CHINA

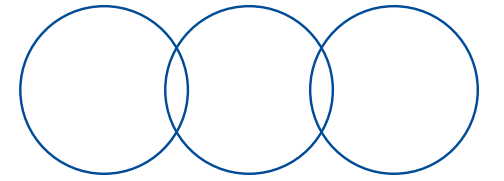
Unlock the Chinese Market

WWW.ICEBERGCHINA.NET

Full-Service Exhibition Partner for EU
Enterprises



Agenda Overview



China Opportunity



Exploring the vast consumer market and growth potential in China.

Why Exhibitions



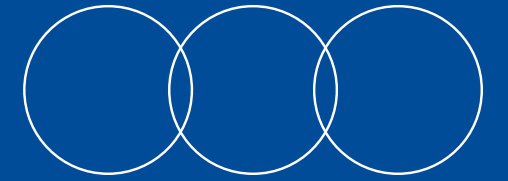
Understanding the effectiveness of exhibitions for generating leads and connections.

Iceberg China



Discovering how Iceberg China serves as your trusted local partner.

China's Market Opportunity



Unlocking Consumer Potential

Market Size

China boasts a **massive consumer base** of 1.4 billion people, offering unmatched opportunities for businesses looking to expand their reach and tap into diverse markets across the country.

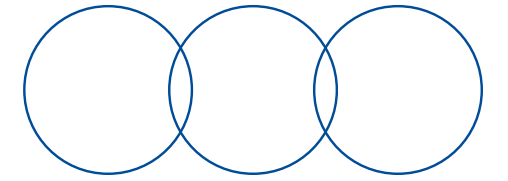
Middle Class Growth

The rapidly expanding middle class, expected to reach 550 million by 2025, presents a **significant** increase in purchasing power and consumer demand for imported goods and services.

Rising Import Demand

As consumer preferences evolve, there is a noticeable surge in **imported goods**, particularly in high-quality products, providing EU businesses with a unique chance to cater to this growing market.

Why Exhibitions Work



Unlocking Market Potential

Strong ROI

Exhibitions provide a high return on investment by attracting targeted audiences, leading to increased sales opportunities and measurable business growth for companies entering the Chinese market.

Unique Insights

Attending exhibitions offers valuable insights into market trends, consumer preferences, and competitor strategies, enabling businesses to adapt and enhance their product offerings for success in China.

Networking Opportunities

Exhibitions facilitate meaningful connections with industry peers, potential clients, and partners, creating a platform for collaboration and fostering long-lasting business relationships critical for sustained growth.

1.4 Billion Consumers

Why Exhibitions Matter



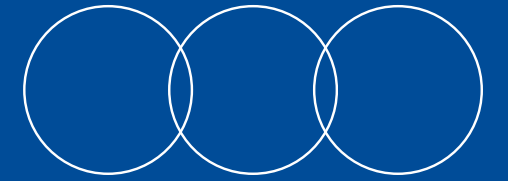
Iceberg China – Your Local Partner

7+ Years | 290+ Brands | 40+ Cities

With near a decade of experience, Iceberg China has successfully partnered with **diverse businesses**, helping them navigate the complexities of the Chinese market and achieve remarkable growth through exhibitions.



Our 8 Core Services



Comprehensive Support for Success

Exhibition Selection

We help you choose the most relevant exhibitions tailored to your industry, ensuring maximum exposure and engagement with potential customers and partners in the Chinese market.

Booth Design

Our expert team crafts visually appealing booth designs that capture attention and reflect your brand identity, optimizing visitor interaction and enhancing your presence at exhibitions in China.

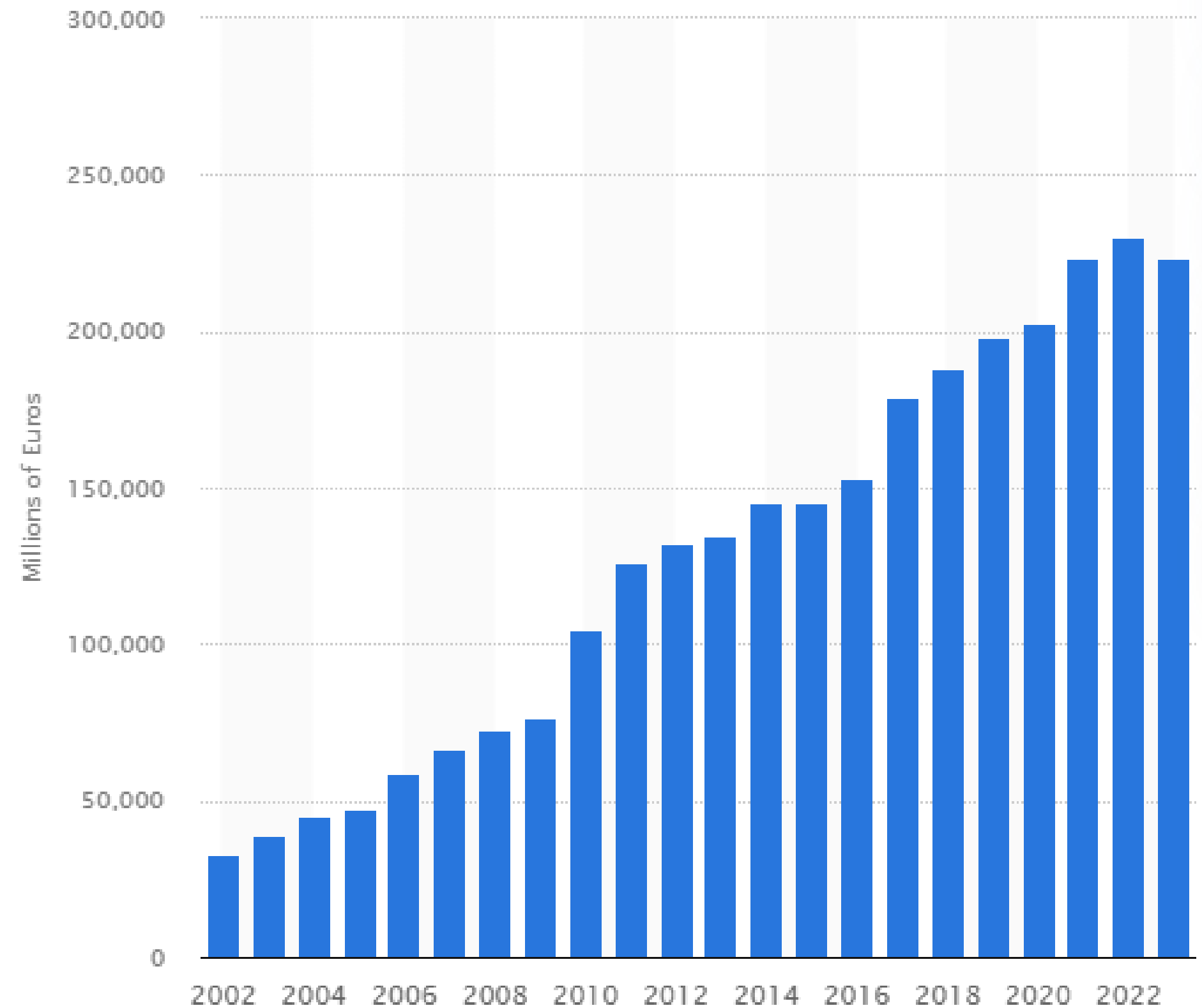
Bilingual Staff

We provide professional bilingual staff to facilitate communication and engage visitors effectively, ensuring a smooth experience and fostering valuable connections between your brand and potential clients.

Match to the Right Fair

Over 1,200 Trade Shows Available

Iceberg China provides access to **numerous exhibitions** across various industries, ensuring your brand connects with the right audience. Our database is continually updated to reflect the latest opportunities for EU enterprises.



© Statista 2025

[Additional Information](#)

[Show source](#)

Exhibition Opportunities in China

Key Trade Shows for EU Businesses

Major exhibitions like SIAL Shanghai showcase the **dynamic food market**, while the China Beauty Expo highlights cosmetic trends. CIIF presents machinery innovations, providing vital networking and exposure for EU enterprises.



Success Stories



Olive Oil Exporter

Successfully secured €1.2M orders through exhibitions.



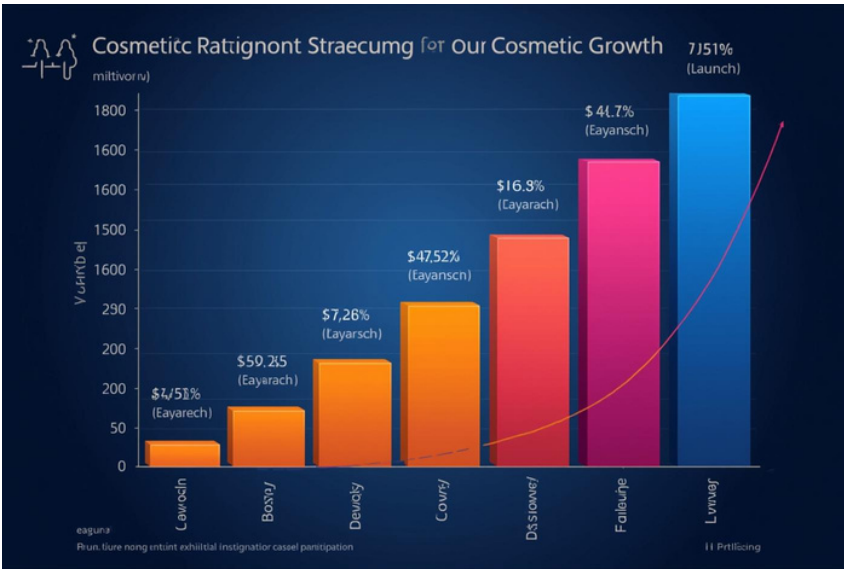
Cosmetics Brand

Launched on Tmall in just 120 days.



Before/After Impact

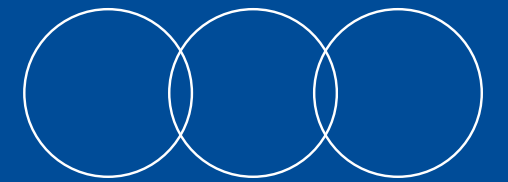
Illustrating significant growth from targeted marketing efforts.



Revenue Growth

Showcasing impressive results from successful product launches.

Pricing Packages



Flexible Options for Businesses

Starter Package

Priced at **€14,900**, this package offers essential exhibition services tailored for small enterprises looking to make their mark in the Chinese market while minimizing upfront investment.

Pro Package

For **€24,900**, this package includes advanced services that cater to growing businesses, providing enhanced support to maximize exposure and efficiency in navigating the competitive Chinese exhibition landscape.

Premium Package

At **€39,900**, our premium package delivers comprehensive solutions for larger enterprises, ensuring a fully tailored exhibition experience with extensive resources to optimize your market entry strategy in China.

Next Steps



Free Consultation

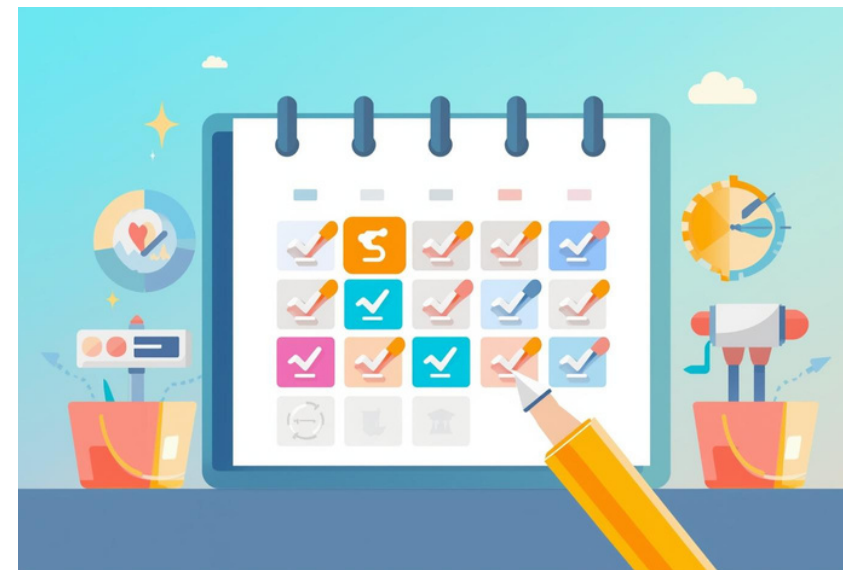
Get started with a **no-obligation** consultation to explore possibilities.



Fair Shortlist

Identify the best exhibitions tailored to your **specific needs** for success.

WWW.ICEBERGCHINA.NET



MoU

Formalize your partnership with a clear **Memorandum of Understanding**.



Launch

Kick off your journey into the **Chinese market** with confidence.

