

Report on the Business Exhibition of the 3rd China International Import Expo

November 5-10, 2020

China International Import Expo Bureau

National Exhibition and Convention Center (Shanghai)

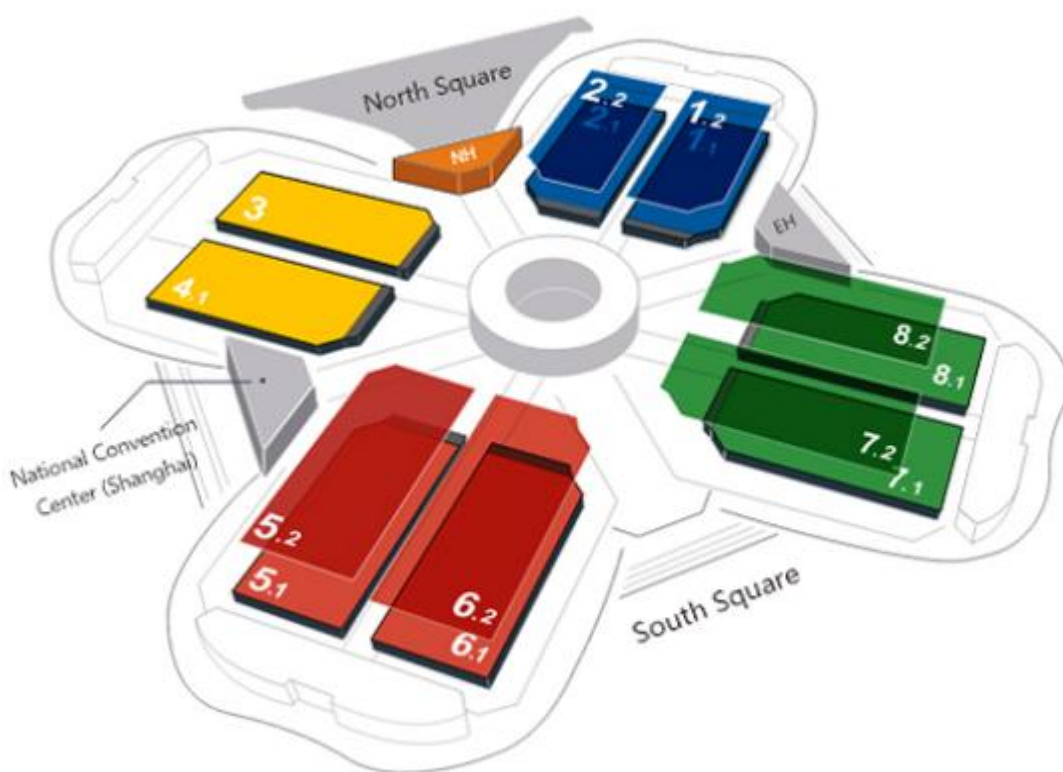
www.ciie.org

General Overview

- The 3rd China International Import Expo is a globally high-profile trade pageant in the special period when COVID-19 struck the world, an international grand event that shows China's responsibility in the difficult period of world economic recession, and an important opening initiative to enhance the Chinese people's "four confidences" in China's last mile towards a well-off society in an all-round way. The 3rd CIIE was safe, wonderful, and fruitful. It fully manifested the outstanding ability of the Central Committee of the Communist Party of China with Comrade Xi Jinping as the core to coordinate epidemic prevention and control and economic and social development, fully demonstrated China's sincere desire to share market opportunities with the world, and fully reflected China's sense of responsibility as a power in promoting the construction of a community of shared future for mankind.
- Exhibition time: November 5-10, 2020
- 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
- Partners: World Trade Organization, United Nations Development Programme, United Nations Conference on Trade and Development, Food and Agriculture Organization of the United Nations, United Nations Industrial Development Organization, International Trade Center
- Organizers: China International Import Expo Bureau, National Exhibition and Convention Center (Shanghai) Co., Ltd.
- The 3rd CIIE reached a total exhibition area of nearly 360,000 m². It attracted nearly 400,000 registered buyers and was covered by more than 3,000 domestic and foreign journalists. The cumulative intended turnover reached USD 72.62 billion, an increase of 2.1% on the basis of the second session.

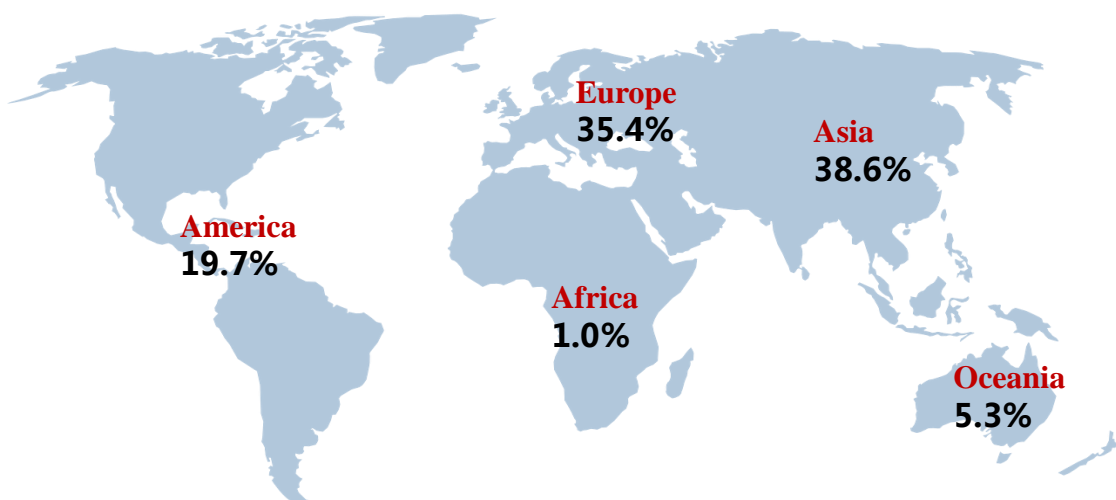
Distribution of Exhibition Areas

- The Business Exhibition of the 3rd CIIE set up six exhibition areas, namely Food and Agricultural Products, Automobile, Intelligent Industry & Information Technology, Consumer Goods, Medical Equipment and Healthcare Products, and Trade in Services, and four special zones, namely Public Health & Epidemic Prevention, Smart Mobility, Energy Conservation and Environmental Protection, and Sporting Products & Events.



Participating Countries

- **Enterprises from all G20, BRICS and SCO member states participated in the exhibition.**
- 543 enterprises from 47 countries along the Belt and Road participated;
- 82 enterprises from 30 of the least developed countries participated;
- 1,424 enterprises from G20 countries participated;
- 196 enterprises from SCO countries participated;
- 61 enterprises from BRICS participated.



Continent	Asia (including Hong Kong, Macao and Taiwan of China)	Europe	Africa	America	Oceania
Enterprise Proportion	48.6%	27.3%	2.4%	14.3%	7.4%
Exhibition Area Proportion	38.6%	35.4%	1.0%	19.7%	5.3%

World-renowned Enterprises

- Many world-renowned enterprises attended the CIIE, including more than 274 of the Fortune Global 500 and other leading enterprises in various industries.
- (The following are some of the Fortune Global 500 and leading enterprises that participated in the exhibition, ranked by their exhibition area and exhibition hall numbers)



Newly Released Products, Technologies and Services

- Plentiful global products were first published or exhibited at CIIE. The 3rd CIIE released 411 new products, new technologies, and new services, including 73 that were first published globally. The global first dry fiber recycling papermaking system, the inflatable kayak that can be folded to a backpack size, the smartest remote intensive care unit (ICU) command center, the most advanced artificial intelligence production workshop, full-automatic warehousing & distribution system, and others were displayed on the booths. The global top ten industrial electrical enterprises, top ten pharmaceutical enterprises, top seven beauty & cosmetic enterprises, top seven automobile groups, and top four accounting firms all attended the event.



CIIE Enterprise Alliance

- In 2020, the Enterprise Alliance of the 3rd CIIE has 156 member enterprises from 23 countries like the United States, Japan, Germany, and France, all Fortune Global 500 or industry-leading enterprises.



- In the principle of "mature one, develop one" and based on the need of CIIE for specialized exhibition, seven specialized committees were set up, including the Specialized Committee for Public Health and Epidemic Prevention, Specialized Committee for Dairy, Specialized Committee for Industrial Digital Transformation, Specialized Committee for Automobile Innovation and Development, Specialized Committee for Smart Supply Chain, Specialized Committee for Daily Chemical & Consumer Goods, and Specialized Committee for Sports. During the session, the specialized committees held nine policy exchanges, round-table dialogues, and other forms of activities.



Buyers and Trades

- The buyers of the 3rd China International Import Expo constituted 39 trade missions and nearly 600 trade sub-missions composed of 112,000 registered units and nearly 400,000 registered individuals.
- Among the registered buyers, those with an annual turnover of above USD 1 billion reached more than 2,200; those with annual imports of over USD 100 million were nearly 1,400.
- In terms of industry structure, manufacturing, wholesale and retail enterprises ranked top three among the registered buyers, accounting for 30.6%, 16.0%, and 8.2% respectively.



- The 3rd CIIE achieved fruitful results concerning on-the-spot transactions. The cumulative intended turnover within one year reached USD 72.62 billion, an increase of 2.1% on the basis of the second session.

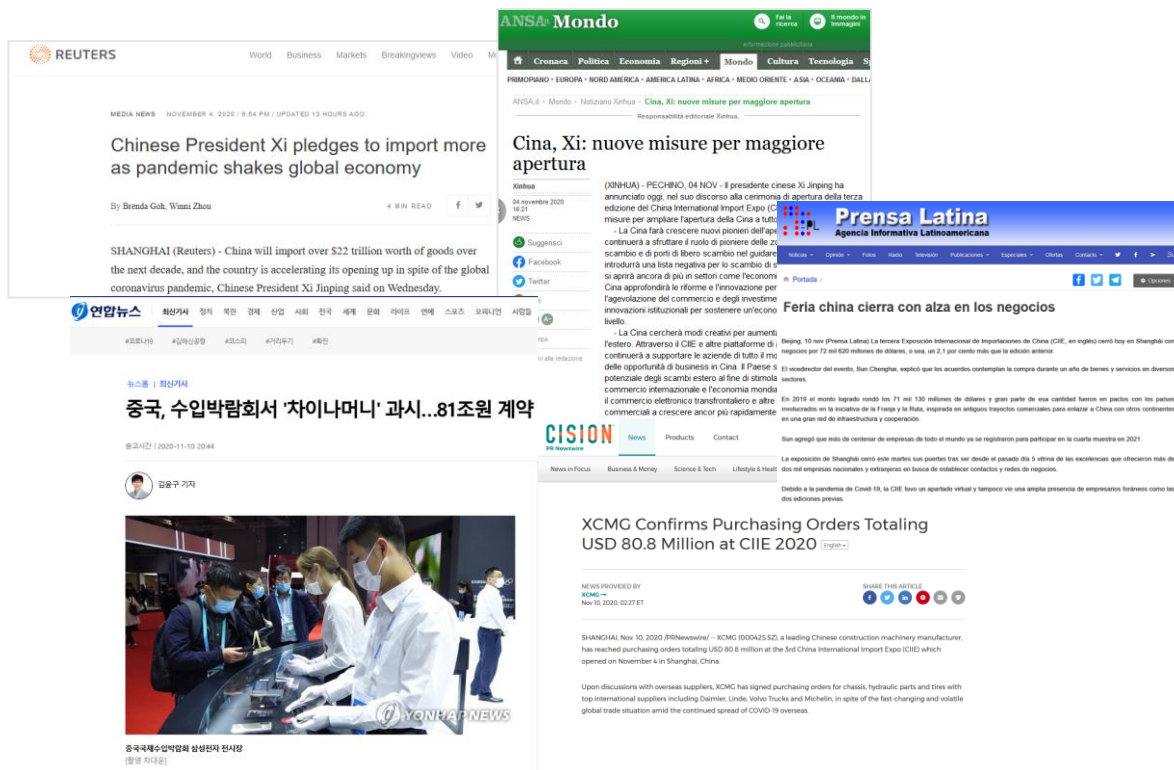
Supporting Activities

- During the 3rd CIIE, a total of 101 supporting activities, such as policy interpretation, matchmaking signing, and investment promotion, were held. They were more international, authoritative, and effective than previous ones.
- From November 6-7, the Large Trade and Investment Matchmaking Conference was held, attracting 2,025 buyers and exhibitors to reach 861 intended cooperation projects. A total of 36 online and offline investment promotion conferences were held by domestic and foreign governments, industrial parks, and enterprises. The “CIIE Release” brand constantly took shape through release activities held by 42 well-known exhibitors. These release activities attracted more than 13 million live broadcast views through CCTV and other media.
- The United Nations Industrial Development Organization, International Trade Center, World Intellectual Property Organization, and others organized a number of events; the Ministry of Finance, the Ministry of Industry and Information Technology, the Ministry of Commerce, the People's Bank of China, the State Administration for Market Regulation, the National Medical Products Administration, China Council for the Promotion of International Trade, and Office for Campaign Against IPR Infringements and Counterfeits and other authorities independently or jointly held various activities, such as policy interpretation; procurement talks, signing ceremonies, economic and trade exchanges, business environment promotions, industrial investment meetings, and other activities were held at many places, so as to fully promote transactions, two-way investment, industrial cooperation, and cultural exchanges through supporting activities.



Media Attention

- The 3rd China International Import Expo was covered by more than 3,000 Chinese and foreign media reporters in an all-dimensional and multi-angle manner.
- As an international economic and trade pageant, the 3rd CIIE attracted the attention of global media. Reuters, Yonhap, Bloomberg, Ansa, PR Newswire, Associated Press, CNBC, zaobao.com (Singapore), Kyodo News, Nippon Hoso Kyokai (NHK), Radio France Internationale (RFI), Corriere della Sera, National Business Daily (South Korea), Il Sole 24 Ore (Italy) and other major media all actively reported on the 3rd CIIE, highlighting the global influence, attractiveness and appeal of CIIE.



Media Attention

- The reporting channels included newspapers and magazines, radio and television, and network news media. According to the incomplete statistics of a third-party public opinion monitoring organization, from January 1 to November 16, 2020, the network reports on CIIE exceeded 3 million, which greatly increased compared with the previous two sessions.
- *The People's Daily*, Xinhua News Agency, China Media Group (CMG), and other central media published thousands of reports. Key domestic media also covered the 3rd CIIE from different aspects.



Important Guests

- At the opening ceremony of the 3rd China International Import Expo, Chinese President Xi Jinping delivered a keynote speech via video. Hu Chunhua, Vice Premier of the State Council, Li Qiang, Secretary of the CPC Shanghai Municipal Committee and Han Zheng attended the opening ceremony offline in Shanghai.
- The opening ceremony was attended online by 231 officials above the ministerial level of 145 countries and international organizations, and 110 representatives of Fortune Global 500 companies and international think tanks.
- Foreign envoys from 69 countries and representatives of international organizations in China attended the opening ceremony offline.

Representatives of Foreign Governments and International Organizations Who Addressed the Opening Ceremony

Country	Speakers	Position
Pakistan	Arif Alvi	President
South Africa	Cyril Ramaphosa	President
Chile	Miguel Juan Sebastián Piñera Echenique	President
Uzbekistan	Shavkat Mirziyoyev	President
Serbia	Aleksandar Vučić	President
Spain	Pedro Sánchez	Prime Minister
Papua New Guinea	James Marape	Prime Minister
Hungary	Viktor Orbán	Prime Minister
United Nations Conference on Trade and Development	Mukhisa Kituyi	Secretary-General
World Health Organization	Tedros Adhanom	Director-General
World Intellectual Property Organization	Daren Tang	Director-General
The World Trade Organization	Yi Xiaozhun	Deputy Director-General

Exhibitors' Review



Bruno CHEVOT, Global Senior Vice President of DANONE: Against the background of the COVID-19 outbreak worldwide, China held the 3rd CIIE as scheduled and promised to further promote high-quality opening to the outside world. This further strengthens the confidence and enthusiasm of DANONE about our long-term development in the Chinese market. DANONE will not only "root in China and serve China" but also increase investment and innovation in the Chinese market. We will export the research achievements of "created in China" to overseas markets and push forward innovation that "begins in China and benefits the world" to propel the domestic and international circulations.

Dr. Stephan Wöhlenstein, CEO of Volkswagen Group (China): During the 3rd CIIE, Volkswagen Group (China) brought eight pure electric models of Volkswagen, Audi, and Porsche to the public to demonstrate the Group's vision of a low-carbon future. Through comprehensive measures, we will achieve carbon neutrality on the whole value chain from the supply chain, manufacturing, product use to the end of the product life cycle. In addition, the Volkswagen Group (China) Public Benefit Forest Project displayed this session will be officially launched in 2021 to further support China's environmental protection. The CIIE is one of the concrete measures for China to adhere to the policy of opening to the outside world. With this platform, Volkswagen Group can quickly spread its development layout and product direction to Chinese consumers, and continuously enhance the forward-looking image of its subordinate brands in the mind of Chinese consumers.



Dr. Gu Chunyuan, President of ABB China: Congratulations to China for the successful holding of the 3rd CIIE. In the past three years, the CIIE has become better and better. It has become an important platform and bridge for connecting domestic and international markets and promoting cooperation and innovation among enterprises. During the 3rd CIIE, ABB displayed over 50 innovative technologies from 14 countries around the world, launched more new products, and deepened exchanges and reached cooperation with new and old friends in various industries. We gained fruitful results. This year, ABB was also honored to join the newly established Specialized Committee for Industrial Digital Transformation of the CIIE Enterprise Alliance. We have signed with CIIE to be held in 2021. We will continue to expand our strategic layout in China riding the wind of CIIE, focus on key areas such as intelligent manufacturing, smart city and smart transportation, transform and upgrade the industry with digital intelligent technology, and join hands with Chinese customers and partners to embrace new opportunities and share a new future.



Exhibitors' Review



Jean-Paul Agon, Chairman and CEO of L'Oreal Group:

As the only large international exhibition held on schedule in the world, the 3rd CIIE has far-reaching significance. It not only shares the opportunity of common recovery with the world but also provides a valuable platform for all participating countries and enterprises. Everyone is enabled to embrace differences and seek common ground in today's world. This is also the profound meaning of the theme “different beauties, the same beauty” chosen by L'Oreal for its exhibition at the 3rd CIIE. As a witness, beneficiary, and contributor of Sino-French economic and trade cooperation for decades, L'Oreal will continue to participate in the next CIIE. More than ever, we firmly believe: China is pushing the world towards better consumption and a better future, and China will be the main battlefield for L'Oreal to build its core competitiveness in the future.

Liu Guoping, Chairman of Greater China Zone, ORIX Group:

Three years have passed! CIIE has enabled the world to see China's broad market and a strong belief in opening up to the outside world and allowed China to embrace the world without leaving home. Through this unique platform, ORIX has fully demonstrated and shared its business philosophy and business model of "Answers, Custom Fit". From a pusher behind the industry to a bridge of Sino-Japanese industrial cooperation, ORIX plays a linking and leading role, realizing two-way investment, two-way links of capital and resources. Under the guidance of the Ministry of Commerce, the CIIE Bureau, and governments at all levels of China, ORIX will continue to empower CIIE and the industry of trade in services through the "investment + financial + operation" mode, and drive and lead members of the CIIE Enterprise Alliance, Sino-Japanese joint ventures and Chinese enterprises to realize common growth. We will promote cross-industry, cross-regional, and all-round cooperation to co-build a complementary, mutual-trust, mutually beneficial, and win-win industrial cooperation platform for Chinese and foreign enterprises. The future of CIIE is promising!



Joseph Romanelli, President of MSD China: CIIE gives us an opportunity to demonstrate the development of the pharmaceutical industry in China and understand the challenges we face so that the entire industry can work with the government to find solutions. During the 3rd CIIE, MSD held in-depth exchanges with many key clients and partners as well as government officials. The holding of this CIIE confirmed that China's reform is advancing, China's opening up is continuing, and that China has abundant investment opportunities. We have signed a three-year memorandum of cooperation with CIIE and will continue to participate in this event, which fully demonstrates the long-term commitment of MSD to CIIE and the Chinese market.

An Invitation to the 4th CIIE

- The CIIE is the world's first import expo held at the national level, an innovation in the history of global trade. The CIIE is a major decision made by China to promote a new round of high-level opening up to the outside world, a major initiative by China to still widen market access to the rest of the world, and a practical action by China to promote the construction of an open world economy and support economic globalization.
- Chinese President Xi Jinping delivered a keynote speech at the opening ceremony of the CIIE for three consecutive years. He said that after three years of development, the CIIE has transformed exhibits into commodities, exhibitors into investors; it offers a platform for exchanging ideas and connecting China with the world. It has become a major platform for international procurement, investment promotion, human exchanges, and open cooperation, and become a global shared international public product.
- China sincerely invites foreign dignitaries, business communities, exhibitors, and buyers across the world to participate in the fourth CIIE. China is willing to make joint efforts with countries around the world and international organizations to build the CIIE into a world-class expo and promote the collective prosperity of the global economy and trade.