



Global Venue Experts Forum

10-11 Sep 2026 | Shougang Park, Beijing, China

Demand. Investment. Growth.
Leadership Decisions for the Next Generation of Venues

Hosted by  北辰集团
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Beyond the Forum: Experience CIFTIS and Shougang Park

The ICCA Global Venue Experts Forum (GVEF) 2026 will take place at **Shougang Park, Beijing**, during the same period as the **China International Fair for Trade in Services (CIFTIS)**, creating a unique opportunity for delegates to experience one of China's most significant platforms for international business, innovation, and industry exchange.

What is CIFTIS?

The China International Fair for Trade in Services (CIFTIS) is China's leading national platform dedicated to the service economy and international cooperation.

Unlike traditional trade exhibitions that focus on a single industry or product category, CIFTIS brings together the industries, organisations, and services that increasingly drive modern economies. It provides a platform where government leaders, multinational companies, investors, international organisations, entrepreneurs, and industry professionals come together to exchange ideas, explore partnerships, and discuss future opportunities.

The event covers nine major service sectors:

- Telecommunications, Digital and Information Services
- Financial Services
- Culture and Tourism Services
- Education Services
- Sports Services
- Health Services
- Supply Chain and Business Services
- Engineering, Consulting and Construction Services
- Environmental Services

Together, these sectors represent some of the most dynamic areas of today's economy. They influence how people learn, travel, communicate, access healthcare, manage finances, move goods, develop infrastructure, and adopt new technologies.

What makes CIFTIS unique is that it focuses not only on individual industries, but on the connections between them. Technology, for example, is not presented in isolation. Instead, visitors can see how digital innovation



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is transforming healthcare, education, tourism, finance, sustainability, logistics, and many other sectors.

This creates opportunities for collaboration and knowledge exchange that extend far beyond a traditional industry exhibition.

Each year, CIFTIS attracts more than 240,000 visitors, over 2,000 exhibitors, and senior government officials, business leaders, investors, international organisations, and industry representatives from around the world.

For international delegates, CIFTIS offers a unique window into China's evolving service economy and the industries shaping future growth. It provides an opportunity to understand emerging trends, discover new business opportunities, engage with decision-makers, and gain insight into the forces influencing economic development both in China and globally.

More than an exhibition, CIFTIS is a platform where industries converge, ideas are exchanged, and future opportunities take shape.

<https://www.ciftis.org/en>

Why Explore CIFTIS?

CIFTIS is more than an exhibition. It is a live case study in how a large-scale event brings together multiple industries, government agencies, businesses, and visitors within one environment.

For venue leaders, organisers, destination professionals, and investors, it offers the opportunity to observe event delivery from many different perspectives, including visitor flow, security, wayfinding, venue activation, stakeholder coordination, exhibition design, and participant experience.

It also provides a broader view of the industries shaping China's service economy. Across sectors such as technology, healthcare, finance, education, tourism, and sustainability, delegates can explore emerging trends and consider how these industries may influence future conferences, exhibitions, partnerships, and event demand.

The value of the experience lies not only in what is presented, but also in the opportunity to observe, compare, ask questions, and reflect on how a complex event of this scale is brought to life.