CIFTIS
中国国际服务贸易交易会
CHINA INTERNATIONAL FAIR FOR TRADE IN SERVICES

2020

[CIFTIS Digital Platform]
Guide to Registration
for Exhibition

Contents

Introduction to 2020 CIFTIS

- **CIFTIS is divided into two parts: the on-line digital platform and the off-line traditional trade in services exhibition area.**

- **Registration time for Exhibitors and Organizers of CIFTIS**

on-line exhibition-July 15, 2020-August 25, 2020

off-line exhibition-June 16, 2020-August 15, 2020

- **The official website of CIFTIS** https://en.ciftis.org/

- Through on-line and off-line linkage, it provides enterprises with services such as intelligent recommendation, on-line negotiation, and live streaming of exhibits. This helps companies break through time, space and language restrictions, strengthen exhibition effects, and obtain more business opportunities.

- **CIFTIS hotline: 010-58103199**

- **Main functions of on-line CIFTIS**

| Cloud Booth | Exhibitor Ive-streaming | Intelligent Matching | Project Release | Conference Forum |

Contents

- **About the Functions of 2020 CIFTIS**

- **Exhibition Guide**

- **Cloud Booth User Guide**

- **Cloud Conference Reservation Guide**

- **Cloud Negotiation User Guide**

The enterprises applying for exhibition shall submit information to the Sponsors of CIFTIS.

All Exhibitors shall participate with the **invitation code**, and the invitation code will be sent to the Exhibitors by Sponsors.

2. Log in to the official website of CIFTIS and submit the exhibition information.

- Log in to the official website of CIFTIS, submit the exhibition invitation code and related information for the exhibition.
- Create personnel information for the company and submit personnel badge application.

4. Become Exhibitors

- The status of the company's application, after approving by the Sponsors, will be updated to be "Approved", and then the company officially becomes an Exhibitor.
- The badges of the off-line Exhibitors, after processing, will be notified for acquisition.

1. Provide exhibition materials and obtain the invitation code from the Sponsors.

Enterprises need to file an application and submit relevant exhibition materials to the Sponsor of each sector.

After confirming the identity of the Exhibitor, the Sponsors will issue an invitation code, and the company will register for the exhibition based on the invitation code.

3. The Sponsors approve the exhibition information.

The Sponsors will approve the exhibition information of the enterprises.
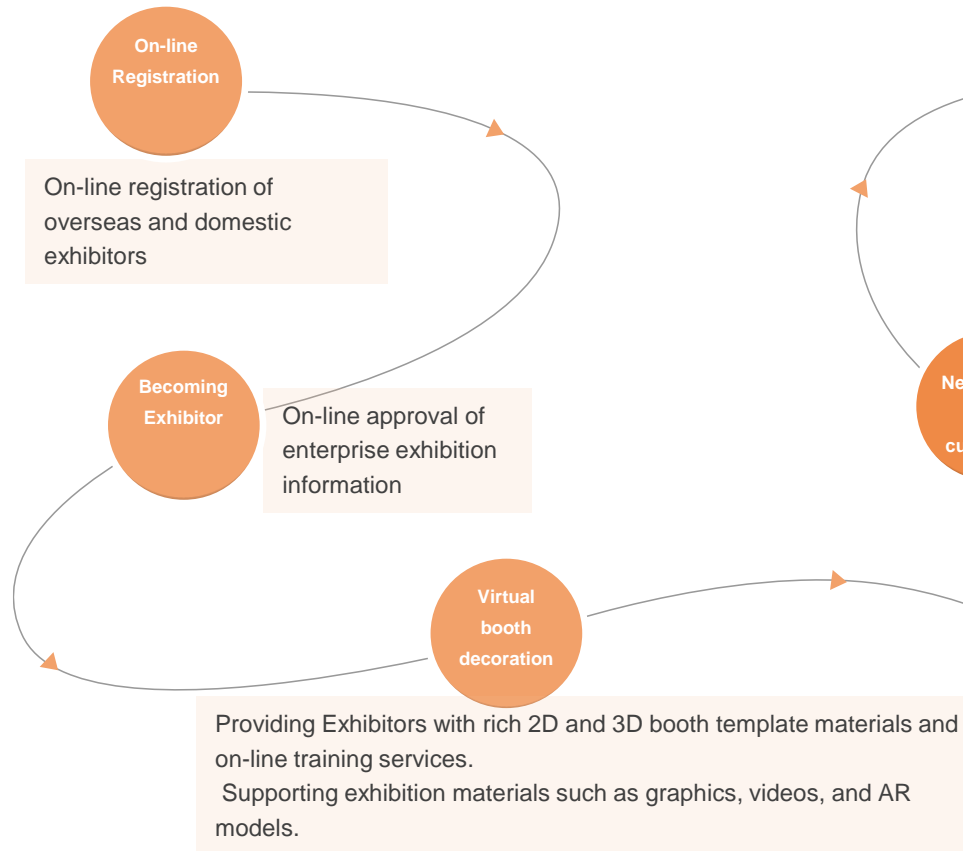
Overview of the on-line exhibition process

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| Before exhibition | During exhibition | After exhibition |

On-line Exhibitor certification & booth decoration
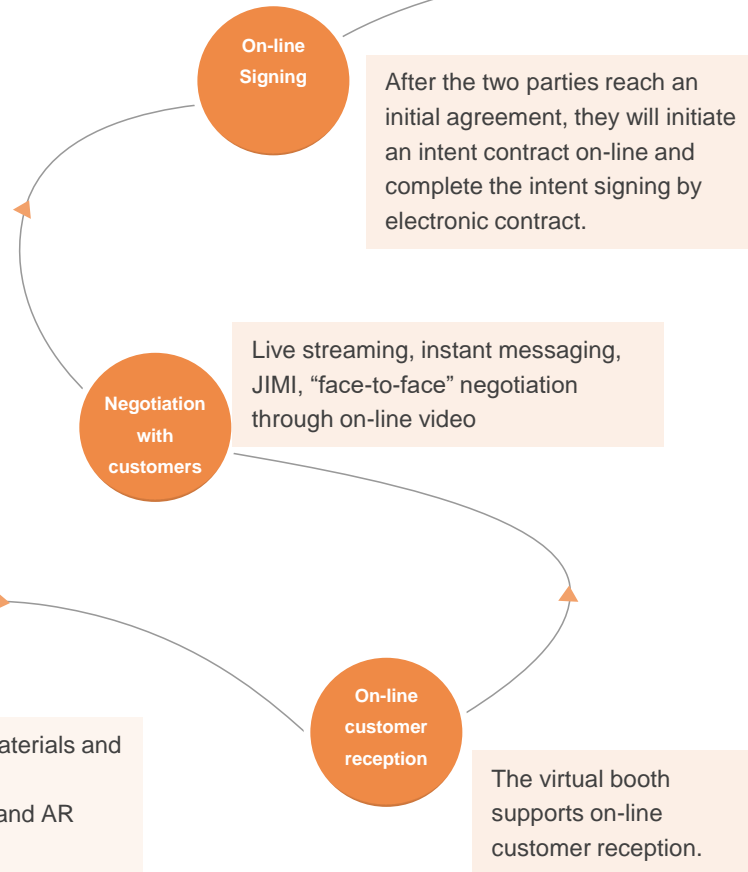
(Flexible, easy-to-use and powerful on-line virtual exhibition booth)

On-line negotiation with customers & electronic contract signing

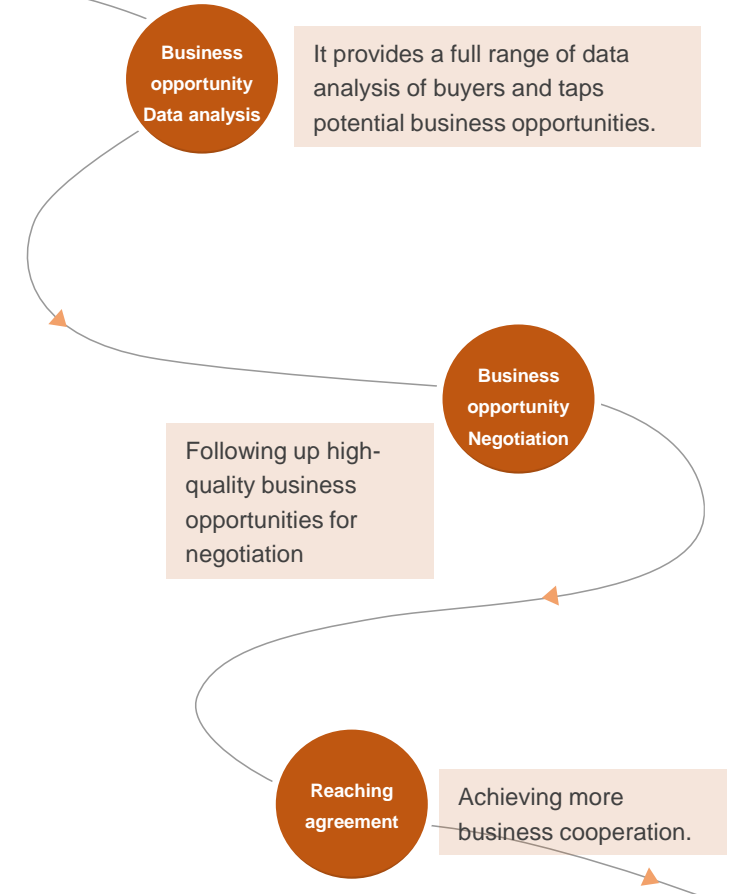(Virtual booth provides customers with multiple forms of interaction to promote intention signing)

Follow-up of quality business opportunities & more cooperation opportunities

(Buyer data analysis, clue finding, business opportunity negotiation and follow-up)

On-line Registration

On-line registration of overseas and domestic exhibitors

On-line Signing

After the two parties reach an initial agreement, they will initiate an intent contract on-line and complete the intent signing by electronic contract.

Business opportunity Data analysis

It provides a full range of data analysis of buyers and taps potential business opportunities.

Becoming Exhibitor

On-line approval of enterprise exhibition information

Negotiation with customers

Live streaming, instant messaging, JIMI, "face-to-face" negotiation through on-line video

Business opportunity Negotiation

Following up high-quality business opportunities for negotiation

Virtual booth decoration

Providing Exhibitors with rich 2D and 3D booth template materials and on-line training services.
Supporting exhibition materials such as graphics, videos, and AR models.

On-line customer reception

The virtual booth supports on-line customer reception.

Reaching agreement

Achieving more business cooperation.

Log in to the official website of CIFTIS.

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Step 1: Visit the official website

Open the official website of CIFTIS (Chrome, Firefox browsers are recommended)

https://www.ciftis.org, and click the on-line registration button on the homepage or the button in the upper right corner.

After entering the page as shown on the right side,

- New registration please select

- Registered users please select

Welcome to CIFTIS 2020

Registration

Log in

Exhibitor Sign up

Enterprise User

Sign in

Enterprise user

Sign in

Exhibitor Sign up

Participant Sign up

Individual user

Sign in

Individual visitor Sign up

Media user

Sign in

Media journalist Sign up

Organizer user

Sign in

Applicable to the CIFTIS organizer, exhibition organizer, and delegation of each province, province and country login.
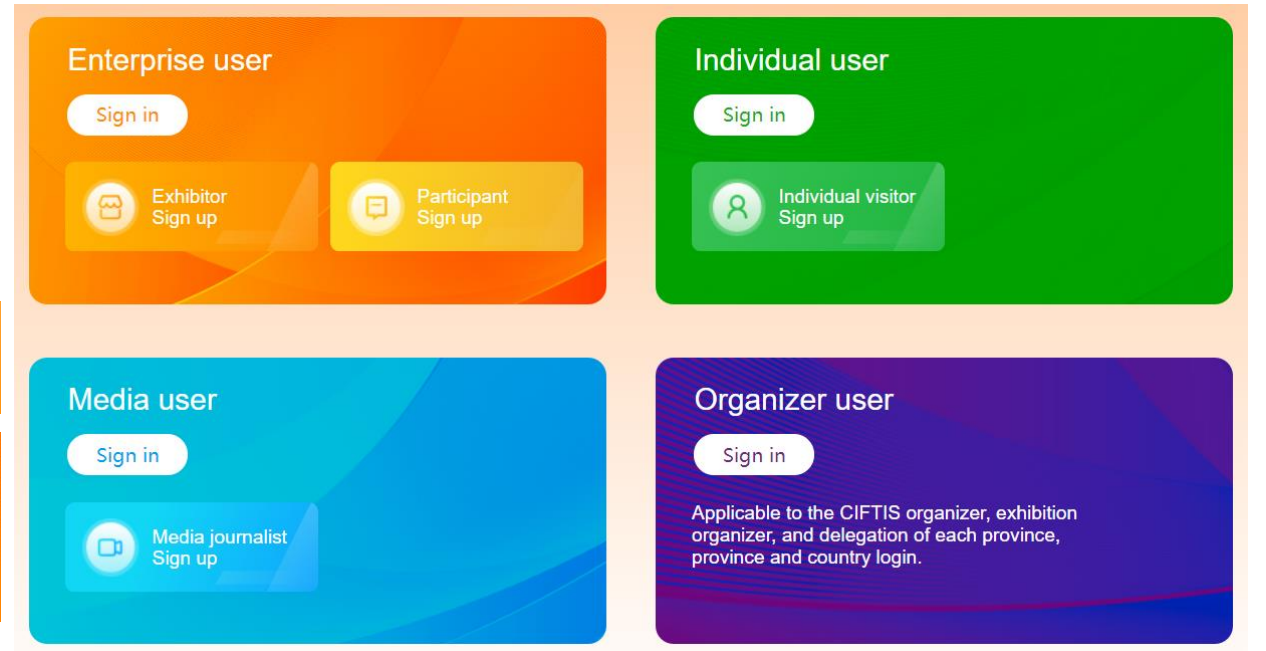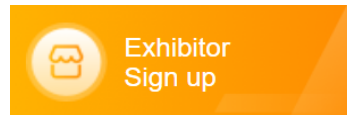
Log in to the official website of CIFTIS.

Step 2: Create an account

Fill in the username, password, commonly used cellphone number.

- Username: Supporting 4-20 letters, numbers, underline "_", hyphen "-".
- Password: 8-20 digits in length, which must contain letters and numbers.

Click "Next"

Please sign up with a Chinese cellphone number.

If you do not have a Chinese cellphone number, please sign up with an e-mail.

Note: Please keep your username and password carefully.

Enterprise sign up

① Account information — ② Enterprise information — ③ Sign up successful

Please enter username

Please enter password

+86   Please enter mobile phone

Verification   Please enter verif   Send

☐ I have read and agree to the "Registration Agreement"

Next

Sign up with email

Log in to the official website of CIFTIS.

Step 2: Create an account

Complete the registration information and submit for account creation.

- Enterprise ID: It is recommended to enter the enterprise name in Pinyin or English abbreviation.

  It supports 4-20 letters, numbers, underline "_", hyphen "-".

  Please remind your enterprise identity for further log-in.

- Enterprise Information:

  Enterprise Name

  Only one account can be registered for each name, and please fill in the name on the business license.

  Industry

  Please choose the industry field that the enterprise belongs to according to the actual situation.

After completing the information, please click "Submit".

Enterprise sign up

✓ Account information — ② Enterprise information — ③ Sign up successful

Please set an enterprise id. When the users sign in, they need to enter it!

* Enterprise id: | Enter the enterprise name in pinyin or English abbreviation

▎Enterprise information

* Enterprise Name: | Please enter enterprise name

* Enterprise registration: | Please se ▾ | Please se ▾ | Please enter detailed address

* Industry: | Please select ▾ | Please select ▾

* Industry fields of concerned: | Please select interest tag ▾

Submit

Log in to the official website of CIFTIS.

Step 3: Log-in

After submission, the account is created successfully.

Click "Sign in", and enter the user page.

Enter the **enterprise identity, username** and **password** you

just set up, and complete the sign up. After that, you can

continue to submit information for exhibition.
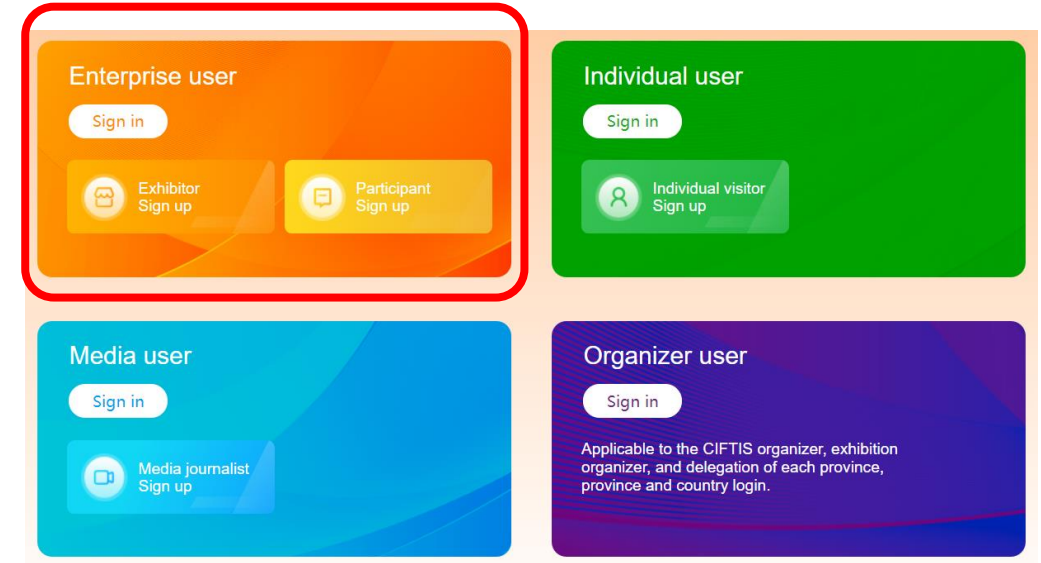
ⓘ FAQs

Q: What can I do if I forget the password or company identity?

A: If it shows "Incorrect username or password", please click " Forgot password" to recover the password.

If the username is wrong, please contact the sponsor and find back your username and company identity.

Submit exhibition information.

Fill in exhibition information.

- Contact information: Please fill in the business contact information, which is visible to other companies.

- **Exhibition type:**

  On-line Exhibitors: Companies that only apply for on-line exhibition **cannot submit** applications for **badge**.

  On-line and off-line Exhibitors: on-line + off-line exhibitors can submit an application for badge.

- Invitation code of the affiliated institution/delegation: Please fill in the invitation code you received for the exhibition. Please note that the invitation code can only be used once, please do not apply it again.

- Other exhibition information: The purpose, content and demand for exhibition. Please fill in the information according to the actual situation.

Submit exhibition information.

Fill in company information

- Commercial reg. No.: Enterprises, public institutions and social groups **registered in China must fill in the commercial registration number actually**; other units do not need to fill in it.

- Enterprise Nature: For entities that are not enterprise, public institutions and social groups, please select "Other Organisations".

- Type of Enterprise: Please select Domestic Investment, Hong Kong, Macao and Taiwan Investment, or Foreign Investment. This field does not affect the approval, and please just fill in the information according to the actual situation .

- Fortune Global 500 or not: For Fortune 500 companies, please check "Yes", and enter keywords to select the enterprise name.

- URL: Please fill in the URL corresponding to the company's homepage or main business. There is no need to fill in the URL if the company does not have one.

- Enterprise Introduction: After the application for the exhibition is approved, the enterprise introduction will be displayed to the public and other companies. Please fill in it carefully. Fill in it in a minimum of 50 characters and a maximum of 1,000 characters.

Click "Submit", and wait for the approval by the Organizing Committee.

Enterprise information

* Enterprise Name:

* Enterprise nature: ● Enterprise ○ Other organisations

* Commercial reg. No.: Please enter Commercial reg. No.

* Industry:

* Enterprise registration:

* Type of Enterprise:

* Fortune Global 500 or not: ● yes ○ no

* Fortune 500 companies: Please select Fortune 500 Enterprises

URL:

Enterprise introduction: Please enter content

0/1000

Submit

Submit exhibition information.

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View approval status

After an enterprise applies for exhibition, it needs to be approved by the Organizing Committee. You can check the approval status in the enterprise card in the upper left corner of the Account Center page:

Enterprise Exhibitor	Enterprise Exhibitor	Enterprise Exhibitor	Enterprise Exhibitor
❗ To be approved　　Refresh	❗ Approving　　Refresh	❌ Rejected　　Rejection Reason: Incorrect information	✅ Approved
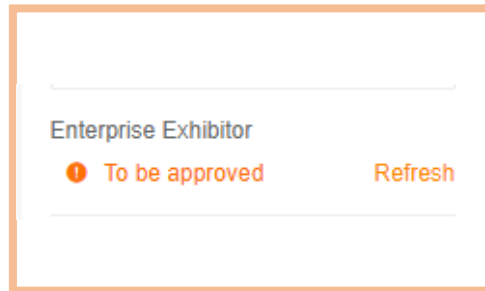
Under the status of "To be approved", the exhibition information can be updated.
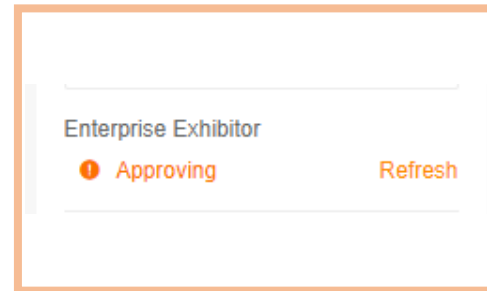
Under the status of "Approving", the exhibition information cannot be edited.
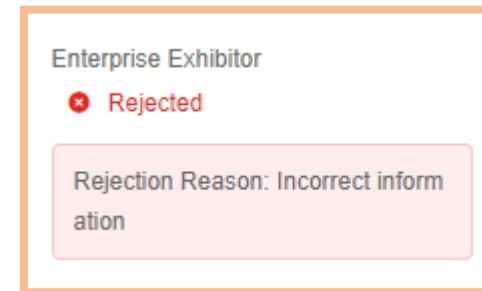
Under the status of "Rejected", View the reasons for "Rejected". Edit the information and re-submit the application.
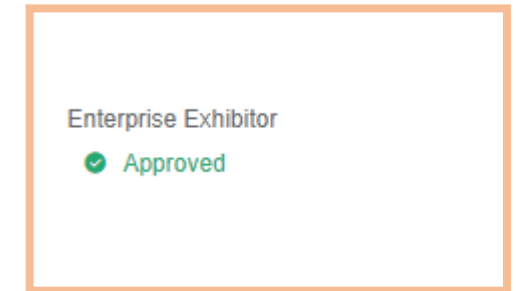
✅ Approved. The final status of application approved for exhibition

Enterprise Exhibitor

In the process of "To be approved", enterprises applying for on-line and off-line exhibitions can enter the operation background and submit personnel badge applications.

🖥 Enter Operation Platform

Submit the personnel information of the enterprise.

Step 1: Personnel registration

At the operation background, click the "Registration" menu .

- The administrator account is displayed by default. You can click "Edit" to complete the information of the administrator.
- Click "Create User" to create other personnel account under the company.
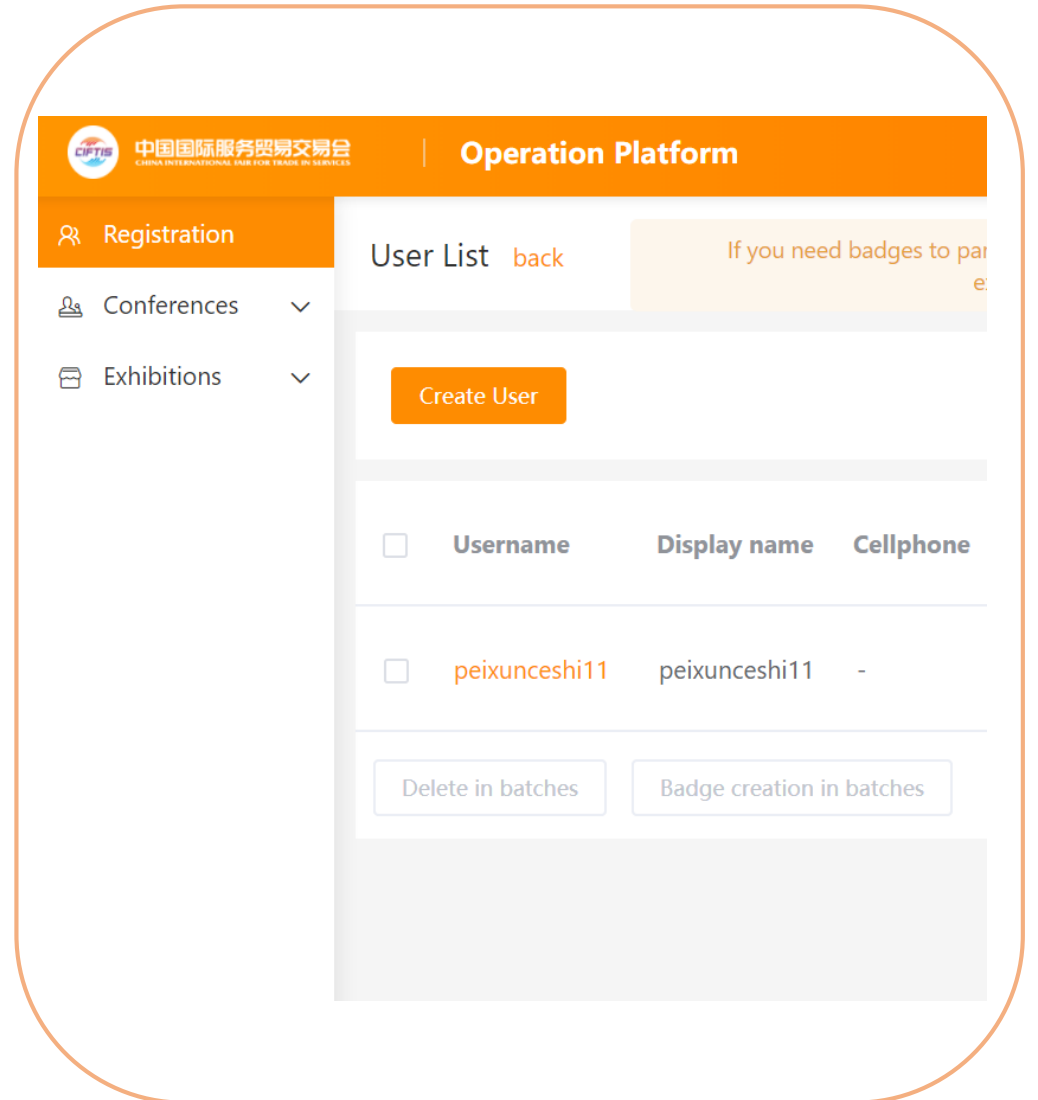
Submit the personnel information of the enterprise.

Fill in personnel information of the enterprise

- Username: Enterprise's personnel can log in to the official website, APP and operation background of CIFTIS with the "enterprise id" + "username".

- Password: The system automatically generates an 8-digit password, which can be modified. You can also create a user first, and then click "Reset the password" later – when you reset the password, the system will send the new password to the sub-user via SMS.

- Display name: The real name of the enterprise's personnel will not be visible to other companies. You can maintain names such as "Manager Wang" for external display.

* Username:

4-20 characters, with lowercases, numbers, mid-line "-" and underline "_" only

* Password: ••••••••

Password shall be of 8-20 digits in length and contain both letters and numbers

Display name:

Display name can be retrieved. Default as the user name if not filled in.

Submit the personnel information of the enterprise.

- Nationality: Please select the nationality of the company personnel.

- Name: Fill in the real name of the user; for users with a nationality of "Overseas", the name must be filled in English.

- Gender: Select user's gender.

- Certificate Type: Please fill in the badge number of the enterprise personnel. Domestic personnel fill in the ID number, Hong Kong, Macao and Taiwan personnel fill in the Hong Kong, Macao and Taiwan (Home-Visiting Certificate, MTP) document number, and overseas personnel fill in the passport number.

- Birthday: Please fill in the date of birth of the personnel.

- Cellphone number: It is required for domestic personnel. At least one for cellphone and email address is required for overseas and Hong Kong, Macao and Taiwan personnel.

Field	Value
* Nationality:	Domestic ∨ China ∨
* Name:	Surname Name
* Gender:	○ Male ○ Female
* Certificate Type:	ID Card ∨
* Certificate No.:	
* Birthday:	📅 Select date
* Cellphone:	+86
Email:	

Submit the personnel information of the enterprise.

- User duty: Please select the appropriate duty for the personnel.

    - Business Representative : A person who can conduct online business negotiations (by text and video) with signing intention on behalf of the enterprise

    - Consultant Service Representative (CSR): A person who can conduct online business negotiations (by text only) on behalf of the enterprise.

    - Other Personnel: Persons who have no right to negotiate on behalf of the enterprise.

- Title: Senior leader, Middle-level leader and General worker.

- Certificate Photo: If you need to create a badge, please follow the instructions on the page to provide a clear photo.

Click "Create" for the personnel account creation.

Form panel (right side):

* User duty: Other Personnel - Persons who have no right ▾

* Title: Select title ▾

* Certificate Photo: [+]

Please upload the ID photo of JPG format in vertical version, which is 600 (W) x 800 (H) pixel, 50-500kb size, white background without border, more than 50% of the head area is required, facial features can be clearly identified, and no spots, ink defects.

[Create] [Cancel]

Submit application for exhibition certification of personnel of the enterprise.

Step 2: Submit the certification application.

Return to the list of enterprise personnel, check the personnel who need to be certified, and click the "Badge creation in batches" button [or click "Apply for badge creation in batches" for the designated personnel].

Note: All kinds of off-line activities must be attended with a badge. Those who have not applied for badge cannot participate in off-line exhibitions, conferences or activities.

☑	Username	Display name	Cellphone	Email	User Type	Badge Type	Badge under Review	Operate
☑	peixunceshi11	peixunceshi11	-	3023727219@qq.com	Others	-	Not applied	Edit Reset password Apply for badge Delete
☑	test1	wang	18632666666	123456@126.com	Consultant	Exhibitor	To be approved	Edit Reset password Update application for badge Delete
☑	test2	Mr Han	18232453232	342343@126.com	Others	-	Not applied	Edit Reset password Apply for badge Delete

| Delete in batches | Badge creation in batches | | Total 3 | 10/page | < **1** > | Go to 1 |

Submit application for exhibition certification of personnel of the enterprise.

Select the type of badge to be created for the selected person, and then click the "OK" button.

After submitting the application, please wait for the approval by the Organizing Committee. After the final approval, the system will automatically submit for badge, and the relevant institution will contact the enterprise to obtain the badge.

Apply for participation   ✕

* Certificate Type: ◯ Exhibitor   ◯ Representative   ◯ Buyer

Please confirm that user information is authentic and accurate. Where modification is needed: please edit and save it before submission.

You may modify the user information at any time after submission, but please note that the modified information will not be synchronized with the Organizing Committee before an application is filed for badge updating.

Submit the information of below 2 persons to apply for participation now?
peixunceshi11、 test2

Cancel   OK

Reset passwords for corporate personnel

Reset password for sub-users

After clicking " Confirm to reset password", the system will send the new password to the user via SMS.

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- **Cloud Conference Reservation Guide**

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Registration Time of Cloud Booth

The cloud booth is the free service provided by CIFTIS Digital Platform to the exhibitors of the on-line exhibition. In principle, there's no deadline for registering for the on-line exhibition and setting up the cloud booth, but exhibitors participating in the off-line exhibition shall pay attention to the deadline for registration, which is temporarily specified as Aug. 15th.

Overview of Cloud Booth

☐ The cloud booth mainly serves exhibitors to set up on-line booths, maintain exhibit information, and comprehensively display the image and service capabilities of the enterprise;

☐ Platform users such as buyers and professional visitors can freely browse or search in multiple dimensions to view the booths and exhibits of the enterprises, and can negotiate and sign electronic contracts on-line during the process;

☐ The cloud booth will capture the on-line interactions and transaction records of both parties during the whole process, provide data analysis service for them, continuously track business opportunities, and provide data support for the managerial decisions of the enterprises.

Operation Process of the Cloud Booth

1 **Apply for setting up the booth**

Fill in booth information
Upload exhibition materials (pictures, videos, etc.) for approval

Wait for the Organizer or Sponsor to approve the booth

2 **Choose Booth template**

Preview booth template
Multiple templates for your option

3 **Maintain the exhibit information**

Add exhibit information
Upload exhibit materials (pictures, videos, etc.) for approval

Wait for the Organizer or Sponsor to approve the exhibits

4 **Sign the intent order**

Other users send intents after browsing the exhibits, and the exhibitor processes and replies to those intents
The exhibitor may create intents on its own

Using Specifications of Cloud Booth

In accordance with the relevant national laws and regulations, you also agree to strictly abide by the following obligations when using the cloud booth:

1. Fill in authentic and valid enterprise information;

2. The exhibits must be within the business scope of the enterprise and comply with the requirements and name specifications of national image regulations;

3. The content of the booth shall not violate national security, and pornographic, politics-related, violent and terrorist contents against Chinese laws and regulations are prohibited;

4. Do not use this website to engage in illegal and criminal activities such as money laundering, stealing business secrets, and stealing personal information;

5. Do not interfere with the normal operation of this website, or invade this website and the national computer information system;

6. Do not upload or publish any illegal, harassing, slanderous, abusive, intimidating, harmful, vulgar, and uncivilized information materials;

7. Do not abet others to engage in behaviors that are illegal or prohibited by this agreement or platform rules;

8. Do not use the account registered on this website for profit-making business activities;

9. Do not publish any content that violates the others' personal information, copyrights, trademarks and other intellectual property rights, or legal rights.

You shall be legally responsible for your contents and commodity information shown on-line. If you distribute and disseminate reactionary, pornographic or other information that violates national laws on this website,

The system records of this website may be used as evidence of your violation of the laws. See the *Specifications for Setting up the Cloud Booth and Uploading Exhibits* for uncovered matters.

Prepare Materials of 2D Exhibition Halls before the Fair | Apply for the Booth

Menu	Information item Mandatory items are asterisked	Type	Quantitative restrictions	Mandatory or not	Remarks	Examples
Exhibitor background - Exhibition hall management - Booth application	Booth name	Text	100 characters, including punctuation	Yes	You can fill in Chinese and English; the exhibition will be bilingual	Official flagship store of TAL Education Group Official flagship store of XRS on-line school
	* Booth LOGO	Picture	1 picture	Yes	File format: .png, .jpg, .jpeg, .gif, .bmp; the size is no more than 2.00 MB (recommended size: 130*130 pixels); white or transparent background logo	
	Official website link	Text	100 characters	No	Must be in correct URL format	http://www.xueersi.com/
	*Introduction	Text	500 characters, including punctuation	Yes	Introduction to the booth, which will appear at the homepage of the booth You can fill in Chinese and English; the exhibition will be bilingual	TAL Education Group provides extracurricular teaching for children aged 6-18 in primary, junior high and high schools. XRS on-line school provides all subject extracurricular teaching for children aged 6-18 in primary, junior and senior high schools.
	*Main business	Text	200 characters, including punctuation	Yes	The main business description of the booth is displayed on the home page of the booth. You can fill in Chinese and English; the exhibition will be bilingual	The courses cover all subjects from primary school to senior high school, including Chinese, mathematics, English, physics and chemistry, and literature and history. The course covers all subjects from primary school to senior high school, including Chinese, mathematics, English, physics and chemistry, literature and history, as well as quality-oriented contents
	* Booth pictures	Picture	5 pictures	Yes	Format: .png, .jpg, .jpeg, .gif, .bmp; the size is no more than 2.00 MB (a maximum of 5 sheets, recommended size: 895*285 pixels)	Omitted
	Upload video	Video	2 videos	No	Format: .flv, .swf, .mkv, .avi, .rm, .rmvb, .mpeg, .mp4; the video size is no more than 200.00 MB	Omitted
	*Booth label	Text	10 labels, 20 characters per label	Yes	Only Chinese or English is supported for intelligent matching of supply and demand parties	on-line school; on-line education; First-class faculty; General subjects on-line school; on-line education; first-class teachers; general subject

Prepare Materials of 2D Exhibition Halls before the Fair **I** Apply for the Booth

Menu	Information item Mandatory items are asterisked	Type	Quantitative restrictions	Mandatory or not	Remarks	Examples
Exhibitor background - Exhibition hall management - Booth application	*Exhibition type	Options	Single option	Yes	Enterprises applying for the comprehensive exhibition need to choose a special area from the following four items: 1. China Service Trade Achievement Area 2. Public Health and Epidemic Prevention Area 3. Country and Province/City Area 4. Areas for Enterprises in the 12 Major Fields of Service Trade --- Enterprises applying for the following 8 major sub-venues do not need to choose, and the system will automatically display the corresponding special area: 1. Cultural Service 2. Financial Service 3. Winter Sports 4. Tourism Service 5. Educational Service 6. Sports Service 7. Service Robot 8. 5G Communication Service	Educational service
	off-line booth No.	Text	20 characters	No		
	3D exhibition hall link	Text	100 characters	No		

Prepare Materials of 2D Exhibition Halls before the Fair | Apply for the Booth

Menu	Information item Mandatory items are asterisked	Type	Quantitative restrictions	Mandatory or not	Remarks	Examples
Exhibitor background - Exhibition hall management - Booth application	Exhibit category	Options	Not limited	No	Exhibitors can only publish exhibits under selected categories.	Educational Service - Primary Education Service Educational Services - Secondary Education Service Educational Services - Advanced Education Service
	*Contact	Text	20 characters	Yes		National Customer Service
	*Cellphone number	Text	20 characters	Yes		400-800-2211
	*Mailbox	Text	50 characters	Yes		xeswxjubao@100tal.com
	Fax	Text	30 characters	No		
	*Area	Options		Yes	Country, province, city, district and county	Changping District, Beijing
	*Detailed address	Text	100 characters, including punctuation	Yes		Longguanhexie Building, Huilongguan East Street
	Postcode	Text	10 characters	No		
	*Whether to display contact information	Text		Yes	By default, select "Yes"; the contact information will be displayed on the home page of the booth.	Yes
	*Whether to activate JIMI	Options		Yes	You can select the service item; it's "Inactivated" by default. If you need to activate it, click to view ***Exhibitor JIMI Activation and User Manual***	Inactivated
	JIMI Link	Text	200 characters	No	If you choose to activate JIMI, you must choose	

Prepare Materials of 2D Exhibition Halls before the Fair | Add Exhibits

Menu	Information item Mandatory items are asterisked	Type	Quantitative restrictions	Mandatory or not	Remarks	Examples
Exhibitor background - Exhibition hall management - Exhibits list page - Add exhibits.	*Exhibit no.	Text		Yes	It is automatically generated by the system.	
	*Exhibit name	Text	100 characters, including punctuation	Yes		Synchronized math class in junior One Mathematics synchronous class of junior high school
	*Exhibit category	Options		Yes	If no category is available in the drop-down options, please go to the booth to apply for adding a category under "Booth information".	Educational Service - Primary Education Service
	Booth exhibit code	Text	30 characters, including punctuation	No	The exhibitor customizes the exhibit code information	
	*Place of origin/Service area	Options		Yes		Beijing
	*Brand	Text	50 characters, including punctuation	Yes		TAL Education Group XRS
	Market price (RMB)	Numerical value	11 characters, including punctuation	No	If you do not fill in the price, the exhibit will display "no quotation" externally.	RMB 1,100.00
	Wholesale price (RMB)	Numerical value	11 characters, including punctuation	No		
	*Exhibit introduction	Text	500 characters, including punctuation	Yes	It will be displayed in the list of exhibits on the home page of the booth.	Phase 1: 18:50 every day from July 19 to July 29, 20 lessons in total Phase I: 20 class hours at 18:50 every day from July 19 to July 29
	*Exhibit pictures	Picture	5 pictures	Yes	The first picture is the main picture of the product. Upload up to 5 pictures with the maximum file size of no more than 2 MB (recommended file size: 600*600; supported formats: .png, .jpg, .jpeg, .gif, .bmp.	Omitted
	Exhibit video	Video	2 videos	No	Video format: .flv, .swf, .mkv, .avi, .rm, .rmvb, .mpeg, .mp4; the video size is no more than 150.00 MB	Omitted
	Exhibits introduction	Graphics		No	Rich text editing, graphics and hyperlinks with typesetting are supported, which will be displayed on the exhibit details page.	Omitted

Overview of Cloud Booth Activation

Exhibitors visit the "Exhibition hall" background, and click "Booth application".
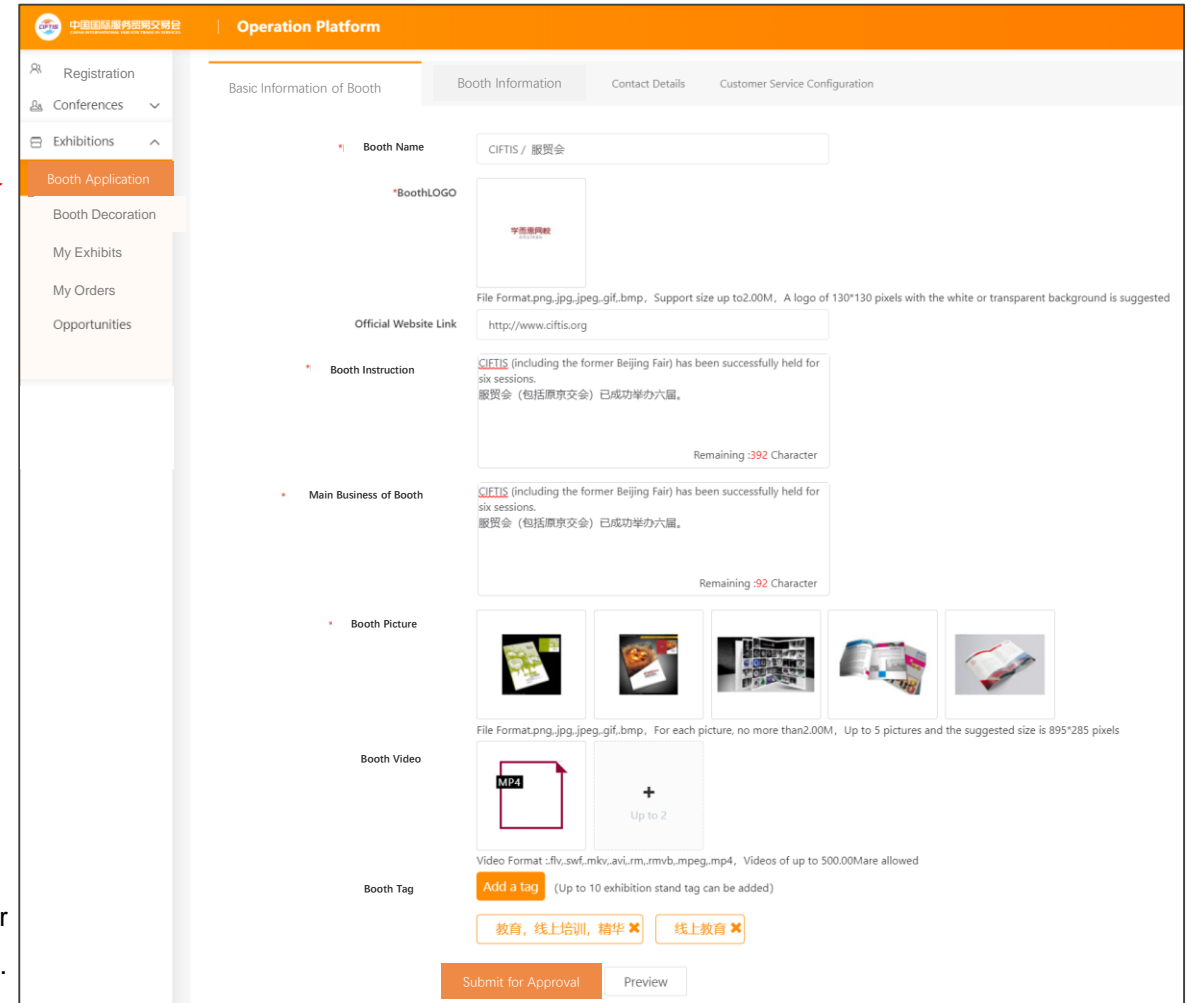
⬤ **Step 1. Booth application**

(1) Basic information of the booth

- Booth name, booth introduction: text information, with word limit; Bilingual information would be suggested for better understanding to the buyers all over the world;

- Booth logo/booth picture: picture-type information with picture size limit, "carousel pictures" at booth header with the suggested size of **895*285** pixels;

- Booth video: video-type information, with video size limit;

- Booth label: please add label information by yourself; you can add more distinctive labels so that the booth can be easily identified by search engines or matched by big data platforms, so as to bring you more business opportunities.

- Note: The red asterisked field is mandatory.

Overview of Cloud Booth Activation

Step 1. Booth application

(2) Booth information
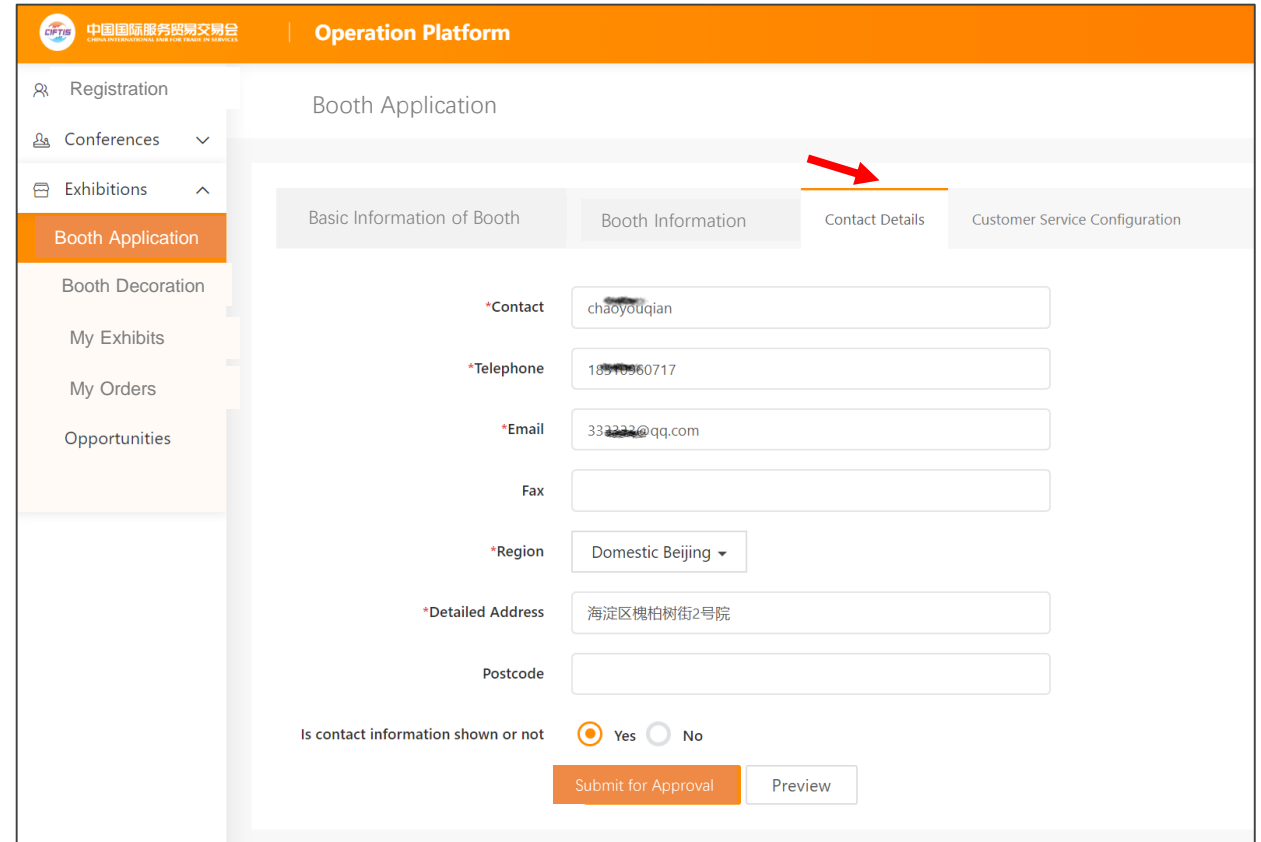
- Exhibition area: choose from the corresponding comprehensive exhibitions and eight special exhibitions; then the " Industry labels" below will show specific sectors of corresponding exhibition areas for your option.

- off-line booth No.: If an enterprise has an off-line physical booth, it needs to fill in the booth No.; this information will be displayed on the home page of the booth, so that buyers can go to the physical booth to visit the exhibits.

- Industry label: click to select the industry label in the special area.

Overview of Cloud Booth Activation

Step 1. Booth application

(3) Contact Details

- It includes name of contact person, cellphone number, email, fax, region (choose the country, province/city/district where the enterprise is located), and postcode.

- The information will be displayed on the homepage of the booth so that the platform users can browse and contact the exhibitor. It is suggested that the contact information of full-time customer service staff be filled in.

Overview of Cloud Booth Activation

Step 1. Booth application

(4) Customer service configuration

- It specifically refers to the configuration of JIMI (i.e. robot customer service), which is customized and is **not activated by default**.

- Activate the JIMI: exhibitors click the ***Exhibitor JIMI Activation and Using Guide*** (marked in the red box) to view the steps to activate the JIMI. After communicating with the JIMI team, they will obtain an JIMI URL, which is configured at the "JIMI URL".

- After the configuration is completed, the "JIMI" button will appear on the home page of the booth and the details page of the exhibits. Buyers can click to consult the robot customer service, which can effectively alleviate the pressure of the exhibitor's manual customer service.

Overview of Cloud Booth Activation

Step 2: Submit the booth for approval

- After filling in the above information, the exhibitor needs to click "Submit" for approval by the Sponsor/Organizer (approval principle: the inviter shall be the approver).

- The exhibitor can log in the enterprise account in real time to view the approval status of the booth.

- If approved, the booth can be displayed normally. If rejected, the exhibitor may revise the information according to the approval opinions and resubmit the application for approval.

- Please note that it is necessary to ensure that the information filled in is true and compliant. Subsequent modifications to the booth information must be resubmitted for approval. The booth in the approval status is not displayed externally.

Cloud Booth Decoration Usage

The exhibitor goes to the "Booth management" background, and clicks "Booth decoration".

The exhibitor browsing template list contains PC-side templates and APP-side templates

- Click **"Edit"** to adjust the banner color of this version.

- Click **"Preview"** to preview the selected template effect.

- Click **"Release"** and a confirmation pop-up box is displayed. After confirmation, this template will become the template in use.
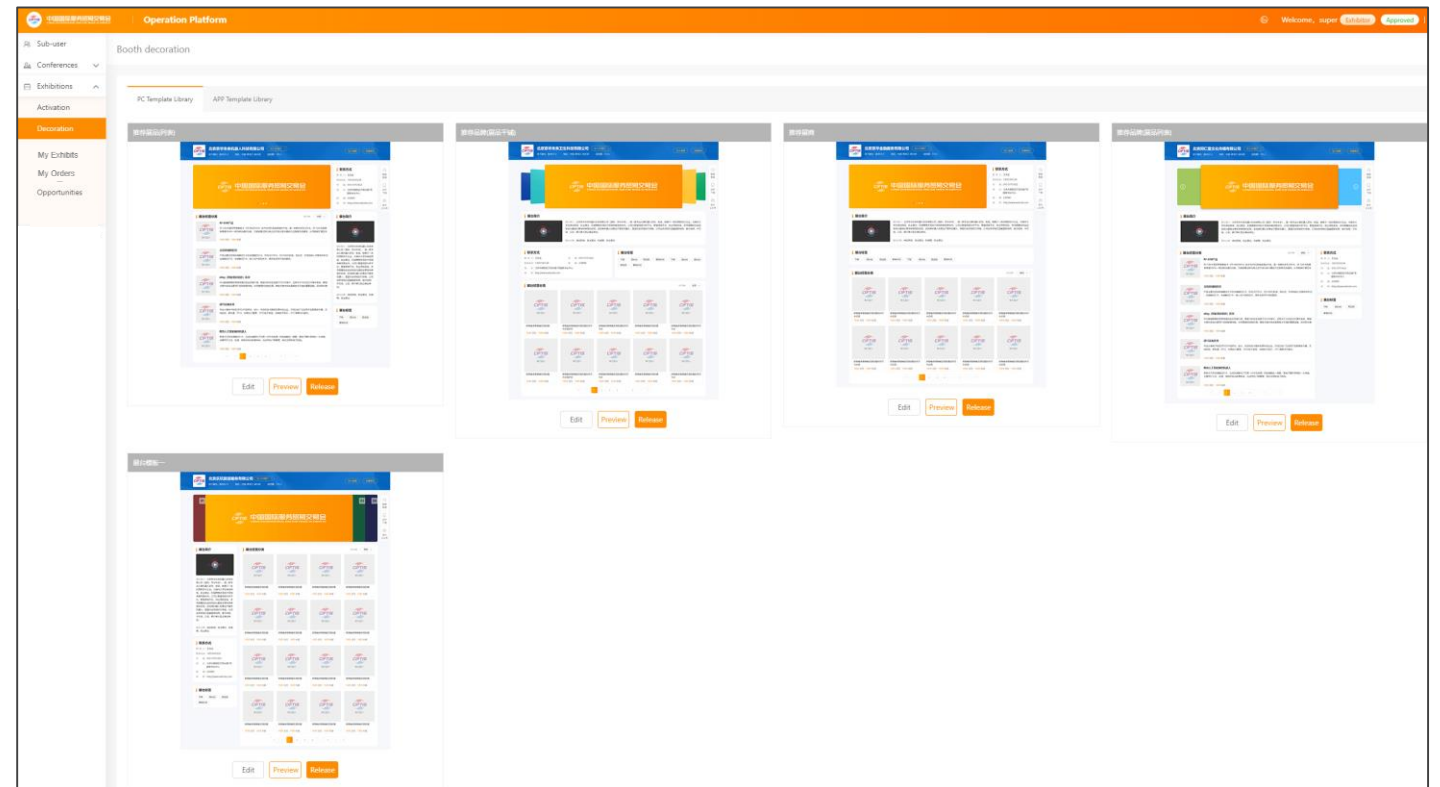
Instructions on Exhibit Management of Cloud Booth

The exhibitor goes to the "Exhibition hall" background, and clicks "Add an exhibit" in the "Exhibits" menu, which has no quantity limit for the moment.
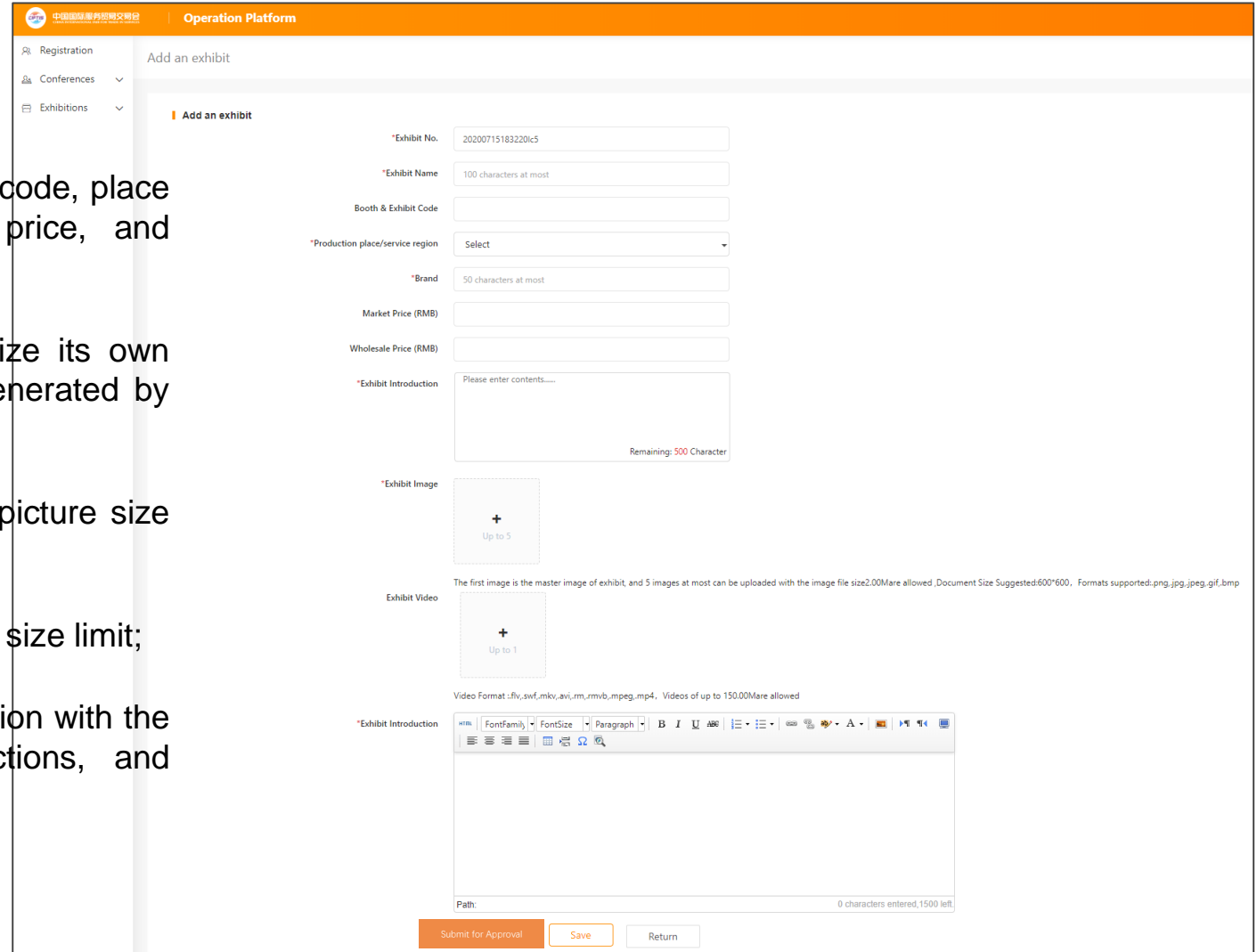
Instructions on Exhibit Management of Cloud Booth

Step 1: Add an exhibit

- Fill in the exhibit name, category, booth/exhibit code, place of origin, brand, market price, wholesale price, and introduction, with word limit;

- Booth exhibit code: the exhibitor can customize its own exhibit code or use the code automatically generated by the platform;

- Exhibit pictures: picture-type information, with picture size limit;

- Exhibit video: video-type information, with video size limit;

- Exhibit introduction: upload the exhibit introduction with the text editor (e.g. commodity details, instructions, and qualification certificates).

- Note: The red asterisked field is mandatory.

Instructions on Exhibit Management of Cloud Booth

Step 2: Submit for approval

- After filling in the exhibit information, the exhibitor needs to click "Submit" for approval by the Sponsor/Organizer (approval principle: the inviter shall be the approver).

- The exhibitor can view the approval status of the exhibits in real time.

- If approved, the exhibitor can stack the shelves with exhibits which can be displayed normally; if rejected, the exhibitor can modify the information and resubmit the application.

Instructions on Exhibit Management of Cloud Booth

Step 3: Release the exhibits

- The exhibitor can stack the shelves with exhibits approved, then the exhibits can be displayed normally.

- Editing: if you need to modify the exhibit information, you can click "Edit" to modify it. After modification, it can be approved again and the exhibits approving cannot be displayed externally.

- Copying: in order to facilitate the exhibitor to maintain multiple exhibits quickly, it can click "Copy" to make partial modifications on the basis of existing exhibits and submit for approval.

Instructions on Exhibit Management
of Cloud Booth ▮ Exhibit Presentation

After the exhibit being approved, click "Exhibit name".

| Home | News | Exhibition | Exhibition Services | Sponsorship | Cloud Exhibition | Alliance | Vision Committee | About Us |

Home page > Exhibition Stands & Exhibits > Details

Baby First

test introduction

Price	¥1000
Brand	beauty baby
Booth Exhibit Code	
Product/Service Area	Mainland Beijing
Purchase Quantity	− 1 +

Add the exhibit to   **Submit a Intention**

Exhibition Stand

Booth name: EN test01

Region: Mainland Beijing

Collection Booth   Enter

Click to view booth presentation mode

Similar   More >

Exhibit Details

picture
letter

After the buyer clicks it, the exhibitor can view the **buyer information in "Opportunities".**

After the buyer clicks it, the exhibitor can view the **information of intents in "Orders"**

Instructions on Exhibit Management
of Cloud Booth ▍Booth Presentation Channels

Booth Presentation Channels

- The operation platform of the exhibitor;

- The search bar at the top of the official website; the results of exhibits and booths will be shown upon fuzzy search;

- Popular booths in the "Cloud Exhibition Hall" page of CIFTIS Digital Platform (in the order of page views);

- Popular exhibits in the "Cloud Exhibition Hall" page of CIFTIS Digital Platform (in the order of page views or favorites).
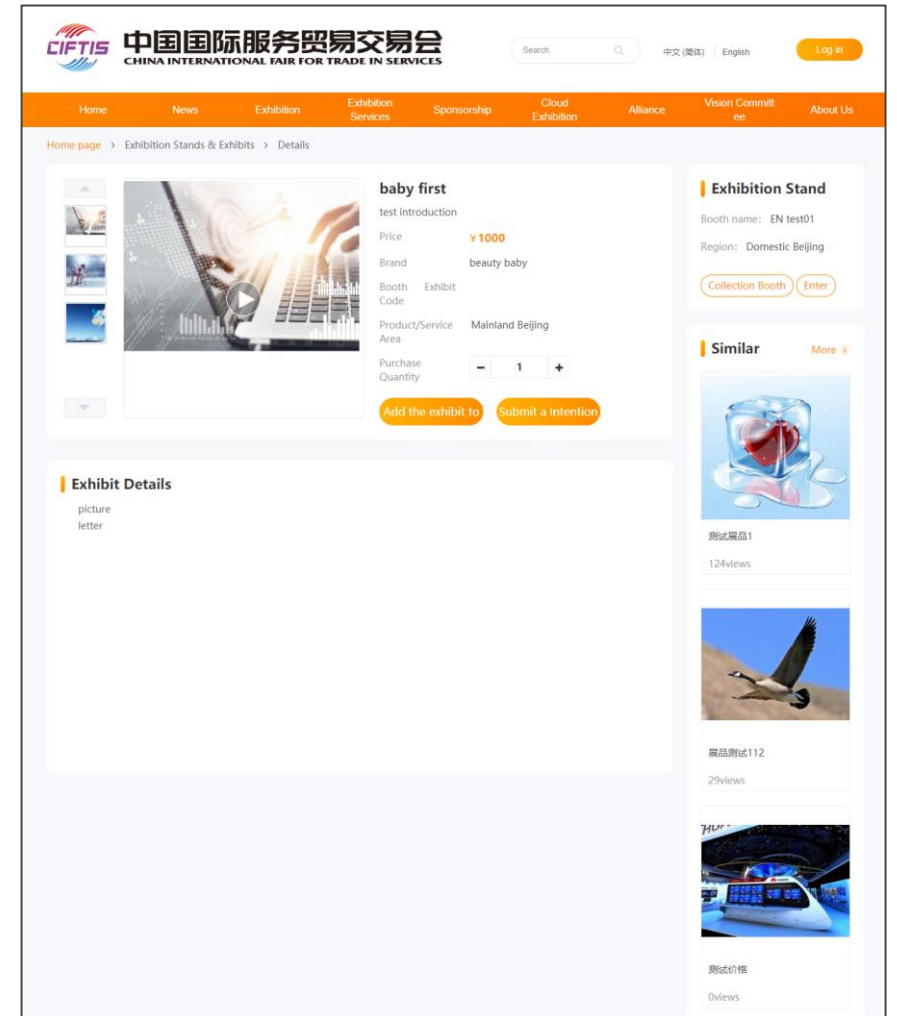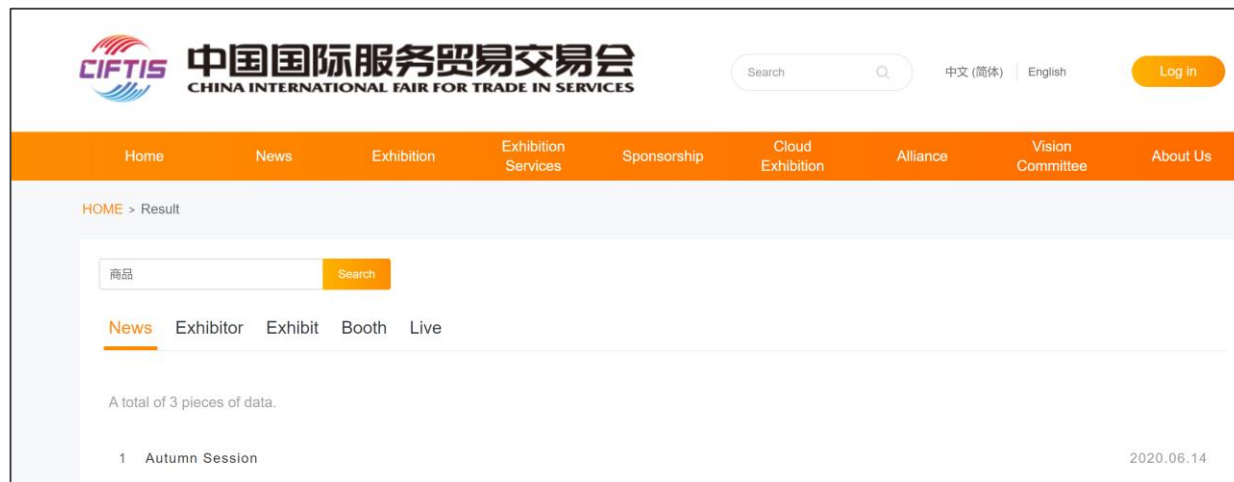
Instructions on Order Management of Cloud Booth

After a platform user browses the exhibition hall and submits an intent to order a certain exhibit, the exhibitor who publishes the exhibit goes to the "Exhibition hall" background and clicks "Orders".

Step 1. Check the order list, the order status is "To be processed", then click to process the order.

After clicking it, the exhibitor will see the details of intents.

Instructions on Order Management of Cloud Booth

Step 2. The exhibitor processes the order, and fill in the confirmed amount and remarks.

Operation Platform

Welcome,cp_test_18_name | Logou

Exhibitor's Processing Orders

Registration

Conferences

Exhibitions

Processing Orders

Contact Name	202007101000112
Procurer Company Name	
Procurement Budget	2800.00
Procurer Remarks	
*Confirm the amount	
Remarks	Please enter contents......
	Remaining: 200 Character

- If you cannot accept the purchase budget of the buyer, you can directly click [Closed without a deal closed] After the second confirmation, return to the order list page, and the order status becomes "**Closed**".

- If you can accept the purchase budget of the buyer, you can click [Confirm that the deal is closed] after filling in the amount, then the order status will change to "**Deal Done**".

- If the buyer needs to confirm the amount again, you need to click [Submit to the procurer for confirmation] after filling in the amount, and the order status will change to "**Processing**".

Exhibit Information

Exhibit No.	Exhibit Name	Unit price of exhibit	Quantity of exhibit	Subtotal
202007101428182j1	baby first	1000.00	3	¥ 3000.00

[Closed without a deal closed] [Confirm that the deal is closed] [Submit to the procurer for confirmation]
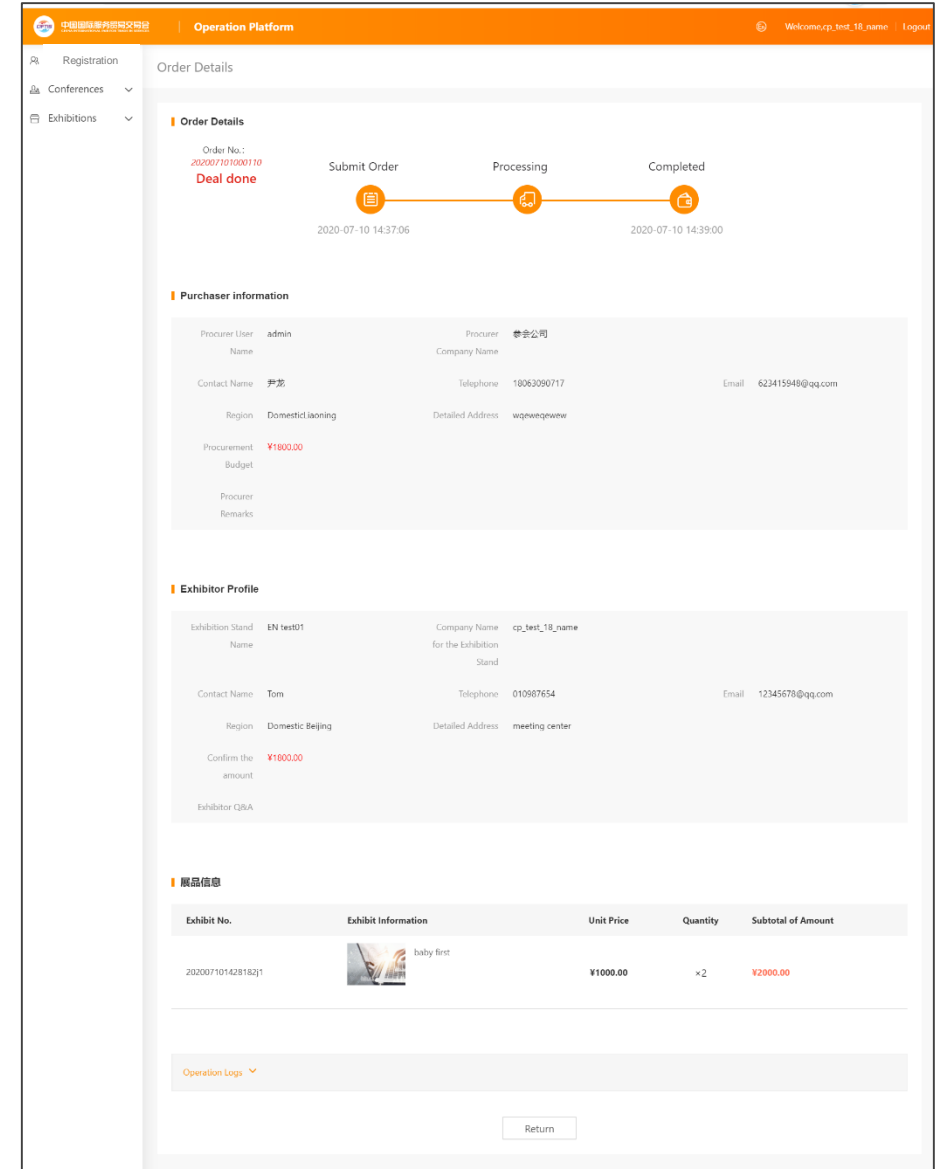
Instructions on Order Management of Cloud Booth

Step 3. The exhibitor view the order details.

The order details include information as follows:

- Order status and time line

- Buyer information

- Exhibitor information

- Exhibit information

- Operation log: able to record the operations of the registered personnel of the exhibitor on the order

Instructions on Business Opportunity Management of Cloud Booth

The exhibitor goes to the "Booth management" background, and clicks "Opportunities".

- **The exhibitor views the information of buyers who favorite the booth.**

- If a buyer clicks **"Favorite booth"** or **"Favorite exhibit"** while browsing the booth or exhibits, the buyer's information will be displayed in this list.

- The buyer's browsing times, browsing duration and contact information will also be displayed synchronously, so that the exhibitor can understand the buyer's interest and follow up the subsequent business opportunities.

User Name	User Identity	Company Name	Contact Name	Contact Number	Views	Average Time of Each View	Time of Adding to Favorite	Last View Date
admin	Enterprise	参会公司			0	0min	2020-07-10	2020-07-10
cp_test_19	Enterprise	cp_test_19_name	测试19	17868681919		0min	2020-07-03	

Instructions on Business Opportunity Management of Cloud Booth

The exhibitor goes to the "Booth management" background, and clicks "Opportunities".

The exhibitor views the information of buyers who **favorite the exhibit**.

- If a buyer clicks **"Favorite booth"** or **"Favorite exhibit"** while browsing the booth or exhibits, the buyer's information will be displayed in this list.

- The buyer's browsing times, browsing duration and contact information will also be displayed synchronously, so that the exhibitor can understand the buyer's interest and follow up the subsequent business opportunities.

Exhibit Information	User Name	User Identity	Company Name	Contact Name	Contact Number	Views	Average Time of Each View	Time of Adding to Favorite	Last View Date
baby first	dengbo	Enterprise	安徽同徽网络信息技术有限公司	邓波	17756473627	0	0min	2020-07-10	2020-07-10
baby first	admin	Enterprise	参会公司			0	0min	2020-07-10	2020-07-10
中国经典获奖童话绘本:孙悟空+黑...	admin	Enterprise	参会公司			0	0min	2020-07-10	2020-07-10

Live Streaming of Exhibitors – Instructions on Creator | Initiator | Viewer | Negotiator

Create / Initiate Roles

Viewers

Exhibitor

Create live

streaming

Initiate live

streaming

Exhibitor/merchant enterprise users

Watch live streaming

Initiate negotiation

Ordinary users

Watch live streaming

Exhibitors – How to Create a Live Streaming?

➤ After setting up the store, the exhibitor can carry out marketing and promotion through live streaming;

➤ The exhibitor can log in to CIFTIS APP;

➤ Open the **"My"** page;

➤ Click **"My Live Streaming"** to enter the list page, and the live streaming created by the exhibitors can be classified according to the status, including All, To be live streaming, In live streaming, and After live streaming;

➤ Click **"New"** in the upper right corner to enter the new live streaming page, upload the cover and fill in the relevant information to complete the creation of the exhibitor live streaming;

➤ The live streaming needs to be created 24 hours in advance and submitted to the Sponsor for approval.
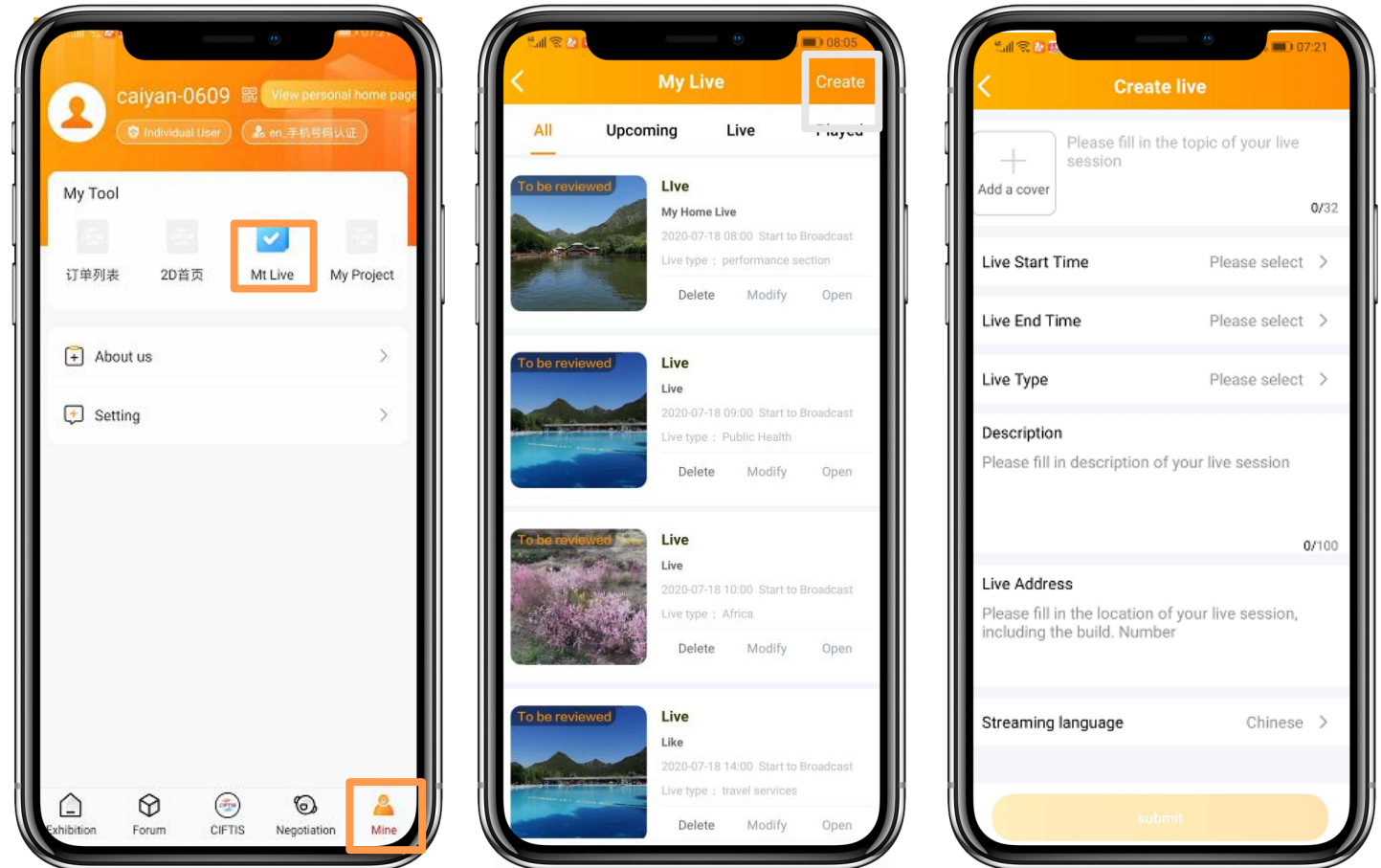
Exhibitors – How to Start a Live Streaming?

> The approved live streaming may be started 5 minutes ahead of time. Click "Start Live Streaming" to enter the live streaming page;

> Makeup mode, filters, and switch between front and rear cameras are available.
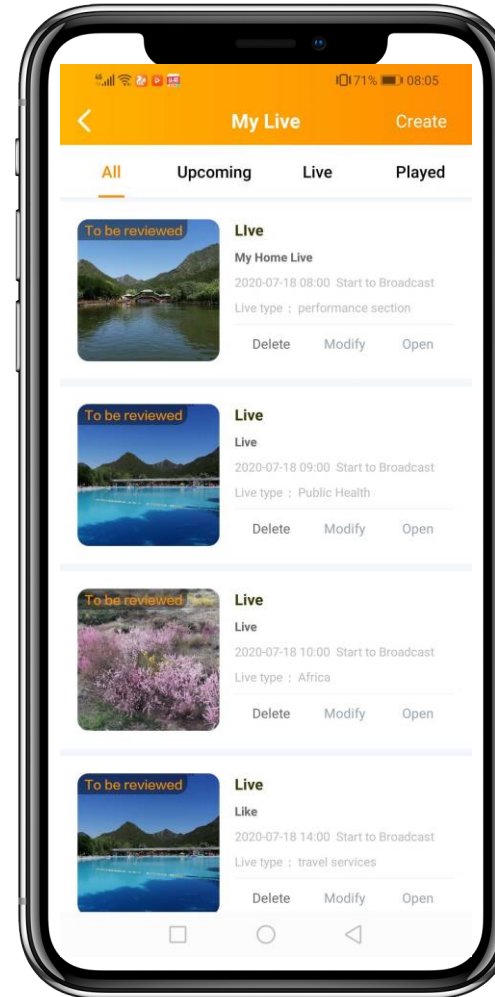
Exhibitors – How to Carry out a Live Streaming?

➤ The makeup mode, i.e. whitening, buffing, etc., can be disabled or set at 5 levels; the higher the level, the more obvious the effect, which can be set as needed;

➤ The filters include the styles of "Fresh", "Beautiful", "Sweet", "Retro", and "Blues", which can be set as needed;

➤ After setting the makeup mode and filter, click "Start Live Streaming" below to start the live streaming; the live page will show the real-time number of on-line users, likes, and user comments.
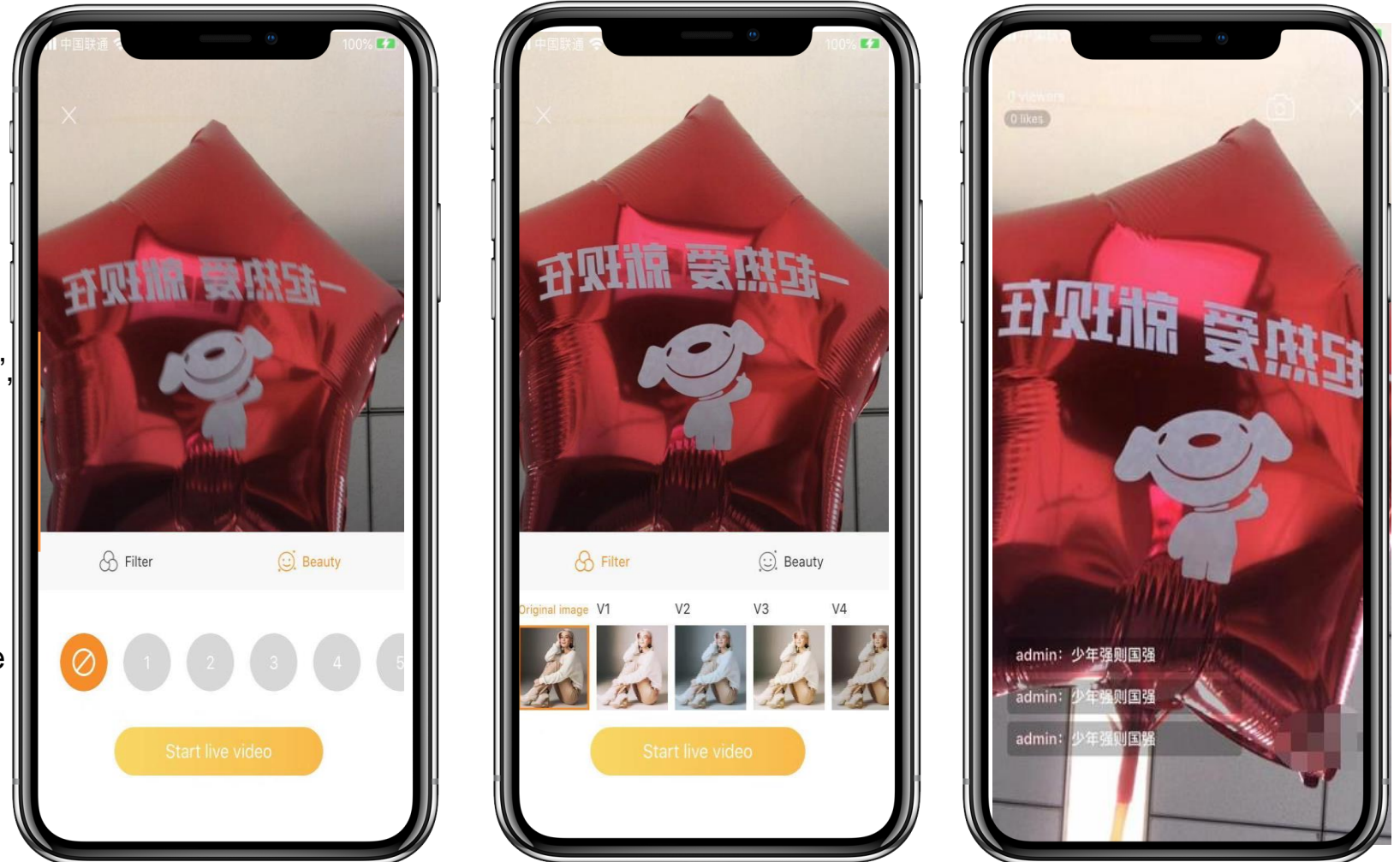
Watch Live Streaming

➢ Open the CIFTIS official website or download CIFTIS APP, and enter the streaming list from the exhibitor live streaming entry;

➢ The list page functions are as follows:

● Search: search by streaming name is available;

● Categories: a total of 12 categories, including the results area, public health, country/province/city area, and service trade; thematic level-2 classification: cultural services, financial services, winter sports, tourism services, educational services, sports services, service robots, and 5G communication services;

● Support screening based on live streaming date;

● The live streaming list page displays the poster, title, and status of the streaming;

● The live streaming status includes three states: Preview, live streaming, and playback.

Watch Live Streaming

➤ Click the desired live streaming on the list page to enter the live streaming details page;

➤ The functions of the live streaming details page are as follows:

● live streaming title, number of viewers, live streaming room ID, number of likes, comment content display;

● Enterprise users (exhibitors and merchants) can initiate negotiations.

Contents

- **Introduction to 2020 CIFTIS**

- **Exhibition Guide**

- **Cloud Booth User Guide**

- **Cloud Conference Reservation Guide**

- **Cloud Negotiation User Guide**

Overview of Cloud Conference Platform

- The cloud conference platform is a free on-line service platform built by CIFTIS for relevant entities that have the need to hold a conference.

- The cloud conference platform can support simultaneous use of 500 cloud conference rooms on a daily basis. Each cloud conference room can accommodate up to 100 people at the same time.

- Deadline for cloud conference platform reservation: July 17, 2020 to August 15, 2020

Target Users of Cloud Conference Platform

Organizers and Sponsors

Provincial, municipal and national delegations

Exhibitors
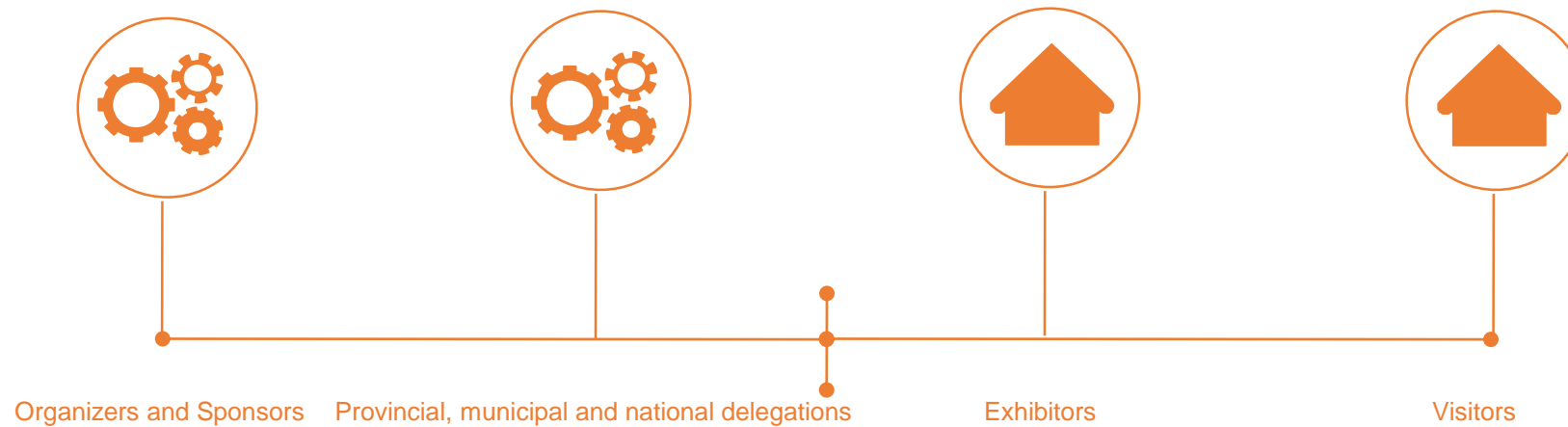
Visitors

Organizers/Sponsors, provincial, municipal and national Delegations, Exhibitors, and Visitors that have been approved for sign-up can apply for cloud conference reservation.

Cloud Conference Reservation Instructions

Overall flow chart

1. **Applying Entity Submit a conference application**

2. First approval by the organizing committee

The first approval result is notified to the conference contacts via SMS.

3. **Supplementary information for applicants Submit approval application**

4. Approval by the organizing committee

The approval result is notified to the conference contacts via SMS.

5. The system automatically sends the conference ID, password, and the host's secret key.

Cloud conference room-related information
Notify the conference contact via SMS.

Reservation Platform Entry

Log in to the official website of CIFTIS https://www.ciftis.org, and click [**Operation Platform**].

Reservation Platform entry

Click **[Operating Platform],** then the **[Conference]** menu is displayed.

Then click **[Apply]** to fill in the conference information.

Submit the basic information of the conference

Fill in basic information about the conference

The asterisked items are mandatory

- Conference type
- Conference name
- Conference topic
- Conference realm (optional)
- Conference introduction
- Sponsor
- Organizer (Optional)
- Number of participants (less than 100 people)
- Conference date
- Conference time
- Detailed Conference plan
  (Only supports PDF format within 100 MB)
- Conference guests information
- Contacts

View My Reservation

Click **[Submit reservation]**, and the application will go through a **Pending preliminary approval** process. In [**My conferences**] , when the conference application is in the status of **[Pending preliminary approval]** and **[Pending approval]**, the conference applicant can use click **[Withdraw]** to withdraw the application according to the actual situation, the Organizing Committee will no longer approve the application for cloud conference.

My Conferences

☁ How to apply to hold a conference

| Conference name： | Please enter | Conference type： | Unlimited ∨ | | Status： | Unlimited ∨ |

| Room： | Unlimited ∨ | Query | Reset |

Conference name	Conference type	Conference date	AM/PM	Conference time	Status	Room	Operation
The Belt and Road Forum on Cooperation of Trade in Services	Online	2020-09-05		17:00-19:30	Pending preliminary approval	Pending allocation	Details Withdraw

Additional information

View **[**My Conferences**]** If the status show **[Preliminary approved]**, please click **[Add information]**.

My Conferences   ☁ How to apply to hold a conference

Conference name： Please enter   Conference type： Unlimited ⌄   Status： Unlimited ⌄

Room： Unlimited ⌄   Query   Reset

Conference name	Conference type	Conference date	AM/PM	Conference time	Status	Room	Operation
The Belt and Road Forum on Cooperation of Trade in Services	Online	2020-09-05		17:00-19:30	Preliminary approved	Pending allocation	Details Add information

Additional information

After completing the add information, submit it to the Organizing Committee for approval.

Fill in add information

The asterisked items are mandatory

- Conference agenda
- International Chambers
- Domestic Chambers
- Conference highlights
- Results to be achieved
- Content to be released

Additional information

After completing the supplementary information, submit it to the Organizing Committee for approval.

Fill in add information

The asterisked items are mandatory

- Whether a record needed?

(The cloud conference that needs to be recorded and

broadcast can be viewed on demand on the official

website and APP of CIFTIS.)

View My Reservation

After submitting the cloud conference approval application, the applicant can check the approval status in My Reservation column. Having been approved, the applicant can see the details.

My Conferences

☁ How to apply to hold a conference

| Conference name： | Please enter | Conference type： | Unlimited ⌄ | Status： | Unlimited ⌄ |

| Room： | Unlimited ⌄ | Query | Reset |

Conference name	Conference type	Conference date	AM/PM	Conference time	Status	Room	Operation
The Belt and Road Forum on Cooperation of Trade in Services	Online	2020-09-05		17:00-19:30	Secondary passed	Allocated	Details

Click **[Details**] to obtain the cloud conference room-related information, such as **[Conference ID]**, **[Password]**, **[Host's secret key].**

If you have not received the information about the conference room in details, you need to wait for the conference room allocation by the Organizing Committee.

Notes:

1. The cloud conference room allows joining the conference two hours before the start of the conference. The conference should not last till 24 o'clock on the same day.

2. The secret key of the cloud conference host is only used by the host of the conference, and must be kept properly and distributed as appropriate.

Cloud conference information acquisition

During the cloud conference application process, you can check the progress of the conference application in **[my conference]** on the platform.

At the same time, the conference contact will also receive a short message prompt for the approval progress, as shown in the figure below.

[CIFTIS] Your online conference "716GermanConference" has been approved by the committee in the first review. Please go to CIFTIS Operating Platform to supplement information and submit for final review.

[CIFTIS] Your online conference '716GermanConference' has been approved by the committee in the final review. The committee is arranging a video conference room for you. The room information will be sent to you by SMS.

Preliminary approved

Secondary approved

Contents

- **Introduction to 2020 CIFTIS**

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- **Cloud Negotiation User Guide**

Cloud Negotiation Process Overview

Overall flow chart

1. Enterprise Registration Filling in the information

2. Filling the labels of interest for intelligent matching

3. Negotiation Conduct business negotiation

4. on-line Signing

5. Achievement Statistics

Project Release Intelligent recommendation

APP side
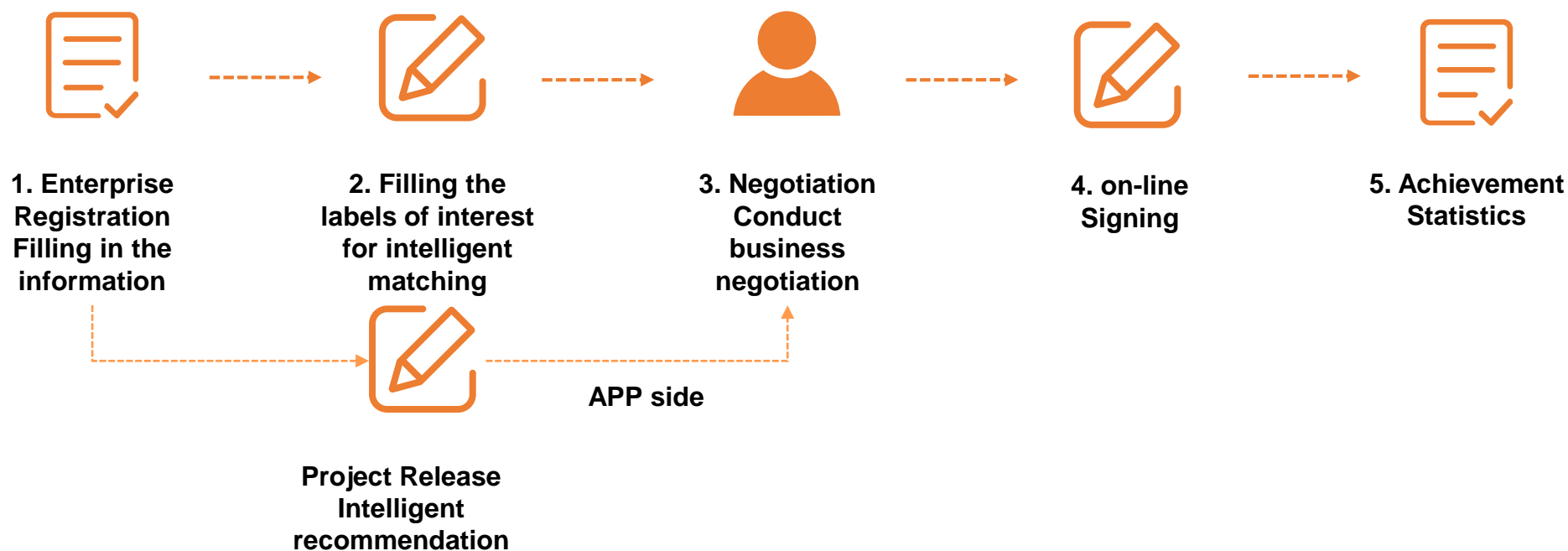
- It supports exhibitors and buyers to release projects on-line. The approval results by the Organizing Committee will be notified to the project issuers in the form of SMS and CIFTIS APP notifications.

- After the project is approved, the project issuer can carry out shelf management on the project.

- The shelved projects are displayed on the Project Release page of the official website. The project publisher can view the projects according to their needs and conduct business negotiations.

Project Release

Step 1: **Registered enterprises** log in to the official website of CIFTIS, and clicks [Project Release]

Project Release

Step 2: Browse the project list, click the project of interest to view the project details

Step 3: Business representatives and consultants of the enterprise can click [View Contact Information] ,

and initiate on-line negotiation. Click [Favorites] on the project details page.

Project Release | Release a Project (WEB)

Step 1: **Registered enterprises** log in to the official website of CIFTIS, and clicks [Project Publishing]

Step 2: Click [Release Projects]

Step 3: Fill in the corresponding content according to the prompts

The asterisked project name, project content, exhibition area, industry classification and other basic information are mandatory.

Step 1: **Registered enterprises** log in to the official website of CIFTIS, and click [Account Center] to access to the page

Step 2: Click [Project management] under [Account Center]

The approval results by the Organizing Committee will be sent to the contact via an **SMS**. For different approval results, the handling procedures will be as follows:

① For projects **approved** by the Organizing Committee, the project publisher can manually load or unload the project.

② For projects **rejected** by the Organizing Committee, the user may modify the project information and resubmit for **approval**.

③ The Organizing Committee may force to remove or recommend a shelved project.

Project Release | View Project Status (WEB)

Step 3: Click [My Application] to view the status of a submitted project.

Step 4: The user may shelf an approved project or remove it from the shelf.

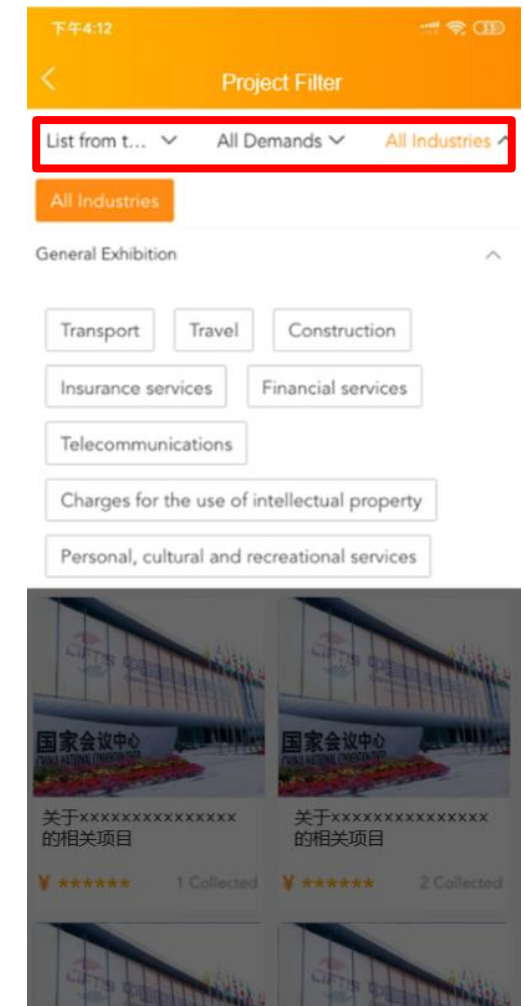Step 5: The user may view a project or remove it from the favorites.

Step 1: Click the label "Exhibition"
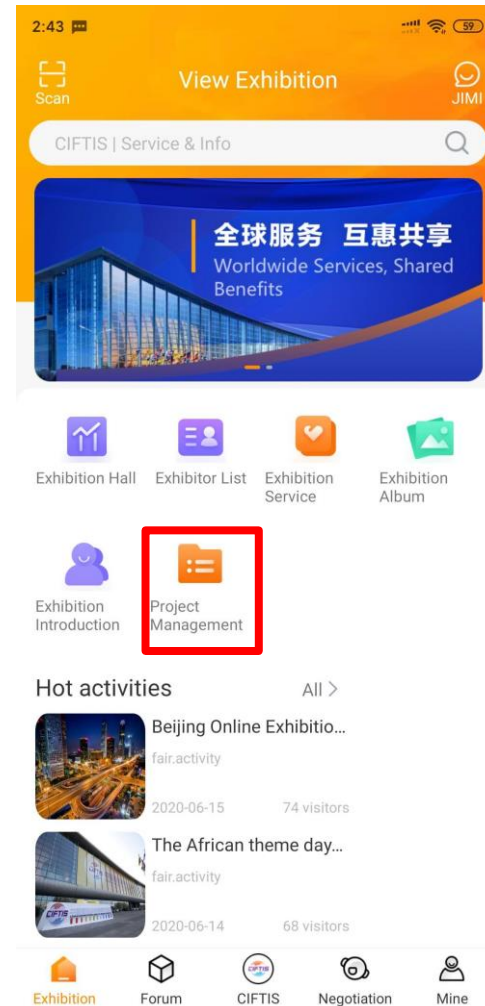
Step 2: Click "Project Management"
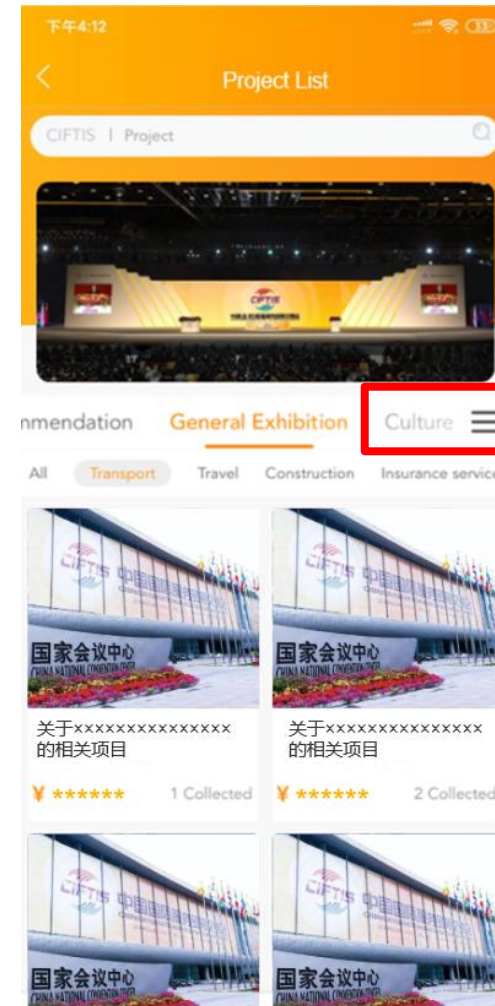
Step 3: Browse the project

Step 4: Manually set up filtering condition
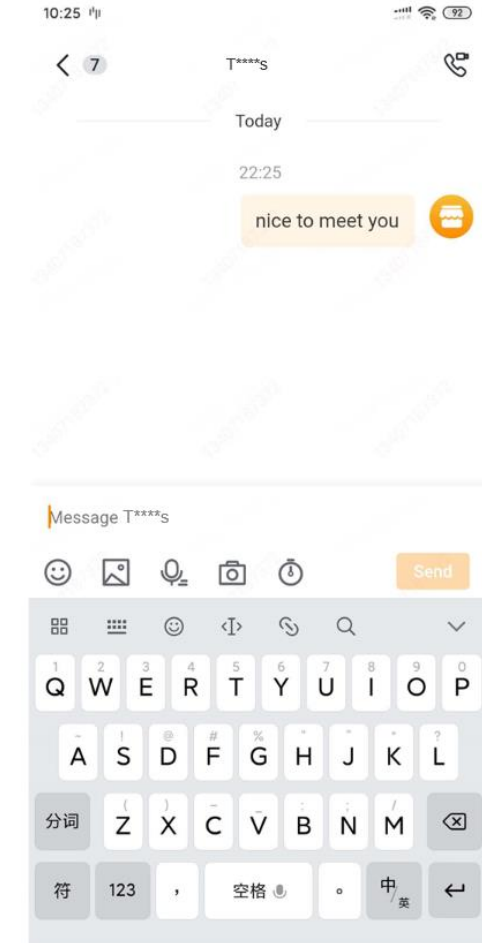
Click the project to access to project details page.

One may choose to add a project to or remove it from the favorites.

Business representatives and consultants of the enterprise can click "Negotiation" to initiate on-line negotiation with project publisher.

Venue：Culture Services
Industry Type：Traditional Culture
Transaction Demand：Winter Sports Technology
Label：Banks

Project Name

Favorite   Negotiation

Step 5: view the project

Step 6: Negotiate with the project publisher

Project Release | View Project Status (APP)

Step 1: Click the label "Mine"
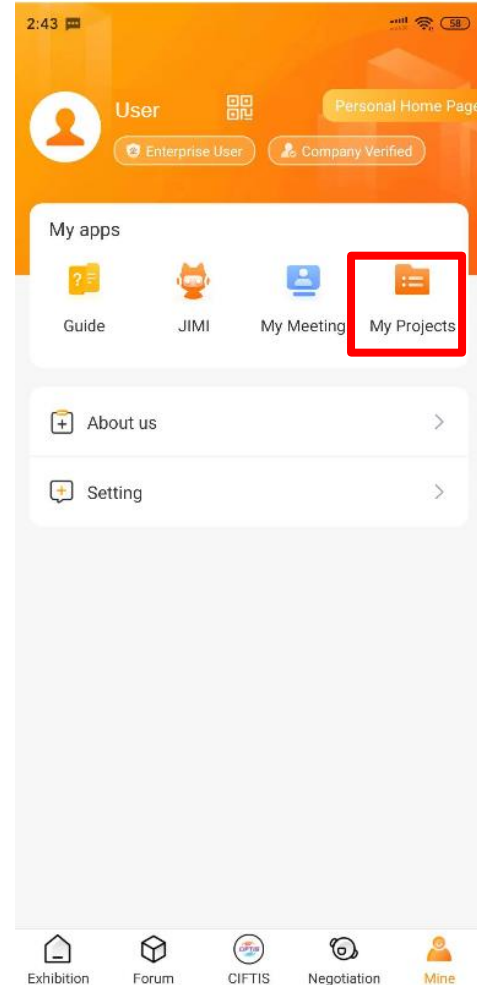
Step 2: Click "My project"
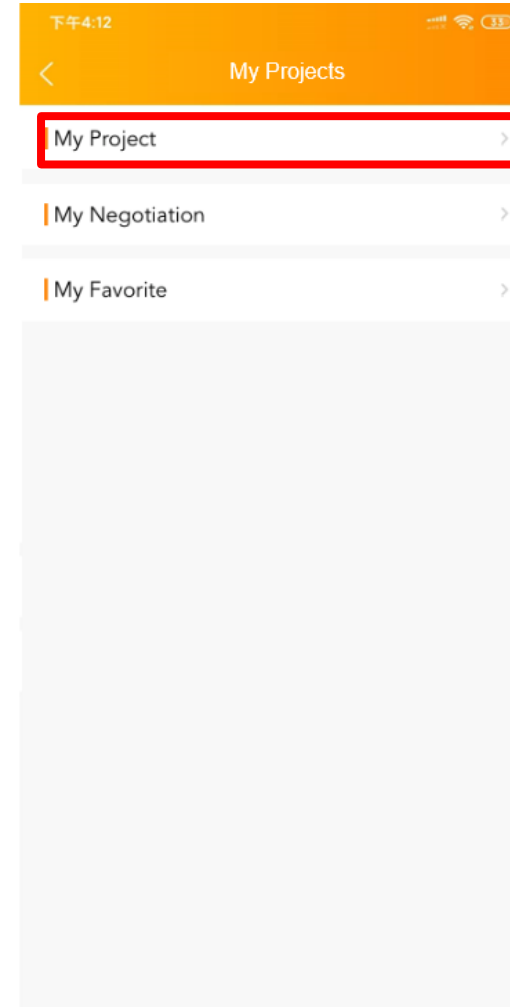
Step 3: Click "My project"
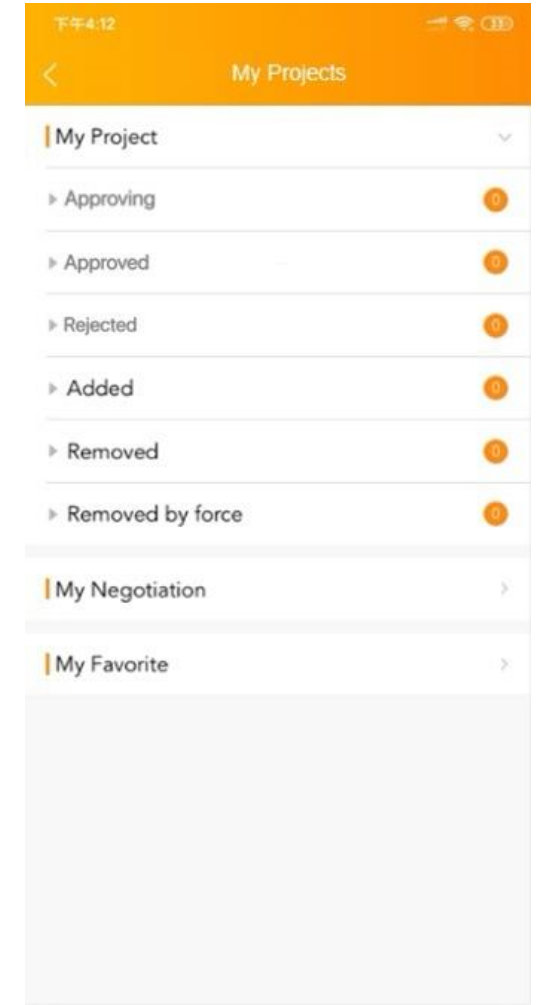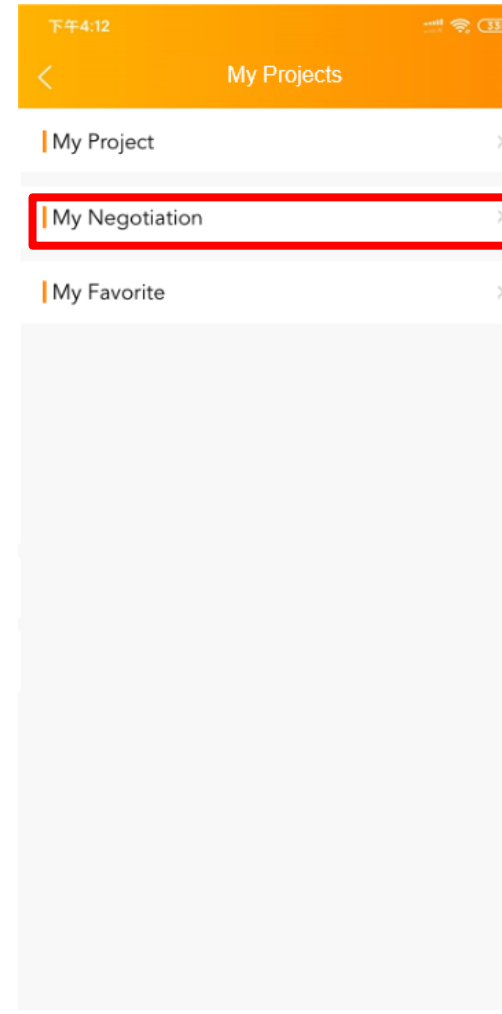
Step 4: View the status of projects

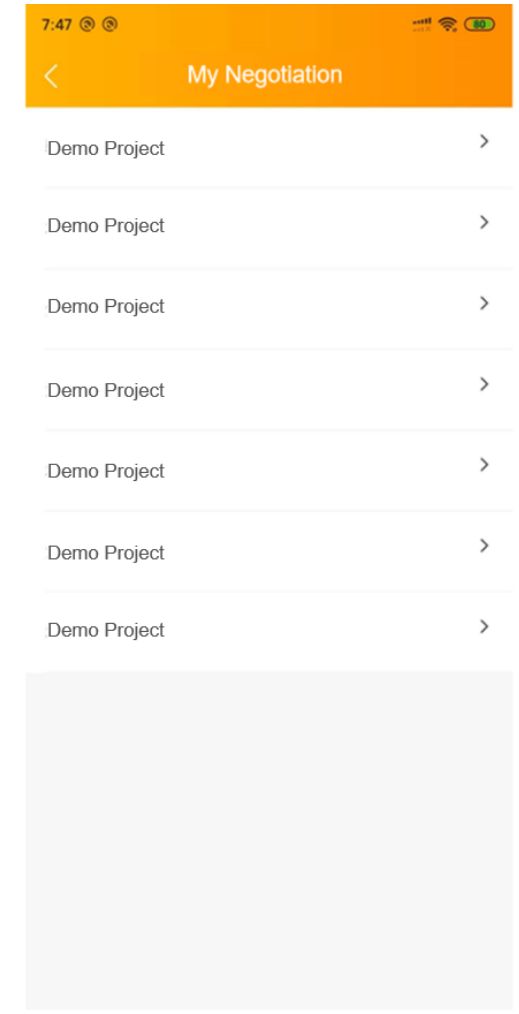# Project Release | View My Negotiations (APP)

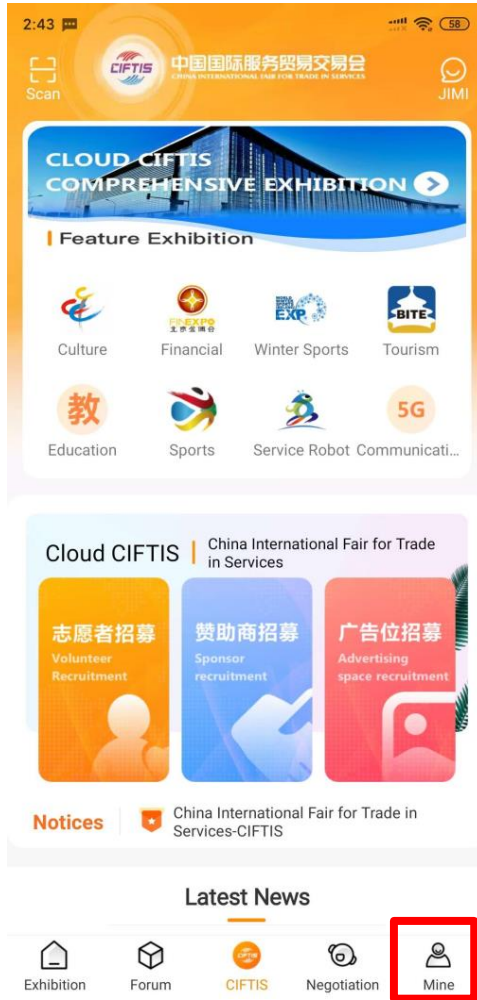
Step 1: Click the label "Mine"
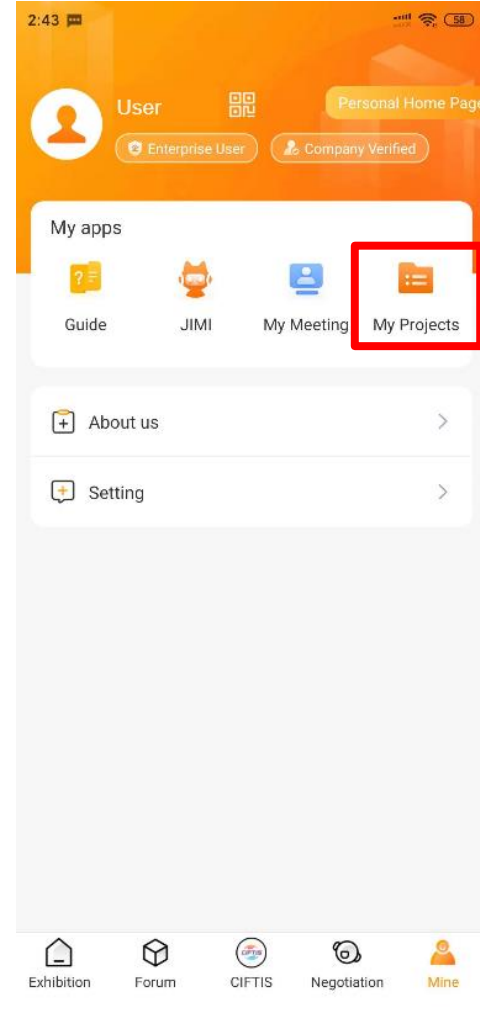
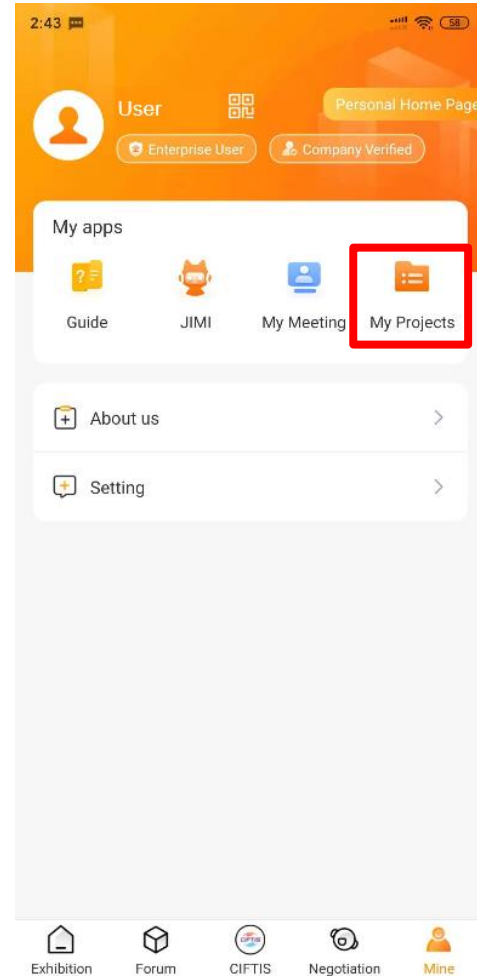Step 2: Click "My project"

Step 3: Click "My negotiation"

Step 4: View the negotiations

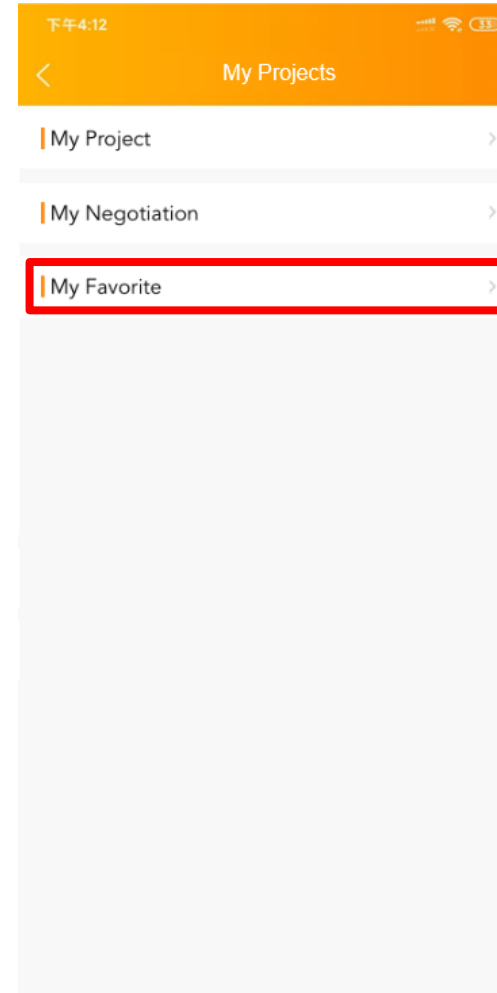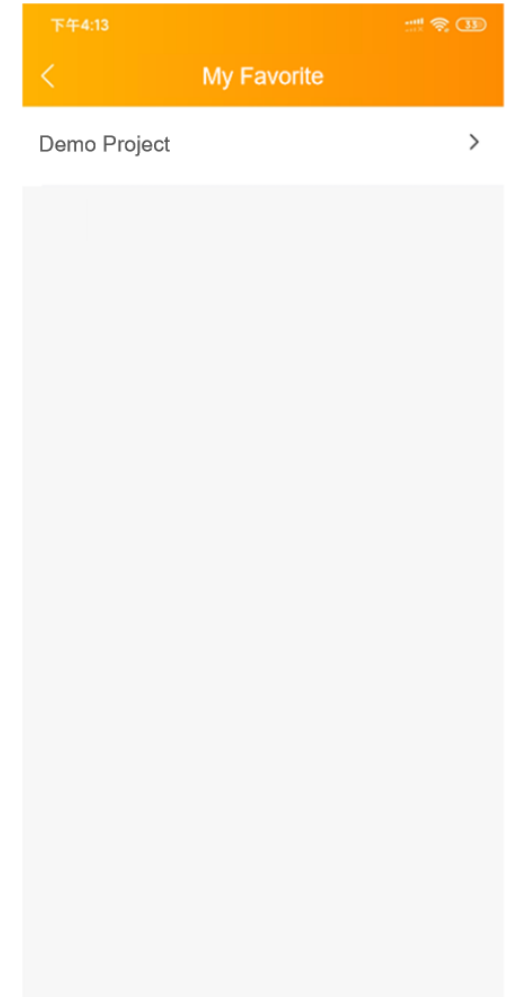# Project Release | View My Favorites (APP)

Step 1: Click the label "Mine"

Step 2: Click "My project"

Step 3: Click "My favorites"

Step 4: View the favorites

- Recommend corresponding exhibitors and booths based on the industry classification of the enterprise or of interest, and supported by AI algorithm model.

- Push the hot exhibits through the big data analysis on user visits, page view and favorites.

- Increase the exposure of exhibitors and their exhibits, to meet the procurement requirements of the Buyer

- Set the labels of interest, intelligently match the exhibitors, booths and exhibits, to enhance users' experience.

- The exhibitor may reinforce its competitiveness to obtain more recommendations through such operation mode as modifying the pages of exhibitor, booth and exhibits.

Intelligent Matching | Entry of Enterprises' labels of Interest Page

Step 1: After the registration, the enterprise shall choose its industry classification in completing enterprise information.

Intelligent Matching

CIFTIS 中国国际服务贸易交易会 CHINA INTERNATIONAL FAIR FOR TRADE IN SERVICES

Step 2: After choosing its industry classification, the enterprise shall choose the labels of interest regarding the industry fields of interest, so as to obtain the recommendation on targeted business opportunities. Recommend quality exhibitor and booth supported by AI algorithm model

Enterprise sign up

✓ Account information — 2 Enterprise information — 3 Sign up successful

Please set an enterprise id. When the users sign in, they need to enter it! ×

* Enterprise id: [Enter the enterprise name in pinyin or English abbreviation]

| Enterprise information

Level 2 label

Level 3 label

* Enterprise Name:

■ **Cultural & Creative Services** >   ■ **Traditional Culture** >   ✓ **Clothing and Accessories**

☐ Tourism Services >   ☐ Digital Culture >   ☐ Special Food & Beverages

* Enterprise registration:

☐ Finance Services >   ☐ Performance Design >   ☐ Intangible Heritages

☐ Winter Sports >   ☐ Ancient Culture >   ☐ Crafting

* Industry:

☐ Service Robot >   ☐ Cultural Integration >

* Industry fields of interest: [Cultural & Creative Services / Traditional Culture / Clothing and Access... ⊗]

Please select the industry tags you are interested in for information and business opportunities recommendation. Up to 15 tags can be selected

Click to choose the labels of interest →

Submit

Intelligent Matching

The registered enterprises may log in to the official website of CIFTIS, and click [General Exhibition] for viewing

Intelligent Matching

Recommend corresponding exhibitors and booths based onthe industry classification of the enterprise or of interest, and supported by AI algorithm model.
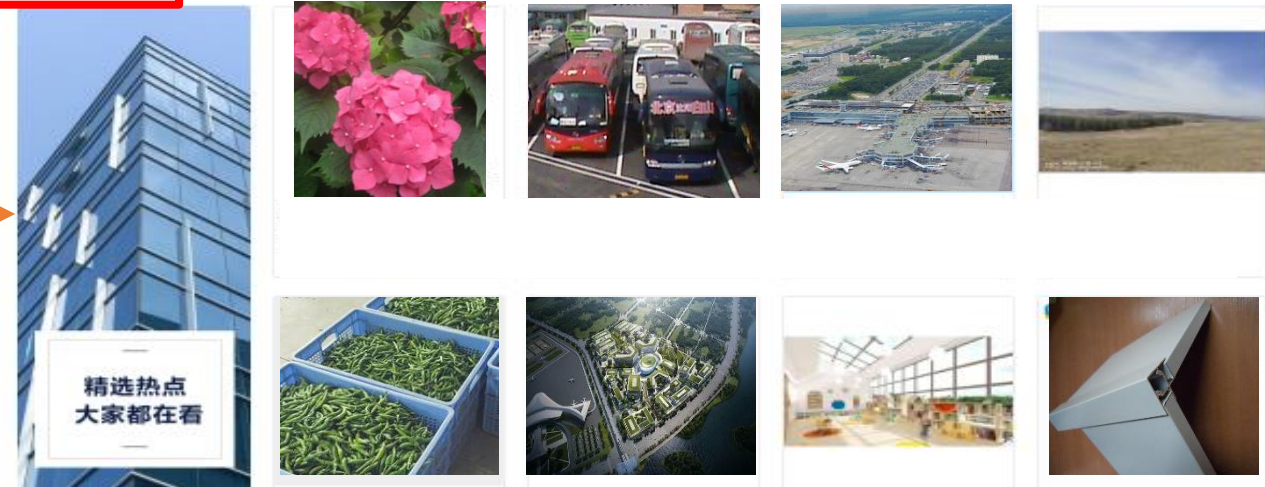
Push the hot exhibits through the big data analysis on user visits, page view and favorites.

THANKS