

Post-exhibition Report of the 5th CIIE Enterprise & Business Exhibition 2022

5-10 November 2022

China International Import Expo Bureau

National Exhibition and Convention Center
(Shanghai)

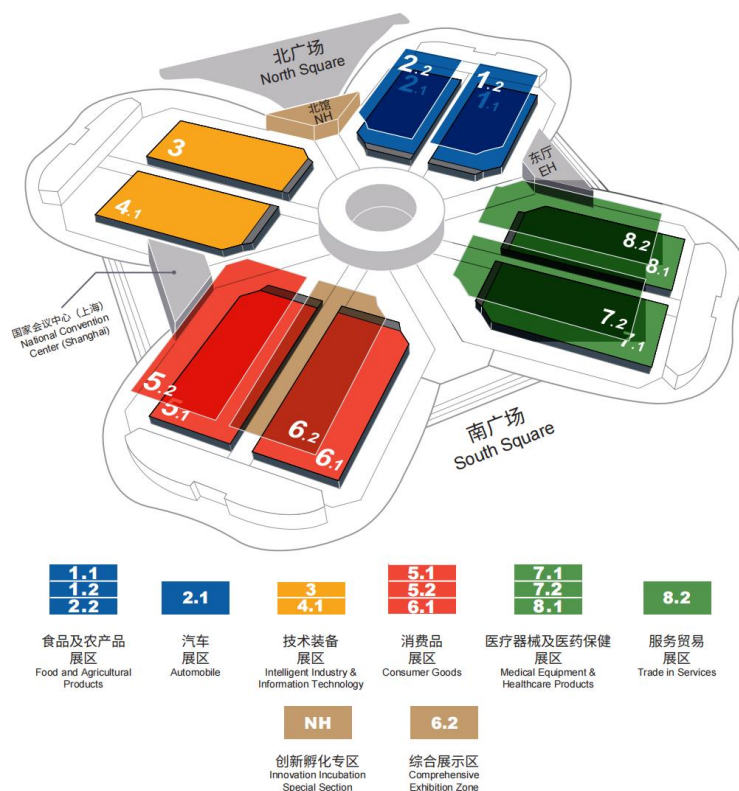
www.ciie.org

Overview

- **Duration:** November 5 to 10, 2022
- **Venue:** National Exhibition and Convention Center (Shanghai)
- **Theme:** New Era, Shared Future
- **Hosts:** Ministry of Commerce of the People's Republic of China, Shanghai Municipal People's Government
- **Organizers:** China International Import Expo Bureau, National Exhibition and Convention Center (Shanghai) Co., Ltd.
- **Partners:** World Trade Organization, United Nations Development Programme, United Nations Conference on Trade and Development, United Nations Food and Agriculture Organization, United Nations Industrial Development Organization, International Trade Center
- More than **2,800** enterprises from **127** countries and regions participated in the 5th CIIE Enterprise & Business Exhibition.
- Displayed **438** representative new products, technologies and services for the first time, exceeding that of the previous session.
- The digital CIIE platform built for the first time attracted **368** enterprises, with **600,000** views.
- Adhered to "government + market", and organized **39** trading groups and nearly **600** sub-groups.
- On a one-year basis, the intended transaction amount was **US \$73.52 billion**, an increase of **3.9%** over the previous session.

Layout of exhibition halls

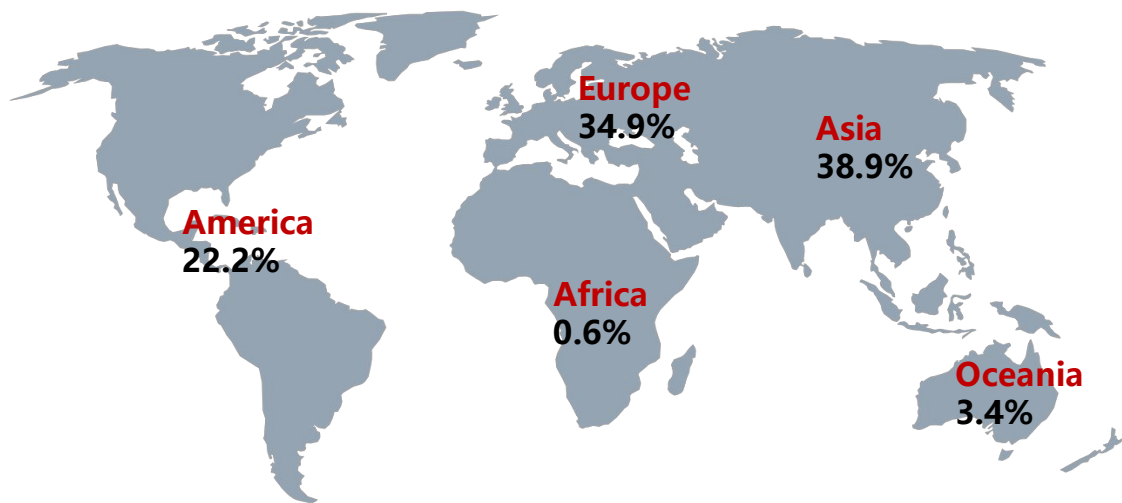
- Followed the six major areas, namely, “Food and Agricultural Products”, “Automobile”, “Intelligent Industry & Information Technology”, “Consumer Goods”, “Medical Equipment & Healthcare Products” and “Trade in Services.
- Optimized special zones within the areas, set up new special zones for the crop seed industry and artificial intelligence, and optimized the special zones for low-carbon energy and environmental protection technology; The **innovation incubation zone** was expanded to showcase more than 150 start-ups in the fields of technical equipment, consumer goods, medical care, automobile, etc.
- Set up a new comprehensive area of **“China's Ten Years: Opening up Achievements Exhibition”**, including achievements special zones, provincial, district and municipal special zones, and "exhibitors become investors" special zones, to comprehensively display the brilliant achievements of China's opening up in the new era.



Participating countries

The exhibitors came from 127 countries and regions, the same as the previous one.

- All members of the Regional Comprehensive Economic Partnership Agreement (RCEP), 53 countries along the "Belt and Road", 15 SCO-related countries, and 16 Central and Eastern European countries participated in CIIE, all exceeding the previous session.
- 32 least-developed countries participated. We supported enterprises from the least developed countries with 104 free booths, twice as many as in the previous sessions.
- Enterprises from the United States, Japan, Germany, France, South Korea and other developed countries were enthusiastic, with exhibitors from each country exceeding 100. Among them, the exhibition area of American and the number of Japanese enterprises ranking first in terms of exhibition area and the number of enterprises.



Continent	Asia Including Hong Kong, Macao and Taiwan	Europe	Africa	America	Oceania
Proportion of enterprises	48.8%	28.5%	3.5%	14.8%	4.4%
Proportion of exhibition area	38.9%	34.9%	0.6%	22.2%	3.4%

Well-known enterprises

- Many well-known enterprises around the world participated in the Exhibition, including 284 Fortune Global 500 companies and industry-leading enterprises.

(The following are some of the Fortune Global 500 exhibitors, sorted by exhibition area and exhibition hall number)



Debut of new products, technologies and services

- Many new products made their global debut. The 5th CIIE saw 438 representative new products, technologies and services, of which 115 were their global debut, including Good Farmer's Philippines Black Diamond pineapple, the Cadillac CELESTIQ super luxury pure electric flagship model in Asia, the first YSL Saint Laurent's Scent-Sation in Asia, the first Alfa Laval E-Powerpack ship waste heat power generation device in Asia, the world's first Siemens medical photon counting CT NAEOTOM Alpha, and Dun & Bradstreet digital global market expansion solution, etc.



Enterprise Alliance

- In 2022, 204 members from 26 countries and regions of the Alliance played an exemplary role in attracting exhibitors and investment, driving innovation, precise docking, industry exchange, etc.



- In 2022, the Alliance continued to give play to its advantages of connecting government and enterprises, communicating internally and externally, and connecting supply and demand sides. About 60 activities of the Alliance and special committees were held throughout the year, such as round table dialogue, policy interpretation, closed-door meetings and other professional activities. Exhibitors were organized for "CIIE in Jiangxi Province", promoted "exhibitors to be investors", and continuously released the spillover effect of CIIE. During the epidemic, we organized activities such as online exhibitor representatives exchange meetings and the 5th CIIE briefings and proposed more exhibitors to participate to strengthen the confidence of foreign-funded enterprises. Seven industry reports and research results were released during the meeting.



Overseas exhibition organizations

- The 5th CIIE engaged nearly 50 overseas exhibition organizations from 95 countries and regions, covering an exhibition area of 35,000 square meters. Most of the 1,100 enterprises were small and medium-sized enterprises, covering a wide range of industries and diversified products.
- In the preparation stage, the CIIE Bureau, together with overseas business institutions, overseas exhibition organizers and partners, organized more than 30 online cloud promotion conferences, attended by more than 2,000 enterprise representatives.
- In addition, to support the least developed countries, the 5th CIIE provided four free standard booths for each least developed country, so as to better help their enterprises "go global" to promote food with local characteristics, traditional crafts and tourism culture. Enterprises from nearly 30 least-developed countries signed 104 standard booths, nearly doubling that of the previous session.



Visitors and transaction

- The purchasers of the 5th CIIE set up 39 trading groups and nearly 600 subgroups, and added 4 industry groups and nearly 100 subgroups, with nearly 110,000 units and 350,000 people registered for CIIE.
- Among the registered purchasers, more than 2,100 have an annual turnover of more than \$1 billion, and more than 1,300 have an annual import volume of more than \$100 million.
- Considering the industry of registered purchasers, the number of enterprises from the manufacturing industry and wholesale and retail industry ranked the top two, accounting for 26.7% and 24.5%.



- The 5th CIIE has an intended turnover of US \$73.52 billion a year, up 3.9% over the 4th.

Supporting activities

- During the 5th CIIE, a total of 98 on-site activities were held, including policy interpretation meetings, docking and signing activities, investment promotion meetings, research releases and other activities.
- International organizations, such as the United Nations Industrial Development Organization, the International Trade Center, the AEFI (Associazione Esposizioni e Fiere Italiane), World Trade Point Federation, which have supported CIIE for many years, continued to hold brand activities to promote international exchanges and cooperation. Policy interpretation activities of the member units of the Organizing Committee, such as the Ministry of Commerce, the Ministry of Industry and Information Technology, the General Administration of Customs, the National Medical Products Administration, and the CCPIT, provided policy guidance for exhibitors and other foreign-funded enterprises to expand the Chinese market. The rich and colorful supporting activities assisted CIIE in acting as a major platform for international procurement, investment promotion, cultural exchange and open cooperation.



Media's attention

- More than 2,800 Chinese and foreign reporters applied for reporting the 5th CIIE, describing a full picture of it.
- The 5th CIIE was reported by Central media, local media and various industry media from multiple levels and perspectives. According to incomplete statistics of a third-party public opinion monitor, from January 1 to November 25, 2022, domestic reports on CIIE exceeded 2 million, the Xinhua Daily Telegraph and Xinhua.net accounted for more than 2,600, People's Daily and People.cn for over 3,500, and CCTV for more than 1,700.



Media's attention

- The 5th CIIE attracted extensive attention from overseas media. Reuters, Yonhap News Agency, Singapore's Chinese-language newspaper Lianhe Zaobao, Antara News Agency of Indonesia, Associated Press of Pakistan, Japan's Asahi Shimbun and other more than 400 media reported the event.
- According to incomplete statistics of a third-party public opinion monitor, from January 1 to November 25, 2022, more than 26,000 overseas reports on CIIE was published.



第5回輸入博、127の国と地域の企業が出展—中国

Record China / 2022年11月4日 20時29分



Exhibitors' feedback

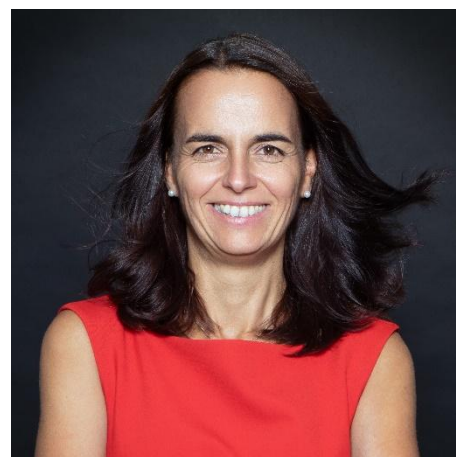


The successful conclusion of the 5th China International Import Expo once again demonstrates China's firm determination to support free and open trade and open its market to the world. As one of the first foreign companies to enter the Chinese market since the reform and opening up, Nestlé has participated in the CIIE for five consecutive years. CIIE provides convenience and guarantee for foreign enterprises like us in promoting dual circulation. This year, Zone Greater China was established which boosted a new round of local innovation and growth. We are confident to grow together with Chinese economy, seize the 'Chinese opportunity' and make good use of the vast and international platform of CIIE, focusing on the innovation of premium, scalable and healthy products to meet Chinese consumers' pursuit of nutrition, health and wellness, contributing to Chinese development.

--David Zhang, Executive Vice President of Nestlé Group and Chairman & CEO of Zone Greater China

A big thank you to CIIE for providing us with such a unique platform for communication and exhibition. During the 5th CIIE, we have once again seen China's commitment to further opening up as well as the broad development opportunity in the Chinese market, which strengthened our confidence in our long-term investment in China. This year, Daimler Truck made its debut at CIIE since spin-off, and it has been very fruitful for us. Our booth and products have won unprecedented attention. Meanwhile, our local partnerships have been strengthened, bringing strong development momentum to our local business.

-- Nicole Engel, CEO of Daimler Truck China Limited



With 5-year experience with CIIE, ZEISS has transformed from exhibitor to investor, and looks forward to be an in-depth partner in the future. CIIE is the only expo participated by ZEISS with all kinds of products. We aim to publicize ZEISS and establish a platform for communication with the government and authoritative institutions. In China, we are changing from a sales company to a sales and high-end manufacturing enterprise, as well as creating the subject of investment and innovation. This is a new direction for ZEISS. Influenced by the huge spillover effect of CIIE, ZEISS has strengthened its confidence in investing in China and contributed to the needs of China's economic and social development.

-- Maximilian Foerst, President and CEO of ZEISS Greater China

Exhibitors' feedback



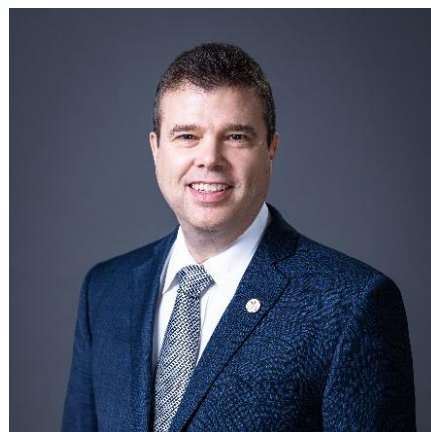
Panasonic has participated in CIIE for five consecutive times since the first session. In this session Panasonic showed up in Hall 5.1 of the consumer goods exhibition area with the largest area of 1,000 square meters in the exhibition area. With the theme of “Panasonic Green Impact”, we displayed environmental related products and solutions, focusing on the specific measures taken by Panasonic to help energy conservation and emission reduction in the B2B and B2C fields, including pure hydrogen fuel cells, new energy vehicle batteries and components, environment-friendly stores, etc. CIIE is an effective platform for the world to understand China and let China go global, and a broad stage for foreign enterprises to show themselves. During CIIE, we signed 10 strategic cooperation agreements with partners from all walks of life, and received more than 80,000 relevant media reports. What a great harvest! As China moves towards a stage of high-quality development, Panasonic is constantly upgrading itself in China, hoping to show more high-quality, green and innovative products by virtue of the platform of the CIIE.

-- Homma Tetsuro, Representative Director of Panasonic Holding Co., Ltd., Global Vice President, and General Representative in Northeast Asia

Novartis has participated in the CIIE every year since its inception. We view this as more than just an exhibition, but rather a window through which we can showcase some of our cutting-edge research and development capabilities and innovative products. At the same time, it is an important platform for us to share our long-term commitments to Chinese patients and to Chinese society.

During the 5th CIIE, we shared several current “global first” and “global only” products. We also celebrated a number of our products that received the Prix Galien Award, essentially the biopharmaceutical industry’s equivalent of the Nobel Prize. In the future, we will continue to support the CIIE and look forward to future partnership, and to reimagining medicine in China.

--Daniel Brindle, President of Novartis China



At CIIE, you can feel the flow of the world’s innovation, and the world’s innovative products and the most advanced technology can be displayed. This platform allows transnational enterprises to expand their “circle of friends” and create an “ecosystem”, and introduces small enterprises to find their places in the global value chain and new opportunities, which truly reflects “China’s opportunities shared by the world”. As a Hong Kong funded bank deeply cultivating Chinese mainland market, Nanyang Commercial Bank has participated in CIIE for five consecutive times as our “confidence vote” on the Chinese market and reflects the profound sense of gain of exhibitors.

-- CHENG KIN KONG, President and Executive Director of Nanyang Commercial Bank (China) Co., Ltd.

Exhibitors' feedback



I would like to express appreciation to the CIIE Bureau and the National Exhibition and Convention Center (Shanghai) for their tireless efforts in hosting the Fifth CIIE, which has successfully built a platform for exchanges and cooperation between Chinese and ROK enterprises. Through this platform, exhibitors of Korea International Trade Association showed their products and won the recognition of many domestic and foreign enterprises. We will actively prepare for the next CIIE, and here we wish the next session good performance, good results and continued success in the years to come.

--SHIN SUN YOUNG, Chief representative of the Representative Office of Korea International Trade Association in Shanghai

In the current battered and struggling global economy, such a platform as CIIE keeps offering a chance for companies all over the world to explore and grow in this important market. This trade show is undoubtedly one of the key platforms for foreign companies to boost sales and tap into this lucrative market – and it really helps get that much needed liquidity going. Serbian Chamber of Commerce is happy to see CIIE become such an important platform for Serbian companies to enter and scale in this market, and we look forward to next year's CIIE 2023.

--JELENA GRUBOR STEFANOVIC, Director of Representative Office of Serbian Chamber of Commerce and Industry in China



Invitation to the 6th CIIE

- CIIE is a great decision of China to promote a new round of high-level opening-up and a major measure of China's initiative to open its market to the world. CIIE held successfully when epidemic prevention and control has been normalized fully reflects China's sincere desire to share market opportunities with the world and promote world economic recovery.
- As a vital part of the CIIE, since its first session, Enterprise & Business Exhibition has made every effort to promote international exhibition planning, comprehensive exhibition organizing, professional exhibition handling and industry-classified exhibition arranging, and achieved fruitful results. The specialization, internationalization and contents of booths are gradually enriched, and trade and investment are promoting each other.
- Sincerely invites exhibitors, professional purchasers and visitors from all walks of life around the world to participate in the sixth CIIE to be held **from November 5 to 10, 2023** to share development opportunities.