



**The only national level software fair in China**



## **China International Software & Information Service Fair 2011**

**June 16 -19, 2011**

**Dalian World Expo Centre**

**[www.cisis.com.cn](http://www.cisis.com.cn)**

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## **Background**

### **About CISIS**

Initiated in 2003, CISIS is the only national level software event which is the largest in scale and the most effective with the highest level. It gained highly recognition and wide attraction after 7 sessions, thus become the vane of the software industry. The scale of CISIS 2010 was 30,000m<sup>2</sup> with over 800 exhibitors include Intel, Microsoft, IBM, SAP and the Chinese leading companies such as Neusoft, DHC and Hisoft, etc. There were visitors from over 30 countries and 50 delegations from China local provinces and cities.

CISIS 2011 has 6 divisions which are International Cooperation, Innovation, Industry Application, Talents Exchange, Venture Capital, and Credit System. CISIS 2011 will enhance the integration of informatization and industrialization; highlight the interactive between software and the industry application, between international markets and domestic software industry,. The scale of CISIS 2011 will maintain 30,000 m<sup>2</sup> and 800 exhibitors. The foreign pavilions will be 15 as well as 30 domestic local pavilion. The visitors to CISIS 2011 will be 30,000 and more than 3000 foreign visitors. The industry users will be 15000. The number of exhibitors, visitors and pavilions will make new record.

### **Others**

Along with the raining of China IT utilization and the policy of industrialization by informatization, the China software industry merged into various industries with the economic growth. From Manufacturing to agriculture to logistics, the Software to enhance the efficiency and competitiveness of above industries, and transformed the mode of production from Labor-intensive into automated management. China's software industry grew 29% in revenues in 2008 to US\$ 110 billion. Sales of software technology services and embedded software products rose by 40 percent and 17 percent respectively. The 3G deployment is expected to fuel growth for software applications for the 3G platform with more than 600 billion RMB (USD 88 billion) direct investments in software, equipments and networks for 3G utilization over the next six years. Dalian is an important open port city located in northeast China which has attracted a lot of international interest and investment. In March 2007, Intel Corporation announced plans to invest \$2.5 billion to build a wafer fabrication facility in Dalian which will become Intel's first wafer fab in Asia. Dalian is the first Chinese city to export software and has the top 3 Chinese software companies. Over 40 multinationals such as IBM, HP, DELL, Accenture, SAP, and Sony have established software development and outsourcing service centers here. Some say that Dalian is the Bangalore of China. According to IDC's new Global Delivery Index (GDI), which compares 35 cities in the Asia/Pacific as potential offshore delivery centers, Dalian ranked both 5th in the world and 1st in China. Dalian has been a pioneer in promoting IPR protection in this sector. In 1998, the Dalian government signed a "project of Dalian Municipal Government Customer License Agreement OA" with Microsoft China, and advocated with the central government for implementation of copyrights for software. In June 2005, Dalin was the first city in China recognized by the State IP Office as a model city for software copyright protection.

## Outline

**Theme:** *Green Growth Powered by Software/Information Technology*

**Name:** -China International Software and Information Service Fair 2011

**Duration:** -June 16-19, 2011

Opening Hour: June 16-18, 2011 9 AM – 4:30 PM

June 19, 2011 9 AM – 12 PM

**Venue:** -Dalian World Expo Centre China

**Scale:** - 30,000 m<sup>2</sup>

## Organization

**Approver:** The State Council of the People's Republic of China

**Sponsors:** Ministry of Commerce, People's Republic of China

Ministry of Industry and Information Technology, People's Republic of China

Ministry of Education, People's Republic of China

Ministry of Science and Technology, People's Republic of China

China Council for the Promotion of International Trade

Liaoning Provincial People's Government

**Organizer:** Dalian Municipal People's Government

China Association of Trade in Service

**Secretariat:** China International Software & Information Service Center

### **Conference Cooperator**

China Association of Iron and Steel, China Federation of Logistics & Purchasing, China Electronic Commerce Association, China Society of Aeronautics and Astronautics, China RFID Industry Federation, 21st Century Business Herald, Electronic Component Information, Shipping China

### **Exclusive Media Strategic Partner**

SINA

### **Important Cooperate Media**

CCTV, International Business Daily, Science and Technology Daily, 21st Century Business Herald, China Electronics News, China Computer Education Newspaper, China Computer World, China Import and Export Software, China Informatization, IT Time Weekly, CEO & CIO China, China Internet Weekly, Software World, Communication Weekly, NetEase, SOHU, Chinabyte, Runsky, The Wall Street Times Chinese Version, etc.

## Highlights

The CISIS 2011 will continue to set the IT global village, and focus on displaying the best of international enterprises and products, the most front-end technology and services-based integration will also set up Informatization and industrialization integration zone, outsourcing pilot zone, cutting-edge company zone, and e- business Zone

## Features

### **Four functional platforms, Transaction Implementation**

- Platform for foreign companies expanding into China
- Platform for Chinese companies implementing outsourcing business
- Platform for industry and company trend releasing
- Platform for supply and demand on Informatization and industrialization integration

## Featured Contents

**International Cooperation**—Built the platform for international cooperation

**Innovation**---Build the core competitive and core products for companies

**Industry Application**—Develop potential domestic needs and accelerate the informatization

**Talents Exchange**---Solve the problem which restrict the development of the industry and companies

**Venture Capital**---Help the medium and small size companies to get into the international market

**Credit System**---the necessity of realizing international competition and cooperation.

## Contents A---Exhibition

### **China International Software and Information Service Fair 2011**

#### **1, Exhibits:**

**System software:** process system/ database system/others

**Supporting software:** middleware, component-ware, network and telecommunication appliance, software development security, software development language and tools, and other supporting software

**Application software:** common, software, industrial application software, word processor

**Embedded software:** industry control, office equipment, logistics, commercial, medical, automobile, and telecommunication, etc.

**System Integration Solutions:** E-government-commerce, ERP,finance,insurance,transportation,commerce, hospital, and etc.

**Software Information Service:** software maintenance, training, consulting, designing, outsourcing, data processing, telecommunication equipment, computer manufacture: integrated circuits, IC design

#### **2, Exhibition Zones:**

- IT Global Village Zone(Foreign pavilions and companies)
- Chinese Companies Zone
- Chinese Pavilion and Outsourcing pilot Zone
- Industry Application Case on Informatization and industrialization integration Demonstration Zone
- Cutting-edge Company Zone
- E-city Zone
- Telecommunication Zone
- E-commerce Zone

·Interactive Experience Zone

### 3, Cost

Item	Prices
Standard booth (3m×3m=9m <sup>2</sup> )	US\$3,000 per booth
Raw space (minimum 36 m <sup>2</sup> )	US\$300 per m <sup>2</sup>

※Standard booth is equipped with: three planes of Exhibition boards, one fascia bearing Chinese and English name of the exhibitor, carpet on the booth floor, one 220V/5A single-phase outlet, two spot lights, one reception desk, two chairs, as well as booth cleaning service.

***The enterprise will enjoy 5% discount by paying the booth fee before Feb. 28, 2011***

### 4, Services:

- Exhibitors can publicize company and product introduction within 1,000 English words free in the show directory.
- Exhibitors can publicize company and product introduction within 1,000 English words free on CISIS official website.
- Exhibitors can enjoy the special hotel discount which are appointed by the CISIS, and can also take the shuttle bus to and from the airport to the appointed hotel and the appointed hotel to and from the exhibition center.
- Exhibitors can make the reservation service for business matching during the exhibition.

### 5, Application Procedure

- Exhibitors should complete the "Exhibition Application Form" in detail as required by the organizer with an authorized signature or chop it with common seal, and fax or mail to China International Software & Information Service Center by the deadline of May 31<sup>st</sup>, 2011.
- Booth booking is arranged by the organizing committee collectively based on the principal of "FIRST COMES, FIRST SERVED" and booths will be arranged according to exhibitors' advices.
- If registered before March 1<sup>st</sup>, 2011, please remit 50% of the exhibition fee to our account within 3 days after having signed the **Application Form**. (The balance should be paid by June 1<sup>st</sup>, 2011. Otherwise, your application will be considered as invalid). After March 1<sup>st</sup>, 2011, please remit the full cost to the organizer after submitted the **Application Form**.
- After fees are remitted, exhibitors should fax the bank remittance receipt to China International Software & Information Service Center for verification.
- The organizing committee will compile CISIS directories and all exhibitors could publish a corporate profile and products introduction within 1,000 English words free of charge. Please e-mail your documents in word format to [office@cicis.com.cn](mailto:office@cicis.com.cn) by May 31<sup>st</sup>, 2011.
- The organizing committee will verify qualifications of exhibitors and exhibits and has final right to interpret matters related with the fair.

### 6, Payment

Bank: Dalian Zhongshan Branch of Shenzhen Development Bank  
Beneficiary: China International Software & Information Service Center  
Account No.: 720305413009801

※Please Note: Participation cost for CISIS 2011

## Contents B---Conferences

### *1, Main Forum*

#### **●China International Software and Information Service Forum & Entrepreneurs' Summit**

##### **And Opening Ceremony of CISIS 2011**

The CISIS forum is the largest IT forum with the highest level in China. The keynote speakers include: Chinese leaders from China State Council, Chinese Ministerial officers from Ministry of Commerce, Ministry of Informatization and Industrialization, Ministry of Science, and China Council for the Promotion of International Trade., foreign Ministerial officers from Japan, Korean, Malaysia, Egypt, Australia and USA, etc. The speakers also include Intel, Microsoft, IBM,HP,Cisco, Mckinsey, EDS,SAP,Ericsson, NRI, Hitachi, NTT, Fujitsu,Neusoft, COSCO, China Unicom, and Usoft, etc.

**Time: June 16, 2011 9:00-18:00**

**Venue: Dalian World Expo Centre**

**Theme: Green Growth and Integration of Informatization and Industrialization.**

**Scale: 1200 attendees**

**Content:** Keynote speech by government Ministerial officers, company CEO, specialist, etc.

**Speakers:** Ministerial officer from Ministry of Commerce, Ministry of Science and Technology and ; Government officers from China and other countries such as Japan, Korea, Malaysia, Egypt, Austria, USA, etc. Company leaders from Intel, Microsoft, IBM,HP, Cisco, BT,Mckinsey, EDS, SAP, Ericsson, NRI, HITACHI, NTT, FUJITSU, Neusoft, Usoft, etc.

#### **Agenda**

##### **A, Opening Ceremony**

##### **B, Ministerial Forum**

The Chinese and Foreign Ministerial officers will be invited to speak on the national software policies and trend on international cooperation

##### **C, Entrepreneur's Summit**

The famous companies' CEOs or vice presidents will be invited to discuss the informatization and industrialization integration and the green growth by software

##### **D, Thematic Dialogue**

The famous anchorman from CCTV, famous specialists and institute researchers.

### *2, Thematic Forum*

#### **●China International Software Innovation and Venture Capital Forum**

#### **●China International Software and Information Service Outsourcing Forum**

#### **●International Project Management Summit**

#### **●Credit System Building----IP Protection Forum**

#### **● Policy and Trend Release Conference**

### ***3, Industry Application Seminars***

For pushing the utilization and connect of IT technology, pushing and the communication and development of IT application in industries, the CISIS will hold the Industry Application Seminars together with the China authorized organizations and associations as well as medias.

The seminars are:

Media and Internet, Informatization and Industrialization Integration, IT for Agriculture IT for Education Forum, IT for Banks, IT for Heating Industry, IT for China Aviation, IT for Logistics, IT for Retail, Biology Software, IT for Medicare, Internet Application and Innovation, Software Development and Utilization on Cloud Computing, IT for Chemical and Petroleum, etc.

### ***4, Regional Seminars***

Sino-Japan Cooperation Seminar, China-Korea Seminar, China-USA Seminar, China-Australia Seminar, China-Spain Seminar, China-India Seminar, China-Estonia Seminar, .....

### ***5, Events***

- China International Software and Information Service Fair Reception Dinner
- China International Software and Information Service Job Hunting Fair
- IT People Photo Contest
- Annual Meeting for IT Managers

## Why CISIS?

- I The CISIS is the only state level Software fair approved by the State Council of the People's Republic of China. It is now the most important event in IT industry.
- I The CISIS is an international IT industry event and a platform for international cooperation. VIPs from overseas government departments, CEOs of World Top 500, well-known consultants and overseas IT associations take part in the fair each year.
- I The CISIS has played an important role on domestic software industry. Around 30 exhibition Delegations and 50 visiting delegations led by senior government officials take part in the fair each year.
- I The CISIS consists of three parts (Exhibition, Convention and Activity) and six themes (International Cooperation, Innovation, Industry Application, Talents Exchange, Capital Connection and Credit System). The forums have become the well-known events in the industry.
- I With exhibition scale of 30,000 square meters and more than 600 exhibitors, the CISIS covers all the fields in the industry and sets up a platform for brand display, latest product publication, advanced technology release and information gathering.
- I The CISIS sets up a gathering platform for 30 IT professionals, 100 overseas outsourcing providers, 3000 informatization personals, 100 IT organizations, 200 media members, 300 reporters, 30,000 IT talents and 50,000 visitors.
- I The CISIS is an official publication platform for industry policies, industry trends and forecasting. Chinese software independent innovation report and Chinese software outsourcing development strategy report released by the CISIS are two important publications for China software industry of today and tomorrow.
- I The CISIS focuses on trade and effectiveness by connecting exhibitors and clients according to their needs.

## Contact

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Website: [www.cisiss.com.cn](http://www.cisiss.com.cn)

Past Exhibitors


Supporting Media


### *About Dalian City*

Dalian is a famous port, industry, tourism, finance, and information centre in China. Besides being the most economical dynamic, open city in North China, Dalian has a correspondingly famous software industry. The city possesses a strong basis and conditions to hold a national software trade fair. With a natural harbour of worldwide reputation, Dalian is both on the doorway of Beijing and Tianjin and is a window to Northeast China, which is placed in the centre of Northeast Asia economic region. Dalian is also one of the earliest cities in China to develop an information industry, so that the city's informationization index is among the highest in China. Information industry has become a supporting industry for the city, and production value of electronic products has occupied 60% of that of the whole Northeast China. In Dalian are China's only successful government-supported private software park, the biggest private software institute, and a software companies with the highest exportation value. Dalian is listed as a national software industry base, national software exportation base, national software industry internationalisation showcase, and a training basis for national software professionals. Through continuous development, Dalian has become a famous software city.

The Software and Information Service industry in Dalian is in rapid development. The annual rate of increase sales output and export in recent years is 53% and 62% separately. In 2005, the total sales of the software and information service in Dalian are 10 billion RMB and the export amount is 300 million USD. The total sales of this year can be 10 billion RMB. In 1998, the sales of software in Dalian were only 200 million RMB, but it increased 50 times in 7 years. Many Multinational companies, Japanese companies and domestic software companies set up the research centres and service centres. For example, there are 280 companies located in Dalian Software Park, among them, the 40% of foreign companies are the 30 World Top 500.

**China International Software and Information Service Fair 2011**

**Application Form**

**Duration: June 16—19, 2011**

**Venue: Dalian World Expo Centre**

<b>Company Name:</b>	
<b>Add:</b>	
<b>President:</b>	<b>Tel:</b>
<b>Contact person:</b>	<b>Position:</b>
<b>Tel:</b>	<b>Fax:</b>
<b>Website:</b>	<b>E-mail:</b>
<b>Booth Reservation</b>	<u>Package Booth: Size:</u> ( _____ m × _____ m )
	<u>Quantity :</u> _____ <u>Cost: USD</u> _____
	<u>Space (minimum 18 m<sup>2</sup>):</u> _____ m <sup>2</sup> <u>Cost: USD</u> _____
<b>Publicity</b>	<u>Publicity Type:</u> _____
	<u>Price:</u> _____
<b>Others</b>	
<b>Total</b>	<b>Booth No.:</b> _____
<b>Exhibits Category: ( Please tick √ )</b> <input type="checkbox"/> Software <input type="checkbox"/> Hardware <input type="checkbox"/> System Integration & Solution <input type="checkbox"/> Network Mediums <input type="checkbox"/> Software Outsourcing/BPO <input type="checkbox"/> Integrate Circuit Design <input type="checkbox"/> Communication/ Network Service <input type="checkbox"/> Software Research <input type="checkbox"/> Digital Entertainment and Application Technology <input type="checkbox"/> Software Professional Education & Training <input type="checkbox"/> Others	<b>Purpose: ( Please tick √ )</b> <input type="checkbox"/> Show brand <input type="checkbox"/> Seek cooperation <input type="checkbox"/> Meet potential clients <input type="checkbox"/> Expand market <input type="checkbox"/> Order <input type="checkbox"/> Recommend new products and technology <input type="checkbox"/> Research Presentation <input type="checkbox"/> Show demands <input type="checkbox"/> Others
We, hereby, decide to attend China International Software & Information Service Fair held in Dalian World Expo Center on June. 16 –19, 2011.  Signature:  Stamp:	Address:No.38,ShengliRoad, Xigang District, 116011, Dalian Tel:86-411-83626908,83628908 , 83629908 Fax:86-411-83635468 Bank: Shenzhen Development Bank Dalian Zhongshan Branch Payee: China International Software & Information Service Centre Account:720305413009801