



The Embassy of Serbia participated in the China International Fair for Trade in Services (CIFTIS), held from 4 to 9 September, the first major off-line international event held in China since the outbreak of the pandemic. President Xi Jinping delivered a speech via video link. At the forum, co-organized by the Embassy, Beijing Municipal Bureau of Commerce, China International Electronic Commerce Center and Platform for foreign investment at the Ministry of Commerce (MOFCOM), Embassy representatives Marjan Bozovic and Marlena Markovic presented Serbia's investment and tourist potentials. A Zijin representative addressed the forum and spoke about his investment experience in Serbia. The forum was attended by approximately 70 representatives of Chinese companies and news media. It was an opportunity for networking with representatives of companies which have already announced meetings and talks on possible cooperation and the Embassy presence received media coverage. China International Electronic Commerce Center published an article entitled ["Are you ready to invest in Serbia?"](#)

