



中国国际进口博览会
CHINA INTERNATIONAL
IMPORT EXPO

Report on the Media Coverage and Influence of the Sixth China International Import Expo

2023 | National Exhibition and
5th-10th NOV | Convention Center (Shanghai)
NEW ERA SHARED FUTURE



China International Import Expo Bureau
Beijing People Online Network

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■ Special Volume: Excerpts from media reports on President Xi Jinping's letter to the 6th CIIE

On November 5, 2023, President Xi Jinping sent a letter to the 6th China International Import Expo (CIIE). The letter was well-received by all sections of society and widely reported by the media at home and abroad. Here are excerpts from the reports of some media organizations:

People's Daily published an article titled Let Win-Win Cooperation Benefit the World - President Xi Jinping's Letter to the sixth CIIE Aroused Enthusiastic Responses from All Walks of Life. It stated that President Xi's letter was encouraging and inspiring, and once again declared to the world China's determination to firmly promote high-level opening up and continuously promote economic globalization, showing sincerity of providing new opportunities for the world with China's new development, and giving a strong impetus to boost the construction of an open global economy.

Xinhua News Agency published an article "President Xi Jinping's Letter Allows Us to Feel China's Firm Determination to Promote High-level Opening-up" - Interviews with the 6th CIIE Multinational Exhibitors and Visitors, elaborating their enthusiastic responses to the letter. The interviewees stated that President Xi's letter affirmed the important role of the Expo, from which they felt China's determination to firmly promote high-level opening up and share development opportunities with the world. The letter also strengthened the confidence of China-based foreign-funded enterprises in cultivating the Chinese market and achieving mutual benefit and win-win results.

China Media Group's Network News Broadcast released CCTV Review: Let Win-Win Cooperation

Benefit the World. It said that President Xi's letter to the sixth CIIE affirmed the important role and fruitful results of the Expo, deeply analyzed the world economic situation and global trade trends, placed expectations on the CIIE to continue to play a role as a window and a platform, and pointed the way forward for the Expo. President Xi's letter once again demonstrated China's willingness to open its market to other countries, and conveyed China's determination to promote high-level opening-up, boost confidence in and inject strong impetus into the recovery and development of global economy, arousing enthusiastic echoes from distinguished guests, the exhibitors and the international community.

Economic Daily published an article titled Cooperating on the Great Undertaking, Sharing the Fruitful Future. It said President Xi Jinping, in his letter to the sixth CIIE, stressed that China would be an important opportunity for global development, would promote high-level opening-up, and would continue to steer the global economy toward greater openness, inclusiveness, balanced growth and win-win outcomes for all. Having withstood the impact of uncertainties such as economic and trade frictions and the pandemic COVID-19, the CIIE had held high the banner of openness and cooperation, and continued with greater progress, demonstrating the resilience of the huge Chinese market. The letter said that the CIIE had proved and would continue to prove that, only by opening up to each other can we succeed together, and only by cooperating in the great undertaking can we share a fruitful future.

Science and Technology Daily published an

article Open and Win-Win Cooperation to Share Opportunities in China - President Xi Jinping's Letter to the sixth CIIE Aroused Enthusiastic Responses. It stated that President Xi in the letter affirmed the positive contribution made by the Expo to accelerating the construction of a new development pattern and promoting the development of the world economy, and placed expectations on the CIIE to continue to play a good role as a window and a platform, and pointed the way forward for the Expo.

The CPPCC Daily published an article A Window for Development, A Platform for Cooperation to Offer Opportunities to the World - President Xi Jinping's Letter to the Sixth CIIE Receives Enthusiastic Responses of CPPCC Members. It said that the letter aroused enthusiastic responses inside and outside the venue. The opening of the sixth CIIE as scheduled was a vivid portrayal of China's continuous deepening of economic globalization. The members of the National Committee of the CPPCC said that the letter expressed China's confidence in expanding opening-up, and emphasized that China would continue to work with other countries to create a better future by showing China's attitude in adhering to opening up, reflecting China's commitment as a responsible major country in the face of today's international situation, and its determination to promote global economic development and stability.

Wen Wei Po (Hong Kong) published an article, stating that President Xi Jinping sent a letter to the Sixth CIIE, reiterating China's confidence in promoting high-level opening up and boosting the construction of an open world economy. The letter said, Hong Kong and Shanghai play a pivotal role in China's high-quality development. And China's continuous efforts in promoting high-level opening-up to the world, and Shanghai and Hong Kong's further cooperation and synergy of advantages, would be the mission and new opportunities for both metropolises.

Jornal San Wa Ou published an article, saying that President Xi Jinping sent a letter to the Sixth CIIE, in which he mentioned that China would always be an important opportunity for world development and would promote high-level opening up. Since the first CIIE was held in 2018, the Macao SAR Government has organized the active participation of local enterprises for six consecutive sessions. And the CIIE has become an important channel for Macao enterprises to explore the Chinese mainland market and "go global" to expand in international market.

Taiwan udn.com published an article, saying that the sixth CIIE opened in Shanghai, and added that Chinese President Xi Jinping pointed out in a letter that the world economic recovery momentum was insufficient, and required all countries' efforts for common development, and that China would firmly promote high-level opening up.

Japan NHK NEWS published an article, saying that President Xi Jinping's letter to the 6th CIIE reaffirmed China's firm determination to promote high-level opening up and boost the construction of an open world economy.

RIA Novosti published an article, saying that the 6th CIIE opened in Shanghai, and with the support of the Russian Export Center, 66 Russian companies attended the Expo. At the opening ceremony, Chinese President Xi Jinping sent a letter to the Expo, emphasizing the importance of CIIE for developing countries in their trade cooperation with other countries.

According to Bloomberg News, Chinese President Xi Jinping stressed in his letter to the sixth CIIE that China would continue to steer the global economy toward greater openness, inclusiveness, balanced growth and win-win outcomes for all, and would continue to promote high-level opening-up.

The Spanish Agencia EFE published an article, saying that Chinese President Xi Jinping sent a letter to the sixth CIIE, emphasizing the "important

role" of the Expo in promoting international cooperation. President Xi reiterated that China would firmly promote high-level opening-up, and continue to steer the global economy toward greater openness, inclusiveness, balanced growth and win-win outcomes for all.

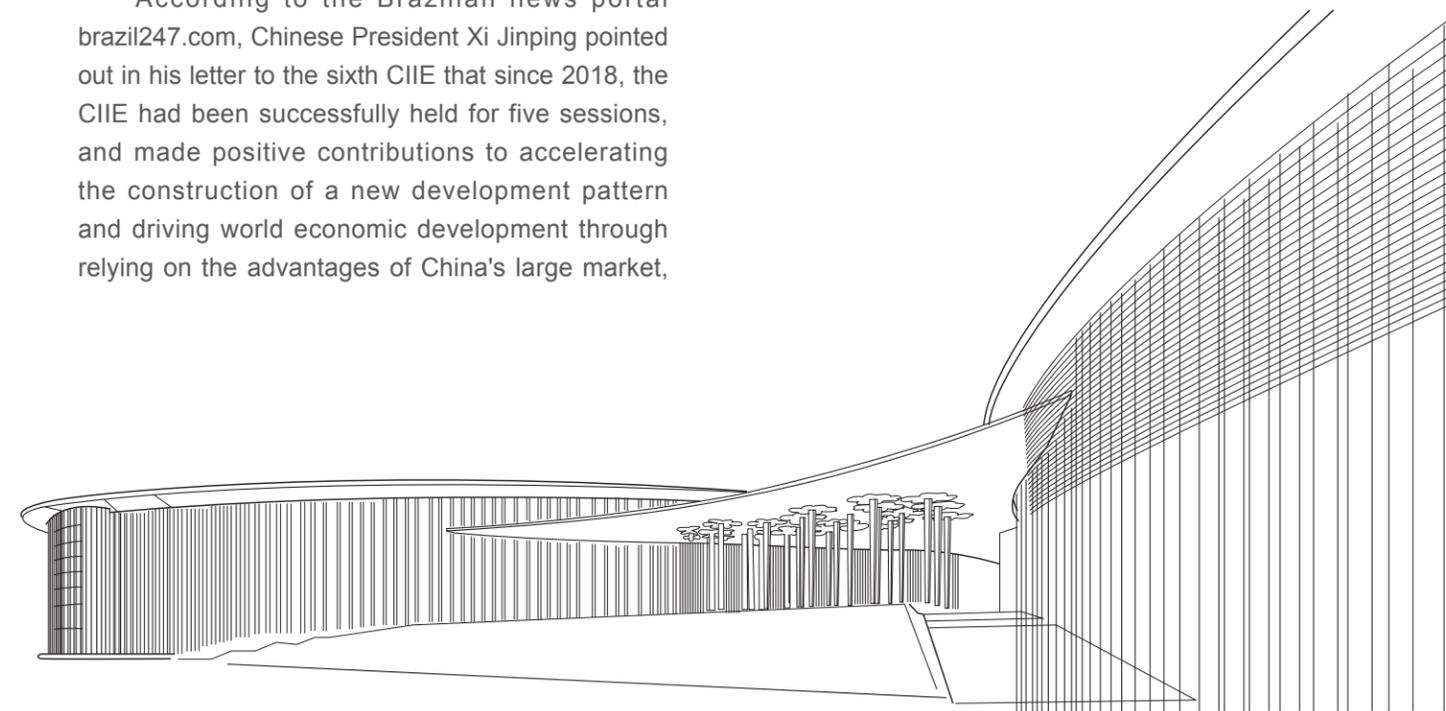
Singapore's Lianhe Zaobao reported that Chinese President Xi Jinping sent a letter to the sixth CIIE, hoping that the CIIE would make the big Chinese market into a market shared by the world. The Singapore Business Federation (SBF) led 56 Singaporean enterprises to participate in the CIIE, of which about 40% were first-time exhibitors.

Cambodia's Khmer Times website published an article, saying that the opening ceremony of the sixth CIIE and Hongqiao International Economic Forum, or Hongqiao Forum, was attended by senior leaders and heads of 154 countries and major international organizations. It said, Cambodia's flagship agricultural products such as rice, cashew nuts, pepper and coffee would be showcased at the CIIE, further deepening agricultural trade cooperation between the two countries.

According to the Brazilian news portal brazil247.com, Chinese President Xi Jinping pointed out in his letter to the sixth CIIE that since 2018, the CIIE had been successfully held for five sessions, and made positive contributions to accelerating the construction of a new development pattern and driving world economic development through relying on the advantages of China's large market,

and giving full play to its role as a platform for international procurement, investment promotion, cultural exchanges, opening-up and cooperation.

The Tanzanian IPPmedia.com published an article, saying that Chinese President Xi Jinping, in his letter to the sixth CIIE, noted that China would firmly promote high-level opening-up. It said this year, the CIIE had attendees from 154 countries and regions, and international organizations. It said that at the Expo, least developed countries, developing countries and developed countries, all of them could share opportunities in the vast Chinese market.



01 *Communication overview and characteristics*

The 6th China International Import Expo (CIIE) was successfully held from November 5 to 10, 2023. Known as a high-standard, high-quality and high-level global economic and trade event, it received great attention from many parties and garnered positive comments at home and abroad, showcasing its outstanding communication and influence. Specifically, it showed five main characteristics:

First, the CIIE made its voice heard and focused on the overall situation to "amplify the voice".

The "vivid, lively and profound" "CIIE stories" were spread in a loud voice, with 10 billion+ cumulative exposures of the CIIE. On one hand, these stories were more "connotative", vivifying "great significance" through "simple words" and serving the overall situation of the country. At the opening ceremony of the 6th CIIE, Premier Li Qiang shared three "CIIE stories" with the audience, which became a communication highlight of the event.

On the other hand, the story communication created a positive cycle. The "CIIE stories", as a lever for communication at home and abroad, were told under the publicity framework for major themes. The CIIE Stories Special for 'Belt and Road' Initiative's 10th Anniversary was marked by a strategic, high-quality presentation, and achieved a bidirectional empowerment of communication effect.

Second, the CIIE boosted people's confidence, and won "high praise" from the mainstream media.

Since the beginning of this year, all kinds of media at all levels, platforms and channels in China have formed a joint force of communication for the event. The reports of the Central Media Matrix have strongly magnetized public attention, focusing on macro topics such as high-level opening-up and high-quality development, and shown the role of the CIIE as a platform in a panoramic manner, with the total number of reports by central media such as People's Daily, Xinhua News Agency, and CCTV increasing by 67% year on year. Relevant reports in local media, industrial media, information websites, and social platforms also caught public eyeballs, showing the effect of clustering communication and receiving positive and enthusiastic echoes.

Third, the CIIE realized "strong communication" of its IP through expanding its international influence.

This year, the overseas attention toward CIIE increased significantly. The 6th CIIE was held completely offline, with the presence of the Prime Minister of Australia, the Prime Minister of Cuba and other foreign dignitaries. And 3,220 domestic and foreign journalists from 476 media from 89 countries and regions applied for reporting the Expo. The Associated Press, Bloomberg, Deutsche Presse Agentur, Agence France Presse, Reuters and other well-known international media reported on the event. In the first half this year, the CIIE held promotion meetings in more than 30 countries and regions, which effectively enhanced the overseas attention paid to the event, made its image more impressive and further improved its communication.



第六届中国国际进口博览会
THE 6TH CHINA INTERNATIONAL IMPORT EXPO

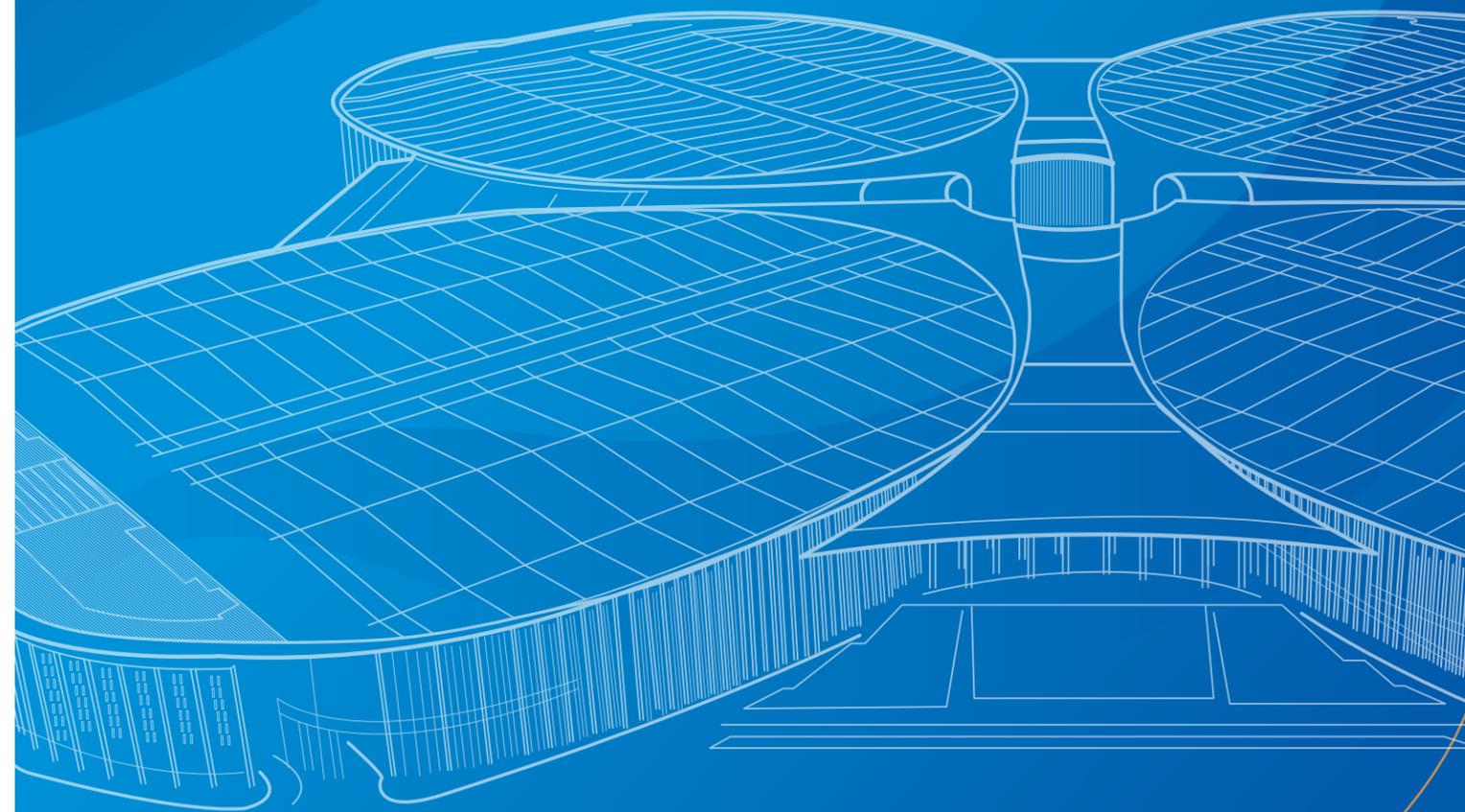
Fourth, the CIIE “reached the consensus” of openness and cooperation through diverse activities.

A total of 72 countries and international organizations attended the National Comprehensive Exhibition, and gave presentations at their booths. Focusing on the theme of "Working Together to Promote Development, opening up to Win the Future", the Hongqiao Forum held 22 sub-forums and released its flagship work World Openness Report 2023. The forum had a record number of more than 8,000 participants, including 345 speakers from all walks of life such as winners of the Nobel Prize and the Turing Award, further enhancing its communication influence. Also, 122 side meetings for matchmaking, cooperation signing, investment promotion, and findings release were held. Also, the first CIIE tour of multinational entrepreneurs was held, attracting the presence of more than 160 executives from nearly 100 multinationals.

Fifth, the CIIE “increased quality and efficiency” of communication with its focus on exhibitors' exhibits.

A total of 3,486 enterprises from 128 countries and regions participated in the event this year, 289 of which were Fortune 500 and industrial leaders, the largest number in CIIE's history; and exhibited 442 representative new products, new technologies and new services. CIIE's six pavilions focused on high-quality development and high-quality life, attracting the attention of media. From the perspective of communication, the pavilions for technical equipment, consumer goods, food and agricultural products were hot spots; L'Oréal, Siemens, and Panasonic among other exhibitors were outstanding in terms of "important communication influence index"; Beninese pineapples, the world's first prosthetic knee joint that actively provides power, and the new hydrogen fuel cell-fueled heat exchanger caught the eyeballs of visitors. Besides, the various services and supportive work were safe and orderly, and won recognition.

02 *Communication details*



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Over the past six years, the CIIE has been making progress, and receiving positive and enthusiastic support from all walks of life. This year, the CIIE garnered over 10 billion cumulative views. Domestic mainstream media, well-known overseas media, domestic and foreign social platforms, domestic and foreign offline communication means and other channels created a joint force, allowing CIIE's communication influence to continue expanding.

(I) Domestic communication achieved new success

1. Communication data: "10 billion views" demonstrated the loudest CIIE voice

Domestic social platforms were a major contributor to CIIE's 10 billion views this year. Among them, Weibo was prominent, with the CIIE hashtag viewed more than 5 billion times in total. On video platforms including Douyin and Kuaishou, CIIE-related topics received more than 2 billion views. The CIIE's official website had over 1 billion browsers throughout the year. Domestic and overseas communication channels covered about 2 billion viewers in total.

In terms of information quantity, the monitoring showed that there were over 2.135 million pieces of CIIE-related information on the Internet. Various channels including Internet media, Apps, Weibo, WeChat, print media, bloggers and videos made up of a joint force for communication. And the main central media contributed to 4000+ reports on CIIE, effectively amplifying the voice of the Expo. This year, the CIIE reports by major central media increased 67% compared to the previous year. CCTV's iconic news program Xinwen Lianbo broadcast the CIIE for 8 days in a row. Moreover, other CCTV programs, including One on One, Focus, News 1+1, and the special program Guests from the Sea showcased the grand occasion of this year's CIIE in an all-round way.

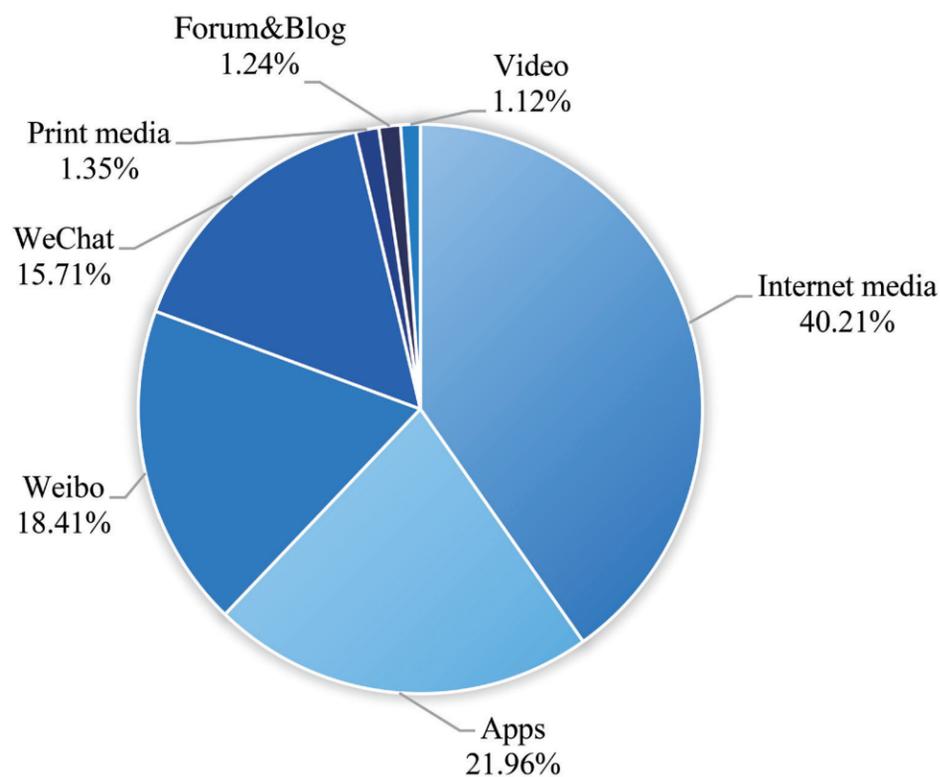


Figure. Breakdown statistics of domestic communication channels

2. Communication cycle: efficient combination of milestone communication and daily communication

Overall, the voice of CIIE spread uninterruptedly throughout the year, showing the key moments and enthusiasm during the session. During the preparation of the Expo, the organizer designed and controlled the progress, intensively pushed CIIE news and stories to the audience via its official website, WeChat and blog accounts, did the publicity and reporting at a high level, and ensured intensive promotion through "voice of CIIE", 200-Day Countdown, and 100-Day Countdown at critical moments to boost the event. During the session, mainstream media continuously set targeted topics and released reports. With the help of media's comprehensive and colorful presentations through images and texts, the CIIE received wide attention at home and abroad.

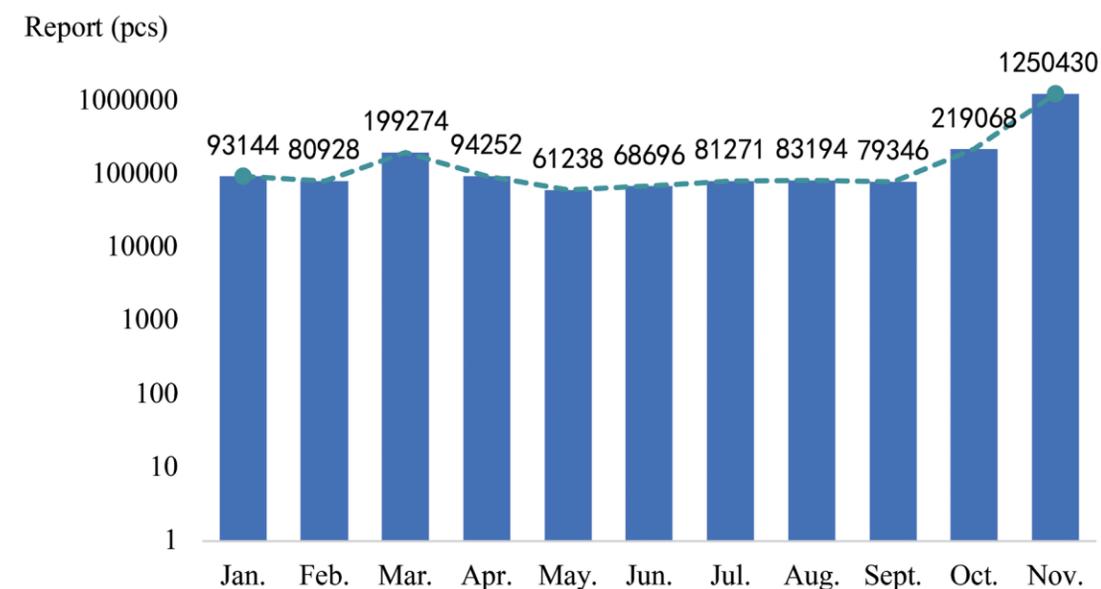


Figure. Trend of CIIE-related information quantity from Jan. to Nov., 2023

Stage I:

From January to February, the monthly quantity of CIIE-related information exceeded 80,000 pieces, and the media mainly focused on the smooth preparations of the event.

In January, the release of the Report on the Media Coverage and Influence of the Fifth China International Import Expo and the signing ceremony for attending the 6th CIIE were held. It saw 300 enterprises' signing up for the 6th CIIE.

In February, the list of the first group of exhibitors of the 6th CIIE were officially announced, including 206 early birds with a big exhibition area.

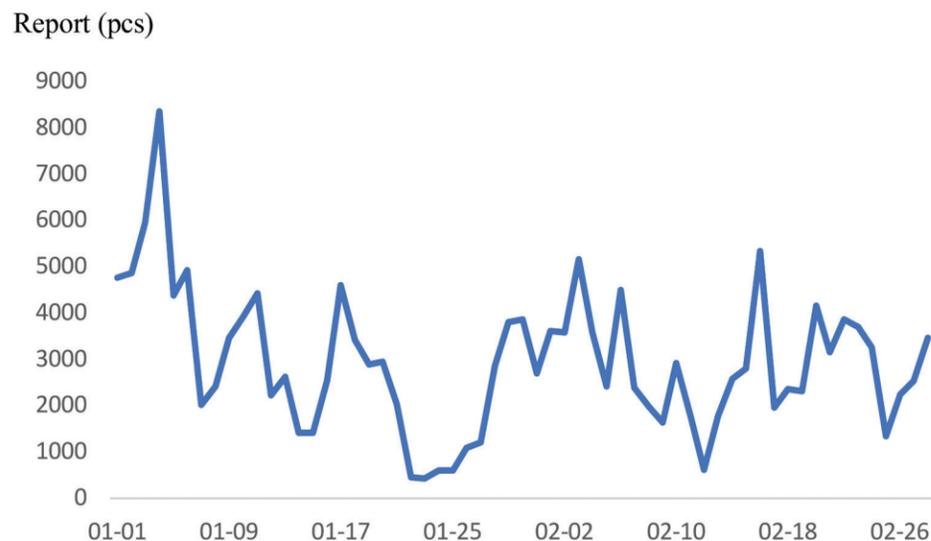


Figure. CIIE information trend between Jan. and Feb., 2023

Stage II:

From March to May, the monthly quantity of CIIE-related information exceeded 60,000 pieces, and the media mainly focused on the news - the CPC Central Committee and the State Council attaching great importance to the success of the CIIE, the holding of the CIIE Global Promotion Conference, and the 200-day Countdown to the 6th CIIE etc.

In March, the Fourteenth National People's Congress opened in Beijing, and the CIIE was included in the government work report for the 6th consecutive year. When answering questions from Chinese and foreign reporters at the NPC Press Conference, Premier Li Qiang said that the CIIE was a major move for China as it took the initiative to open its market to and share development opportunities with the world. The Expo itself demonstrated that an open Chinese market would mean a great opportunity for the development of global enterprises. The 6th CIIE started its worldwide promotion in Hong Kong. Then, a series of publicity activities such as CIIE in Jilin, the promotion meetings for the beauty and daily chemical products section of the consumer goods exhibition area, and the promotion meeting for the health and elderly care section were successfully held.

In April, President Xi Jinping had an informal meeting with French President Emmanuel Macron in Guangzhou, welcoming France's continued active participation in the CIIE. The General Office of the State Council issued a circular to stabilize the scale, optimize the structure of foreign trade, and hold the CIIE and other key exhibitions well. The 200-day Countdown to the 6th CIIE was held, and the CIIE Global Promotion was held in Panama, France, Germany, Italy, Australia, Colombia, and Singapore. The promotion for the inspection and testing industry of the service trade section in the 6th CIIE was successfully rolled out. And the list of the second group of exhibitors of the 6th CIIE was officially announced.

In May, the 6th CIIE Global Promotion was held in Ireland, the United States, the headquarters of the African Union, Indonesia, New Zealand, Rwanda, Ethiopia, the United Kingdom, Canada, Tanzania, Mexico, and Romania. And the 2023 CIIE Story Global Solicitation began. Also, the Mercedes-Benz Arocs 4863 8x8 SLT bulk goods truck, the star exhibit of the 5th CIIE, made its Chinese road debut.

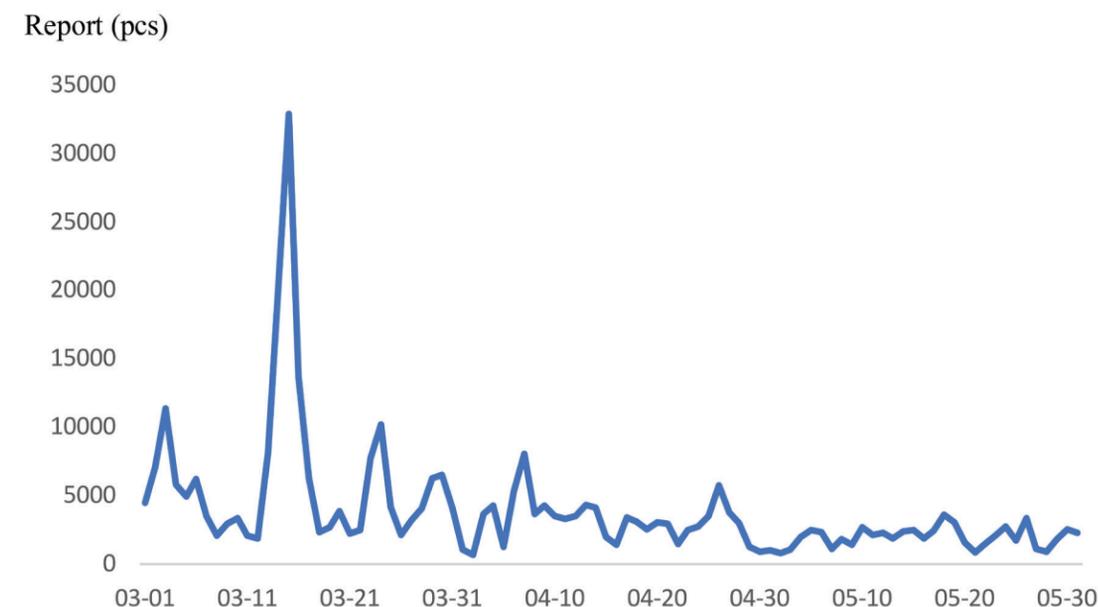


Figure. CIIE information trend between Mar. and May, 2023

Stage III:

From June to August, the quantity of information increased month by month, and the activities such as the 2023 CIIE Story campaign, the CIIE promotion roadshow, the 100-day Countdown, and the pre-exhibition supply and demand matchmaking meeting received great attention.

In June, the 2023 CIIE Story was officially launched. The first stop of the 6th CIIE promotion roadshow was successfully held in Xining, Qinghai. The roadshow in Yunnan, Qingdao and Chongqing were also successfully held. The CIIE promotion meetings in Iceland and Japan also received great attention.

In July, President Xi Jinping met with Guyanese President Irfaan Ali and welcomed Guyana's participation in the Expo. Wang Yi, Director of the Foreign Affairs Office of the CPC Central Committee, met with Vietnamese Foreign Minister Bui Thanh Son and welcomed Vietnam's active participation in the Expo. The 100-day Countdown Press Briefing was held. Also, the Hongqiao Forum officially released its theme and topics. The 6th CIIE carried out publicity activities in Uruguay, Brazil and Turkey. The 6th CIIE held investment promotion roadshows in Hubei, Shaanxi, Hebei, Shanghai, Jiangsu and Jiangxi. The list of the third group of exhibitors of the 6th CIIE was officially announced.

In August, the 8th meeting of the China-South Africa Joint Economic and Trade Committee was held in South Africa, and Minister of Commerce Wang Wentao welcomed South Africa to participate in the 6th CIIE. The 6th CIIE held investment promotion shows in Zhejiang, Jilin, Inner Mongolia, Heilongjiang, Xinjiang, Henan and Liaoning etc.

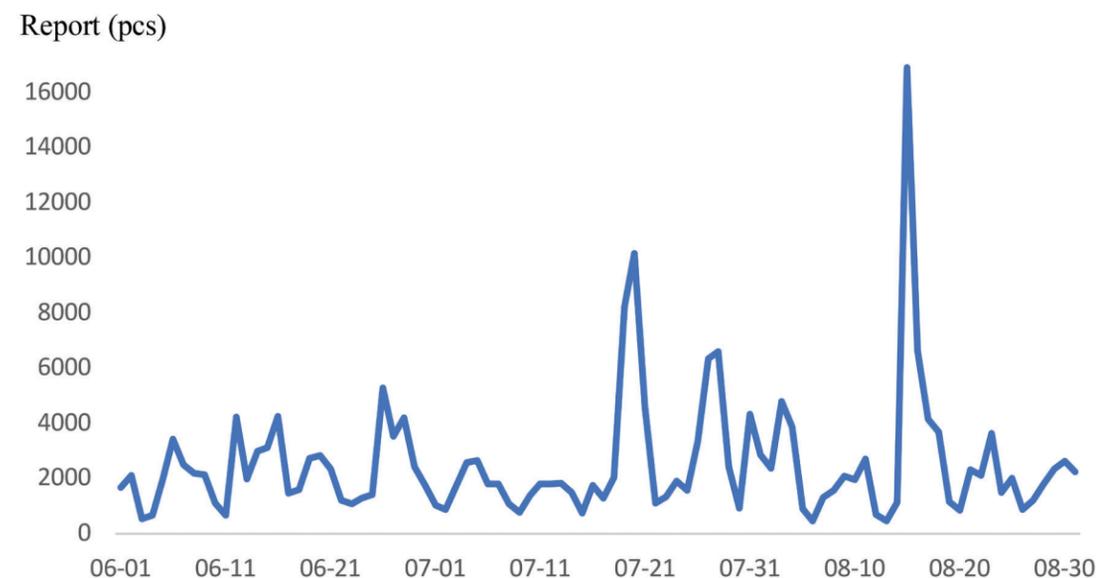


Figure. CIIE information trend between June and Aug., 2023

Stage IV:

In September and October, the quantity of information was more than 70,000 pieces, taking the grand total to more than 210,000 pieces. The CIIE carried out publicity and exchange activities in Kazakhstan. The first "China-Europe Railway Express-CIIE" arrived in Shanghai this year, and the arrival of the first batch of exhibits attracted media attention.

In September, the CIIE carried out promotion activities in Kazakhstan. The 2023 CIIE Story - special report on the 10th anniversary of the Belt and Road initiative was launched. The 50-day Countdown Press Briefing was held. The 6th CIIE held promotion investment roadshows in Shandong, Gansu, Jiangsu, Tianjin, Jinshan of Shanghai and Daxing (Beijing). The first batch of exhibits for the 6th CIIE went through customs clearance procedures in Shanghai. The "China-Europe Railway Express-CIIE" departed from Duisburg, Germany.

In October, the first "China-Europe Railway Express-CIIE" arrived in Shanghai, bringing exhibits of many countries. The first batch of exhibits were moved to CIIE venues, marking the start of the display. Overseas exhibitors' pre-departure preparations for the 6th CIIE also received attention.

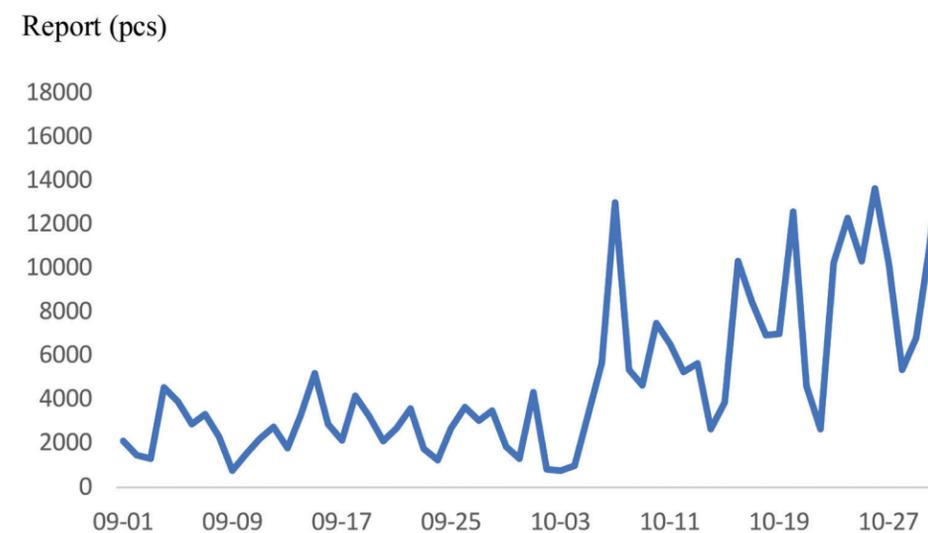


Figure. CIIE information trend between Sept. and Oct., 2023

Stage V:

In November, the 6th CIIE opened. The quantity of CIIE information surged, exceeding 1.25 million pieces. President Xi Jinping's letter to the 6th CIIE, aroused enthusiastic response. Premier Li Qiang attended the opening ceremony of the 6th CIIE and Hongqiao International Economic Forum and delivered the keynote speech. During the session, the exhibitors, exhibits, forums and activities were focused on by the media. After the session, the Expo's achievements and success continued to be a hot topic of media.

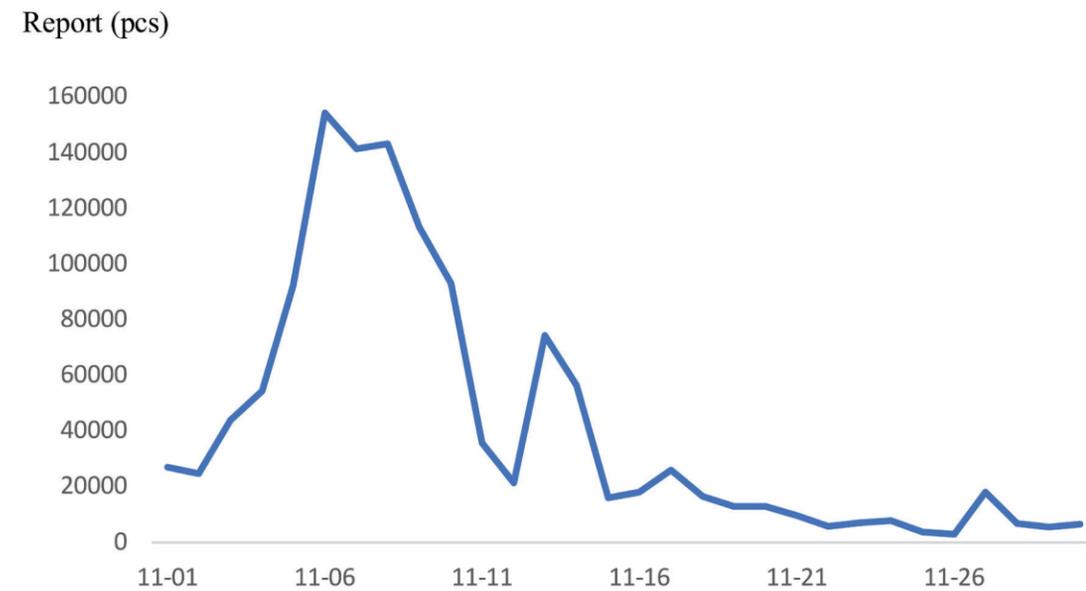


Figure. CIIE information trend in Nov., 2023

3. Buzzwords: "Three roles" among others became a vogue-word

In media reports and related discussions, **the "three roles" became a new buzzword**. On November 5, President Xi Jinping wrote a letter to the 6th CIIE. In his letter, President Xi reiterated China's determination to promote high-level opening-up and boost the construction of an open world economy; put forward the new requirements on the "three roles" of the Expo; and further pointed the direction for the CIIE to "do better and better".

The "Belt and Road" and "co-construction and sharing" have attracted attention. This year marks the 10th anniversary of the Belt and Road Initiative. The communication of CIIE was integrated into the publicity framework of major themes such as the Belt and Road Initiative, leading to enhanced influence. This year was the first year for the full implementation of the spirit of the 20th CPC National Congress, and also the 45th anniversary of China's Reform and Opening-up. So, it was of special significance to hold a successful CIIE.

"High-level opening-up", "Chinese market", "win-win cooperation" and "Hongqiao Forum" continued being buzzwords. Many participants expressed their confidence in the Chinese market. A number of media reported the Expo from a high and broad visual angle, showing their confidence in China's

development prospects. **The resumption of "complete offline" exhibitions attracted attention.** The National Comprehensive Exhibition attracted great attention, and was frequently visited thanks to its diverse exhibits and interactive programs, garnering good communication results online and offline. The CIIE offline overseas roadshow enhanced the influence of international communication. The "CIIE Stories" presented colorful highlights. The release of the books, short films and feature documentaries on "CIIE Stories", and the publicity and promotion of "CIIE Stories" in Kazakhstan amplified the voice of these stories. The presentation of "CIIE Stories" at the opening ceremony of the 6th CIIE also became a highlight of communication, gaining about 1.5 billion cumulative views. **"Green exhibitions" gradually became a norm.** In recent years, "green" changed from a new buzzword to a daily word at the CIIE, reflecting the wide recognition of the concept of a "green, environment-friendly and sustainable" Expo. The terms "green CIIE", "zero carbon CIIE" and "zero plastic CIIE" as the Expo's principle won high praise.

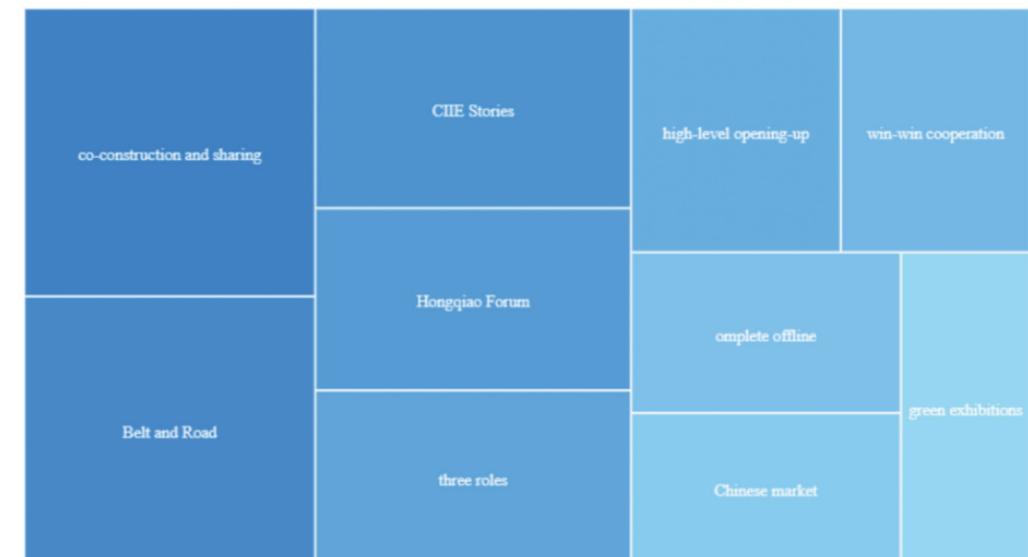


Figure: Buzzwords in the 6th CIIE

4. Media coverage: Mainstream media's panoramic reports heated the event

In terms of the **mainstream print media**, the People's Daily published more than 350 pieces of relevant information, including Let the Fruits of Development Benefit the People of All Countries in a Deeper and More Equitable Manner - On the Occasion of the Opening of the 6th CIIE; Firmly Proceeding High-level Opening-up and Let Win-win Cooperation Benefit the World - On the Occasion of the Closing of the 6th CIIE; and China Will Always Be an Important opportunity for World Development (CIIE Review) - Observing China's High-level Opening up at the 6th CIIE.

These reports inspired discussions among the public. Besides, other news organizations including People's Daily Overseas Edition, Economic Daily, Guangming Daily, China Daily, and Xinhua Daily Telegraph published more than 150 reports.

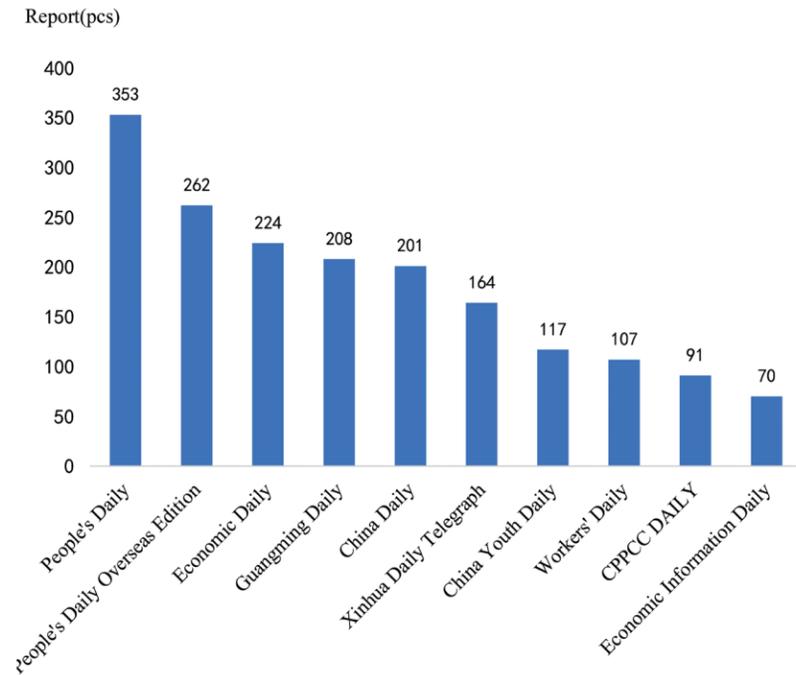


Figure. Top 10 central print media organizations by coverage volume

Among the **central news websites**, people.cn ranked first in terms of quantity of content about the event. It published more than 4,600 reports (including other media reports). Xinhuanet.com and Chinanews.com ranked second and third, each with more than 4,000 reports. Both CCTV.com and China Economic Net published more than 3,000 reports, which attracted lots of attention. The reports on central news websites showed the characteristics of high quantity, attractive content and wide dissemination.

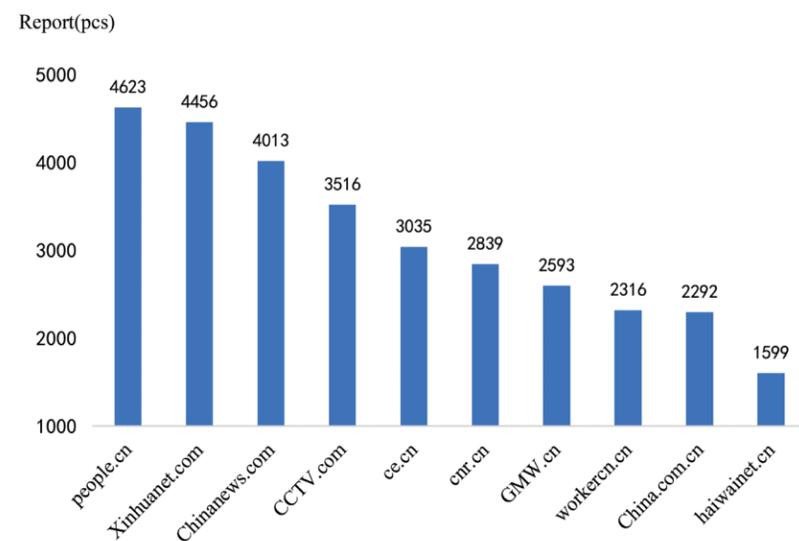


Figure. Top 10 central news websites by coverage volume

In terms of **local media**, the media in Shanghai paid a great attention to the 6th CIIE. Jiefang Daily (including shobserver.com) published more than 3,900 reports. Other media including eastday.com, Xinmin Evening News, thepaper.cn, Wenhui Daily published more than 1,000 reports each on their platforms. These reports contributed a lot to the spread of news about the event. Besides, Guangzhou Daily and other local media organizations paid a lot of attention to the event.

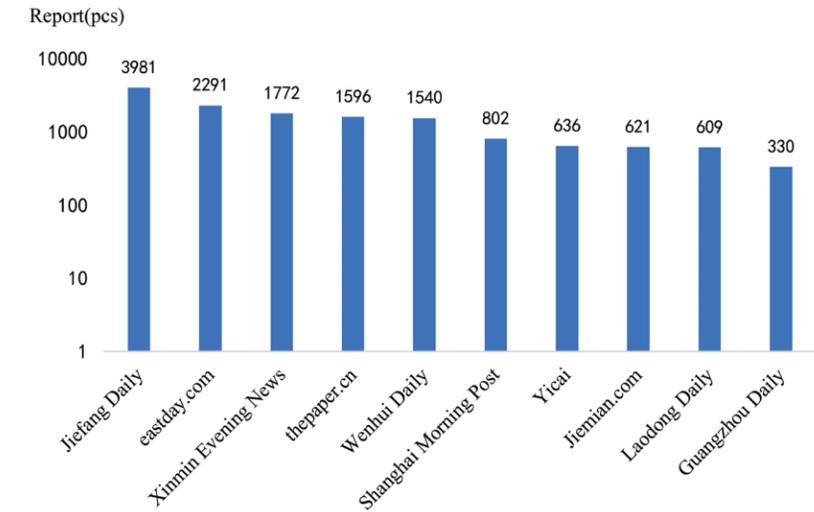


Figure. Top 10 local media organizations by coverage volume

In terms of **TV media**, CCTV paid continuous attention to the CIIE and did more than 2,600 reports on the event through the year. During the global promotion of the 6th CIIE, CCTV reported 20+ overseas promotion activities, attracting comprehensive attention. Shanghai Media Group broadcast more than 200 CIIE reports, ranking No. 1 among local TV media. In addition, local TV media in Guangdong and Jiangsu also reported on the Expo.

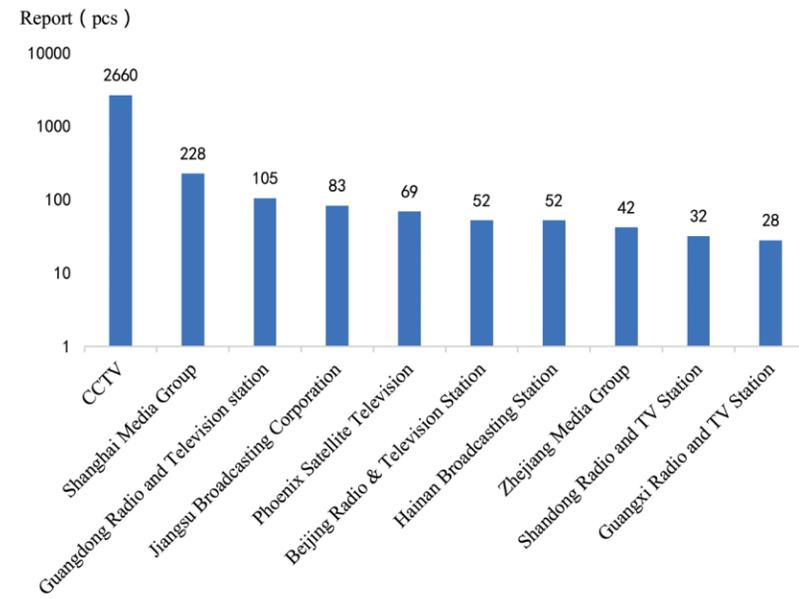


Figure. Top 10 TV stations by coverage volume

In terms of **industry media**, on the List of Internet News Information Source Units of the Cyberspace Administration of China were 89 industry media organizations under related ministries and commissions.

International Business Daily published more than 450 reports about the event; and zgswcn.com, cnfood.cn, the Financial News app and China Business Times each published more than 100 reports.

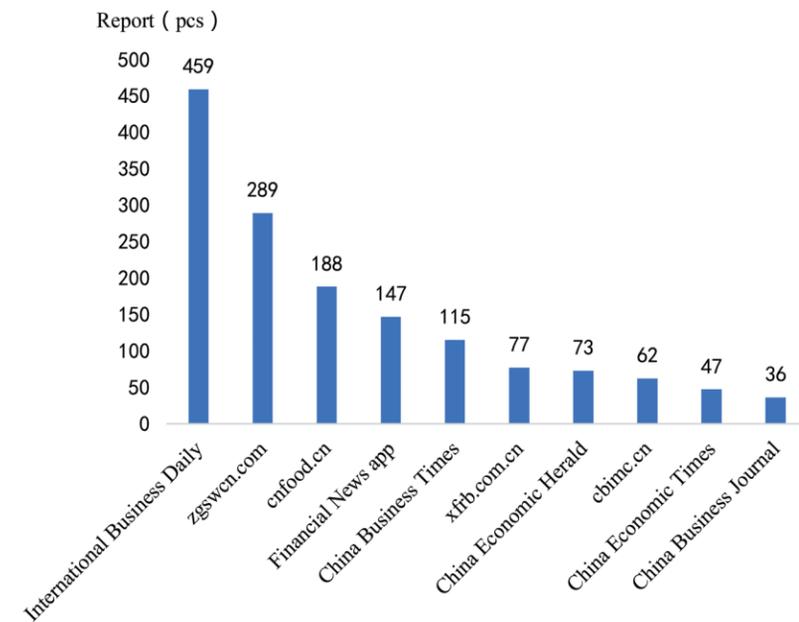


Figure. Top 10 industry media organizations by coverage volume

In terms of **social media and short video platforms**, quite a few CIIE-related Weibo topics were read more than 100 million times, with the cumulative views of hashtags exceeding 5 billion. On the Douyin and Kuaishou platforms, CIIE-related topics had more than 2 billion cumulative views. Related topics were aggregated and tagged, which significantly increased the exposure.

Top 10 Topics on Weibo

No.	Topic	Host	Number of views (mil.)
1	#How popular is the panda at the CIIE#	@chinanews.com.cn	160
2	#CIIE Express#	@Top News Express	140
3	#the 6th CIIE#	@People's Daily	97.37
4	#How convenient is it to tour the CIIE?#	@Xinhuanet.com	92.47
5	#Take the lead to discover the highlights of the 6th CIIE#	@Xinhua News Agency	89.18
6	#Live report about the 6th CIIE#	@Xinhuanet.com	78.53
7	#Feel the beautiful exchanges between Eastern and Western cultures at the CIIE#	@Xinhuanet.com	64.73
8	#2023 CIIE#	/	47.38
9	#A 70-sec glance at wonderful CIIE moments#	@Xinhua News Agency	44.05
10	#View 2023 CIIE highlights as the first#	@People's Daily	41.87

Top 10 Topics on Douyin

No.	Topic	Amount of play
1	#Magic CIIE#	3.44 billion
2	#the 6th CIIE#	43.02 million
3	#the 6th China International Import Expo#	13.59 million
4	#The generation born in the 00s showed off performance at the Expo#	13.12 million
5	#The world's first intragastric balloon unveiled at the Expo#	6.83 million
6	#2023 CIIE#	6.12 million
7	#Black technologies at the Expo#	740 thousand
8	#2023China International Import Expo#	610 thousand
9	#Meeting at the 6th CIIE#	530 thousand
10	#the 6th CIIE#	480 thousand

Overall, the mainstream media intensified CIIE reporting, boosted the event exposure through aggregated communication, and improved coverage through multi-channel communication. The central and local media, industry media and their media matrix reported the event from high, broad, and multiple visual angles, effectively amplifying the voice of CIIE. Topics on social platforms were aggregated and tagged, which significantly increased the exposure.

(II) Overseas communication saw improved quality and efficiency

1. Scope of communication: a wide coverage of "voice of CIIE" spreading to nearly 100 countries and regions

Since the beginning of this year, nearly 40,000 pieces information related to the 6th CIIE have been reported by overseas media, covering nearly 1.2 billion viewers from nearly 100 countries and regions.

Among the media in Hong Kong, Macao and Taiwan, the Ta Kung Pao, the Macao Daily News, and Taiwan udn.com reported the event actively.

Among foreign media, the outlets were Associated Press, Bloomberg, Reuters, AFP, Deutsche Presse, RIA Novosti, Russian Satellite News Agency, Japan's Kyodo News Agency, Yonhap News Agency, Italy's ANSA, Indonesia's Antara News Agency, Financial Times of the United Kingdom, Japan's Sankei Shimbun and Singapore's Lianhe Zaobao. They paid continuous attention to the event.

From the perspective of countries, the United States and Japan paid great attention to the 6th CIIE, ranking among the top 2. They were followed by the Philippines, Brazil and France in reporting the event.

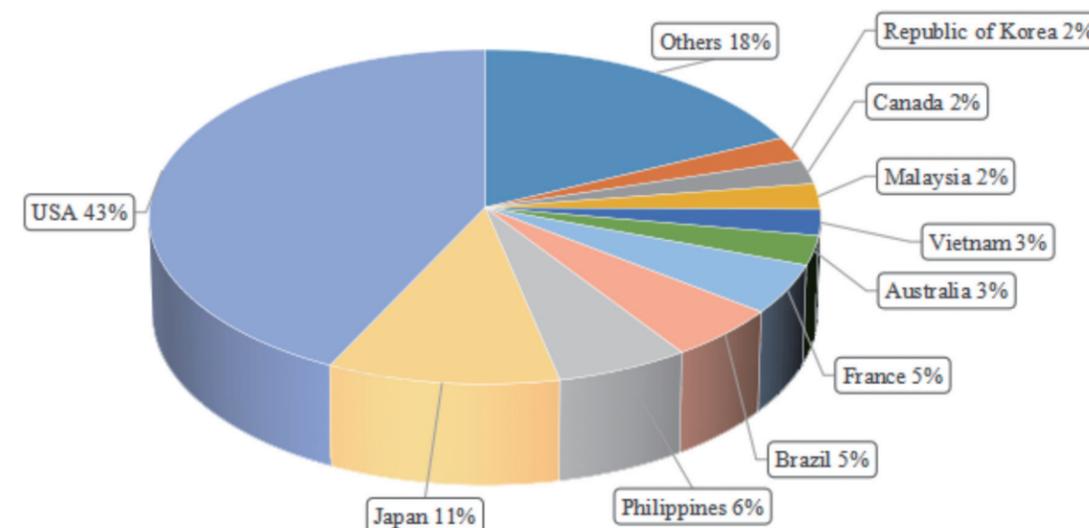


Figure. CIIE's communication statistics in foreign countries and regions (%)

2. Communication cycle: staying hot throughout the year, and beefing up international influence through "global promotions"

Overseas communication stayed hot throughout the year. In the first half, the global promotion activities of the 6th CIIE were carried out in many countries, boosting overseas communication. During the session, overseas communication reached a peak.

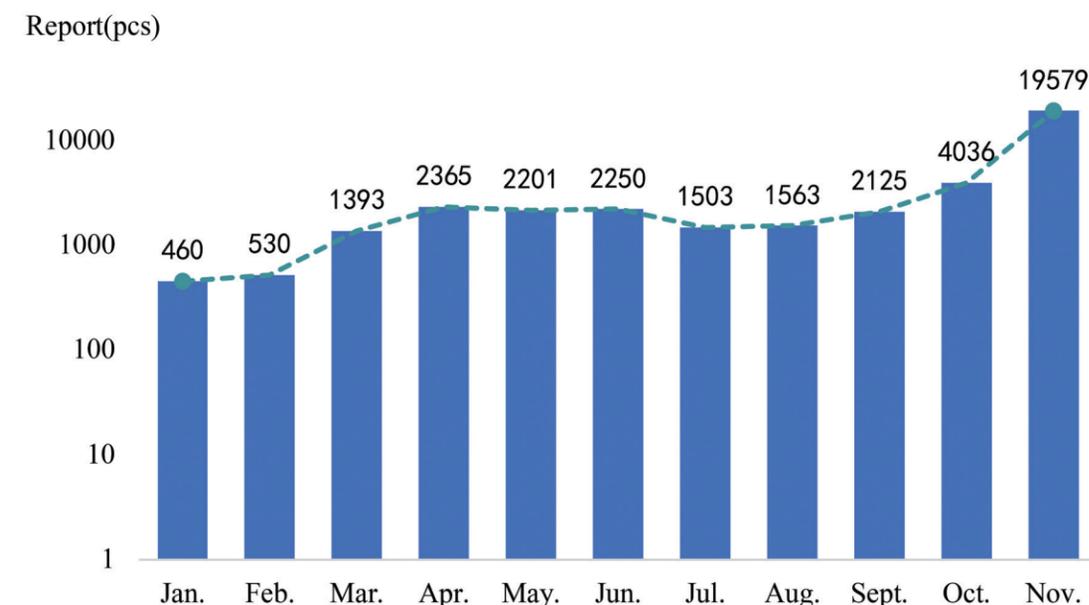


Figure. Overseas trend of CIIE-related information quantity from Jan. to Nov., 2023

Stage I:

From January to March, the monthly quantity of CIIE-related information increased steadily, and the results of exhibitors from various countries at the 5th CIIE were reported. In addition, the media also paid attention to the promotion of the CIIE by Chinese diplomats abroad. As reported by the Philippines-based Chinese Commercial News, economic and trade exchanges between China and the Philippines grew against the trend in 2022. The Philippines achieved a record-high turnover of US\$660 million at the 5th CIIE. Iceland's Morgunblaðið (Morning Post) published an article written by He Rulong, Chinese ambassador to Iceland, pointing out that the CIIE had pumped a steady stream of "Icelandic good things" into the Chinese market. At the 2023 Spring Festival reception held by the embassy, Chinese Ambassador to Rwanda Wang Xuekun said that Rwandan exhibits such as coffee and dried chili peppers at the CIIE attracted the attention of Chinese customers, further promoting bilateral agricultural and trade cooperation, the Rwanda News Agency reported. According to the Argentine Agricultural Information website, China's high-level opening-up provided development opportunities for Argentine enterprises, and the Casarena winery in Mendoza has attended the CIIE for years, effectively expanding its market share in China.

Stage II:

From April to June, the monthly quantity of CIIE-related information was about 2,000 pieces. With the roll-out of global promotion activities, the voice of CIIE continued rising internationally, and the communication reached the first peak. In April, a global promotion series of the CIIE was successfully carried out in Colombia, Panama, France, Italy, Singapore and Germany. The media including Prensa Latina, Agencia TELAM SA (Argentine National News Agency), Panamanian News Agency, Panamanian National TV Station, Italy-based ANZA and ADN Kronos, europeantimes.news, Australia's m.chinese.net.au, Singapore's zaobao.com and businesstimes.com.sg, and Hong Kong Phoenix TV published related reports.

In May, the CIIE held promotion activities in Ethiopia, Tanzania, Canada, Rwanda, Mexico, the United States, the Netherlands, the United Kingdom, New Zealand, Romania, and Indonesia etc. These activities attracted media coverage of the Ethiopian News Agency, the Guardian of Tanzania, the Rwandan National TV Station, the Herald of Mexico, Mexico's Channel 6, Romania's the Ecopolitic news, and the Indonesia Shangbao.



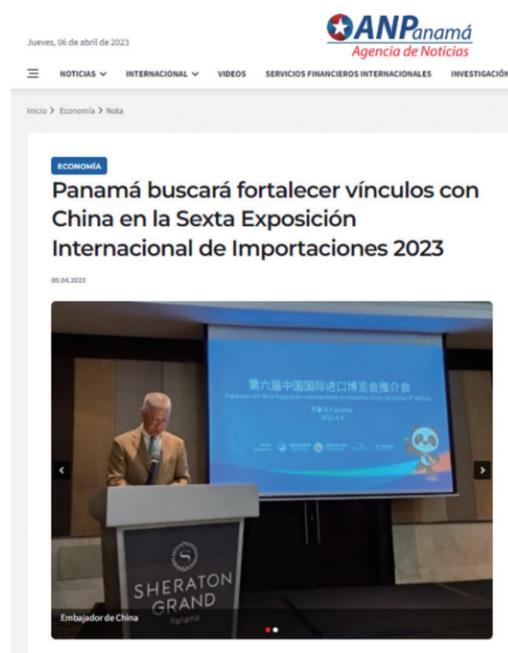
Rwandan National TV Station



Romania Ecopolitic news



Herald of Mexico



Panamanian News Agency



businesstimes.com.sg

In June, the CIIE promotion activities were carried out in Denmark, Iceland, Japan and Republic of Korea, attracting media attention. Honduran President Iris Xiomara Castro Sarmiento visited China for the first time. Honduran newspaper News and Tribune reported the visit. Both sides issued a Joint Statement of the People's Republic of China and the Republic of Honduras, saying that Honduras would actively make good use of the platforms such as the CIIE to expand exports to China.

Stage III:

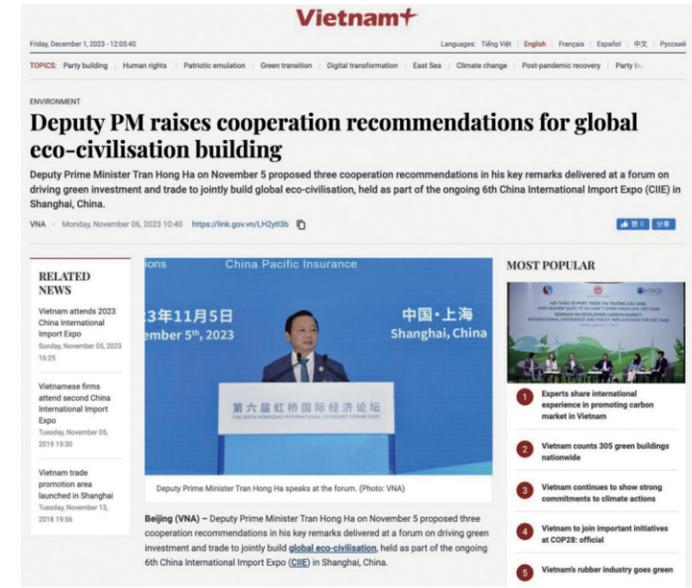
From July to August, the quantity of CIIE-related information was stable, with an average of more than 1,500 reports per month. CNN, Turkey's Daily Sabah, Tanzania Daily News, Malaysia's Sin Chew Daily, Russia's St. Petersburg Daily, South Korea's Newspim, Rádio e Televisão de Portugal, UNB and other media reported the event. Chinese diplomats, overseas commercial chambers, associations and exhibition organizers promoted the 6th CIIE at relevant activities. In addition, some of the 2023 CIIE Stories were published by media including the Associated Press, Spain's Efe, Italy's Ansa, Australian Associated Press, Japan's rbzwd.com, and South Korea's kedglobal.com.



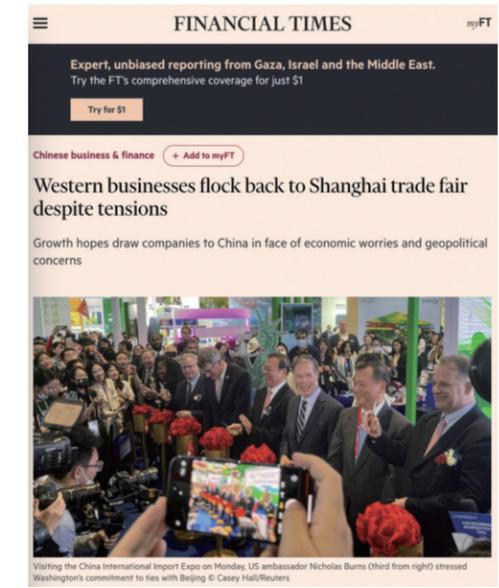
Turkey's Daily Sabah



Rádio e Televisão de Portugal



VietnamPlus



The Financial Times of the UK

Stage IV:

From September to October, the quantity of information continued to grow, with more than 2,000 and 4,000 pieces in each month. Farewell parties for exhibitors of the 6th CIIE were held in many countries. The CIIE Working Group's publicity and exchange activities in Kazakhstan, and the Hongqiao Forum Foreign Media Seminar attracted media attention. In addition, Cambodian Khmer Times, Cambodian Agence Kampuchea Presse and other media reported the event. A Joint Communiqué between the Government of the People's Republic of China and the Royal Government of Cambodia was issued, pointing out that both sides should leverage the CIIE and other platforms to fully tap the potential and improve the competitiveness of Cambodian goods in China.

Stage V:

In November, the 6th CIIE opened, and the quantity of relevant information reached the peak, with nearly 20,000 pieces. President Xi Jinping sent a letter to the 6th CIIE, which aroused an enthusiastic response. Premier Li Qiang attended the opening ceremony of the 6th CIIE and Hongqiao International Economic Forum and delivered the keynote speech, attracting wide attention.

3. Communication highlights: greater overseas promotion making the CIIE more palpable and more knowable

Overall, among overseas outlets, news websites provided the most information about the 6th CIIE, and social media platforms also contributed to the publicity of the Expo. Newspapers, TV, outdoor advertising, and other outlets further expanded the international coverage of the Expo. Specifically, the overseas communication of the 6th CIIE showcased three main highlights:

First, the offline communications presented an all-round display of the IP of "CIIE".

The CIIE resumed a complete offline event and highlighted its global promotions and roadshows. These overseas offline publicity activities strengthened targeted communication on the one hand and enhanced the worldwide awareness and reputation of the IP of "CIIE" on the other. CIIE-related information attracted attention from all walks of life abroad through newspapers, TV, outdoor advertising, and other news outlets. During the global promotion of the event, CIIE-related posters and videos were played on outdoor large screens and the electronic screens of the rail transit systems in the United States, France, the United Kingdom, New Zealand, and other countries, covering more than 46 million people and expanding the overseas coverage of the Expo.

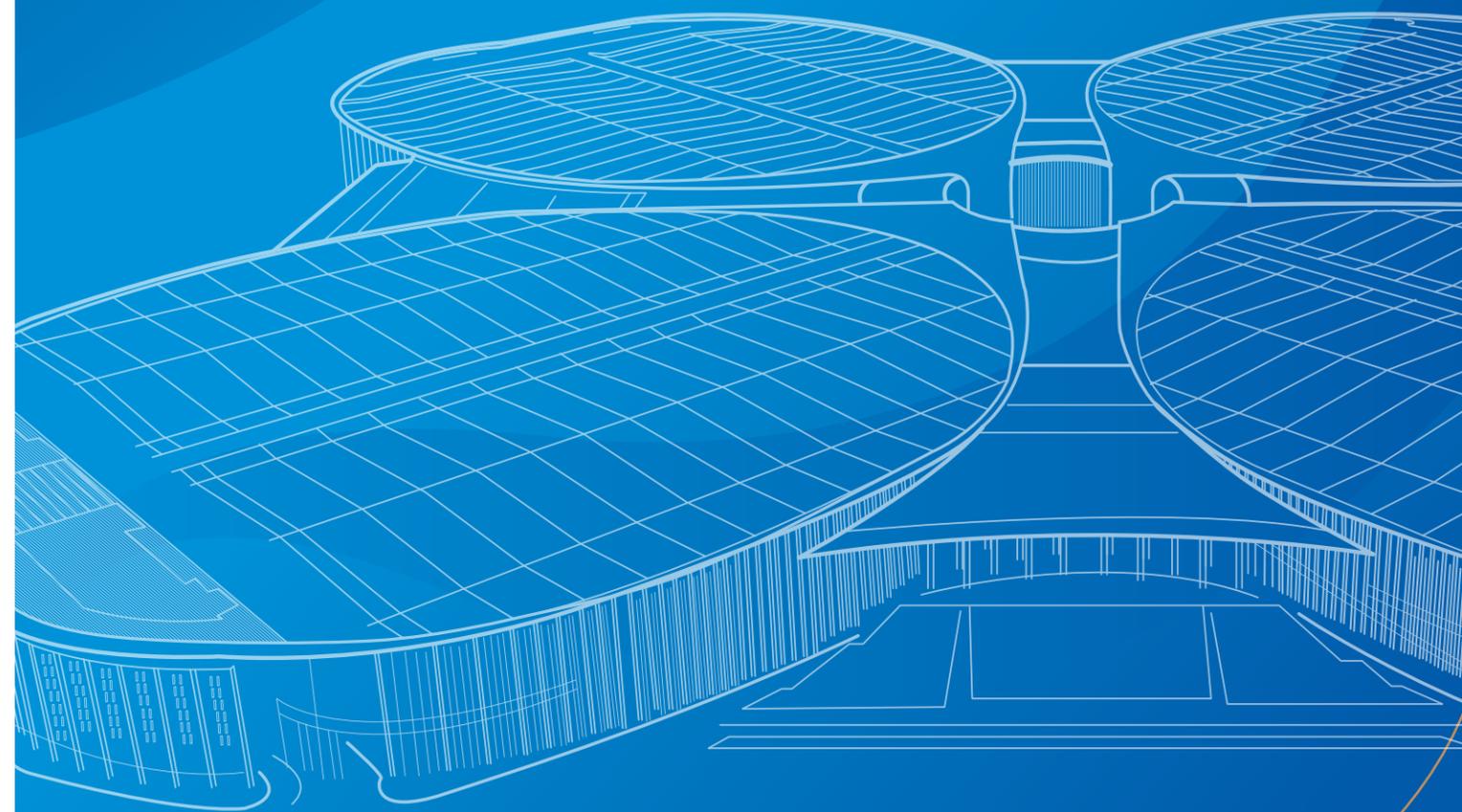
Second, overseas social media platforms were an important communication front.

During the global promotion of the Expo, numerous overseas guests, enterprises and institutions posted on overseas social media platforms to promote the 6th CIIE and enable diverse coverage through various voices, including Alexandra Dublanche, Vice-Chairperson of the Ile de France Council; Marc-Antoine Gamai, Secretary-General of LVMH; the Danish-Chinese Business Forum and its Secretary-General Hans Henrik Pontoppidan; the Rwanda Development Board; the Panamanian Investment and Export Promotion Agency; and the Singapore Business Federation. At the same time, more than 5,400 pieces of information were posted on 12 official overseas publicity pages of the CIIE's six major overseas social media platforms - Facebook, X, LinkedIn, Instagram, YouTube, and TikTok, receiving more than 103 million views and 3.57 million interactions.

Third, major diplomatic activities boosted the overseas dissemination of information about the Expo.

Since the beginning of this year, the CIIE was frequently mentioned at a number of important diplomatic occasions, and state leaders actively promoted the CIIE when meeting with leaders of France, Vietnam, Guyana, Cuba and other countries. This enhanced the international attention paid to the Expo. In addition, the third Belt and Road Forum for International Cooperation and other important events also contributed to the enhanced attention paid to the Expo.

03 *Communication of "CIIE Stories"*



第六届中国国际进口博览会
THE 6TH CHINA INTERNATIONAL IMPORT EXPO

This year, vivid and profound "CIIE Stories" took center stage in publicity, with the "IP" communication as a highlight. This year, the CIIE Stories featured some changes - the narration focus from "people" to "stories"; the content focus from "comprehensiveness" to "profoundness"; the production method from "compilation" to "combination of interviews and compilation"; and derived "great significance" from "small issues", demonstrating China's commitment and determination to "share an open future". Major media presented moving Chinese Stories through the CIIE Stories, receiving an enthusiastic public response. This year, the dissemination of CIIE Stories had three features:

(I) Diverse CIIE publicity outlets produced impressive communication

This year, domestic and foreign media published more than 16,000 pieces of information about CIIE Stories, resulting in about 1.5 billion cumulative views for the relevant content. Mainstream media and social platforms produced special reports, columns, and pieces on CIIE Stories to continuously publish relevant content, expand coverage, and improve its influence. CIIE Stories' exposure on the CCTV news applet, Xinhua News Agency applet, and other central media exceeded 3.73 million views. It also went viral on social media and ranked high among Douyin hashtags. On Douyin, the hashtags Magic CIIE and CIIE Stories were played 3 billion+ and 570 million times, respectively; On Weibo, the hashtags CIIE Stories and CIIE Stories 2023 were viewed nearly 34.6 million times. The topic got about 65 million views on the home page of the applets of China Daily and The Paper. On CIIE's overseas social media platforms, CIIE Stories got about 4.3 million views. On CIIE's official WeChat account, the articles had about 190,000 views. On CIIE's official website, the CIIE Stories column's viewers increased 200% year on year.



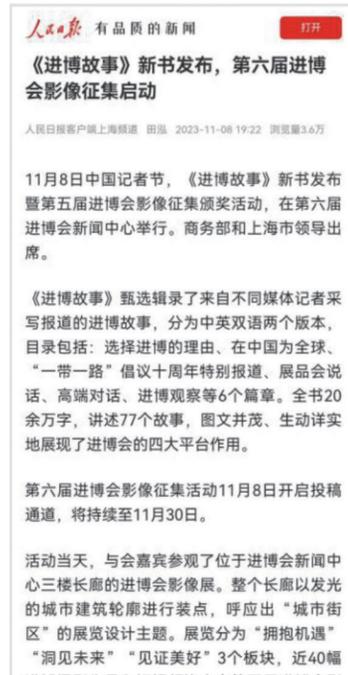
Figure. CIIE Stories on chinanews.com.cn



Figure. CIIE Stories on xinhuanet.com, Weibo and Douyin

(II) Innovative offline activities and overseas promotion showed its strategic position

The activities and designs related to CIIE Stories were continuously improved, further boosting its communication. In terms of overseas offline activities, the CIIE Stories - special report on the 10th anniversary of the Belt and Road initiative was praised. Less than 60 days before the opening of the 6th CIIE, a CIIE Symposium was held in Kazakhstan, the first country to roll out the "Belt and Road" initiative, and it was attended by more than 40 enterprises. Nearly 3,000 pieces of related news were viewed more than 270 million times. The first issue of the CIIE Stories BRI Special Report", the "What is the CIIE" street interview footage and other six reports and videos were released across dozens of countries and regions around the world. QAZAQSTAN (Kazakhstan National Television), khabar TV, 24KZ, dknews.kz, Kazinform, Kazakhstanskaya Pravda and other local media reported the news. The Associated Press, y3A, Spain's Agencia EFE, Slovenian News Agency, Tajikistan Khovar State News Agency, Philippines-based Chinese Commercial News, Australia's auschinatv.com, Italian qwitaly.com and other foreign media put out videos on the CIIE Stories - special report on the 10th anniversary of the Belt and Road initiative. CIIE Stories played a leading role in the communication, and showcased its influence in serving the overall development strategy. In terms of domestic offline activities, during the session, nearly 80 journalists participated in the offline check-in of "CIIE Stories: Magic CIIE". They contributed about 2,700 reports on CIIE Stories covering various aspects. On November 8, a ceremony for launching the new book CIIE Stories and granting awards to CIIE image contributors was held. Central and local media including China News Service, xuexi.cn, and shobserver.com reported it. The new book CIIE Stories comprised collected stories and interviews by reporters from different media. With both Chinese and English versions, the book has six chapters, namely, why are people attending CIIE; serving the world in China; a special report on the 10th anniversary of the Belt and Road initiative; exhibits speak; high-end dialogues; and CIIE observations. Consisting of 77 stories with more than 20 million characters, the book vividly illustrated CIIE's value, influence, and window role in China's "dual circulation" development pattern, and stressed that CIIE belonged to China and the world as well. It also described the popularity and strategic position of the Expo.



People's Daily



Xinhua News Agency



CCTV News



Shanghai Morning Post



eastday.com



official poster



chinanews.com



xuexi.cn



shobserver.com

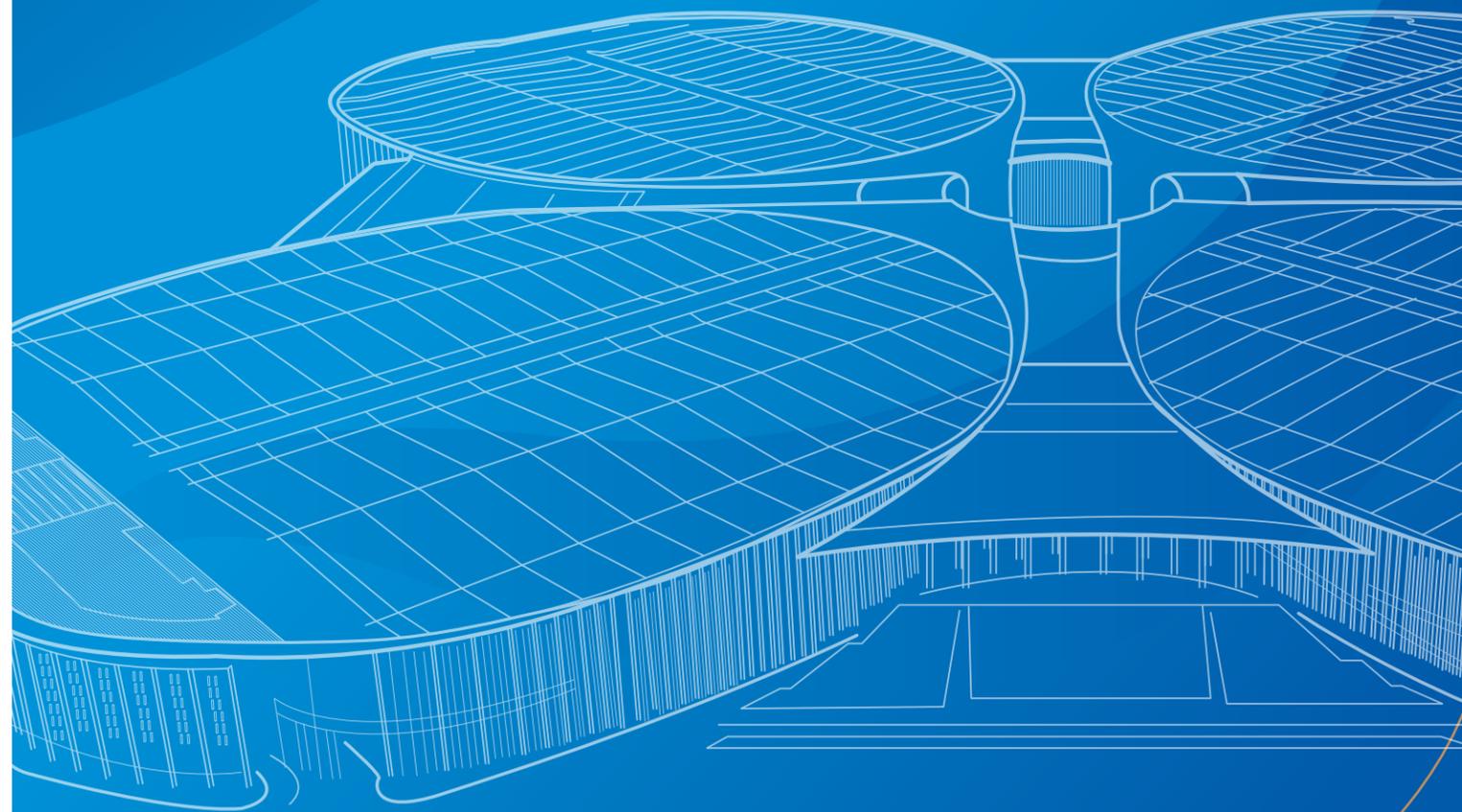


A special narrative - CIIE Story

(III) Deeper narration and “warm communication” enhanced influence

This year, CIIE Stories paid more attention to "depth", enhanced its impact through "showing significance via specifics"; improved its appeal with warmer language, and further improved communication. At the opening ceremony of the 6th CIIE, Premier Li Qiang shared three "CIIE stories" with Chinese and foreign participants, attracting wide attention. Jiefang Daily commented that, in recent years, against the downturn of globalization, China leveraged the CIIE to start the "spring breeze of openness". CIIE Stories enhanced the "spring breeze", and interpreted China's "concept of openness". These concrete stories received the "approval" of worldwide business entities after their independent and prudent research and judgment of the Chinese market. The Paper.cn published an article, The three CIIE Stories Today to Happen More in the Future, saying that at the opening ceremony, Premier Li Qiang shared specific CIIE Stories with Chinese and foreign guests. The CIIE, it said, had become an international stage for the movement of sharing development opportunities and promoting prosperity and progress. It said the "CIIE Stories" of openness, cooperation, innovation and win-win results were a vivid portrayal of China's determination to promote high-level opening-up, share the Chinese market with the world, and make China's new development new opportunities for the world.

04 *Communication about the National Comprehensive Exhibition*



第六届中国国际进口博览会
THE 6TH CHINA INTERNATIONAL IMPORT EXPO

This year, the National Comprehensive Exhibition was held offline. A total of 69 countries and 3 international organizations from five continents participated in the exhibition, including developed countries, developing countries and least developed countries. Among them, 64 attended the Belt and Road Initiative, 11 participated in the exhibition for the first time, and 34 participated in the offline exhibition for the first time. The gathering of "old friends" and the participation of "new friends" made the National Comprehensive Exhibition a "must" visit, and fully reflected CIIE's global governance principle of achieving shared growth through consultation and collaboration, and conveyed the commitment to common development of China and the world. According to media reports, the National Comprehensive Exhibition presented characteristic national pavilions and wonderful exhibits and furnishings, showcasing both the dignity and majesty of countries, and the colorful and lively folk lives; and set up a platform for exhibitors from five continents to enhance friendship, deepen cooperation in economic and trade negotiations and cultural exchanges.

(I) CIIE embraced more participants with focus on BRI countries

This year, there were more than 80,000 pieces of information related to the National Comprehensive Exhibition of the CIIE. "Completely offline" and "Belt and Road" were among the buzzwords in media reports. Numerous media organizations reported on the grand occasion of the exhibition from multiple angles and in an all-round way, such as more country participants, colorful booth activities, and the debuts of exhibits. For example, the People's Daily Overseas Edition published an article, CIIE National Comprehensive Exhibition Welcomes New Friends and Witnesses 34 Countries' Offline Debuts - What Do They Show. It was telecast more than 300 times by mainstream media including CCTV, www.cri.cn, chinanews.com.cn, and www.youth.cn, further expanding the influence of the exhibition.

In terms of mainstream media, many media organizations released special reports, live-streamed the exhibitions, launched creative programs such as the "6th CIIE Walk", fully explored highlights of the exhibition, and attempted to expand the coverage of the event. Applets of the central media including People's Daily, Xinhua News Agency, and CCTV News had reports viewed more than one million times, effectively amplifying the communication and leading public opinion. As for social media, Weibo's hashtags #How convenient is the tour of the CIIE National Pavilion#, #What new opportunities will China's new development bring to the world#, #Immerse yourself in the National Comprehensive Exhibition#, #Take the train to CIIE# garnered 5.22 million views. Douyin's hashtag #CIIE's appointment# were viewed 626,000 times.



The 6th CIIE Walk videos issued on Xinhua News Agency applet

This year marked the 10th anniversary of the Belt and Road Initiative, and 64 of the 69 participating countries in the 6th CIIE attended the BRI. The Media said that the CIIE had become an important platform for enterprises from BRI countries to enter the Chinese market and share the market spoils. The media looked at these enterprises' efforts to cultivate the Chinese market and seek new development opportunities through the Expo. The media showed that the CIIE had set up a big stage for exhibitors and SMEs from BRI countries to enter the Chinese market. For instance, xinhuanet.com published an article, CIIE Helps Expand the BRI Cake, demonstrating that BRI countries shared the dividends of China's further opening-up through the successful entry into the Chinese market of enterprises from Thailand, Tanzania and Russia among others.



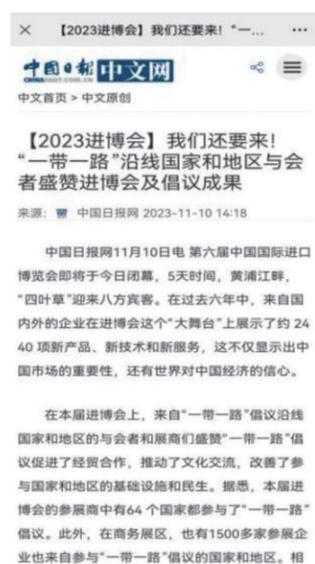
Xinhua News Agency



CCTV



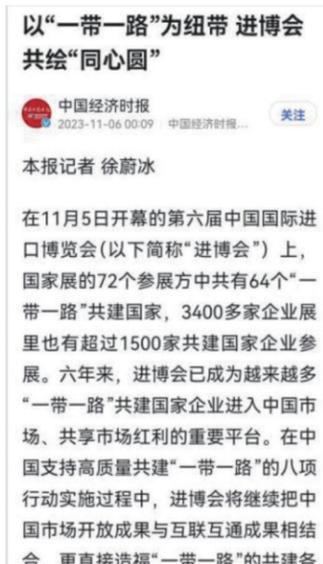
CCTV News



China Daily



Radio China International



China Economic Times

(II) Expanded China Pavilion displayed the host country's development achievements

At the Expo, the China Pavilion, with the theme Chinese Modernization, World's Opportunities for the World, focused on the achievements of China's progress in high-level opening up and high-quality development, and presented innovative and diverse exhibits from aerospace, medical care, education and other sectors. There was also the Achievements Exhibition for the 10th Anniversary of the Pilot Free Trade Zones. The record-breaking exhibition area of 2,500 square meters was a highlight in media reports and a must-visit for audiences. There were more than 30,000 pieces of information about the China Pavilion on the Internet.



China Pavilion on Chinanews.com

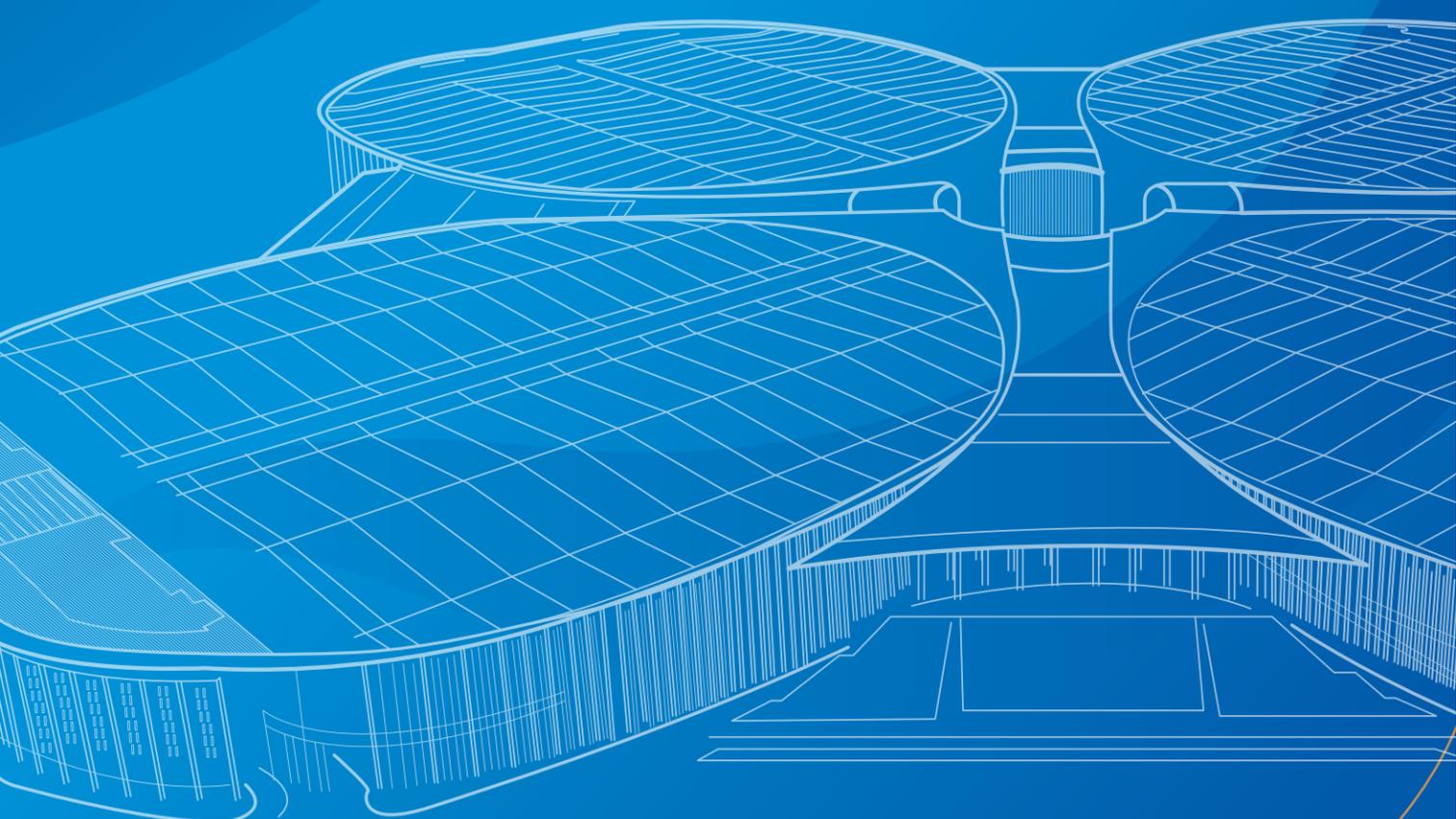
From China's space station to the C919 large aircraft, from its large liquefied natural gas carrier to its first domestically-built large cruise ship "Adora Magic City", the achievements were all showcased at the China Pavilion. The China Pavilion was reported on by central media such as People's Daily, Xinhua News Agency, Guangming Daily, Science and Technology Daily, and Chinanews.com. In the reports, the media described the production process, from small parts to national strategic equipment, interviewed professionals to learn about technical characteristics and significance of the equipment, and asked visitors to talk about their feelings. The reports said that the China Pavilion showed that the country had achieved progress in economic and social high-quality development in an all-round way, and made obvious improvements in industrial chain intelligence and digitalization.

2023 marked the 45th anniversary of China's reform and opening-up, and the 10th anniversary of the establishment of its pilot free trade zones. So, the Achievements Exhibition for the 10th Anniversary of the Pilot Free Trade Zones in the China Pavilion offered a panoramic view of the decade-long efforts of China's pilot free trade zones through high-definition videos, photos, and historical objects. The reports said that, from the establishment of China's initial Shanghai Pilot Free Trade Zone in 2013 to the Xinjiang Pilot Free Trade Zone in 2023, the nationwide 21 pilot free trade zones formed a new development pattern spanning from south to north and from the coast to the hinterland. The Achievements Exhibition for the 10th Anniversary of the Pilot Free Trade Zones was the top priority in the China Pavilion, and attracted the attention of media such as people.com.cn, xinhuanet.com, cnr.cn, m.ce.cn and huanqiu.com. The reports publicized and reported on the extraordinary achievements of China's pilot free trade zones. The Xinhua Daily Telegraph published an article, pointing out that China was making greater efforts to share opportunities in the super-large market of more than 1.4 billion people with the world, and continuing to fulfill its commitments with practical actions. The Achievements Exhibition in the four-leaf clover-shaped pavilion was a microcosm of China's determination to promote high-level opening-up and high-quality development

(III) Colorful booth activities and on-site display promoted communications and exchanges

At this year's CIIE National Comprehensive Exhibition, participating countries prepared I booth activities. Uruguay, Germany, Ethiopia, Georgia and Brazil among other countries held nearly 200 eye-catching activities, including mouth-watering food and wine tastings, song and dance performances, tourism and sports promotions, and other cultural activities. Through interactive experiences, these booth activities showcased their competitive industries, characteristic products, and traditional cultures. Media reporters reported on the highlights, exhibits and activities of various countries through their "in-person discoveries" on site, and vividly demonstrated that the National Comprehensive Exhibition was an important platform for countries at different development levels to boost cooperation, and realize mutual benefits and win-win results. For instance, Xinhuanet.com published an article, Visiting the Booths of the Guests of Honor at the 6th CIIE, focusing on the booth activities, craft displays, and food tastings organized by Honduras, Serbia and Kazakhstan.

05 *Communication of Enterprise & Business Exhibition*



第六届中国国际进口博览会
THE 6TH CHINA INTERNATIONAL IMPORT EXPO

The commercial exhibition area of enterprises at this year's CIIE has reached a new high. The increase in booth area reflects the significance that companies from various countries attach to the Chinese market. A total of 3,486 companies from 128 countries and regions participated in the expo. Among them, 289 were Fortune Global 500 companies and industry leaders, marking the highest participation in CIIE's history.

(I) Exhibition area: Online and offline communication fields overlapped with cutting-edge technology as the focus

The six exhibition areas emphasized high-quality development and a high-quality life, with innovation-driven development becoming the common theme and technology empowerment emerging as the mainstream trend. The exhibits showcased a strong sense of technology, novel themes, and a variety of eye-catching features. According to the Exhibition Area Communication Influence Index (EACII)¹, the three major exhibition areas—Intelligent Industry & Information Technology, Consumer Goods, and Food & Agricultural Products—demonstrated significant influence. Content about cutting-edge technology and a better life particularly caught the public's attention. The EACII of each of the six major exhibition areas was calculated based on the coverage by various media:

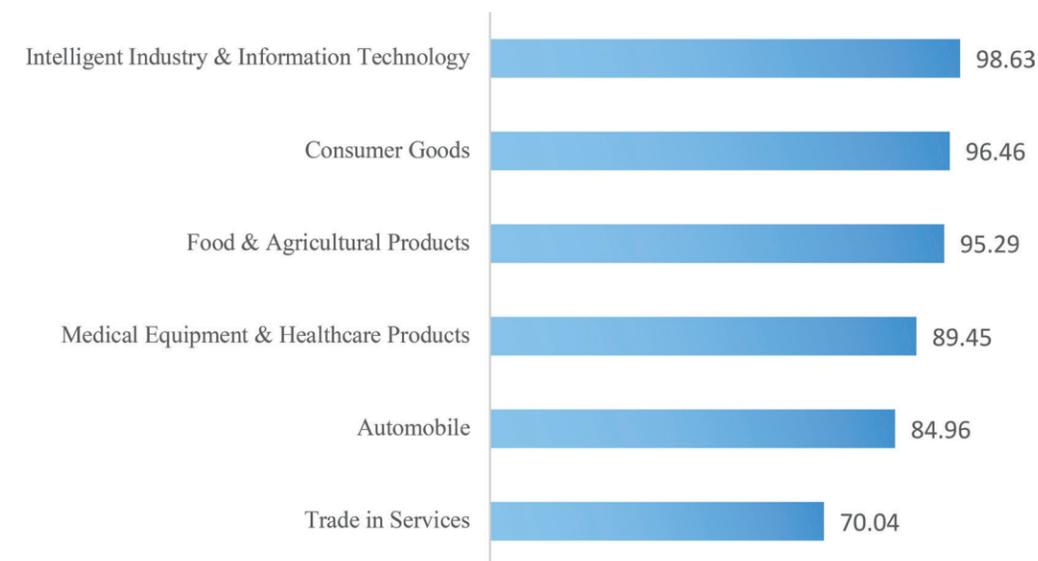


Figure. EACII of the six major exhibition areas

¹ Note: The Exhibition Area Communication Influence Index (EACII) is an indicator that comprehensively presents the communication effectiveness of each exhibition area based on network wide communication data. The data is sourced from various channels of the entire network monitored by the Public Opinion Data Center (PODC) affiliated with People's Daily Online, and normalized. And through data standardization with a maximum value of 100, the EACII is obtained.

The **Intelligent Industry & Information Technology** exhibition area had the highest EACII. Its total area was nearly 70,000 square meters, attracting more than 300 companies from 40 countries and regions, including over 70 Fortune Global 500 corporations and industry-leading companies. According to a report on the People's Political Consultative Conference website (rmzxb.com), this area showcased numerous innovative products with cutting-edge technologies and high-end equipment from around the world, with intelligent digitization becoming a keyword. Eastday.com commented that this area is consistently eye-catching each year, presenting the latest high-precision and cutting-edge exhibits from around the world.

The **Consumer Goods** exhibition area was especially attractive to young people. Xinhua News Agency reports show that this area attracted more than 600 companies from 76 countries and regions, with over 50 being Fortune 500 companies and industry leaders. The Consumer Goods exhibition area provided insights into the new trend of green, upward, and forward-looking development within China's large consumer market. According to youth.com, this year this exhibition area was themed "Enjoying a Green, Innovative, and Fashionable Life." With four themed sections—green smart home appliances and home furnishings, beauty and daily chemical products, fashion trends and jewelry, and sporting goods and events—it was not only trendy and cool but also highlighted by green, low-carbon, and environment-friendly elements, making it particularly popular with young attendees.

The **Food & Agricultural Products** exhibition area had the largest number of exhibitors and the broadest range of exhibits. Guancha.cn reported that this area showcased a range of organic and healthy "local specialties" and processed food and agricultural products that incorporated modern technology. Focusing on "green", "innovation", "health", and "deliciousness", it featured forward-looking and technologically innovative new products, which set the industry's development trends in areas such as healthy and low-carbon protein supplementation, functional foods, and consumption upgrades. Categories such as vegetables, fruits, agricultural products, dairy, beverages, and wines were comprehensively presented, demonstrating the world's most advanced food production technology and products and leading the food industry's healthy and sustainable development. According to the Shanghai Securities News, the most "popular" area at the CIIE was the Food & Agricultural Products space, with ham from Spain, tuna from Malta, pineapples from Benin in Africa, yellow dragon fruits from Ecuador, milk from New Zealand, Carmen Geisha coffee beans from Panama, among more than 100 countries and regions bringing a dazzling array of global delicacies.

The **Medical Equipment & Healthcare Products** exhibition area emphasized technological content and innovation capabilities. Eeo.com.cn mentioned that most companies at this expo were regular participants, having attended all six editions of CIIE. For multinational enterprises, the CIIE offers an excellent stage to showcase new products, conduct academic education, and report achievements; the area has always been very popular. It featured the world's top 10 medical device companies and 10 Fortune 500 pharmaceutical companies, showcasing a number of innovative products to the world, Asia, or China for the first time. A notable shift was an increased focus on rare diseases and a rise in related activities. The CIIE has played a pivotal role in transforming exhibits into commodities, thereby quickly benefiting patients.

The **Automobile** exhibition area showcased industry trends, according to reports from the Shanghai Observer. Themed "Unlimited Mobility Possibilities in the Future", it included sections for finished and new energy vehicles, a smart mobility zone, and multi-modal transportation. This area drew more than 40 of the world's top automobile-related companies and 15 multinational vehicle giants, which displayed their cutting-

edge new energy technologies and electric products to Chinese consumers. The National Business Daily reported that this year's CIIE initiated on-site transactions for the first time, with over 50 models available for purchase. Customers could order directly upon expressing purchase interest and later pick up their vehicle at a designated location. Against the backdrop of "carbon peaking and carbon neutrality", energy conservation, emission reduction, and green travel have become focal points for car manufacturers. The automotive industry is exploring opportunities in carbon reduction, digital transformation, intelligence, and electrification, with core technologies playing a crucial role in the future of the sector. Consequently, the CIIE has become a vital window for automotive enterprises to demonstrate their technical strength.

In the **Trade in Services** exhibition area, digital service solutions and intelligent models were highlighted. China Economic Net reported that this area concentrated on the entire lifecycle of commercial activities, encompassing elements such as commercial flows, logistics, information, and finances. It included segments for financial services, consulting services, commercial platforms, shipping logistics, and cultural tourism. The focus was on new technologies and achievements in fields such as green initiatives, carbon reduction, supply and industrial chain stability, and a digital future. The objective was to facilitate the digital transformation of entire industries by providing a platform for delivering intellectual support and potential customers to the other major exhibition areas, thus continually bolstering the real economy with the support of the CIIE Exhibitor Alliance. According to ynet.com, the Trade in Services area spanned 31,000 square meters, featuring over 300 exhibitors, including more than 40 Fortune Global 500 corporations and leading companies. Unlike the physical goods areas, this one had no tangible exhibits. Many participants showcased new technologies and achievements in the realms of green and low-carbon development, regional collaboration, cross-border trade, and the digital future. The intangible exhibits effectively represented various advanced development concepts.

The 6th CIIE set up 29 subsections, and the communication influence of the Innovation Incubation subsection has reached a "five-star" rating¹. Shanghai Observer reported that the scale of the Innovation Incubation subsection expanded in 2023, involving more fields, with over 300 projects from 39 countries and regions participating. This section aimed to build an innovation incubation system featuring "incubation acceleration, investment, and open scenarios", providing start-ups an opportunity to exhibit their innovation and publicize their products. Media coverage helped calculate the corresponding influence star rating for

¹ The star rating of communication influence of special sections/sections is based on the indexed communication data, experience of the PODC of the People's Daily Online in "social evaluation". The data is sourced from various channels of the entire network monitored by the PODC, and normalized with a maximum value of 100. Those with score in the [80-100] range are rated as five-star, those in [65-80] are four-star, and [65-60] three-star. This index was created by PODC of the People's Daily Online.

Table: Star rating of communication influence of subsections

No.	Subsection	Communication influence star rating
1	Innovation Incubation	★★★★★
2	Healthcare & Old-age Care	★★★★★
3	Artificial Intelligence	★★★★★
4	Integrated Circuit	★★★★★
5	Energy, Low-carbon and Environmental Protection Technologies	★★★★★
6	Smart Mobility	★★★★★
7	Financial Services	★★★★★
8	Digital Printing and Optical Technology	★★★★★
9	Digital Industrial Automation	★★★★★
10	Sports Products and Events	★★★★★
11	Vegetables, Fruits, and Agricultural Products	★★★★★
12	Fashion Trends and Jewelry	★★★★★
13	Finished Vehicles	★★★★★
14	Beverage and Wines	★★★★★
15	Meat, Aquatic Products, and Frozen Foods	★★★★
16	Consulting Service	★★★★
17	Makeup and Daily Chemical Products	★★★★
18	Medical Devices	★★★★
19	Cultural Tourism	★★★★
20	Dairy Products	★★★★
21	Nutritional and Health Foods	★★★★
22	Smart Home Appliances and Home Furnishings	★★★★

23	Comprehensive Foods	★★★★
24	Comprehensive Services	★★★★
25	Drugs	★★★★
26	Metal Processing	★★★★
27	Snacks, Desserts, and Seasonings	★★★★
28	Car Accessories and Maintenance	★★★★
29	Commercial Logistics	★★★★

these 29 subsections:

(II) Exhibitors: Three major rankings provide insights into the exhibitors' communication influence

The 2023 CIIE has established three major rankings of exhibitors based on their communication influence, namely the "Top 100 Exhibitors of Comprehensive Communication Influence" of the 6th CIIE, the "Top 10 Exhibitors of Important Communication Influence" of the 6th CIIE, and the "Top 10 Exhibitors of Communication Influence" of the six major exhibition areas. Both new and returning participants have been shortlisted, with "old friends" continuing to attract attention and "new friends" presenting various highlights.

1. Top 100 Exhibitors of Comprehensive Communication Influence of the 6th CIIE

Based on media coverage of exhibitors in the six major exhibition areas, the Top 100 exhibitors of communication popularity are as follows:

List of Top 100 Exhibitors of Comprehensive Communication Influence at the six major exhibition areas of the 6th CIIE

No.	Exhibitor	Exhibition area	Popularity
1	Qualcomm	Intelligent Industry & Information Technology	29.29
2	L'Oréal	Consumer Goods	28.09
3	Siemens	Intelligent Industry & Information Technology	27.49
4	GE	Intelligent Industry & Information Technology	27.27
5	Shiseido	Consumer Goods	25.60
6	Panasonic	Consumer Goods	25.39
7	GE HealthCare	Medical Equipment & Healthcare Products	25.39

8	Schneider Electric	Intelligent Industry & Information Technology	24.87
9	Samsung	Intelligent Industry & Information Technology	23.64
10	Boehringer Ingelheim	Medical Equipment & Healthcare Products	23.64
11	Nestlé S.A.	Food & Agricultural Products	23.37
12	EY	Trade in Services	23.02
13	Mercedes-Benz	Automobile exhibition area	22.96
14	Johnson & Johnson	Medical Equipment & Healthcare Products	22.85
15	Dow	Intelligent Industry & Information Technology	22.80
16	AstraZeneca	Medical Equipment & Healthcare Products	22.67
17	Medtronic	Medical Equipment & Healthcare Products	22.35
18	LEGO	Consumer Goods	22.33
19	OMRON	Intelligent Industry & Information Technology	21.96
20	Volkswagen Group	Automobile	21.82
21	Michelin	Automobile	21.80
22	Nike	Consumer Goods	21.49
23	Theland	Food & Agricultural Products	21.38
24	Roche	Medical Equipment & Healthcare Products	21.32
25	Bayer	Medical Equipment & Healthcare Products, Food & Agricultural Products	21.04
26	Intel	Intelligent Industry & Information Technology	20.57
27	Rio Tinto	Intelligent Industry & Information Technology	20.42
28	Fosun Health	Medical Equipment & Healthcare Products	20.42
29	Pfizer	Medical Equipment & Healthcare Products	20.32
30	3M	Intelligent Industry & Information Technology	19.94
31	Danone	Food & Agricultural Products	19.60
32	Honeywell International	Intelligent Industry & Information Technology	19.51

33	Tesla	Automobile	19.36
34	Abbott	Medical Equipment & Healthcare Products	19.32
35	BMW	Automobile	18.71
36	Ikea	Consumer Goods	18.60
37	Cargill	Food & Agricultural Products	18.51
38	SANOFI	Medical Equipment & Healthcare Products	18.42
39	LG ELECTRONICS	Intelligent Industry & Information Technology	18.29
40	ABB	Intelligent Industry & Information Technology	18.21
41	Kärcher	Consumer Goods	18.15
42	KPMG	Trade in Services	18.08
43	Analog Devices	Intelligent Industry & Information Technology	18.03
44	Ford Motor	Automobile	17.84
45	Siemens Energy	Intelligent Industry & Information Technology	17.83
46	Boston Scientific	Medical Equipment & Healthcare Products	17.42
47	Siemens Healthcare	Medical Equipment & Healthcare Products	17.20
48	HYUNDAI MOTOR GROUP	Automobile	17.15
49	SCHOTT	Intelligent Industry & Information Technology	17.15
50	Toyota Motor	Automobile exhibition area	17.03
51	FAST RETAILING	Consumer Goods	16.99
52	General Motors	Automobile exhibition area	16.94
53	dōTERRA Manufacturing	Medical Equipment & Healthcare Products	16.86
54	Kao Corporation	Consumer Goods	16.80
55	MSD	Medical Equipment & Healthcare Products	16.74
56	HG TECHNOLOGY	Intelligent Industry & Information Technology	16.72
57	Novo Nordisk	Medical Equipment & Healthcare Products	16.63

58	Carl Zeiss	Intelligent Industry & Information Technology	16.59
59	Dole	Food & Agricultural Products	16.56
60	PwC	Trade in Services	16.38
61	Covestro Deutschland AG	Intelligent Industry & Information Technology	16.08
62	Philips	Medical Equipment & Healthcare Products	16.03
63	Novartis	Medical Equipment & Healthcare Products	15.97
64	MUJI	Consumer Goods	15.96
65	Estée Lauder	Consumer Goods	15.93
66	Johnson Controls	Intelligent Industry & Information Technology	15.92
67	Unilever	Consumer Goods	15.65
68	Procter & Gamble	Consumer Goods	15.47
69	Sony	Intelligent Industry & Information Technology	15.19
70	ASML	Intelligent Industry & Information Technology	15.10
71	PepsiCo	Food & Agricultural Products	14.93
72	ORGANON	Medical Equipment & Healthcare Products	14.84
73	Milliken	Intelligent Industry & Information Technology	14.82
74	Otis	Intelligent Industry & Information Technology	14.77
75	Hexagon	Intelligent Industry & Information Technology	14.72
76	GSK	Medical Equipment & Healthcare Products	14.72
77	Takeda Pharmaceutical	Medical Equipment & Healthcare Products	14.49
78	Amgen	Medical Equipment & Healthcare Products	14.33
79	Louis Dreyfus Company	Food & Agricultural Products	14.23
80	DuPont	Intelligent Industry & Information Technology	14.05
81	Syngenta	Food & Agricultural Products	14.02
82	Varian Medical Systems	Medical Equipment & Healthcare Products	13.94

83	Micron Technology	Intelligent Industry & Information Technology	13.83
84	GOODFARMER	Food & Agricultural Products	13.82
85	Cushman & Wakefield	Trade in Services	13.71
86	XYLEM	Intelligent Industry & Information Technology	13.62
87	Vale	Trade in Services	13.54
88	SAP	Intelligent Industry & Information Technology	13.47
89	Danfoss	Intelligent Industry & Information Technology	13.37
90	POWER TOGETHER	Food & Agricultural Products	13.29
91	Olympus	Medical Equipment & Healthcare Products	13.17
92	Deloitte	Trade in Services	13.08
93	Standard Chartered Bank	Trade in Services	13.04
94	MCG	Food & Agricultural Products	12.97
95	AbbVie	Medical Equipment & Healthcare Products	12.96
96	Unity	Intelligent Industry & Information Technology	12.90
97	Lesaffre	Food & Agricultural Products	12.87
98	Volvo Car	Automobile	12.85
99	Chia Tai Group	Food & Agricultural Products	12.61
100	Skechers	Consumer Goods	12.58

In terms of communication popularity, Qualcomm ranked first with a score of 29.29. With respect to the exhibition areas of exhibitors, the Intelligent Industry & Information Technology exhibition area had 31 exhibitors; the Medical Equipment & Healthcare Products exhibition area had 25 exhibitors; 14 exhibitors were from the Consumer Goods exhibition area; 13 exhibitors from the Food & Agricultural Products exhibition area; 10 exhibitors from the Automobile exhibition area; and 7 from the Trade in Services exhibition area.

2. Top 10 Exhibitors of Important Communication Influence

From the perspective of the Exhibitors' Important Communication Influence Index (EICII)¹, L'Oréal, Siemens, Panasonic, Theland, and Medtronic, among other enterprises, enjoyed high popularity. The reports from central news agencies such as People's Daily, Xinhua News Agency, and China Central Television (CCTV) significantly enhanced the influence of exhibitors. The Top 10 exhibitors of important communication influence, based on coverage by important media, were as follows:

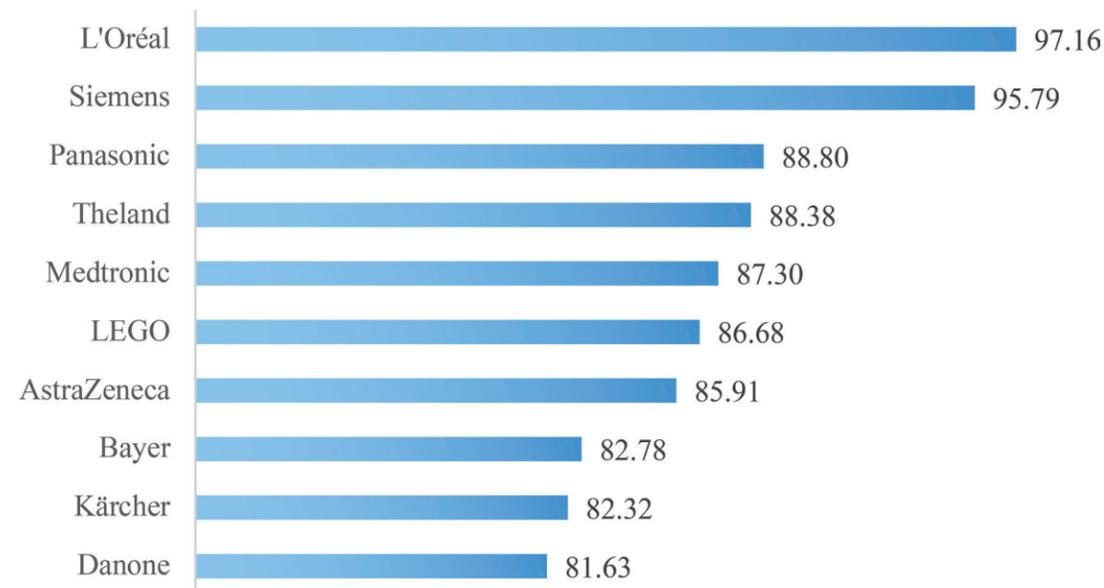


Figure. Top 10 exhibitors of important communication influence

L'Oréal stood out as the most popular exhibitor. The Xinhua News Agency published an article titled "The 6th CIIE | Four Key Words: Experience China's New Development Opportunities from the CIIE", noting that L'Oréal took 16 innovative enterprises from Japan, South Korea, and France to the Innovation Incubation special section for the first time. This showcase was focused on beauty technology solutions for the future, and it helped these enterprises embrace China's opportunities through the CIIE's "open fast lane". The Economic Daily also published an interview with Fabrice Megarbane, President of North Asia Zone & CEO of L'Oréal China, in which Mr. Megarbane stated that CIIE is a significant symbol of China's opening-up, offering considerable benefits to exhibitors and boasting substantial growth potential for the Chinese market.

Siemens attained the second spot in terms of communication popularity. An article in the People's Daily Overseas Edition, titled "Siemens Signs Up for the 7th CIIE – Mutual Dedication from New and Old Friends", quoted Dr. Xiao Song, Chairman, President, and CEO of Siemens China, who said that CIIE is an open and cooperative platform as well as a good opportunity for enterprises and friends, both new and old, to come together with mutual dedication. Siemens has participated in the event six times in a row, bringing globally advanced innovative technologies and products.

Panasonic held the third position in communication popularity. An exclusive interview with Yuki Kusumi, CEO of the Panasonic Group, on CCTV Finance Channel revealed his perspectives on the importance of keeping pace with China's rapid advancements to maintain a strong position in the market competition. Panasonic planned to increase its operational investments in China, including establishing new facilities and launching new products, to contribute to the development of Chinese consumers and society.

Theland ranked fourth in communication popularity. CRI Online reported that new exhibits from Theland, which has participated in CIIE for six consecutive years, were closely tied to the expo. Roy van den Hurk, the company's executive president, commented on the warm reception their milk received at the first CIIE and the success of the upgraded version, the "New Zealand 72-Hour Fresh Milk", facilitated by CIIE's trade policies.

Medtronic ranked fifth in communication popularity. Guangming Daily noted that Medtronic is one of the first multinational medical technology companies to have entered China. Notably, this year marked Medtronic's 6th consecutive participation in the CIIE, where they brought over 60 exhibits, including one that was exhibited for the first time in the world, one exhibited for the first time in Asia, and six that were exhibited for the first time in China. Since joining the CIIE, Medtronic has had nearly 50 "debut" products, and more than 10 innovative products and therapies have transitioned from "exhibits" to "commodities". This transition has allowed various products to enter the Chinese market at an accelerated pace.

¹ Note: Exhibitors' Important Communication Influence Index (EICII) is an indicator that comprehensively presents the communication effect of exhibitors in important media channels based on the communication data of the whole network. The data comes from the database of the PODC of People's Daily Online, which covers five monitoring sites: "Central-level Newspapers and Periodicals", "Central-level News Websites", "Central-level News Clients", "TV Videos" and "Traditional Videos". The classification of these monitoring sites was based on the List of Source Units of Internet news and Information. In the calculation, the relevant data of five monitoring sites were collected and combined into important media coverage data, and then normalized. And through data standardization with a maximum value of 100, the EICII is obtained.

3. Top 10 Exhibitors of Communication Influence of the six major exhibition areas at the 6th CIIE

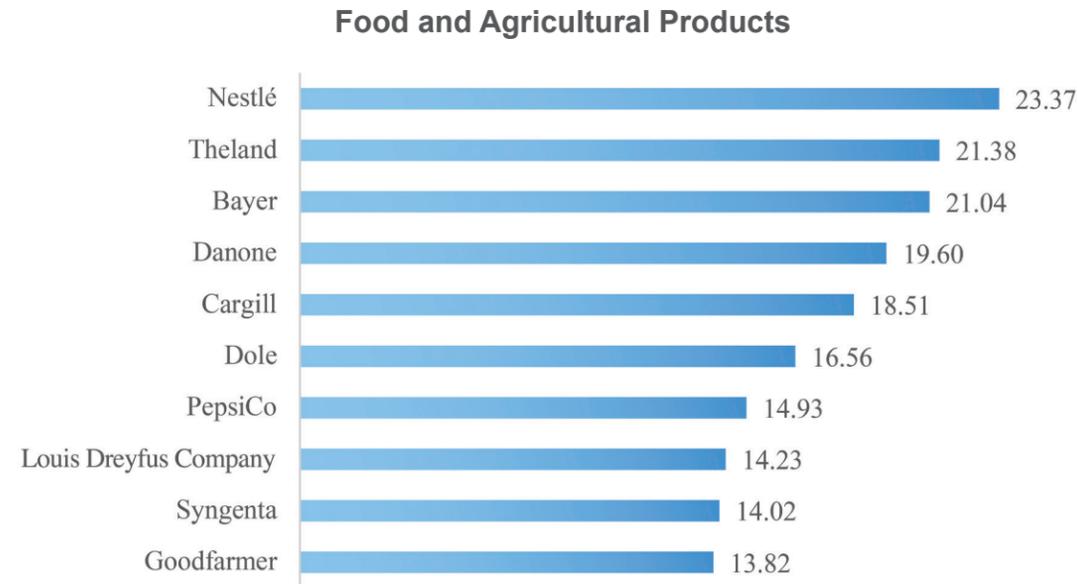


Figure. Top 10 exhibitors of communication influence of the Food & Agricultural Products exhibition area

Nestlé ranked first in the Food and Agricultural Products exhibition area with a popularity score of 23.37. Having participated in all six editions of the CIIE, Nestle introduced 341 products that comprehensively covered the dietary and nutritional needs of the entire life cycle, from infants to adults, from individuals to families, and from families to pets. In addition, Nestle S.A. also showcased sustainable packaging, such as tables and chairs made from recycled soft packaging plastic, and skateboards made from recycled aluminum extracted from coffee capsule shells.

Theland came in second with a popularity score of 21.38. Attending all editions of the CIIE, Theland has achieved leapfrog development by taking advantage of the "CIIE Express" and the facilitated trade policies at the CIIE, breaking through the bottleneck of fresh milk import customs clearance and achieving a "72-hour delivery from New Zealand pastures to the Chinese consumer's table", leading to a 26-fold sales increase. The CIIE's spillover effect has enabled Theland 4.0 Fresh Milk to be launched in some county-level cities within three months, new product rollout time be shortened from one year to three months, and efficiency increased by four times. The company's growth was bolstered by the Belt and Road Initiative, transforming it into a leading imported dairy brand in China. The swift rise illustrated the "growth speed and efficiency" that the CIIE empowered companies can experience.

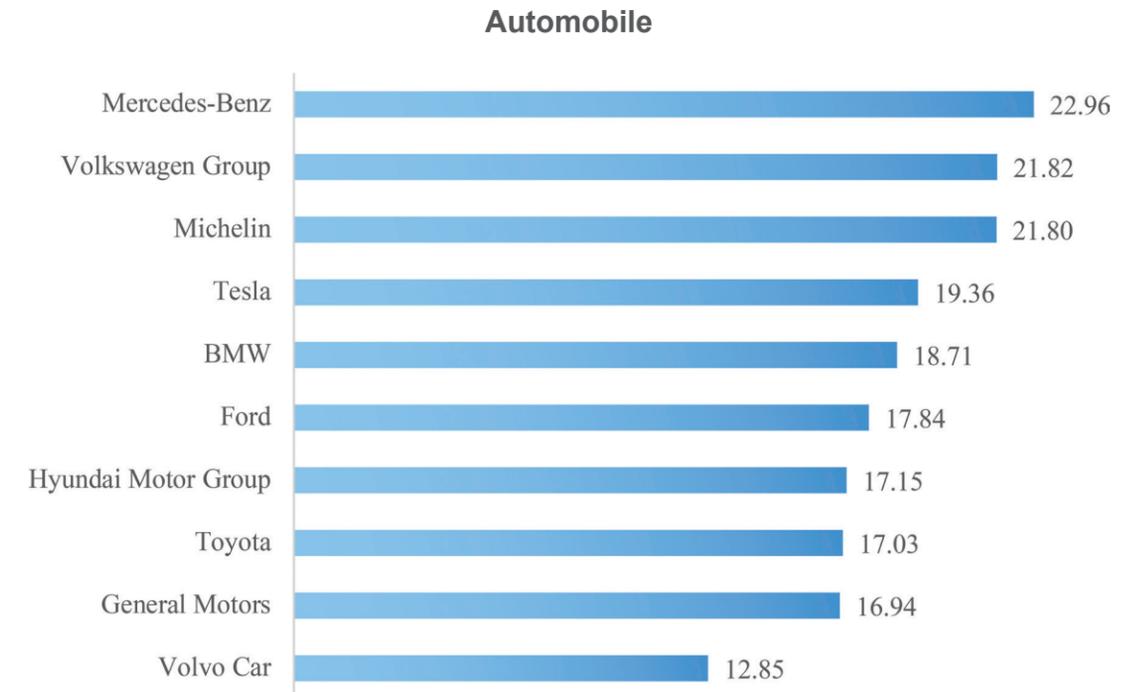


Figure. Top 10 Exhibitors of communication influence of the Automobile exhibition area

In the Automobile exhibition area, **Mercedes-Benz** ranked first with a popularity score of 22.96. With a broad range of traditional fuel vehicle models, they also showcased six new energy vehicle models at this year's CIIE. The group's executive vice president in China shared that Mercedes-Benz is keen to strengthen cooperation, mitigate trade barriers, and deliver high-quality vehicles that satisfy the needs of consumers, aligning with the automotive industry's and global economy's interests.

The Volkswagen Group secured second place with a popularity score of 21.82. At this CIIE, Volkswagen Group presented five new energy models, including two new models from the all-electric ID. family, an Audi Q6 e-tron prototype, and two iconic Porsche electric models: the Mission X concept sports car and the new Cayenne E-Hybrid Coupé.

Intelligent Industry & Information Technology

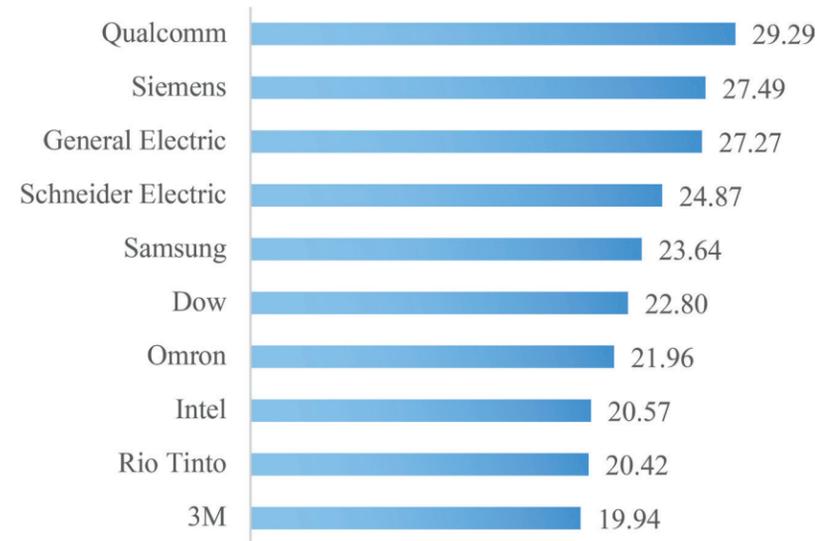


Figure. Top 10 exhibitors of media influence of the Intelligent Industry & Information Technology exhibition area

In the Intelligent Industry & Information Technology exhibition area, **Qualcomm** took the lead with a communication popularity score of 29.29. Attending the CIIE for the 6th consecutive year, Qualcomm, in collaboration with over 60 partners, introduced multiple products making their domestic offline debut, focusing on "new technologies", "new collaborations", and "new experiences" in AI and 5G. The exhibits demonstrated the potential of edge AI in empowering digital transformation.

Siemens was positioned second with a communication popularity score of 27.49. Each year, Siemens introduces globally advanced innovative technologies and products. At this year's CIIE, Siemens reached multiple collaborations with partners across various fields such as intelligent manufacturing, transportation, and infrastructure. Siemens has also confirmed participation in the 7th CIIE.

Consumer Goods

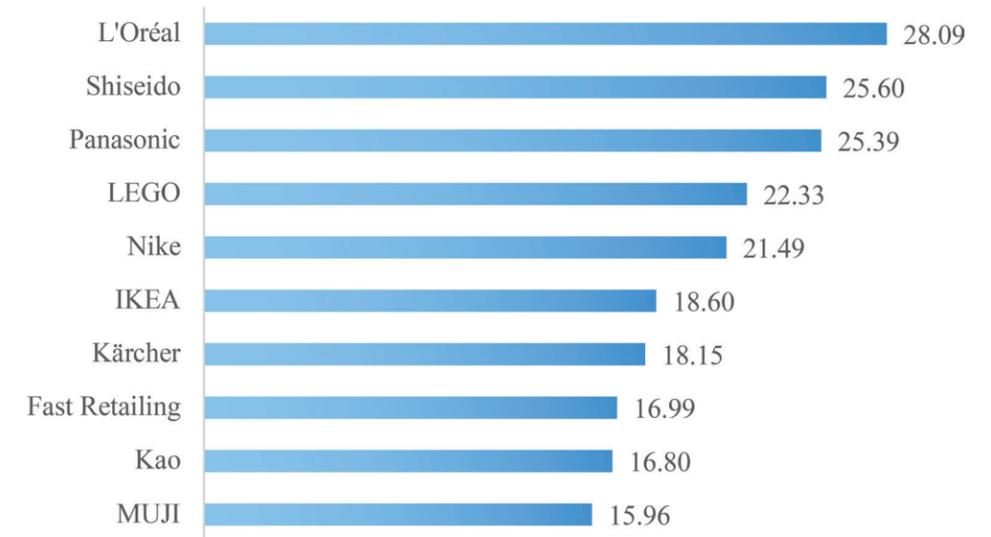


Figure. Top 10 exhibitors of communication popularity of the Consumer Goods exhibition area

In the Consumer Goods exhibition area, **L'Oréal** came in first with a popularity score of 28.09. At this year's CIIE, L'Oréal set up booths in both the Consumer Goods exhibition area and the Innovation Incubation special section, showcasing the group's latest brands, technologies, products, and investment projects. At the same time, it presented for the first time its open innovation achievements in the North Asian market.

Shiseido ranked second, with a communication popularity score of 25.60. Participating in the CIIE for the fifth consecutive year, Shiseido introduced 19 star products and their refills in China in the 6th CIIE, actively promoting makeup refills, supporting green growth and the circular economy.

Medical Equipment & Healthcare Products

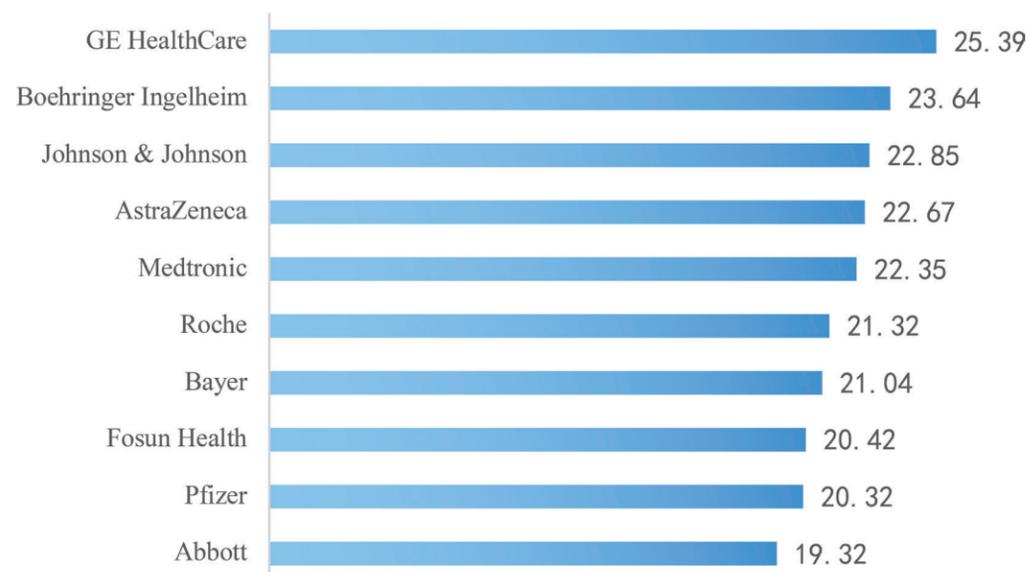


Figure. Top 10 exhibitors of communication popularity of the Medical Equipment & Healthcare Products exhibition area

In the Medical Equipment & Healthcare Products exhibition area, **GE HealthCare** ranked first with a communication popularity of 25.39. Participating in the CIIE for six consecutive years, GE HealthCare has been signing strategic cooperation agreements with upstream and downstream partners at the expo. The company's innovative development concepts and win-win cooperation methods have been integrated and collided at the GE HealthCare booth, offering a source of vitality for partners to achieve high-quality development.

Boehringer Ingelheim ranked second with a communication popularity of 23.64. Attending the CIIE for the fifth time, Boehringer Ingelheim has brought nearly 30 innovative products and solutions to the expo over the past 5 years, with some approved for entering the Chinese market and others becoming major investment projects. Also, it has transformed from an exhibitor into an investor. Taking the CIIE as a bridge, more and more multinational companies have deeply embedded in China's industrial chain, deepened local cooperation and accelerated innovation introduction, and helped conceptualize the Chinese market as a shared global market.

Trade in Services

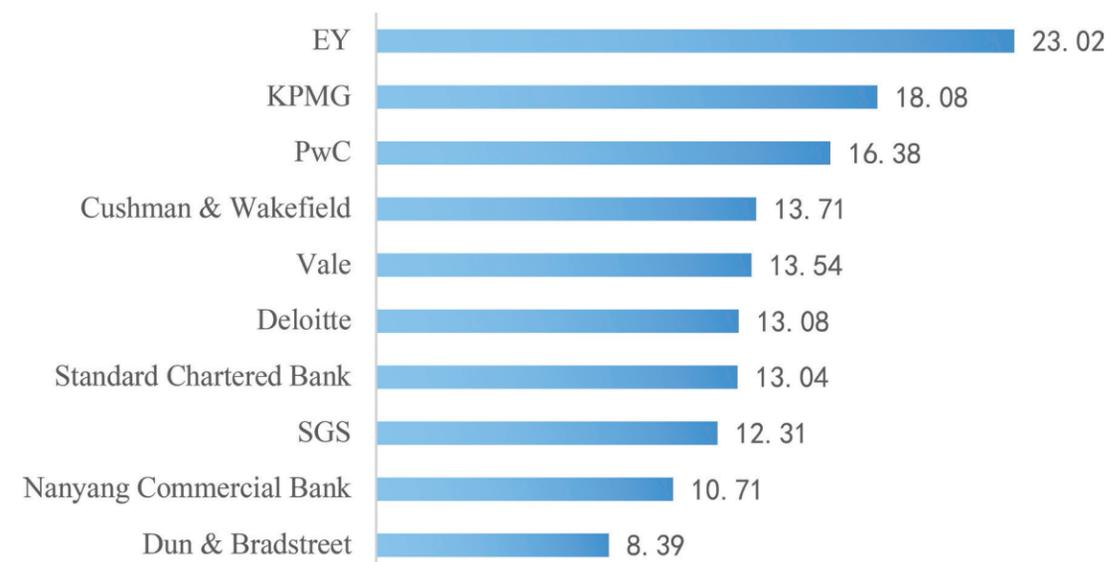


Figure. Top 10 exhibitors of communication popularity of the Trade in Services exhibition area

In the Trade in Services exhibition area, **EY** ranked first, with a communication popularity of 23.02. According to the Economic Daily report titled "Exploring Trade in Services Exhibition Area - Consolidating the Consensus of Green, Intelligent, and Sustainable Development", EY, a six-time participant at CIIE, introduced the Shuzhitong product from the EY ESG mobile application series. The new product is designed to help enterprises build more comprehensive and convenient ESG (Environmental, Social, and Corporate Governance) architecture systems and to improve ESG management levels.

KPMG came in second with a communication popularity of 18.08. At the 6th CIIE, KPMG China and the China Carbon Neutral Action Alliance (CCNAA) jointly released the "2023 China Carbon Finance Innovation and Development White Paper". The paper predicted that China's carbon finance-related market would reach 10 trillion yuan in the future, with core elements such as market entities, industries, and product types gradually being enriched.

4. Popular exhibitors featured in "CIIE Stories"

At the 6th CIIE, exhibitors featured in "CIIE Stories" gained significant attention. Representative enterprises in various fields, as well as small and medium-sized enterprises from a variety of countries and regions, have seen substantial increases in their media influence.



Figure. Popular exhibitors featured in "CIIE Stories"

Takeda Pharmaceutical, which brought Teduglutide, an "orphan drug" for the treatment of short bowel syndrome, was highlighted in "A 4-year-old with a rare disease and 'orphan drug'" story, which shed light on the clinical needs of short bowel syndrome. The spillover effect of the CIIE is helping more children suffering from rare diseases.

dōTERRA, specializing in essential oils, has become a six-time CIIE participant. Its increasing booth size each year exemplifies how the CIIE facilitates growth for small and medium-sized enterprises.

APP Group, a continuous CIIE participant, capitalized on the expo to gain over US\$500 million in intended orders and find quality partners in various fields. An APP director indicated that via the CIIE platform and opportunities brought by the Belt and Road Initiative and the Regional Comprehensive Economic Partnership (RCEP), the company, as an overseas Chinese enterprise in Indonesia, contributes to regional economic cooperation and development.

Landcent Europe B.V. developed Garlicin E, which has not only addressed the concerns of archaeologists and cultural relic restorers at Sanxingdui archaeological site in Sichuan but also led to expansion into areas such as agricultural production safety and innovative drugs, reflecting the CIIE's role in fostering innovative development.

The digital sleep system of **Air Nutri Solution Inc.** has attracted much attention. After participating in the CIIE, Air Nutri Solution Inc. gained a deeper understanding of the CIIE's influence and spillover effects and achieved explosive growth in the Chinese market, which has bolstered its confidence in deepening development in China.

Many exhibitors have drawn interest with their capabilities in technological innovation. For instance, **Becton, Dickinson and Company** supported the organization of the Innovation Incubation special section, aiding global medical technology innovation enterprises to take root in China. As a member of the CIIE Enterprise Alliance's Special Committee for Green Intelligent Home Appliances, BWT China introduced environmental protection systems and equipment to China, helping with energy conservation and emission reduction. Its four-year consecutive attendance has boosted business growth. **GILEAD SCIENCES, INC.** has experienced firsthand the platform effect of the CIIE, where exhibits transform into commodities, reinforcing the company's ambition to root itself in the Chinese market and advance local pharmaceutical innovation. **BHP**, attending the CIIE for six years consecutively, considers CIIE an essential platform for fostering international economic and trade cooperation and deepening mutual understanding. **Johnson Controls**, a titan in the United States smart building industry, has been committed since the inauguration of the CIIE and has participated yearly, with its Asia Pacific president noting Johnson Controls' adaptation to shifts in the Chinese market and elevation of product digitization and low-carbon development levels. A director of Elekta Instrument AB expressed a profound understanding of CIIE's spillover effect. Orix Corporation, with businesses spanning dozens of industries in the financial and industrial fields, has remained steadfast in its confidence in the Chinese market. The president of **SGS** China acknowledged that the company's development is intimately tied to the CIIE, which has significantly aided in business expansion within China. **PeroPure**, established in Silicon Valley, USA in 2019, with applications across the spectrum of electrochemical technology, chose the CIIE as its product debut platform to give exhibits a voice.

Many exhibitors are committed to building a better life and seizing opportunities in the Chinese market. **Tempur**, a Danish bedding brand, continues to extend its reach in China, using the CIIE platform to bolster brand awareness. **Hastens** exhibited its flagship 2000T products and luxury bedding. Czech crystal brand **ELEONORA CRYSTAL** showcased a series of crystal items, some debuting or tailored for the Chinese market. **IVY OPAL**, an Australian emergent brand, entered the Chinese market last year and approached CIIE with a "test the waters" mindset. The vitality of the exhibition booths and the throngs of visitors affirmed the vast potential of the Chinese market. Mootaa, a home cleaning brand from Lisbon, quickly captivated the Chinese market through CIIE. IQAir, a Swiss air purification information technology company, gleaned insights from CIIE to inform consumer demands, resulting in new product market introductions. This process of innovation inspired the brand to introduce higher-quality and more creative air purification products to Chinese users. **JAVA's** vice general manager remarked that during the CIIE, coffee machines were swarmed by visitors, highlighting the expo's inspirational effect on businesses. DORCO from Korea entered the CIIE with the motto "Make It a Good Start", marking a new venture into the Chinese market. Its razor products earned acclaim, illustrating CIIE's role as an effective platform for suppliers and consumers to converge. **Amorepacific**, headquartered in South Korea with over 70 years of history, experienced immense exhibit exposure and a unique opportunity to deeply understand consumers through CIIE. Mayeri, the largest manufacturer of washing and cleaning products in the Baltic states (Lithuania, Latvia, Estonia), found a strategy to rejuvenate a century-old store at CIIE. Teka Appliances, a century-old electrical appliance brand from Germany, displayed its kitchen appliances equipped with core technology at the expo, also offering visitors immersive kitchen experiences. The Secretary-General of **LVMH** called CIIE an important window into China. At the 6th edition, the group aimed to demonstrate sophisticated craftsmanship and distinctive creativity using the CIIE platform.

Alpaca companies, too, are delving into the Chinese market via CIIE. **BBFAT** seized market demands at the CIIE and innovated new alpaca doll categories, including long-haired rabbits and giant pandas, in alignment with Chinese aesthetics; **Warmpaca** achieved product quality improvements by standardizing design features for alpaca dolls. **Pacific Alpacas** introduced new products such as alpaca coats to cater to the diverse needs of consumer groups. Thanks to the CIIE, the alpaca industry is no longer a niche industry in the Andes. More categories and higher quality alpaca wool products are being recognized by the global market—a vivid reflection of the market opportunities between China and other countries.

In terms of high-quality and healthy food, many exhibitors, such as **Wilmar International**, have made significant advances. Wilmar, which has invested in many countries along the Belt and Road, is among the most influential grain and oil enterprises along the Belt and Road, with CIIE aiding a swift introduction of its products to the Chinese market. Meadow Fresh, a New Zealand brand under the umbrella of Wilmar International, has signed contracts with e-commerce platforms such as JD.com for over 100 million yuan every year at the CIIE. Leveraging the "golden business card" of CIIE, it has increased its brand awareness. The headquarters of Eng Seng Food Products is located in Davao, the third largest city in the Philippines, known as the "Fruit Basket". After fresh durians from the Philippines were allowed to enter the Chinese market, local farmers have enjoyed an increase in annual income and high enthusiasm. **The Century Pacific Food Inc.**, making its first appearance with the Philippine delegation in 2019, had numerous exhibits become online bestsellers, illustrating to company directors the Chinese market's immense potential. The Century Pacific Agricultural Ventures Inc. (CPAVI) used the 6th CIIE as a launchpad for its healthy coconut milk series, aiming to provide high-quality, healthy food to the Chinese market. **Feldschlößchen** Aktiengesellschaft, a renowned 165-year-old German beer enterprise, experienced CIIE's spillover effect, becoming one of the favorite imported beer brands in China and propelling its parent company TCB to be the second largest beer brewing group in Germany and one of the top 30 global beer companies.

C Food Norway AS, a Norwegian seafood company, took CIIE participation seriously, with two employees venturing from a Norwegian town of 20,000 to Shanghai amid the pandemic, showcasing Atlantic cod swim bladders that resonated well with consumers. **Mills**, established in 1885, was one of Northern Europe's oldest food companies, and introduced fish roe bechamel at the CIIE, thereby penetrating the Chinese market. With many exporters from New Zealand being small to medium-sized enterprises with less than 20 staff members, the CIIE has proven to be an invaluable platform for such businesses to enter the Chinese market. **Wimpex**, a dairy enterprise, voiced that their CIIE participation during the global pandemic was well worth it. Maui Food Group Limited capitalized on the CIIE's spillover effect, quickly transitioned exhibits to commodities available to consumers through offline stores and various e-commerce platforms, and established strategic partnerships with renowned dairy brands in China and globally. Following promotional events in France, several influential meat companies announced plans to join the 6th CIIE, including Europe's largest beef group, the **Bigard Group**, with 10 registered factories in China, as well as top meat producers **Elivia** and **Sicarev**, and the family-owned Puigrenier. Lesaffre, a French biotech multinational company specializing in yeasts production, participated in every CIIE installment, incorporating Chinese elements into its products to convey its commitment to the Chinese market.

Exhibitors from Hong Kong and Taiwan also attracted attention. You Origin Company Limited, a representative of small to medium-sized Hong Kong businesses, highlighted CIIE's high standard, large scale, elaborate design, global exhibitors, and professional audience compared to other domestic and international exhibitions, considering it a superb avenue for such enterprises to enter China's mainland market. The **Fung Group**, a century-old Hong Kong enterprise, has been a six-time CIIE participant, with the Group's China president acknowledging CIIE as an avenue for new insights, collaborations, and business opportunities, fostering a "debut at CIIE + resource matching + implementation + attending CIIE again" model. Johnson Health Tech's CEO for China noted that their cooperation with Huawei on smart ecological products and the development of smart household treadmills has clarified their "sports + digital" trajectory. Attributing to high consumer interest, increasing purchaser enthusiasm, and potent spillover effects, CIIE has become a practical avenue for new product market expansion.

(III) Exhibits: New products and new technologies released

The 6th CIIE unveiled 442 representative new products, new technologies, and services, drawing coverage from various media, including cctv.com, news.cn, guangming.com, and chinanews.com. This edition highlighted a range of cutting-edge offerings, including medical devices, innovative drugs, energy and low-carbon equipment, intelligent industrial tools, new energy automobiles, high-tech beauty products, and high-quality foods. Exhibits like the new hydrogen fuel cell heat exchanger, the world's first powered prosthetic knee joint, the precise diagnosis and treatment solution for pancreatic cancer based on molecular imaging technology, and the dual-chamber leadless pacemaker system were event highlights. Media coverage of the exhibits contributed to the communication popularity of the top 50 exhibitors.

1. TOP 50 exhibits of communication popularity

The Top 50 exhibits were ranked according to media coverage. See the table below for details:

No.	Exhibit	Exhibitor	Popularity
1	Benin's pineapple	Delegation of Benin	49.41
2	World's first powered prosthetic knee joint	Ossur HF	38.61
3	New hydrogen fuel cell heat exchanger	Alfa Laval Corporate AB	33.41
4	Yellow dragon fruits from Ecuador	GOODFARMER	32.86
5	Theland 4.0 Jersey Fresh Milk	Theland	31.70
6	Malta Bluefin Tuna	Malta Aquatic Resources Company	31.17

7	Molecular imaging technology based precise diagnosis and treatment solution for pancreatic cancer	GE HEALTHCARE	30.80
8	Orbera Intra gastric Balloon	Boston Scientific	30.04
9	Armani Beauty Meta Profiler™	L'Oréal	28.75
10	63% sustainable-material tires	Michelin	27.47
11	Super elevator	Otis	27.32
12	Philippine Gold Puyat Durian	Dole	26.52
13	Spectral digital PET/MR	GE HEALTHCARE	25.88
14	New generation Apex quantum platform	GE HEALTHCARE	25.55
15	Atego 1023 4x4 Off-road Camper	Mercedes-Benz Trucks	25.48
16	Schott ZERODUR® glass ceramics	Schott, Germany	24.79
17	AVEIR DR, world's first dual-chamber leadless pacemaker system	Abbott	24.08
18	World's first handheld, ultra-precise computerized makeup applicator	L'Oréal	24.08
19	Kerastase K-SCAN AI camera	L'Oréal	24.00
20	Dole Minions Papaya	Dole	23.56
21	World's premiere of PulseSelect pulsed field ablation system	Medtronic	23.20
22	World's first CT scanner with photon-counting technology CT NAEOTOM Alpha	Siemens Healthcare	22.18
23	First China-made surgical robot, da Vinci Xi	Fosun Health	21.71

24	8th generation table tennis robot FORPHEUS	OMRON	21.03
25	Matrix 1 eVTOL, manned electric-vertical-takeoff-and-landing aircraft	Ampaire	20.54
26	Tuanjie Auto HMI App Suite	Unity	19.73
27	"The Dawn of Ali Mountain" by Zhang Daqian	Sotheby	19.71
28	Hydrogen fuel cell vehicle Crown Sedan	Toyota	19.71
29	"Floating Ice near Benneccourt" by Monet	Sotheby	19.55
30	MOTOBOT, an autonomous motorcycle-riding humanoid robot	Yamaha Engine	18.50
31	A full range of organic chocolates	Cargill	17.64
32	Premiere of domestically produced SIGNA PET/MR equipment equipped with the Spectral Diagnosis and Treatment System	GE HEALTHCARE	17.55
33	150kW fuel cell system	Toyota	17.52
34	Methanol-to-hydrogen generator	Toshiba	17.33
35	Hydrogen fuel cell vehicle model COROLLA CROSS	Toyota	17.15
36	Prototype of hydrogen production device by electrolytic water	Siemens	16.92
37	Second-generation hydrogen fuel cell vehicle MIRAI	Toyota	16.91
38	Black dolphin targeted magnetic stimulation robot	OMRON	16.68
39	Phesgo (fixed-dose combination of Perjeta and Herceptin for subcutaneous injection) for HER2-positive breast cancer, world's first of its kind	Roche	15.77

40	Spreadable skin booster	Shiseido	14.93
41	Autonomous mobile 3D reality acquisition system; "robot dog" equipped with a BLK ARC high-precision 3D laser scanner	Hexagon	14.68
42	Kunwu ® Orthopedic surgical robot	Yuanhua Robotics, Perception & AI Technologies (HK) Limited	14.01
43	Shu Uemura: 3D Shu:Brow	L'Oréal	13.88
44	Snapdragon 8 Gen 3	Qualcomm	13.59
45	Vscan Air, wireless dual-probe handheld ultrasound	GE HEALTHCARE	12.93
46	New energy-saving water pump motor	Grundfos	12.84
47	New generation of pure electric automatic bending robot system EGB6013ARce	AMADA CO., LTD.	12.72
48	"EY METIS-EY GenAI Enterprise Application Platform Product Launch" and "EY ESG Mobile Application Series --Shuzhitong"	EY	12.59
49	More than 500 rare amber collections from the Cretaceous period	Honn Fine Jewelry	12.26
50	8600 Self-Propelled Forage Harvester	Deere & Company	10.85

Benin's pineapples claimed the top spot in communication popularity. CRI Online reported that following the Benin President's China visit in September 2023, the two nations formally signed quarantine protocols, granting China's quarantine access to Benin's fresh pineapples, widely known as "African sweet bread". Soon after, Benin's pineapples graced the CIIE. Moreover, the African agricultural products booth, at a span of 198 square meters, hosted 20 agricultural export businesses from 9 African nations, including Niger, Sudan, Ethiopia, and Benin, showcasing esteemed local commodities such as sesame, peanuts, soybeans, coffee, and cocoa. The booth's extent at the 6th CIIE was unprecedented compared to past iterations.

2. TOP 30 new products of communication popularity

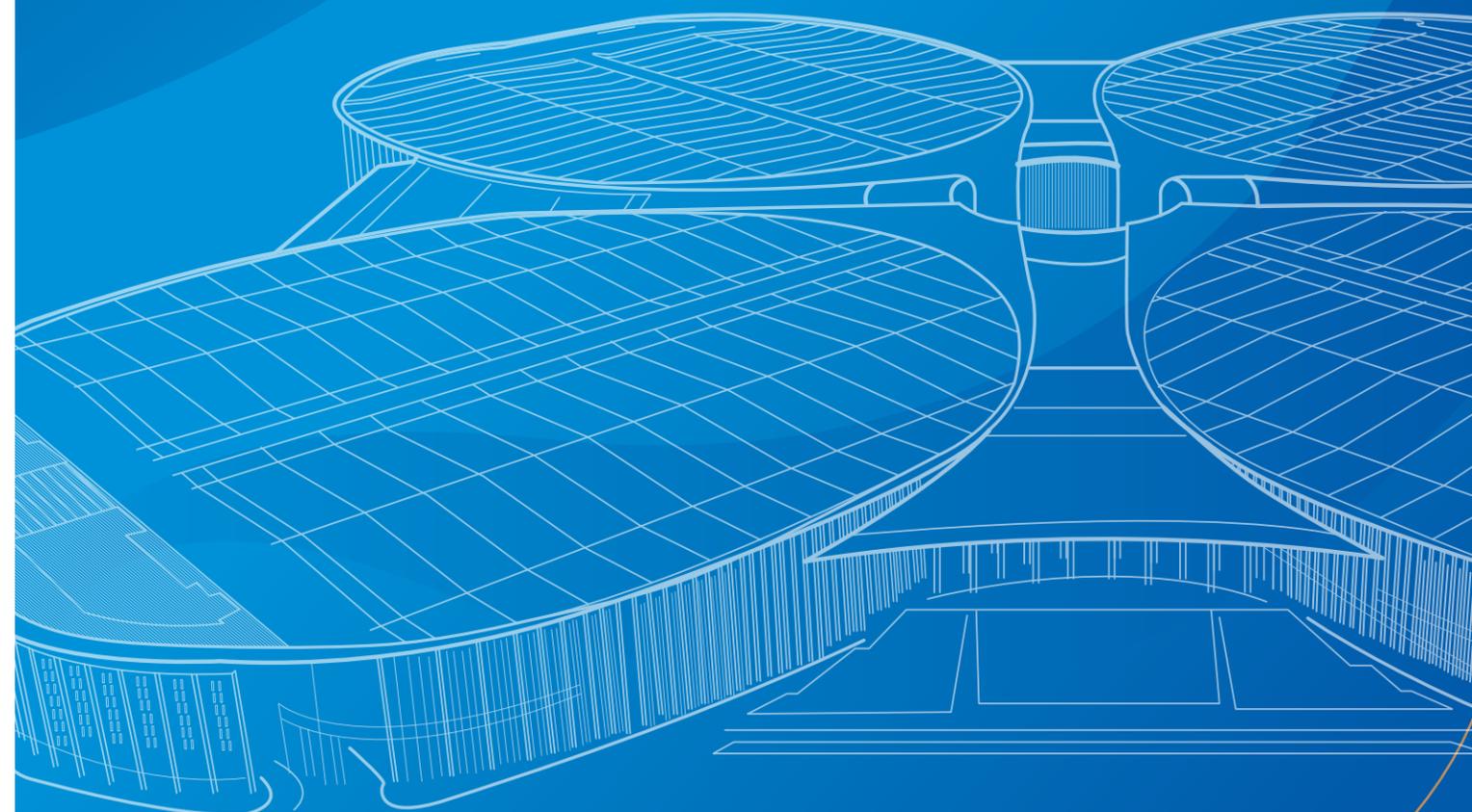
The "four-leaf clover" (National Exhibition and Convention Center in Shanghai) once again welcomed new product and technology "world's debut", "Asian debut", and "China premiere", garnering significant attention. As per reports from Guangming Daily and other media, starting from November 6, a succession of 71 new product launch events unfolded over three days, revealing more than 440 distinctive new products, new technologies, and new services. The new releases ranged from daily consumer goods to high-precision medical devices, advanced technologies, and large-scale technological equipment. Media coverage stats of the new product launch events determined the communication popularity convoy. See the following table for details:

Top 30 new product release events of communication popularity of the 6th CIIE

No.	New product release event	Popularity
1	Pursuing scientific miracles and glowing with colorful life - SANOFI new products debut at CIIE	13.49
2	Entry lux of dragon fruits—Global debut of Ecuadorian yellow dragon fruits of GOODFARMER	13.46
3	China premiere of portable handheld ultrasound Vscan Air of GE HEALTHCARE	12.59
4	Ikea new product release: Chinese New Year Fossta collection and 80th anniversary Nyttillverkad collection	11.75
5	Joyvio Peruvian Desert Blueberry global debut	11.71
6	Centennial Dole quality vegetable and fruits – Global debut of Gold Puyat Durian & Minions Papaya with 3D fresh-locking technology	11.63
7	Johnson & Johnson showcases medical technologies and innovative drugs at the 6th CIIE	11.63
8	Michelin 63% sustainable-material tyres Asian debut	8.07
9	Novo Nordisk Patient Assistance Program China debut	8.05
10	Cordis SABER .035 PTA Dilatation Catheter China debut	7.64
11	China debut of Fancl Cholesterol Support Complex of FANCL Health Science	7.50
12	Remy Cointreau Octomore 14 series China debut	7.40

13	China release of Martell single CRU collection aged edition, Pernod Ricard	7.36
14	Time witnesses the eternal beauty	7.11
15	Bosch Accentline steaming & baking series China debut	6.99
16	ABB's new generation Ethernet-APL based measurement products global debut	6.40
17	Cordis RAIN SHEATHS Introducer kit Asian premiere	6.27
18	iPS research promoting skin anti-aging research achievements China debut	6.21
19	"Deep Sleep Cabin" Air Nutri 600 global debut —Canada's new technology safeguards the mental health of adolescents	6.03
20	Medtronic's innovative medical technology debut at CIIE	5.90
21	Creating boundless medical care together	5.71
22	Otis new concept elevator global debut	5.60
23	Remy Cointreau Bruichladdich Black Art 11.1 new product China debut	5.41
24	Siemens Healthcare: We pioneer breakthroughs in healthcare for everyone!	5.32
25	Dun & Bradstreet supply chain ESG solutions China debut	5.15
26	Panasonic: Global debut strategic achievements to create an ideal society a prosperous future	4.69
27	The Macallan Litha Single Malt Whisky China debut	4.08
28	L'Oréal new brand and beauty technology debut	4.00
29	XYLEM 2023 global release of new water products	3.84
30	Grundfos 2023 CIIE new product release	3.78

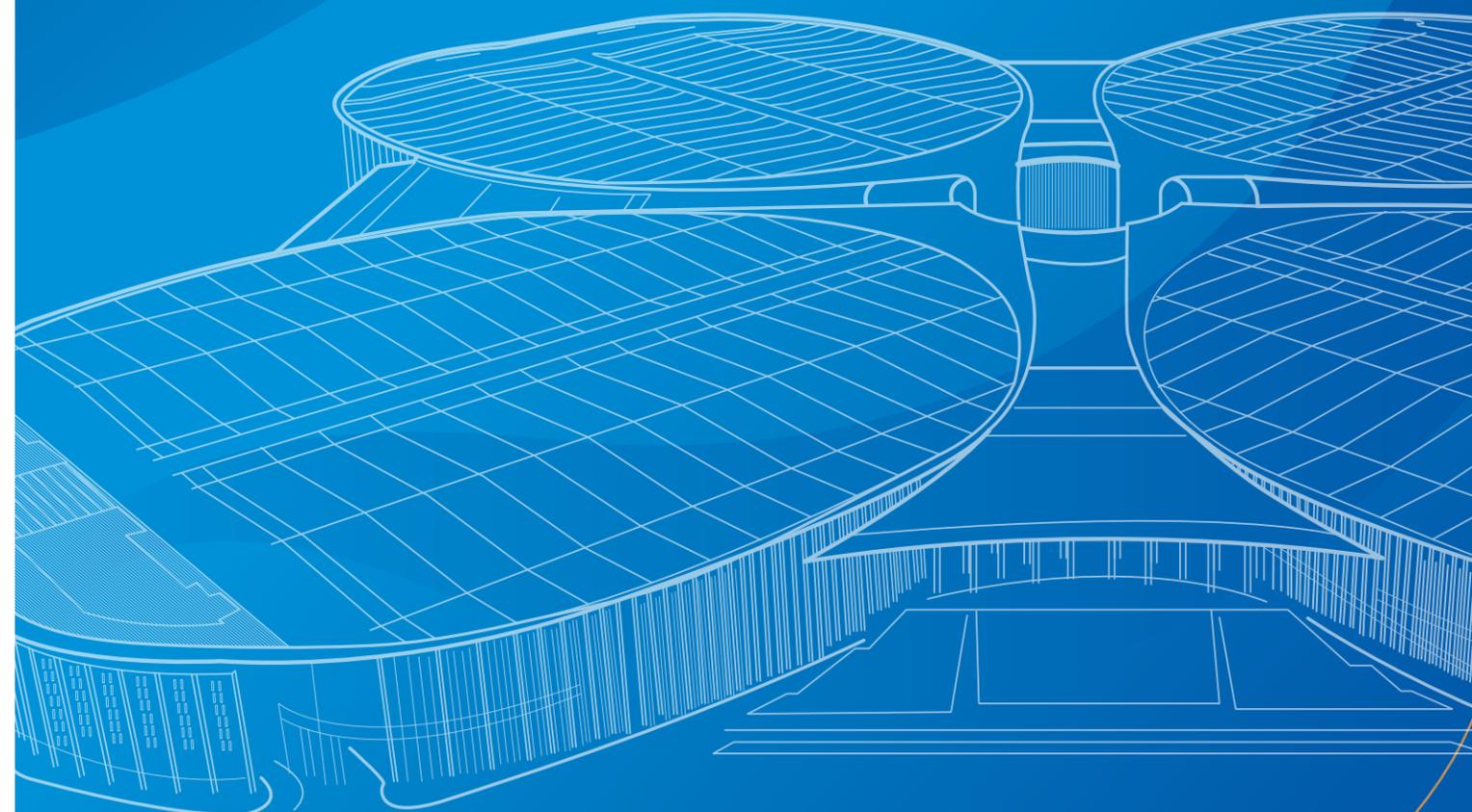
06 *Communication of Hongqiao International Economic Forum*



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9	Parallel Session on Channelling Global Business through Hong Kong	67.34
10	Parallel Session on Silver Economy: New Opportunities from Global Aging	67.19
11	Parallel Session on Global Trading System at a Crossroads: More Integration or More Fragmentation	67.08
12	Parallel Session on Exploring International Digital Governance and Creating Opportunities for Digital Industry and High-level Dialogue on Digital Trade Innovation	66.94
13	Parallel Session on Revitalizing Real Economy with Financial Resources	66.05
14	Parallel Session on Exploring International Digital Governance and Creating Opportunities for Digital Industry & Global Digital Industry Matchmaking Summit	64.68
15	Parallel Session on Understanding New Consumption Trends and Tapping New Consumption Potential	64.52
16	Parallel Session on Promoting International Cooperation and Innovation in Industrial Parks: Exploring a New Frontier of Sustainable Industrialization	64.50
17	Parallel Session on Deepening Regional Collaborative Innovation to Empower High-Quality Development of Hongqiao International Hub for Opening-up	63.98
18	Parallel Session on Agricultural Services Trade: Growth, Opportunities and Resilient Global Supply Chains	63.79
19	Parallel Session on International Cooperation on Standards for Prosperous Global Market	63.72
20	Parallel Session on China's High-Quality Development and New Opportunities for US Companies	63.59
21	Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up	62.10
22	Parallel Session on Empowering Businesses with Open Innovation	60.95
23	Parallel Session on Global Drug Safety Governance and Chinese Drug Regulatory Practice	60.88
24	Parallel Session on International Cooperation in Protecting IPR and Fighting Infringement and Counterfeiting	60.04

07 *Communication of other activities*



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In concert with the main event, a variety of 122 supporting activities were held during the 6th CIIE. These ranged from policy interpretations, coordination and agreement signings, investment promotions, research outcome releases, to product presentations, among others. Nearly 4,000 exhibitors participated in the trade and investment matchmaking sessions, culminating in 416 expressions of cooperation intent, becoming the most popular supporting activity. People's Daily, Xinhua News Agency, China Media Group and other media reported on these events, reaching substantial communication results.

In addition, the first-ever Multinational Entrepreneur Tour and on-site transaction activities within the Automobile exhibition area held this year also drew considerable attention.

Media coverage tracking revealed the following rankings in communication popularity relating to the supporting activities:

Top 30 supporting activities of communication popularity of the 6th CIIE

Ranking	Event	Popularity
1	The Trade and Investment Matchmaking Conference of the 6th CIIE	23.98
2	Fourth Industrial Revolution and Smart Mobility Forum & UNIDO Global Call Award Ceremony	16.69
3	Key Factors Bridging Conference on High-Quality Development of the G60 S&T Innovation Valley of Yangtze River Delta	14.28
4	The 16th Belt & Road Eco-Agriculture and Food Safety Forum	13.08
5	China Automotive Industry Development Forum	11.45
6	The 6th Global Dairy Forum	11.35
7	Global Digital Conference 2023	10.81
8	Third Intelligent Transportation Shanghai Forum	10.06
9	The 3rd China Time-honored Brand Innovation and Development Conference	10.05
10	CIIE Spillover Effort Forum	9.63
11	The Greatest Market Potential Award Semifinal for the Digital Economy Track in the Innovation Incubation Special Section of the 6th CIIE; The Greatest Market Potential Award Semifinal for the Green and Low-carbon Track; The Greatest Market Potential Award Semifinal for the Medical Care and Health Track; The Greatest Market Potential Award Semifinal for the Innovation Technology Track	9.34

12	China-Europe CEO Summit	8.77
13	Trade Digitalization and Cross-border E-commerce Development Forum 2023	8.71
14	The 6th CIIE Sustainable Consumption Summit Forum and Special Committee for Green Intelligent Home Appliances, Special Committee for Sustainable Fashion and Lifestyle Summit Forum	8.39
15	Signing Ceremony of Procurement of Large Retail Purchaser Alliance of Shanghai Trading Group	8.38
16	Shanghai Hongqiao Human Resources Services Global Development Conference	8.38
17	Seminar for Exchanges between French and Chinese Agri-food Companies and the B2B Meeting (From the French Farm to the Chinese Table)	8.27
18	Collective Signing Ceremony for State-Owned-Asset Sub-group of the Shanghai Trade Group for the 6th CIIE	7.64
19	China-Europe Cooperation Development Forum – Fostering High-quality Development of Advanced Manufacturing Industry	7.08
20	High-quality Development of International Trade and Trade Facilitation in the New Era Forum	7.01
21	Seed Industry Development and Cooperation Forum	6.93
22	ESG and Sustainable Development Leadership Forum	6.89
23	The 12th China International Oil and Gas Trade Congress (CIOGTC)	6.85
24	“New Markets, New Cooperations and New Engines” Launch and Signing Ceremony	6.84
25	2023 Foreign Enterprises Integrating into the Dual-Circulation Forum	6.67
26	2023 (4th) International Carbon Neutrality and Green Investment Conference	6.53
27	Pet Health and Nutrition Summit Forum	6.25
28	2023 China Nordic Sustainable Development Innovation Cooperation Forum cum the 8th Shanghai Yangpu Startups Competition Launch Ceremony	5.96
29	Belt and Road Forum for International Economic Cooperation	5.89
30	Summit on High-quality Development of Non-tariff Measures to Trade 2023—Trade Safety and Customs Clearance Facilitation	5.80

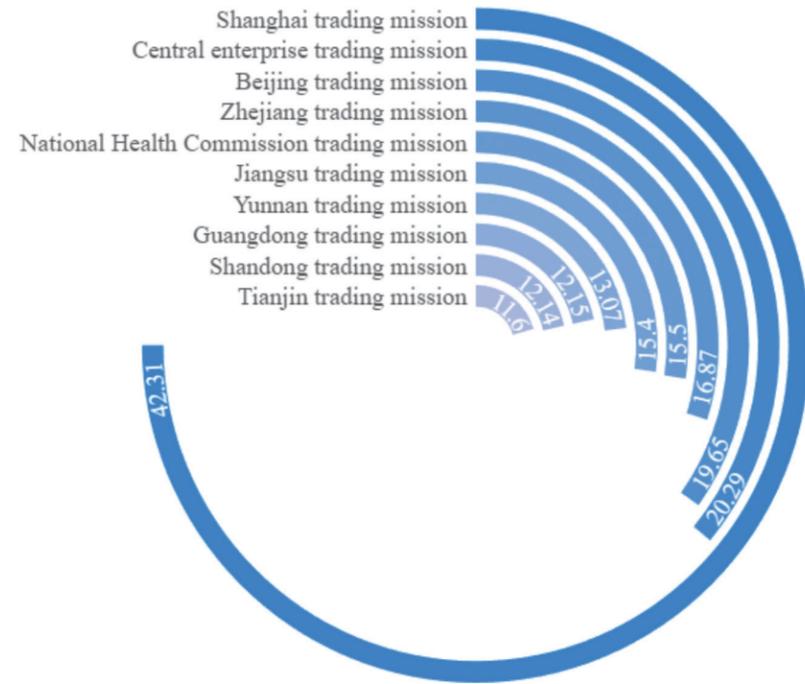


Figure. Top 10 trading missions of media influence

The **Shanghai trading mission** and the **Central enterprise trading mission** enjoyed high popularity. According to Shanghai Observer, on the first day of the 6th CIIE, the Shanghai trading mission signed the first order, with Zhenkunhang Industrial Supermarket (Shanghai) Co., Ltd. conducting a purchase order with Dow Groups. A selection of exhibits transformed into commodities and numerous exhibitors became investors, with relevant certification procedures completed on-site, epitomizing the stunning pace of CIIE. The Securities Times published an article headlined "Tentative deals amounted to US\$78.41 billion for the 6th CIIE", detailing that during the 6th CIIE, the Shanghai trading mission optimized targeted communications and negotiations, conducted centralized agreement signings and policy interpretation sessions, and reached tentative deals from 35 countries and regions, thereby further expanding the procurement scope. A Xinhua News Agency report headlined "Sharing the market and promoting development together: Central enterprises expand procurement at CIIE" conveyed that over 50 trading missions from central enterprises dispatched scientific research teams to examine booths focused on novel products, technologies, and services. This aimed to deepen scientific and technological cooperation, and embrace the opportunities brought by a new round of technological evolution and industrial transformation. While the procurement structure of central enterprises continued to optimize, the range of commodity sources also broadened, including specialty wares from BRI countries and high-caliber products from the least developed countries now coming into sight of central enterprises.

In terms of **People-to-people Exchange Activity**, the 6th CIIE saw 738 participants, with an exhibition area of 30,000 square meters and a record high number of booths. Excellent cultures from China and abroad were also exchanged at the platform. People.cn reported that at the 6th CIIE, numerous Chinese intangible cultural heritage projects were displayed, serving as a bridge for other countries to gain a deeper understanding of China and its excellent traditional culture. The event was not just a hub for trading goods and services, but also for swapping cultural insights and ideas, thus painting an exquisite portrayal of Chinese culture and its eternal charm. The communication popularity of the main cultural exchange sections was as follows:

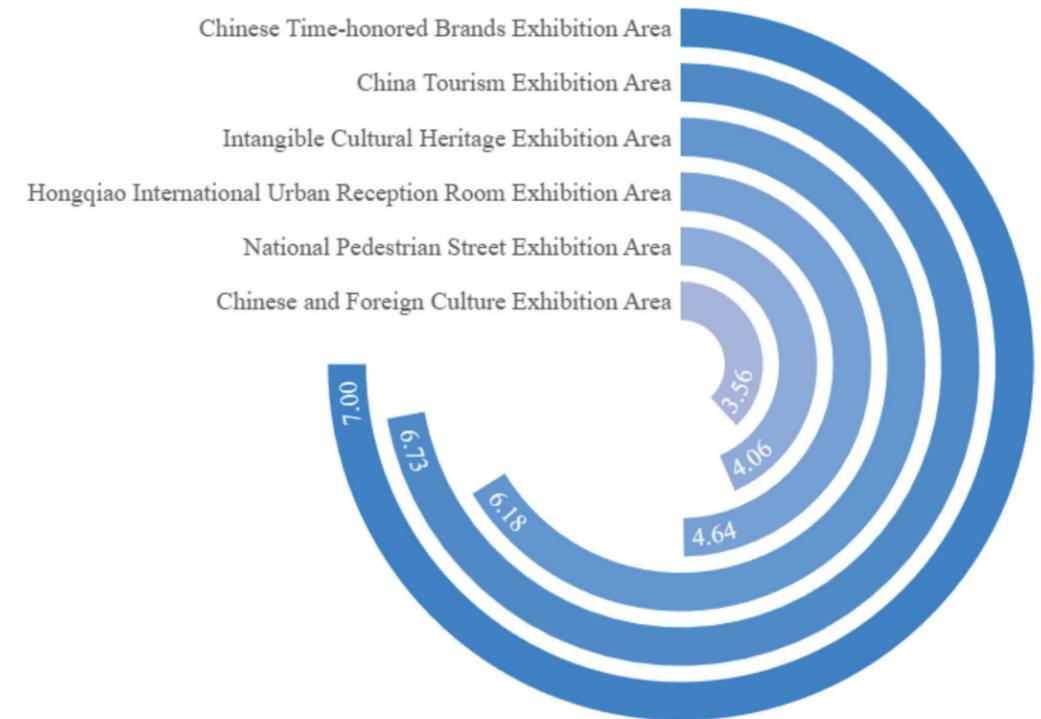


Figure. Communication popularity of People-to-people Exchange Activities

The **Chinese Time-honored Brands Exhibition Area** secured the first rank with a popularity of 7.00. Coverage by local media on the performance of their region's time-honored enterprises at the CIIE boosted their communication popularity. An example is the report by the Nanfang Plus client, which outlined the 6th CIIE's exclusive showcase for time-honored brands. A total of 22 such brands from 9 cities in Guangdong province graced this international stage, as mentioned in the coverage. Likewise, the Beijing Youth Daily reported that 23 time-honored enterprises from Beijing presented over a hundred products, with 16 enjoying a history of over 100 years, and 10 having national intangible cultural heritage status. The CIIE is an important platform for promoting international trade and cultural exchanges, and the participation of these time-honored enterprises injected richer cultural elements into the event.

Coming in second place was the **China Tourism Exhibition Area**, with a popularity score of 6.73. Reports such as one from hkbvtv.cn, highlighted the inauguration of the Haikou Cultural Exhibition Hall within the China Tourism Exhibition Area, where technology blended with cultural allure, attracting numerous domestic and foreign guests and businesses. Bkeconomy.com reported that the 6th CIIE presented new technologies, products, services, and cultural tourism images under the current trend of tourism consumption demand, assisting in the cultural tourism recovery.

With a popularity rating of 6.18, the **Intangible Cultural Heritage Exhibition Area** ranked third. The Economic Daily coverage articulated that the 6th CIIE saw a rich display of cultural exchange activities, and intangible cultural heritage allowed audiences to engage with distinctive cultural experiences. The Taiyuan Daily's reporting shone a spotlight on the exquisite display of intangible cultural heritage and cultural creative exhibits such as Ruicheng Fabric Art, Pingyao Vanished Lacquerware, Changzhi Bayi Kiln red and green porcelain, and Jincheng Jinyifang cast-iron kettles, drawing many visitors.

The popularity of the **Hongqiao International Urban Reception Room Exhibition Area** was 4.64. According to btime.com, the 6th CIIE also vigorously championed cultural exchanges by establishing areas such as the Hongqiao International Urban Reception Room to further deepen economic, trade and cultural exchanges, reinforcing the commitment to open to the outside world. The Xining Evening News reported on Xining's comprehensive booth, which was spanning 108 square meters located within the Hongqiao International Urban Reception Room. It showcased Xining's contemporary façade, embracing the cultural exchange platform provided by the CIIE to highlight the progressive image of Qinghai in the new era.

The **National Pedestrian Street Exhibition Area** garnered much attention as well, with notable highlights including the Shaanxi National Pedestrian Street, Beijing Wangfujing National Pedestrian Street, and Shanghai Nanjing Road Walkway. These attractions captured the media's interest and were reported by several outlets, including People's Daily, The Paper.cn, and Shangguan Observer.

In the **Chinese and Foreign Culture Exhibition Area**, Sanxingdui Dance made its debut at the CIIE, bringing to life the enigmatic allure of the ancient Shu civilization. This performance was covered by the West China Metropolis Daily, Jimu News, Cover News, and other media outlets. Moreover, Hengshui Laobaigan staged the "Way of Liquor" performance, elucidating the art of brewing and the unique fermentation process of Hengshui Laobaigan, a heritage passed down for millennia. Its coverage by the Financial Times was widely circulated.

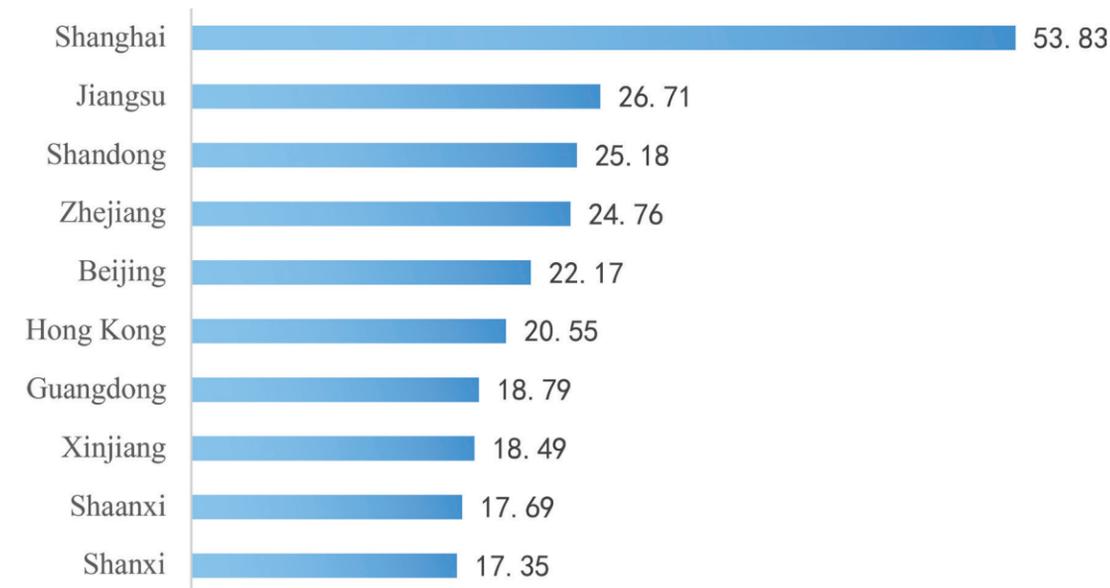
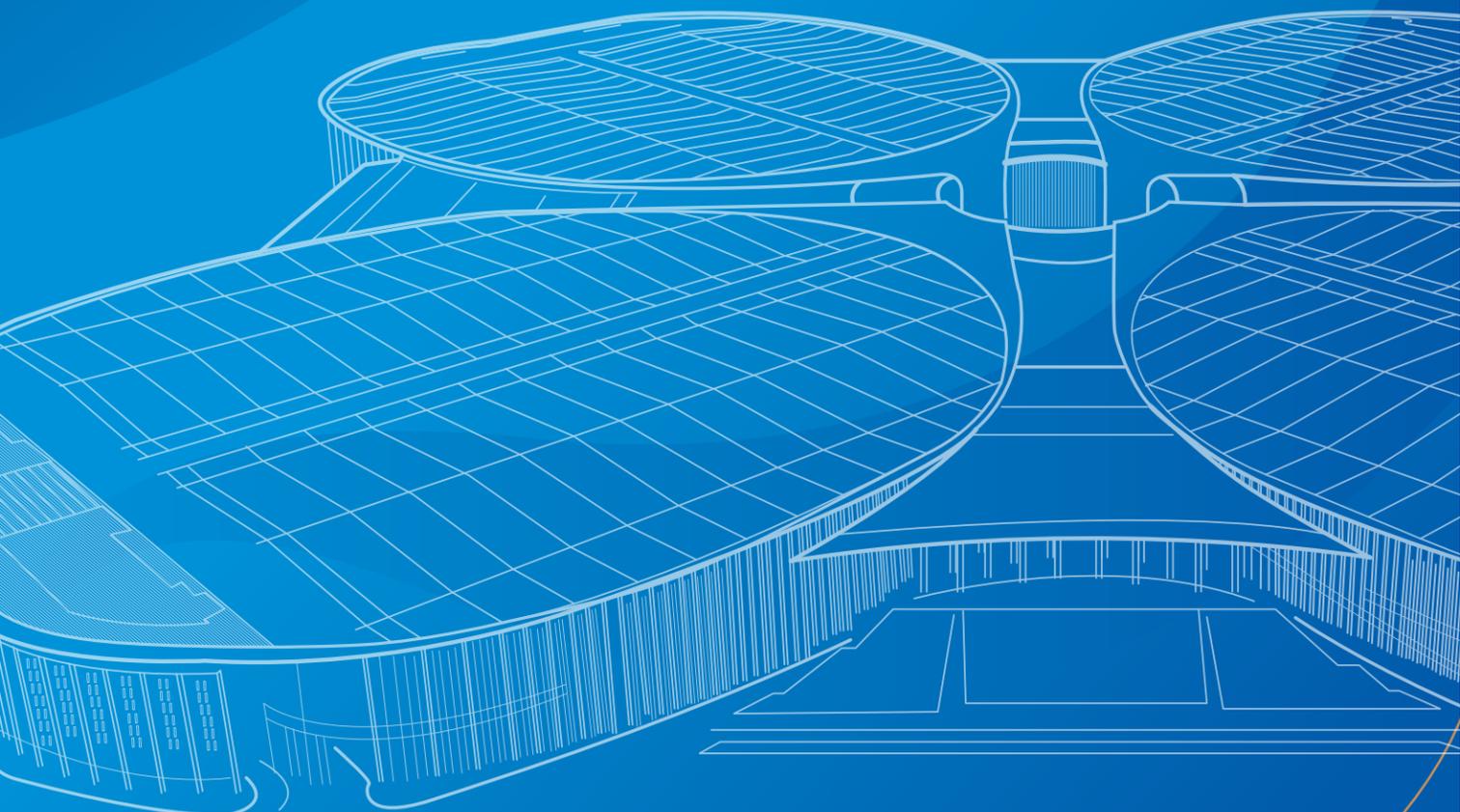


Figure. Top 10 provincial administrative regions of cultural exchange activities in terms of communication popularity

The media acclaim for the top 10 most popular provincial administrative regions of People-to-people Exchange Activity at the 6th CIIE shone on regions such as Shanghai, Jiangsu, Shandong, Zhejiang, Beijing, Hong Kong, Guangdong, Xinjiang, Shaanxi, and Shanxi.

The Shanghai Observer highlighted the historic participation levels of countries, provinces, and booths in the cultural exchange activities, noting the nearly one hundred performances that showcased distinct cultural features and fostered the integration of economy, trade, and culture. Rebeca Grynspan, Secretary-General of the United Nations Conference on Trade and Development remarked that the CIIE is more than a commodity exhibition—it is a marketplace of creativity, a conduit for cultural exchange, and a new paradigm of international cooperation. She observed that China is using practical actions to prove that openness is not only about eliminating trade barriers and promoting investment, but also a mindset to welcome new ideas and encourage cultural exchanges.

08 *Communication about supporting services*



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Among the supporting enterprises, Bank of China (BOC) topped the list of service providers with a popularity score of 33.96. Volunteer services attracted the most attention.

(I) Supporting enterprises: New technology and new plans to support the expo

Based on the media coverage, the supporting enterprises are ranked as below:

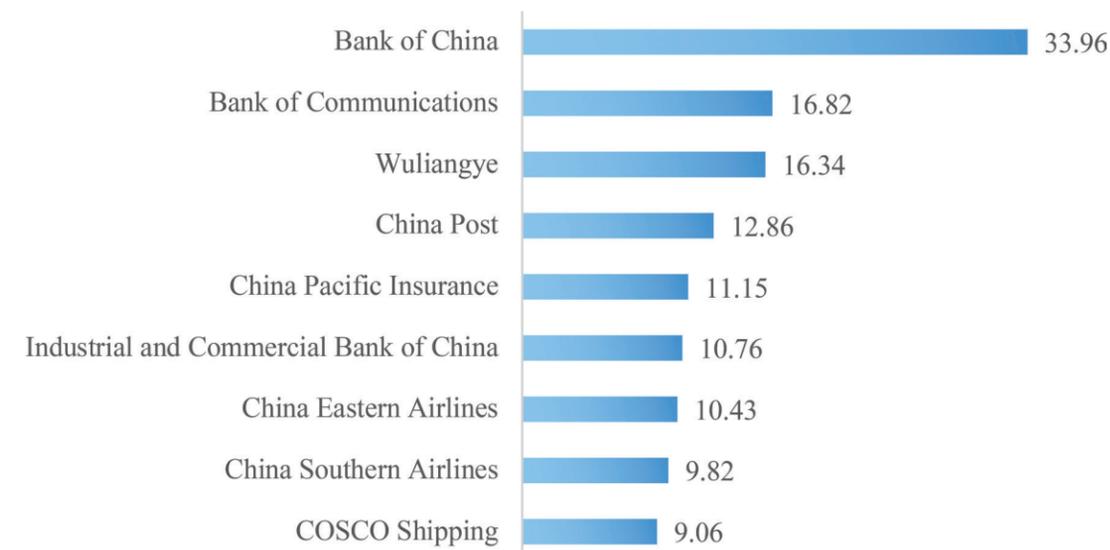


Figure. Ranking of Supporting Enterprises by the Popularity of Communication

Bank of China topped the list of supporting enterprises with a popularity score of 33.96. This year, Bank of China released a financial technology service solution, supporting the 6th CIIE with new technology and new capability. It provided the event with all-round, high-level services by setting up a special section themed "Invest in China" and a financial service station. It organized visits to booths by industry and mobile fairs, and improved the efficiency of its professional services. Its services enhanced the ties between different enterprises in varied forms, and facilitated the transformation of "exhibits to commodities, and exhibitors to investors". The efforts of Bank of China caught the attention of the mainstream media, including People's Daily and Guangming Daily, and local mainstream media like Shanghai Morning Post, Zhejiang Daily and Gansu Daily.

Bank of Communications was the runner-up with a popularity score of 16.82. As an important supporter for this year's CIIE, it created an innovative mode of financial services for trade, providing the CIIE with efficient, high-quality and convenient one-stop comprehensive financial services through a full system of products and services such as the "Cross-border Financial Steward", trade services, and the "Silk Road E-commerce/Cross-border E-commerce". Its services helped many exhibitors turn into investors. The efforts of Bank of Communications caught the attention of the media organizations such as People's Daily, Guangming Daily and Economic Daily.

Wuliangye took the third place with a popularity score of 16.34. For six years, Wuliangye has never missed any edition of CIIE. This year, as a "core supporting enterprise" and a "diamond member" of the Hongqiao International Economic Forum, Wuliangye was deeply involved in the 6th CIIE, and again showcased to the world the unique charm of Chinese baijiu and Chinese culture. At this year's event, Wuliangye launched upgraded "Wufu Jinbao" mystery boxes which it had created in collaboration with the CIIE. The boxes became one of the highlights of the 6th CIIE and manifested the concept of harmonious coexistence and mutual prosperity. Wuliangye attracted attention from media organizations such as People's Daily, Chuanguan Xinwen and eastday.com.

(II) Service guarantee: Precise and smart services ensure safety and smoothness

During this year's CIIE, all services were provided in a safe and orderly manner, which ensured a steady progress of the event. The service facilities were sufficient. There were 25 types of service facilities at 217 functional points, as well as rest areas and comprehensive service areas where consultancy on finance and insurance, laws, logistics, and communications and policies were provided. The digital guide service was upgraded, and a robot guide was added. The digital robot named "Jinbao" provided tailored suggestions on routes to visitors based on their questions, allowing visitors to acquire guidance through online inquiries and on-site guide services. The following services gained attention:

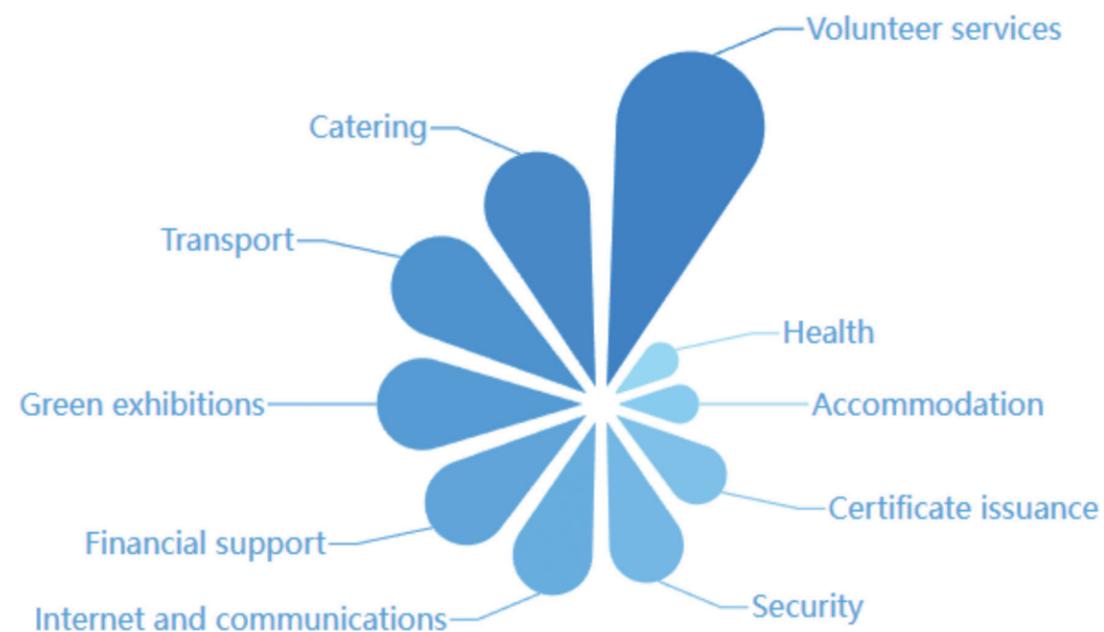


Figure. The Popularity of Topics Related to Services

In terms of **volunteer services**, 5,725 "Little Leaf" volunteers from 42 schools in Shanghai provided services in nine categories during the 6th CIIE, providing consultancy, assisting in registration management and contacting and receiving guests. Their services received a positive response. According to People's Daily, the Shanghai municipal committee of the Communist Youth League of China put together a 121-member volunteer lecturer group to share experience in volunteer services, and, following that, established a 400-member "Little Leaf" experience team to tell China's story and showcase the highlights of the CIIE from young people's perspectives. It also set up 543 urban civilization volunteer service stations (posts and teams) to magnify the overflow effect of the CIIE to cover the whole city. According to Guangming Daily, among the volunteers who served this year's CIIE were 15 international students, and a "Little Leaf" volunteer team consisting of nearly 30 youths from Hong Kong and nine from Macao, in addition to eight high school students who joined the CIIE volunteers for the first time as the youngest volunteers in the history of the expo.

In terms of **catering services**, People's Daily reported that 140,000 meals were provided in the exhibition halls at the lunch peak, and 200,000 meals per day, with another 25,000 meals prepared for emergency use. The meals were diverse to meet the needs of the exhibitors from different countries and regions; and seven temporary food vendors and 12 food trucks were on site for the convenience of nearby exhibitors. According to the Economic Daily, there were 51 caterers in the exhibition halls, and the command platform could automatically predict the demand based on the food processing area and previous supply of meals, and rank the meal supply load factors on a daily basis. The 10 food vendors with the highest load factors were under key monitoring every day so as to ensure that the food supply was rich in variety and sufficient in quantity under the premise of effective safety guarantee.

In terms of **transport**, according to Jiefang Daily, Shanghai carried out 48 projects to ensure the safety of facilities, repair damaged pavements, replace landscape flowers as well as improve the appearance of tunnels, rail transit stations and bridges at key road sections. Xinhua News Agency reported that the CIIE provided all-round transportation guarantees for exhibitors and visitors, who could choose subway, bus, taxi and other transport for travel during the event. There were 19 temporary parking lots around the venue of this CIIE, providing about 1,000 parking spaces for buses and 1,900 for minibuses. These parking spaces could be booked through "registration-based allocation + free reservation". The Shanghai MaaS system was used, and the "Suishenxing" app offered information about the expo and the best routes to and from the expo venue based on real-time traffic data. It also supported on-line reservation for parking spaces.

In terms of **green exhibitions**, People's Daily reported that, under the concept of "Zero Carbon and Zero Plastic, Green and Smart Travel", 8 million kilowatt-hours of green power was purchased through inter-provincial green power trading; and for the first time, the CIIE was held with only green power. It was predicted that the green power could help reduce carbon emissions by about 3,360 tons. According to Zhongguo Jijian Jiancha Bao, green standards were implemented in all aspects of booth building, and the design of the booths followed the principles of simplification, modularization and recycling, which led to a material recycling rate of 100%. In addition, carbon emission data were generated for the expo so that exhibitors could make up for greenhouse gas emissions by purchasing a carbon quota.

In terms of **financial support**, the International Financial News reported that financial institutions worked silently to provide support for this global event. During the 6th CIIE, the participating banks and insurance institutions continuously upgraded and innovated their special financial service solutions, participating in the establishment of the new development paradigm of "dual circulation" which allows the domestic and overseas markets to reinforce each other, and supporting the CIIE and conveying China's willingness and commitment to sharing development opportunities with the world. With years of experience in serving multinational enterprises, many banks did a good job in fulfilling the needs of both Chinese and foreign customers, contributing to higher-level development and the opening-up of China.

In terms of **Internet and communication services**, people.cn reported that China Mobile set up a special service team to ensure "better disaster recovery capacity", "higher adaptability to low-level configurations", "more complete frequency band support" and "wider 5G coverage" to improve the quality and experience of the 4G/5G networks in related areas, so as to ensure efficient, smooth communication during the CIIE. China Telecom (Shanghai)'s 4G network and China Unicom-China Telecom shared 5G wireless network covered the venue of the expo. It used the latest technology to enhance the capacity of the networks and help the media and exhibitors realize 4k/8k ultra-high-definition live broadcasting, cloud conferencing and cloud live streaming. China Tower Information Technology Research Institute developed an integrated network management screen and created an intelligent digital twin guarantee platform to make key communication base stations "visible, manageable and controllable" and help realize finer, smarter and more efficient real-time guarantee system for the expo.

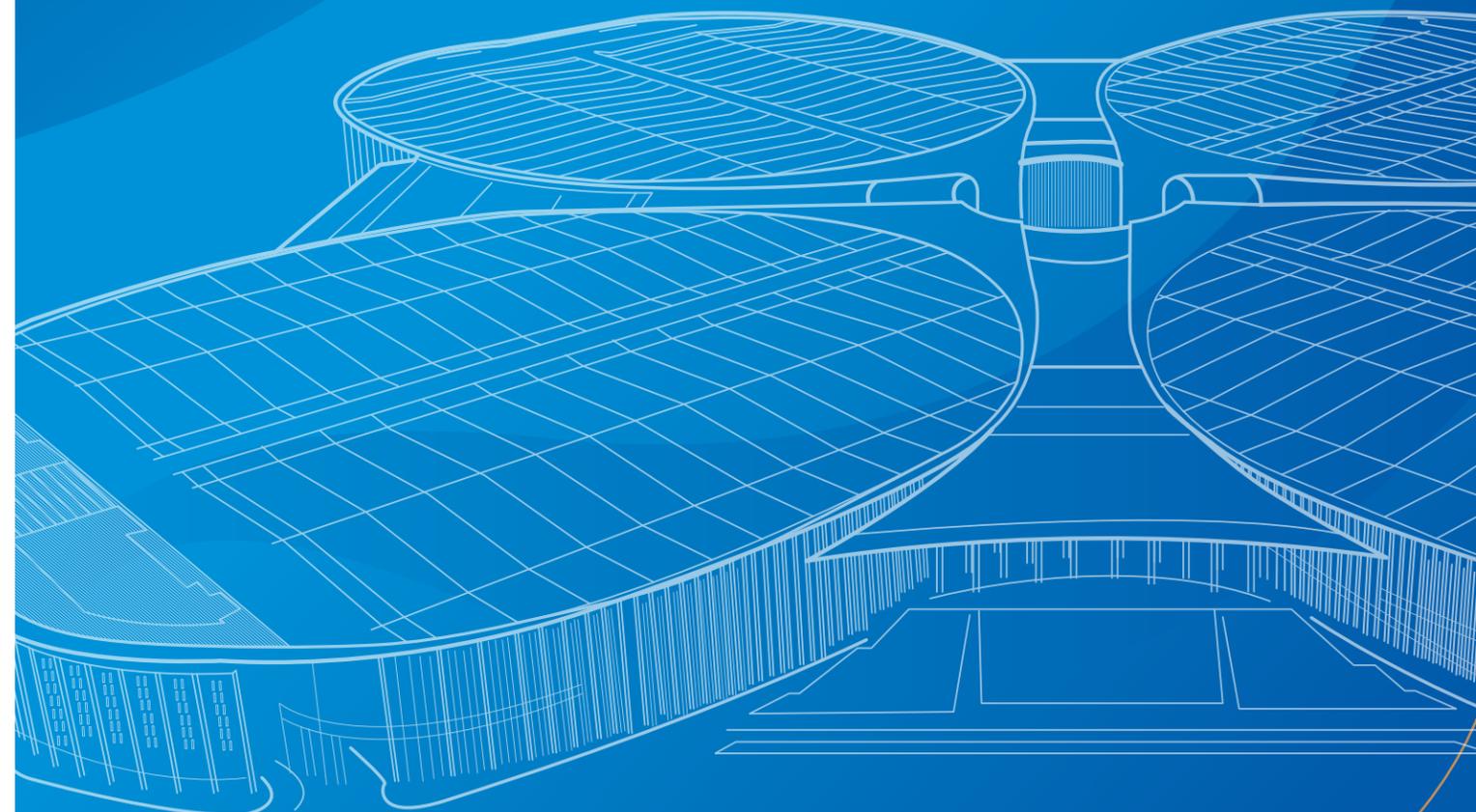
In terms of **security**, Cpd.com.cn reported that Shanghai police set up comprehensive security service outlets at five major security check spots at the National Exhibition and Convention Center (Shanghai) to provide consultancy and help. For the first time, a one-click alarm device was installed in each booth in the venue to ensure timely response and rapid disposal through the "human-technology combination". This year, four new security check and verification channels were added at Gate 12 and Gate 13 of the National Convention and Exhibition Center (Shanghai) to accelerate security checks and balance the flow of visitors into the halls. Additionally, six entrances were added on the periphery of the center for exhibitors and visitors with electronic passes. This optimized the experience of the exhibitors and visitors.

In terms of **certificate issuance**, People's Daily Overseas Edition reported that the certificate management department of the public security authority of Shanghai reduced the types of certificates required for the event, improved the efficiency of certificate printing, and shortened the verification time, which provided convenience for the applicants and promoted the management of certificates for the CIIE. In order to ensure that the exhibitors and visitors could enter the venue quickly in case their paper certificates were lost or damaged, this CIIE expanded the scope of application of electronic certificates and increased the verification channels. The electronic certificate verification spots were optimized in a scientific and reasonable way, and the validity of electronic certificates were extended to a reasonable extent.

In terms of **accommodation**, Xinhua News Agency reported that the tourism associations of Shanghai, Jiangsu, Zhejiang and Anhui issued the "Integrity and Self-Discipline Convention on Price of Hotels in Yangtze River Delta Region", joining hands to protect the legitimate rights and interests of tourism consumers, promote the development of the credit system of the culture and tourism market, and provide good support for accommodation during the 6th CIIE. ThePaper reported that there was a large demand for accommodation during the CIIE, and 112 of 302 hotels in Huangpu District were listed as "recommended hotels" for the CIIE. Thanks to the joint efforts of multiple departments, precise accommodation services were provided in an orderly manner.

In terms of **health services**, the People's Daily app reported that Shanghai Patriotic Health Campaign Committee Office provided support for this year's CIIE based on the "Shanghai Patriotic Hygiene and Health Promotion Regulations", focusing on vector control, smoking control management and health education. It carried out a two-month special action to promote routine, information-based, detail-oriented and professional vector control for the CIIE.

09 *Summary and comments*



第六届中国国际进口博览会
THE 6TH CHINA INTERNATIONAL IMPORT EXPO

The 6th CIIE was widely covered by media and won high attention at home and abroad. It achieved the goal of “achieving continued success”, and provided all the participants with a platform to gain popularity. The report summarized its experience to allow all parties to share the opportunities created by the expo and further improve the influence of the event.

(I) Focusing on IP to integrate concepts and stories

The leading role of the "CIIE Stories" campaign, part of the intellectual property (IP) of CIIE, was highlighted in the media coverage of this year's expo, and the brand "CIIE" attracted wider attention. When it came to publicity and reports, the mainstream media paid more attention to the integration of concepts and stories, striking a chord among the public with the concepts and inspiring empathy with the stories. The concepts of "creating new opportunities for the world through China's further development" and "making the big Chinese market into a market shared by the world" were embodied by vivid stories to continuously release the signal of "letting win-win cooperation benefit the world". The stories were about facts, images, feelings, and reasons. They started with an argument and continued with explanations and details to achieve a balance between sense and emotional effects, and between cases and in-depth interpretations. The stories were well structured to present vivid scenes, and were told in an honest, simple way so that they were touching and the concept of "win-win cooperation" became concrete.

(II) The right angle of view combining both macro and micro perspectives

To report the expo, the portrayal of on-site scenes was important, since details could embody the theme of the event. Although media organizations at different levels and in different categories focused on different points, they all paid attention to such activities as exhibitors' invitations, negotiations with potential partners, and the debut of new products. They offered details about the expo for the public to easily understand the value of the CIIE platform, enhancing the attractiveness and influence of the reports. Many media organizations told stories about the introduction of the exhibits to the Chinese market from the places of origin. The simple but honest expressions of local growers served as vivid testimony that the "CIIE belongs not just to China, but to the world". The media coverage was not limited to one venue or one booth, but explored clues and tapped stories among exhibitors and exhibits from multi-dimensional narrative perspectives. That is why the reports could highlight the in-depth connotation of the event through vivid expressions.

(III) Exploring innovation to make extensions in concert with focus

Behind the gathering of high-quality products from various countries was the expanding "circle of friends" of the CIIE. Exhibitors conveyed the confidence of foreign enterprises in the Chinese market through their own experiences, showing the strong attraction of the CIIE for foreign enterprises. Through the platform of the CIIE, commodities, enterprises, and resources converged, and the ties between exports and imports as well as that between production and consumption were enhanced. By holding activities at their booths, sharing their feelings in media interviews, initiating discussions on social media, participating in online and offline campaigns, and carrying out other spontaneous promotion activities, the exhibitors gained increasing popularity and contributed to the improving influence of the CIIE. This year, video content nearly became an integral part of the event. Immersive presentations boosted the interest of the viewers. There was content focusing on "star exhibits", and also information about exhibitors, purchasers, organizing organizations, volunteers, and other participants. Publicity and media coverage featured a combination of micro and macro perspectives. Domestic and overseas media joined together, and multiple parties collaborated to enhance the popularity of the CIIE via media, offline communication, and other means.

Appendix: Introduction to the indicator system

1. Data source and calculation method

The data in this report came from the Public Opinion Data Center (PODC) of People.cn, including those from online media, print media, forums, blogs, Weibo, WeChat, apps, videos, and other channels. The index weight adopted the common weight standard of the PODC of People.cn for popularity. This common standard was based on a comprehensive evaluation of authoritativeness, audience trust, population coverage, originality, and other qualities of the communication channels. The final popularity value had a positive correlation with factors such as information volume and weighting of various channels.

2. About the index

The exhibition area communication influence index (EACII) was an index that comprehensively presented the communication effect of each exhibition area based on the communication data from the whole network. The data came from the data of all channels monitored by the PODC of People.cn, and was normalized in calculation. The EACII index was calculated by standardizing the data with 100 as the maximum value. It was also used to calculate the communication influence of the special sections and sections.

The exhibitors' important communication influence index (EICII), also based on the communication data from the whole network, was an index that comprehensively presented the communication effect of exhibitors through important media channels. The data came from the database of the PODC of People.cn, including those from five modules - "Central Newspapers", "Central News Websites", "Central News Apps", "TV Videos" and "Traditional Videos", which were classified based on the List of Internet News Information Sources. The EICII index was calculated by aggregating the data into the data set about important media reports and then normalizing and standardizing it with 100 as the maximum value. The index was originally developed by the PODC of People.cn based on self-collected data and research experience.

The forum communication influence index (FCII) was an index that comprehensively presents the communication effect of the forums based on the communication data from the whole network. The data came from the data of all channels monitored by the PODC of People.cn, and the FCII was calculated by normalizing and standardizing the data with 100 as the maximum value.

The star ratings of the communication influence of the 29 special sections and sections was determined by the evaluation results based on indexed communication data and the experience of "social evaluation" of the PODC of People.cn. The data came from the data of all channels monitored by the PODC of People.cn, and was normalized and standardized with 100 as the maximum value. A five-star rating was assigned when the data was in the range of [80, 100], while a four-star rating was assigned when the data was in the range of [65, 80], and a three-star rating was assigned when the data was in the range of [60, 65]. This index and the ratings were originally created by the PODC of People.cn. The evaluation system used for this report was originally developed by the PODC of People.cn based on self-collected data and research experience.

3. About the dimensions

The report volume of radio and television was the number of news pieces by China Central Television and various local television stations.

The report volume of digital newspapers was the number of news pieces published by various newspapers and magazines. Both original reports and copied reports were included.

The report volume of the online media was the number of news pieces released on various media websites, information websites, government institutional websites, and enterprise websites. Both original reports and copied reports were included.

The report volume of Weibo referred to the number of Weibo blogs containing related key words. Follow-up comments were not calculated.

The report volume of WeChat referred to the number of news pieces released by WeChat accounts. Both original reports and copied reports were included.

The report volume of apps referred to the number of news pieces released by news apps and information apps. Both original reports and copied reports were included.

The report volume of forums was the number of main posts on online forums, communities and Q&A platforms which contain related key words. Follow-up comments were not calculated.

The report volume of blogs was the number of related articles posted on various blog platforms. Both original and copied reports were included.

4. Disclaimer

Various online public opinion analysis reports issued by the PODC of People.cn are based on various public information and data from the Internet. The PODC of People.cn strives to, but does not, guarantee the integrity, authenticity and accuracy of the above-mentioned information and data. The various online public opinion analysis reports provided by the center are only for use as reference materials for public opinion work, and do not constitute decision-making suggestions. Please consider their use at your own discretion.