



**中国国际黄金大会**  
CHINA GOLD CONGRESS

# China Gold Congress and Expo

The World's Leading Gold and Precious Metals Conference and Exhibition

September 10-12, 2014 Beijing International Convention Center

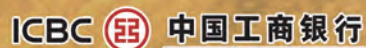
## Host Organizers



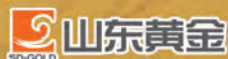
## Supporters

State-owned Assets Supervision and Administration Commission of the State Council  
National Development and Reform Commission  
People's Bank of China  
Ministry of Industry and Information Technology  
Ministry of Land and Resources  
Ministry of Commerce

## Strategic Partners



## Premier Sponsors



## Associate Sponsors



[www.china-gold.org/en](http://www.china-gold.org/en)

# About the China Gold Congress and Expo

China Gold Congress and Expo will be held on September 10-12 in Beijing International Convention Center.

China Gold Congress and Expo is co-hosted by the China Gold Association World Gold Council, and supported by State-owned Assets Supervision and Administration Commission of the State Council, National Development and Reform Commission, People's Bank of China, Ministry of Industry and Information Technology, Ministry of Land and Resources, Ministry of Commerce.

China is both one of the largest consumers and producers of gold in the world. Its gold mining industry, which is able to draw upon the country's abundant reserves of gold, thus plays a critical global role. And with the further development of Chinese economy and resulting increase in the domestic demand for gold, China will certainly emerge as the most active investment and consumer market guiding the future direction of the gold mining industry.

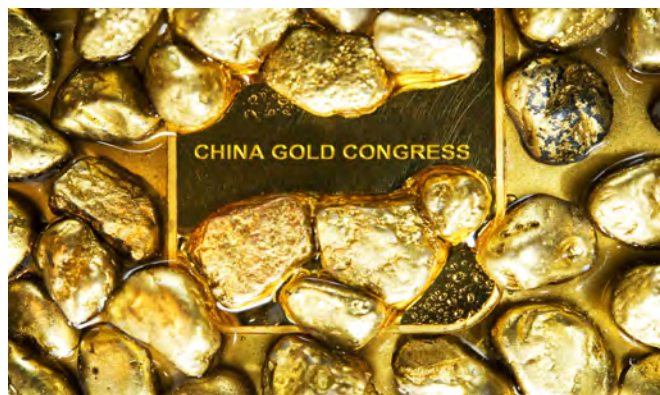
As the global gold industry's main Chinese platform, China Gold takes gold mining, along with investment in and consumption of gold, as its main focus. We concentrate on gold, silver, platinum, and other precious metals. The activities of China Gold cover the entire mineral value chain. That includes gold mining, smelting and processing, market trend forecasting for gold investment, gold consumer products, particularly jewelry, design and technology. China Gold is committed to rapidly promoting the international cooperation and rapid growth of the Chinese gold industry. Our long-term aim is to help build China into one of the world's gold industry powerhouses.

China Gold Congress and Expo consists of three parts: summit conference, exhibition, and specific events. The summit conference is subdivided into several forums based on specific themes. The forums will give companies the chance to promote their new products and technology. The exhibition provides gold companies a unique opportunity to showcase their brands and serves as a conduit for communication and cooperation among key players in the domestic and international gold industry. A wide range of important actors in the global gold industry will be attending the China Gold Congress and Expo. To start

with, government officials and industry associations from the world's 50 leading gold producing countries have been invited to Gold Congress and Expo. Those attending the conference will also include banking industry representatives, gold geology experts, research institutions doing cutting edge work on gold metallurgical technology, and refining processors. Representatives from investment banks and institutions, commodities and futures exchanges and brokers, internationally renowned jewelry companies, and consulting firms will also be present. This rich array of participants ensures that our upcoming event will provide the best full-service gold industry platform for mutually beneficial cooperation in the gold industry. Chinese top four gold producers, two gold exchanges and main investment banks, ten well-known consumption brands, and investment organizations will also exhibit at China Gold. China Gold will be the annual gathering and delivering center of China gold industry and market information.

During the event, Corporate Social Responsibility of China Gold Industry 2014, China Gold 2014 and World Platinum Year Book 2014 Chinese edition will also be launched. Gold Night Gala Dinner will also be the featured event.

As the largest precious metal exhibition in China, China Gold is the premier display platform for gold in the country. In addition to performing this function, the exhibition is the platform for showcasing gold industry trends and promoting investment and trading in gold. China Gold Congress and Expo, the Chinese platform of the global gold industry and global stage for China's gold industry, welcomes you to CHINA GOLD 2014.





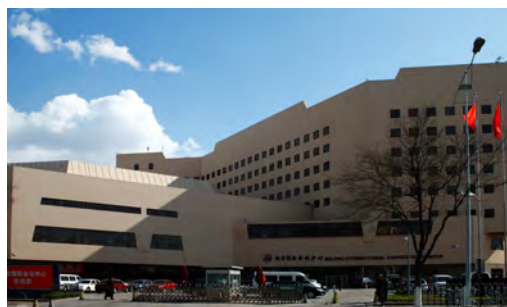
## When and Where

Time: September 10-12, 2014

Venue: Beijing International Convention Center (BICC)

(No. 8 Beichen East Road, Chaoyang District, Beijing)

Beijing International Convention Center (BICC) is located in the attractive Olympic Park area, just north of the fourth ring road, along the central axis of the capital. BICC is close to the Olympic Bird's Nest National Stadium and Water Cube National Aquatic Center. It is about 20 kilometers from the Capital International Airport and 9 kilometers from the center of Beijing, Tian'anmen Square.



## Host Organizers:

China Gold Association



World Gold Council



## Supporters

State-owned Assets Supervision and Administration Commission of the State Council

National Development and Reform Commission

People's Bank of China

Ministry of Industry and Information Technology

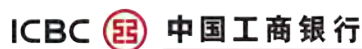
Ministry of Land and Resources

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## Cooperation Partners



## Strategic Partners



## Premier Sponsors

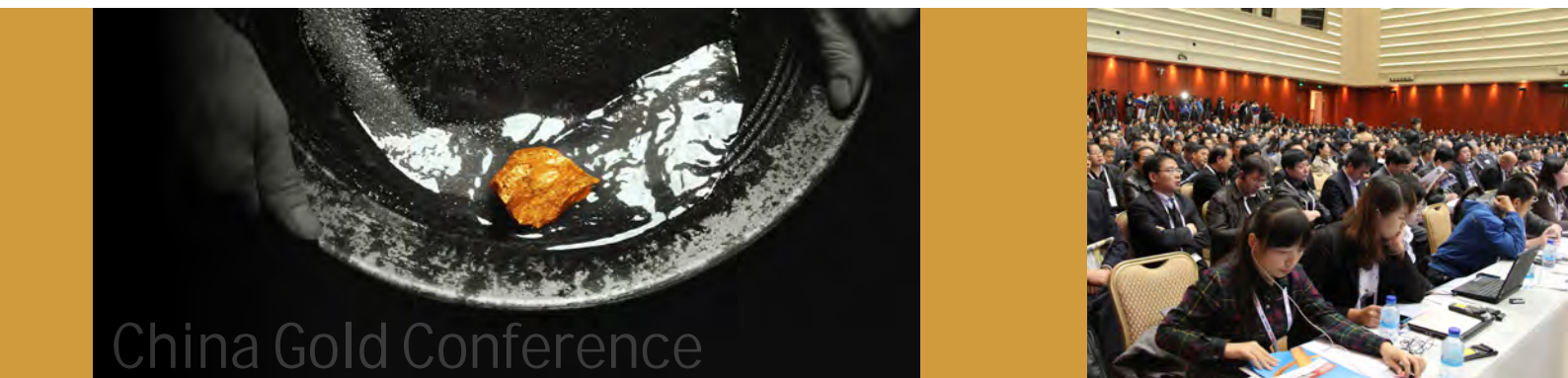


## Associate Sponsors



## China Gold Highlights

- All About The Gold, the comprehensively integrated gold industry value chain.
- Analysis of industry trends and hot spots
- Broad participation of the top 10 Gold-producing countries
- Display and interaction of the world's top 50 gold producers
- Analysis of causes underlying gold price fluctuations from a global perspective
- Chinese factors leading the development of the gold industry
- Authoritative interpretation of gold as a commodity, as well as its investment and monetary attributes.
- Comprehensive review of gold investment and gold consumer trends



## China Gold Congress

The China Gold Congress and Expo is committed to creating a Chinese platform for the global gold industry. This platform takes "All About The Gold" as its main unifying theme. The platform consists of three main sections: gold mining, gold investment, and gold consumption. The conference will provide in-depth analysis of the changes in the international economy and global gold industry trends, put forward a Chinese perspective on the worldwide mining, processing and sale of gold, and disseminates vital information about and facilitates communication over industry-wide issues. The latter include mineral exploitation, mining and smelting, processing, the fabrication and sale of gold jewelry, and trends in gold investment and trading. The China Gold Congress and Expo will address all these issues from a global perspective.

## Opening Ceremony and Keynote Forum

Time: Sept. 11, 2014 (9:00-12:30)

Government officials, experts, business leaders and professionals from the domestic and the international gold mining industry and relevant institutions will attend the opening ceremony and keynote forum with the Theme of Openness, Convergence and Development. As China is both one of the largest consumers and producers of gold in the world, China Gold will make "Chinese voices" of the gold industry more influential. The attendees can also hear the in depth analysis on such critical issues as global macro-economic situation and prospect for the gold market in the future.

## Top Miners Forum

Time: Sept. 12, 2014 (9:00-12:30)

The high representatives of the main gold producers in China and abroad will be invited to discuss about the industry development and corporate cooperation in a global perspective.

## Launch Session by China Gold Association

Time: Sept. 11, 2014 (14:00-17:30)

China Gold Association will launch 2014 Corporate Social Responsibility of China Gold Industry, China Gold Year Book 2014 and World Platinum Year Book 2014.

## Gold Night Gala Dinner

Time: Sept. 12, 2014 (18:30-20:30)

China Gold Awards will be announced and delivered during the Gold Night Gala Dinner

## Gold Mining

The Gold Mining stream aims to discuss mining technology & equipment, investment and cooperation in the area of gold focusing on gold smelting, mineral exploration and development.

### **Breakout Session 1-1** Gold Mining Technology Innovation Forum

Latest technologies for gold prospecting, mining, smelting, Environmental protection and safety, etc. Technologies of underground depth-mining, including pressure, ventilation, cooling and rock burst.

### **Breakout Session 1-2** Gold Mining Equipment Forum

Equipment in gold mining exploration, excavating and transportation, safety mining, etc.

### **Breakout Session 3-3** Gold Mining Finance and Capital Markets

Gold mining investment financing strategies and practices. New modes of mining industry merges and cooperation

### **Breakout Session 3-4** Gold projects Investment Opportunities

Investment opportunities in gold exploration and mines projects

### **Breakout Session 3-5** Gold Mining Exploration and Gold Market Trends

An Introduction to gold mining with emphasis on facts and trends. An analyze of potential global gold reserves and challenges for global gold mining. Gold prices and US currency

### **Breakout Session 1-5** Outbound Investment and Risks Control

Review the current status and risks of mining companies outbound investment. Comprehensive interpretation of Chinese mining enterprises overseas investment trends

### **Breakout Session 1-6** Cost Cutting

Approaches to cutting costs and adjusting to a lower gold price-

## Gold Market Investment

The Gold Market Investment stream deals with financial features, gold market analysis, gold market trends and innovations in the area of gold investment.

### **Breakout Session 2-1** Gold business in Commercial Banks

The role of the commercial banks in Gold Market. Gold business practices and trends

### **Breakout Session 2-2** Gold Investment Analyst Dialogue

The development trends of the gold market.

### **Breakout Session 2-3** Internationalization of Gold Market Forum 1

The current situation and trends of internationalization of China's gold industry

### **Breakout Session 2-4** Internationalization of Gold Market Forum 2

Innovation of gold investment products.

### **Breakout Session 2-5** Gold Derivative Products Market 1

Development of gold derivative product market

### **Breakout Session 2-6** Gold Derivative Products Market 2

Innovation of gold derivative products market

## Gold Consumption & Jewelry

The Gold Consumption stream aims to analyze the consumer goods of the gold market and the different aspects of business models, innovation, gold culture and New practical & future uses for gold.

### **Breakout Session 3-1** Gold Culture and Branding Establishing 1

Charms of gold culture and Commercialization

### **Breakout Session 3-2** Gold Culture and Branding Establishing 2

Branding establishment for Chinese jewelry

### **Breakout Session 3-6** New practical & future uses for gold

New practical & future uses for gold in other industries



## China Gold Expo

The China Gold Expo focuses on our underlying "All About The Gold" theme. In doing so, it covers the whole gold industry value chain to provide a platform for companies involved in it to display the gold products they trade and invest in. The exhibitors include firms from every part of the gold industry value chain and other relevant organizations associated with it.

Exhibitors will include government representatives from leading gold producing countries, mining firms from such countries, geological and metallurgical processing organizations, providers of scouring processors and other equipment and mining and processing technology, as well as jewelry design and fabrication companies. Also making their presence felt will be wholesale and retail gold sellers, commercial and investment banks involved in the gold industry, representatives from commodities exchanges and brokerage houses, and gold investment funds and institutions.

China Gold Expo includes 5 themed exhibition areas: gold mining, gold investment, gold jewelry, integrated services, and technology and equipment.

### Gold Mining Area

The focus here is on gold extraction. It covers the exploration, mining, and smelting of gold, as well as a number of other related fields. This particular exhibition area brings together major global firms involved in gold exploration and extraction to share their latest achievements and innovations and discuss future trends.

### Gold Investment Area

This area offers a comprehensive display of gold capital markets. It will attract leading financial investment institutions, asset management organizations, and other key players involved in gold trading and investment. The goal is to establish a first-rate platform for firms in the gold industry to seek investment and funding for their activities, enable participants to better grasp the gold investment market, and transmit information.

### Gold Jewelry Area

The Gold Jewelry Area will cover gold jewelry design, production, and processing, along with the retailing of gold and its import and export. The goal here is to highlight the charm of gold and fully exploit the unlimited creative energies of those involved in the gold jewelry industry. The latter purpose seeks to help guide future trends in gold jewelry fashion by showcasing both well-known brands and the latest innovative work from cutting edge designers.

### Integrated Services Area

This area mainly includes government and industry association representatives, who will provide professional consulting help involving policy interpretation and market analysis, business developments, and other major industry fields. In so doing, it seeks to establish a complete integrated service platform for the gold industry.

### Technology and Equipment Area

The industry-leading technology and advanced equipment exhibition area will attract attention from delegates across the entire gold industry. As such, it functions not just as a forward looking technology platform dedicated to exchanging innovative technological achievements and new technical developments. It also serves as a professional platform to display innovative mining equipment and gold jewelry fabrication equipment.

## Speaking and Promotion Opportunities

### Speaking Slot and Company Workshop

| Type    | Booth + Speaking Package   | Workshop  |
|---------|--|---|
| Price   | RMB 50,000   | RMB 100,000   |
| Package | <ol style="list-style-type: none"><li>1. One 6 m<sup>2</sup> booth</li><li>2. 15-minutes speaking slot (contents to be approved by Organizer)</li><li>3. Speaker's details and materials will be included into the Program, Brochure, Website and Event Guide.</li><li>4. Contents of speech will be published on the website.</li><li>5. One free speaker pass and one free delegate pass</li><li>6. Additional delegate passes can enjoy the extended early bird rate.</li></ol> | <ol style="list-style-type: none"><li>1. One 9 m<sup>2</sup> booth</li><li>2. 1.5 hours workshop within the main program including room rental, projector &amp; screen, microphones, Chinese-English simultaneous translation</li><li>3. Speaker's details and materials will be included into the Program, Brochure, Website and Event Guide.</li><li>4. Contents of speeches will be published on the website.</li><li>5. Four free speaker passes and one free delegate pass</li><li>6. Additional delegate passes can enjoy the extended early bird rate.</li></ol> |

### Advertising Opportunities

The Event Guide will be distributed to all delegates and exhibitors and sold to professionals and visitors.

Specific Instructions

Booking deadline: August 15, 2014

| AD Position       | Size        | Color        | Price      |
|-------------------|-------------|--------------|------------|
| Inside Cover      | 210mm*285mm | Color (CMYK) | RMB 20,000 |
| Inside Back Cover |             |              | RMB 20,000 |
| Inner Pages       |             |              | RMB 10,000 |

### Delegate Price

- RMB 4,200 - Early bird rate, before June 30, 2014
- RMB 5,800, full rate, after July 1, 2014

Delegate package includes: • delegate badge

- conference sessions • conference documentation
- coffee breaks • luncheons
- Gold Night Gala Dinner ticket

### Booth Price

9 sqm booth package: RMB 25,000,

6 sqm booth package: RMB 18,000

Booth package includes: two complimentary Delegate passes and paneled standard booth

### Delegate & Exhibitor Registration

Please register and submit your information online at [www.china-gold.org/en](http://www.china-gold.org/en) to ensure that the information is accurate and informative, or send us request to [info@china-gold.org](mailto:info@china-gold.org) for the booth space availability.

For more information about promotion opportunities, please contact us at [info@china-gold.org](mailto:info@china-gold.org).





# Sponsorship Opportunities

As the world's largest gold and precious metals conference and exhibition, China Gold is not just a display platform for gold industry firms. It also functions as platform for both development of the gold industry and trading and investment within it. Take advantage of the excellent marketing opportunities here and enjoy the global stage of the Chinese gold industry and global gold industry platform.

## Strategic Partnership RMB500,000

### Benefits:

1. Logo on all marketing materials. Related promotional materials and advertisements will be posted at relevant exhibitions at home and abroad to further enhance the impact of this advertising.
2. Logo and company profile on the home page of China Gold website.
3. Registration and public areas showing sponsors logo.
4. Cross-page color print advertisement in the China Gold catalogue with the sponsor's description (Maximum of 300 words).
5. Logo on all forums. (Excluding forums not organized by Organizer).
6. One Speaking slot in a keynote session. (Content should be confirmed by organizing committee in advance)
7. One Chairing opportunity in related session.
8. Blank place 30 sqm in the special construction booth area, the extra part will enjoy 50% discount.
9. One free VIP meeting room (max. two hours use for each appointment, no consecutive scheduling).
10. Participants list will be provided before meeting.
11. 15 free delegate passes, the extra delegates enjoy 50% discount.

## Premier Sponsorship RMB 400,000

### Benefits:

1. Logo on all marketing materials. Related promotional materials and advertisements will be posted at relevant exhibitions at home and abroad to further enhance the impact of this advertising.
2. Logo and company profile on the home page of China Gold website.
3. Registration and public areas showing sponsors logo.
4. One page color print advertisement in China Gold catalogue with the sponsor's description (Maximum of 200 words).
5. Logo on all forums. (Excluding forums not organized by Organizer).
6. One Speaking slot in a session. (Content should be confirmed by organizing committee in advance)
7. One Chairing opportunity.
8. 3 free standard booths in the exhibition area, the extra parts will enjoy 50% discount.
9. One free VIP meeting room (max. two hours use for each appointment, no consecutive scheduling).
10. Participants list will be provided before meeting.
11. 10 free delegate passes.





## Associate Sponsorship RMB 200,000

### Benefits:

1. Logo on all marketing materials. Related promotional materials and advertisements will be posted at relevant exhibitions at home and abroad to further enhance the impact of this advertising.
2. Logo and company profile on the home page of China Gold website.
3. Registration and public areas showing sponsors logo.
4. A half page color print advertisement in China Gold catalogue with sponsor description (Maximum 100 words).
5. Logo on all forums. (Excluding forums not organized by Organizer).
6. One Speaking slot. (Content should be confirmed by organizing committee in advance)
7. One standard booth in the exhibition area.
8. One free VIP meeting room (max. two hours use for each appointment, no consecutive scheduling).
9. Participants list will be provided before meeting.
10. 5 free delegate passes, the extra delegates enjoy 50% discount.

## Onsite Sponsorship RMB 80,000

### Onsite Sponsorships:

- Delegate Bag
- Notebook
- Pen
- Water Bottle
- Exhibitor and Delegate Badge
- Lanyard

### Benefits:

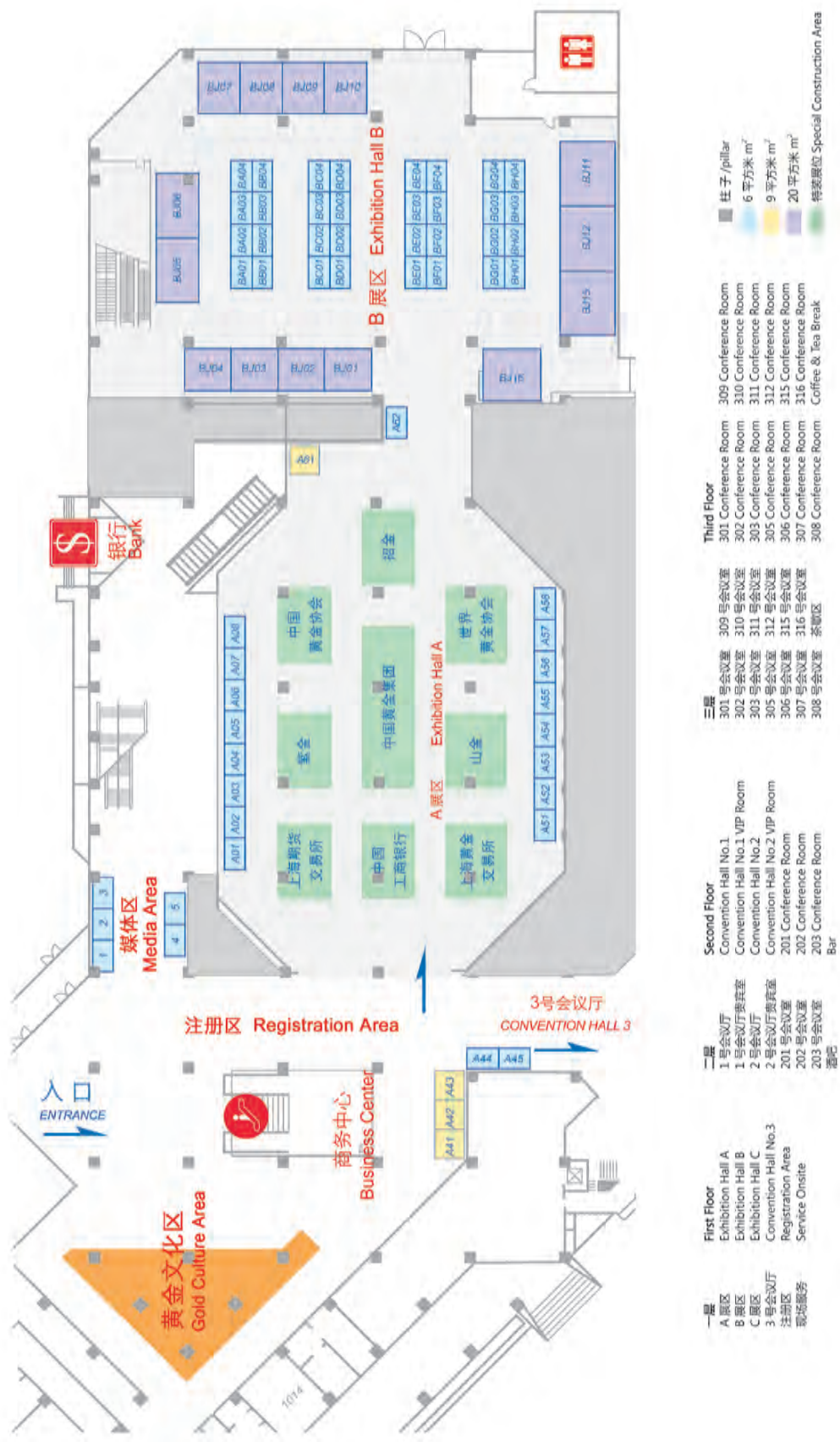
1. Logo on all marketing materials. Related promotional materials and advertisements will be posted at relevant exhibitions at home and abroad to further enhance the impact of this advertising.
2. Logo and company profile on China Gold website.
3. Sponsor's description in China Gold catalogue (Maximum 100 words).
4. Logo on sponsorship items.
5. One speaking slot. (Content should be confirmed by organizing committee in advance)
6. 2 free delegate passes, the extra delegates enjoy 50% discount.

## "Gold Night" Gala Dinner Sponsor RMB 200,000

### Benefits:

1. Logo on all marketing materials. Related promotional materials and advertisements will be posted at relevant exhibitions at home and abroad to further enhance the impact of this advertising.
2. Logo and company profile on the home page of CHINA GOLD website.
3. Registration and public areas showing sponsors logo.
4. A half page color print advertisement in CHINA GOLD catalogue with sponsor description (Maximum 100 words).
5. Logo on visible position of the venue.
6. One Speaking slot. (Content should be confirmed by organizing committee in advance)
7. One standard booth in the exhibition area, the extra part will enjoy discount.
8. Participants list will be provided before meeting.
9. 5 free delegate passes, the extra delegates enjoy 50% discount.
10. Organizing committee will assist to arrange the special show activity.

Floor Plan



# Delegate/Exhibitor Registration Form

Please register online at [www.china-gold.org](http://www.china-gold.org) or email below form to [info@china-gold.org](mailto:info@china-gold.org).

## Company Information

|              |         |  |              |  |  |
|--------------|---------|--|--------------|--|--|
| Company Name | English |  |              |  |  |
|              | Chinese |  |              |  |  |
| Address      |         |  |              | Country  |  |
| Contact Name |         |  | Position     |  |  |
| Phone        |         |  | Fax          |  |  |
| Mobile       |         |  | Email        |  |  |
| Website      |         |  | Attending As | <input type="checkbox"/> Delegate <input type="checkbox"/> Exhibitor |  |

## Nature of Business

- |   |  |
|---|--|
| <input type="checkbox"/> Government                           | <input type="checkbox"/> Association & Non-Governmental Organization |
| <input type="checkbox"/> Investment and Financial Institution | <input type="checkbox"/> Law, Accounting and Audit Consultancy       |
| <input type="checkbox"/> Mining Rights Trader                 | <input type="checkbox"/> Mining Trade Company                        |
| <input type="checkbox"/> Geological Exploration Company       | <input type="checkbox"/> Technical Service Provider                  |
| <input type="checkbox"/> Mining Exploration and Processing    | <input type="checkbox"/> Refining and Processing Company             |
| <input type="checkbox"/> Machinery and Equipment Manufacturer | <input type="checkbox"/> Product Design and Processing               |
| <input type="checkbox"/> Research & Development Institution   | <input type="checkbox"/> Product Sales Company                       |
| <input type="checkbox"/> Educational and Training Institution | <input type="checkbox"/> Media and Publisher                         |
| <input type="checkbox"/> Others                               |  |

## Businesss Focus

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Gold Exploration                  | <input type="checkbox"/> Gold Mining                     | <input type="checkbox"/> Gold Smelting                     |
| <input type="checkbox"/> Gold Refining and Processing      | <input type="checkbox"/> Investment Gold Sales           | <input type="checkbox"/> Gold Jewelry Design               |
| <input type="checkbox"/> Gold Jewelry Processing           | <input type="checkbox"/> Gold Jewelry Retail             | <input type="checkbox"/> Gold Jewelry Retail               |
| <input type="checkbox"/> Import and Export of Gold Jewelry | <input type="checkbox"/> Institutional Investors in Gold | <input type="checkbox"/> Gold Investment Advisory Services |
| <input type="checkbox"/> Others                            |  |  |

## Booth Price

| Booth  | Price   | Amount | Booth Number | Size           | Total Price |
|--|---|--------|--------------|----------------|-------------|
| 6 m <sup>2</sup>   | RMB 18,000  |        |              |                |             |
| 9 m <sup>2</sup>   | RMB 25,000  |        |              |                |             |
| Special Construction   | RMB 2,000/m <sup>2</sup> (30 m <sup>2</sup> minimum order), Booths and stands shall be subject to graph of booth. |        |              | Booth Number : |             |
| <div>• 2 Free delegate passes for one booth</div> <div>• Booth includes: fascia board, carpet, 3 side board, 1 table &amp; 2 chairs, 2 lights, 1 electric socket</div> |   |        |              |                |             |

## Delegate Price

| Early Bird Rate<br>(Before July 31, 2014) | Full Rate<br>(After August 1 <sup>st</sup> , 2014) | Amount | Total Price |
|---|--|--------|-------------|
| RMB 4,200                                 | RMB 5,800  |        |             |

| Delegate Name | Position | Tel | Fax | Email |
|---------------|----------|-----|-----|-------|
|               |          |     |     |       |
|               |          |     |     |       |
|               |          |     |     |       |
|               |          |     |     |       |

1. Full delegate fee will apply if you miss the early bird time (Before July 31, 2014).
2. Delegate package includes: • delegate badge • conference session • conference documentation • coffee breaks • luncheons • Gold Night Gala Dinner ticket
3. Cancellations will only be refunded, less a 40% administration fee, if a written request is received before Aug 10, 2014. Cancellation application will not be accepted after this date.
4. Booth should not be sold or rented to other companies, otherwise the Organizing Committee has the right to close the booth and there is no refund.
5. The Registration form should be send back to [info@china-gold.org](mailto:info@china-gold.org) by email.



**China Gold Congress and Expo 2014**

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E: [info@china-gold.org](mailto:info@china-gold.org)

[www.china-gold.org](http://www.china-gold.org)