

# the world's largest market!

Your connection to

- GROWTH
- VISIBILITY
- GLOBAL INFLUENCE

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## Balkan - China EXPO 2025

24 - 27 September  
Plovdiv | BULGARIA



Supported by the Chinese embassy in Sofia, Bulgaria  
and under the high patronage of Mrs. Iliyana Yotova,  
Vice President of the Republic of Bulgaria

# Why Balkan-China Expo 2025 ?

- Balkan-China Expo 2025 is a **leading international event** organized by the **Bulgarian-Chinese Chamber for Industrial Development (BCCID)**, bringing together six Balkan countries (Bulgaria, Greece, Romania, Turkey, Serbia, North Macedonia) and China.
- The event will take place from **September 24-27, 2025**, at the **International Technical Fair in Plovdiv**, the **largest exhibition complex in Southeastern Europe**, covering a total area of **352,000 m<sup>2</sup>**.
- This exhibition marks the **10-th anniversary of the Bulgarian-Chinese Chamber for Industrial Development (BCCID)** and **10 years since Bulgaria joined the "Belt and Road" initiative**.
- The event is held under **the patronage of the Vice President of Bulgaria, Ms. Iliana Yotova**.



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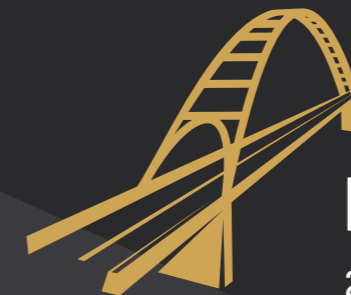
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# What is Balkan-China Expo 2025?

## A STRATEGIC BRIDGE BETWEEN EUROPE AND ASIA



- Scale: Over **300+** exhibitors from the Balkans and China
- Countries: **Bulgaria, Greece, Romania, Turkey, Serbia, North Macedonia, and China**
- Goals:
  - Increase the **visibility** of Balkan companies on the **international stage**
  - Provide **access to new markets**
  - Establish **business connections**
  - Showcase **innovations and technologies**
- Посетители: More than **33,000+** expected visitors from around the world



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# Advantages for the Exhibitors

- **Early Registration Discounts:**  
20% discount for companies registering before **April 10, 2025**
- **Discounts for BCCID Members:**  
Additional reductions for **Bulgarian-Chinese Chamber** members
- **Sponsorship Packages:**  
Exclusive opportunities for **brand positioning and corporate events**
- **Free Exhibition Spaces:**  
A limited number of **free exhibition areas** included in sponsorship packages

- **VIP Tickets:**  
Additional Free VIP tickets for company representatives who register **before March 10, 2025**, or choose **sponsorship packages**

Contact us for more information  
[bce@bccid.com](mailto:bce@bccid.com)

or register on our website  
[www.bce2025.com](http://www.bce2025.com)



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# Benefits for Exhibitors

## What do you gain by participating?



### 1. ACCESS TO THE CHINESE MARKET

Showcase your products to key investors and customers

### 2. INCREASED VISIBILITY

Extensive media coverage in China and the Balkans for all exhibitors

### 3. B2B MEETINGS

Meet new partners and clients

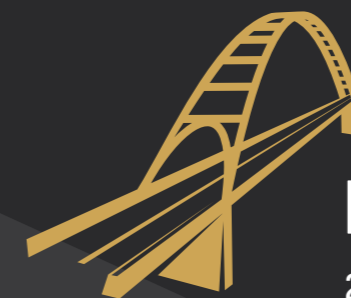
### 4. EXPORT OPPORTUNITIES

Direct connections with e-commerce platforms

### 5. CONNECTIONS WITH THE BALKANS AND CHINA

Establish strategic partnerships

Register online at [www.bce2025.com](http://www.bce2025.com) and take advantage of early registration discounts until April 10, 2025



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# Key Industries

The exhibition covers a wide range of economic sectors, including:

- Green Technologies & Sustainable Development
- Energy & Renewable Resources
- Automotive & Electric Vehicles
- Agriculture & Food Processing
- Machinery & Industrial Technologies
- E-commerce & Digital Solutions
- Tourism & Cultural Exchange  
(Eco-tourism & Sustainable Travel)
- Transport & Logistics
- Furniture & Interior Design
- Construction & Building Materials
- Healthcare, Pharmaceuticals & Cosmetics
- Education & Innovations
- Textiles & Fashion
- Information Technology & Software Development
- Robotics & Automation
- Circular Economy & Recycling
- Cybersecurity & Data Protection
- Media & Creative Industries
- Biotechnology & Genetics
- Smart City Solutions & Infrastructure
- Financial Technologies (FinTech)
- Chemical Industry & Materials
- Sports Technologies & Equipment
- Virtual & Augmented Reality (VR/AR)
- And more



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# Why are the Balkans a Key Partner?

## Bulgaria – The Gateway Between the Balkans and China



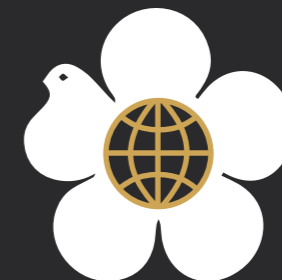
### SCHENGEN AREA

A favorable business environment



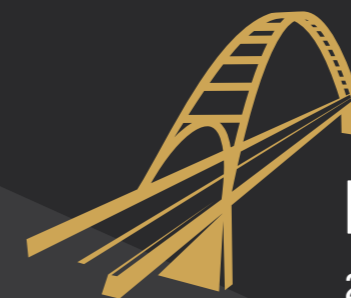
### STRATEGIC LOCATION

The Balkans serve as an entry point for Chinese companies into the EU



### INTERNATIONAL FAIR PLOVDIV

The largest exhibition complex in Southeastern Europe  
( [www.fair.bg](http://www.fair.bg) )



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# Supporting Events & Opportunities

- **Economic Forum with Panel Discussions:** Discussions on economic, social, and technological trends
- **World famous experts with prognoses and analyses for the potential and benefits on the Balkan-China cooperation.**
- **Organized B2B Meetings:** Opportunities to establish **business connections** between Chinese and Balkan partners
- **Product & Technology Demonstrations:** A platform for presenting the latest **innovations and technological advancements**
- **Business leaders from Balkans and China: Thrilling speeches on brand development and market understanding.**
- **Cultural Events:** Showcasing the **cultural heritage** and traditions of participating countries
- **VIP Zone:** An **exclusive space** for high-profile guests and investors

Join the prestigious Economic Forum and immerse yourself in two enriching days of thought-provoking discussions, in-depth analyses, and compelling presentations delivered by distinguished leaders from the realms of business and academia. Engage with dynamic panel sessions and seize unparalleled networking opportunities to connect with industry pioneers and intellectual luminaries.

**Don't miss this exceptional opportunity!**



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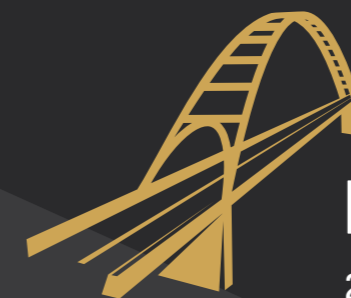
# How to Participate? On-Site or Online?

## THIS EVENT IS HYBRID!

### Your Steps to Success:

1. Register at [www.bce2025.com](http://www.bce2025.com) or contact us at [bce@bccid.com](mailto:bce@bccid.com)
2. Select your type of participation – Exhibitor, Visitor, Buyer, Media or Government official
3. Choose an exhibition area – Indoor or Outdoor
4. Participate in pre-event webinars for exhibitors
5. Prepare your presentation for an international audience

Should you require any assistance or support, please do not hesitate to reach out to us at [bce@bccid.com](mailto:bce@bccid.com). Our team is readily available to address your inquiries and provide the necessary guidance.



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# Exhibition Opportunities



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# Exhibitor Packages

## **BUSINESS**

**(9m<sup>2</sup> Stand + 2 Participants**

**5 990 €**

Stand Equipment*	✓
Registration Fee	1
Inclusion in the Balkan-China Expo 2025 Catalogue	✓
Guest Access Passes for Team ( Exhibition Zone )	2
Guest Access Passes ( Exhibition Zone )	1
Access to BCE2025 Mobile Platform	✓
VIP Zone Access	1
Access to All Online Events	✓
Opening Cocktail Reception Pass	✓
Gala Dinner Ticket	1
Access to Opening & All Economic Forum Events	1
VIP Closing Party Ticket	1
Access to All Cultural Events	✓
Publications in Media ( BCCID Social Channels – Balkans & China ) / Mentions	2

**1.**

*\*see details on page 14*



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# Exhibitor Packages

## PREMIUM

18 m<sup>2</sup> Stand + 4 Participants

10 990 €

Stand Equipment*	✓
Registration Fee	1
Inclusion in the Balkan-China Expo 2025 Catalogue	✓
Guest Access Passes for Team ( Exhibition Zone )	4
Guest Access Passes ( Exhibition Zone )	2
Access to BCE2025 Mobile Platform	✓
VIP Zone Access	2
Access to All Online Events	✓
Opening Cocktail Reception Pass	✓
Gala Dinner Ticket	2
Access to Opening & All Economic Forum Events	2
VIP Closing Party Ticket	2
Access to All Cultural Events	✓
Publications in Media ( BCCID Social Channels – Balkans & China ) / Mentions	6

\*see details on page 14



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2.

# Exhibitor Packages

## VIP

**36 m<sup>2</sup> Stand + 8 Participants**

**17 990 €**

Stand Equipment*	✓
Registration Fee	1
Inclusion in the Balkan-China Expo 2025 Catalogue	✓
Guest Access Passes for Team ( Exhibition Zone )	8
Guest Access Passes ( Exhibition Zone )	4
Access to BCE2025 Mobile Platform	✓
VIP Zone Access	4
Access to All Online Events	✓
Opening Cocktail Reception Pass	✓
Gala Dinner Ticket	4
Access to Opening & All Economic Forum Events	4
VIP Closing Party Ticket	4
Access to All Cultural Events	✓
Publications in Media ( BCCID Social Channels – Balkans & China ) / Mentions	12

**3.**

*\*see details on page 14*



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# \*Stand Equipment

## Included in Each Package

### EACH PACKAGE INCLUDES A STANDARD STAND EQUIPPED WITH:

- Aluminum frame elements ( SYMA or OCTANORM )
- White partition walls ( standard design )
- Floor covering
- Information counter ( standard construction )
- Shelf unit ( 3 levels )
- Electrical connection up to 3 kW
- One 220V electrical socket
- Lighting ( 100W per 3m<sup>2</sup> )
- One fascia board with an exhibitor name

### CUSTOM STAND DESIGNS:

For exhibitors who require **non-standard stand designs**, we offer tailor-made solutions based on specific requirements.

Custom stands can be provided **by us or according to the exhibitor's own project.**

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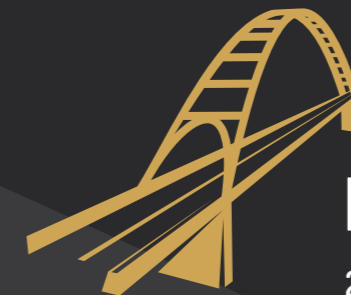
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# Bungalow Rental for Outdoor Exhibitors

EXHIBITORS RENTING **OUTDOOR EXHIBITION SPACE** HAVE THE OPTION TO **RENT A BUNGALOW** INSTEAD OF A TRADITIONAL STAND. A BUNGALOW RENTAL INCLUDES:

- Aluminum frame elements ( SYMA or OCTANORM )
- White partition walls ( standard design )
- Glazing and roof covering
- Podium and floor covering
- Aluminum door
- Shelf unit ( 3 levels )
- Information counter ( standard construction )
- Horizontal blinds
- Coat hanger
- Electrical connection up to 3 kW
- One 220V electrical socket
- Lighting ( 100W per 9m<sup>2</sup> )
- One fascia board with a Helvetica-style inscription ( up to 15 characters, 10 cm height )



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# Premium Access Pass

## PREMIUM DELEGATE PASS

### Description

**1 200 €**

The **Premium Delegate Pass** is designed for business professionals, investors, and industry leaders who want to experience the full range of networking, business, and cultural opportunities at Balkan-China Expo 2025 without being an exhibitor. This pass grants **exclusive access** to key events, VIP areas, and business forums, ensuring maximum exposure and engagement in the region's most significant economic platform.

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# Premium Access Pass

## Included Services::

- **Access to the Exhibition Zone** | Explore the latest innovations and connect with exhibitors from across the Balkans and China.
- **Registration in the Balkan-China Expo 2025 Digital Platform** | Network with key stakeholders and potential business partners.
- **VIP Zone Access** | Enjoy priority seating, special networking sessions, and exclusive business interactions.
- **Pass to All Online Events** | Participate in virtual panels, discussions, and exclusive content.
- **Opening Cocktail Reception Invitation** | Meet industry leaders and policymakers in a relaxed, high-profile setting.
- **Gala Dinner Ticket** | Attend the prestigious gala event with top executives, diplomats, and investors.
- **Full Access to the Economic Forum** | Engage in high-level discussions, presentations, and networking sessions, coffee breaks and lunches.
- **VIP Closing Party Ticket** | Celebrate the success of the Expo with premium networking opportunities.
- **Access to All Cultural Events** | Experience the cultural exchange between the Balkans and China through performances, exhibitions, and showcases.

This pass is the **ULTIMATE OPPORTUNITY** to network, gain insights, and establish partnerships at **ONE OF THE REGION'S MOST INFLUENTIAL BUSINESS AND TRADE EVENTS.**



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# How to participate?

Choose one of the many options. Register at [www.bce2025.com](http://www.bce2025.com)

Follow the latest information on our social media, as well as on our websites [www.bce2025.com](http://www.bce2025.com) and [www.bccid.com](http://www.bccid.com)

The Bulgarian-Chinese Chamber of Industrial Development ( BCCID ) will provide you with full assistance and support!

Contact our team at:

**+359 888 986 998 | [bce@bccid.com](mailto:bce@bccid.com) | [www.bce2025.com](http://www.bce2025.com)**



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# Contacts & Support

## Contact us:

Bulgarian-Chinese Chamber for Industrial Development ( BCCID )

+359 888 986 998 | +359 877 266 005 | +359 888 806 497

bce@bccid.com

www.bce2025.com | www.bccid.com

+359 888 796 555 Logistics Support

+359 888 556 746 Hotel Accommodation, Transfers & Other Services



For WeChat users only:



**BUILDING BRIDGES**

# **CREATING OPPORTUNITIES**

**Do not miss this exceptional opportunity!**



**Establish your business on the GLOBAL STAGE. Forge new strategic partnerships with LEADING COMPANIES in the world economy.**

**BE THE DRIVING FORCE BEHIND SUCCESS AND INNOVATION!**