

Operating procedure for exhibitors to sign up for the 30th Online ECF

The 30th East China Fair•2020 Online will be held from 10 am on Monday July 13 to 10 pm Beijing time on Friday, July 17 -- some five days in total -- at its official website: www.ecf.org.cn.

To improve the effectiveness of promotion and exhibition, the online ECF has adjusted the requirements for exhibitors to fill in information about their company and products. Please log in to fill in supplementary information and wait for a final review by trading groups. In addition, please fill in the information about online matchmaking meetings. The detailed operating procedures are as follows:

I . Basic information of exhibitors:

Registration period: May 8- June 12, 2020 (You can only log in from June 13th.)

Activate account → Fill in supplementary information (Deadline: June 12) → Register for matchmaking meetings (June 22-26) → Online ECF (July 13-17)

1. Log in to activate your enterprise's account

Go to the official website of East China Fair (www.ecf.org.cn), click "Exhibitor", and then choose "Login". You can log in with your former account. If successful, your account is activated.

The activation is completed when the original account is successfully logged in.

2. Fill in supplementary information

1) Company

- Upload pictures of company logo and company image. Clear pictures are recommended.

2) Product

In order to improve the effect, it is recommended that companies to resubmit information of products.

- Upload a video (mp4) as the main photo, brand (Chinese), brand (English), brand logo, details of exhibits. You can show details of your exhibits as richly as possible.

- The "Export-oriented commodities sold at home" option is newly added. If you click "Yes" for the option, your exhibits will be displayed in the special area.
- Adjustment on product pictures is a must.
- Except for five types of epidemic-prevention products (2019-nCoV detection reagents, masks, medical protective suits, ventilator, infrared thermometer, etc.)

Tip: Please pay attention to the intellectual property rights of your uploaded pictures to avoid unnecessary disputes.

3. Wait for final review by trading groups

Your supplementary information is required to be reviewed by the affiliated trading groups. If both of the information of your company and products are approved, you can take part in the matchmaking meetings of online ECF.

The reference parameters for uploading data are as follows:

Supplementary Information	Number	Formats	Aspect Ratio	Tips
Company Logo	1	jpg, gif, png, jpeg	1024px*1024px	For online display and official review
Company Image	1	jpg, gif, png, jpeg	650px*365px	To show your company's internal appearance
Business License Electronic Copy	1	jpg, gif, png, jpeg	1080px*760px	For official review
Main Video	1	mp4	398px*398px 10mb within 10 seconds	For online display
Pictures of Exhibits	5	jpg, gif, png, jpeg	800px*800px	For online display. The first uploaded image will be used as the main

				image.
Details of Exhibits	Rich Text	bmp, png, jpeg, jpg	Pictures and words	For online display
Brand Logo	1	jpg, gif, png, jpeg	1024px*1024px	For online display and official review

II. Matchmaking meetings of the 30th Online East China Fair

Publish the buyers' list: June 15-19, 2020 (official website)

Registration period: June 22-26, 2020

Opening period: July 13-17, 2020

Four provisional matchmaking meetings are as follows. (Adjustment may be made according to purchase intention)

Special session for Japanese and South Korean buyers (13:00 – 15:00 hrs, July 13)

Special session for European and American buyers (19:00 – 21:00 hrs, July 14)

Special session for buyers from countries and regions involved in the Belt and Road Initiative (13:00 – 15:00 hrs, July 15)

Special session on textile and clothing products (13:00 – 15:00 hrs, July 16)

For more information, please go to the latest "30th Online ECF Exhibitor's Manual" (updated on the official website on June 15, 2020).