



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



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



China International Import Expo Bureau
Beijing People Online Network

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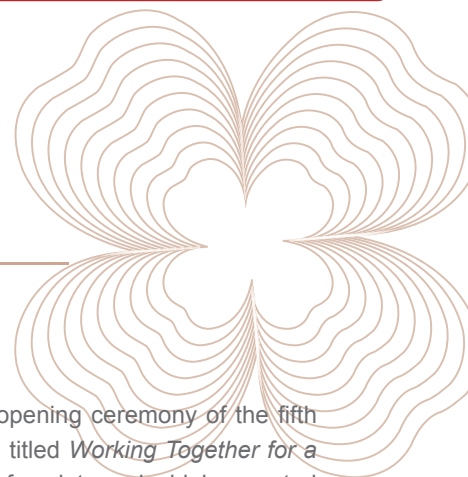
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Special Volume: Excerpts from media reports on President Xi Jinping's video speech



On the evening of November 4, 2022, Chinese President Xi Jinping attended the opening ceremony of the fifth China International Import Expo (CIIE) held in Shanghai via video and delivered a speech titled *Working Together for a Bright Future of Openness and Prosperity*. The speech 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 Openness Bring a New Bright Future to Global Development -- On President Xi Jinping's Speech at the Opening Ceremony of the Fifth China International Import Expo*. It stated that President Xi Jinping pointed out that "openness is a key driving force behind the progress of human civilizations and an intrinsic path toward global prosperity and development", and emphasized the need to "provide all nations with greater and fairer access to the fruits of development". He also said that China would work with all countries and all parties to share the opportunities in its vast market, from its institutional opening-up and from deepened international cooperation. President Xi's speech won wide recognition from the participants and received enthusiastic responses from the international community. In his speech, President Xi explained the importance of opening-up, and declared China's determination to expand opening-up, demonstrating the openness and self-confidence of a major country, and showcasing the responsibility of a major country to benefit the world. The speech was of great significance to lead the world economy to develop along the right track and boost its recovery, according to the report.

Xinhua News Agency published an article *Sharing China's Market Opportunities to Create an Open, Prosperous and Bright Future -- President Xi Jinping's Important Declaration at the Opening Ceremony of the Fifth China International Import Expo Injecting Strong Positive Energy into the Construction of an Open World Economy*. In its report, it said that President Xi Jinping's speech affirmed the important role and fruitful results of the CIIE, and announced opening-up measures for China's development to provide new opportunities for the world, and inject positive energy into the construction of an open world economy. President Xi Jinping delivered the speech at the CIIE for the fifth time. In his speech, he was far-sighted and eloquent, conveying the strong voice of China's unswerving expansion of opening-up. China's measures to expand opening-up announced in President Xi Jinping's speech were exciting, according to the report.

China Media Group's Network News Broadcast released CCTV Review: *Let Openness Bring a New Bright Future for Global Development*, saying that in his speech, President Xi Jinping showed profound insight into the situation and the general development trend of the times; systematically summarizing the series of achievements of the CIIE over the past five years; scientifically explaining the significance of opening-up to the current world; and expressing China's stance on promoting economic globalization and building an open world economy. According to the report, President Xi's speech demonstrated the historic responsibility of a responsible major country, and received extensive responses from participants and international media. As the world's first import-themed national exhibition, the CIIE has brought together high-quality products from all over the world; built a bridge for exchanging ideas and concepts and a new platform connecting China with countries across the world; and provided market opportunities, investment opportunities, and growth opportunities for global economies. Through five years of development, the CIIE has become a window for China to build a new development pattern, a platform for the country to promote high-level openness, and an international public product shared by the world.

Qiushi magazine published an article *Let Openness Bring a New Bright Future to Global Development*. In the report on President Xi Jinping's speech, it quoted him as saying: "We should commit ourselves to openness to meet development challenges, foster synergy for cooperation, build the momentum of innovation, and deliver benefits to all. We should steadily advance economic globalization, enhance every country's dynamism of growth, and provide



all nations with greater and fairer access to the fruits of development.” The magazine also said that as the first major international exhibition held by China after the 20th National Congress of the Communist Party of China, the fifth CIIE once again made the world feel that China’s door of openness would only be open wider in the new era, and once again demonstrated to the world China’s determination and confidence to continue to expand opening-up and share development opportunities.

Guangming Daily published an article *Making China’s Vast Market a Great Opportunity for the World -- On In-depth Study of President Xi Jinping’s Speech at the Opening Ceremony of the Fifth China International Import Expo*. In its report, it said that President Xi Jinping’s words demonstrated China’s determination to expand openness to the outside world, conveyed a positive signal that China in the new era would encourage all nations and parties to share opportunities in China’s vast market, and create and share a better future with the world. It further reported that through the huge platform of the CIIE, high-quality goods and services from all over the world have continuously entered the huge Chinese market. The invitation from the country has attracted the attention of companies and investors from all over the world. China has been continuously providing new opportunities for the world through its own development, showing the world see the historic responsibility of a responsible major country, the report said.

The CPPCC Daily published an article *Reinforcing Our Confidence in Rooting in China to Develop -- Domestic and Foreign Enterprises Discuss President Xi Jinping’s Speech at the Opening Ceremony of the Fifth China International Import Expo*, stating that President Xi Jinping attended the opening ceremony of the Expo via video and delivered a speech widely praised by exhibitors from home and abroad. It said all parties had seen China’s sincerity in opening-up its market to the world, China sharing opportunities with other countries, and were also full of expectations and confidence about the success of the CIIE.

The Hong Kong-based China Review News Agency published an article *China Promotes the Construction of an Open World Economy*, saying that President Xi Jinping pointed out in his speech that China would work with all countries and all parties to share the opportunities in its vast market, from its institutional opening-up to deepened international cooperation. He said China will expand its global network of high-standard free trade zones, firmly support and help developing countries to accelerate their development, and promote the building of a community with a shared future for mankind. This signifies, that China will focus on economic development and take the opening-up as the key to actively boost the development of world trade and investment.

Macao Daily News published an article *Chief Executive Attends the Opening Ceremony of the Fifth China International Import Expo Online*, stating that Macau Chief Executive Ho Iat Seng attended the opening ceremony of the Fifth CIIE and Hongqiao International Economic Forum held in Shanghai online, and listened to President Xi Jinping’s video speech. The Macao Trade and Investment Promotion Institute also organized an economic and trade delegation with more than 50 members to participate in the exhibition, hoping to provide momentum for the development of enterprises, land the Chinese mainland to expand market, publicize the advantages of Macao, and boost its “exhibition + tourism” development plan.

The Chinese Taiwan-based udn.com released an article *Xi Jinping: To Work with All Countries to Share Opportunities in Vast Chinese Market and Practice Multilateralism*, saying that the fifth CIIE was the first major international exhibition held after the 20th National Congress of the Communist Party of China. It reported that Chinese President Xi Jinping said in his speech that China would work with all countries and all parties to share the opportunities in its vast market, fully and deeply participate in WTO reform negotiations, boost trade and investment liberalization and facilitation, and practice true multilateralism.

Russia’s Sputnik published an article *Xi Jinping Reaffirmed the Opening-up Commitment at the Fifth China International Import Expo*, saying that Chinese President Xi Jinping stated at the opening ceremony of the Fifth China International Import Expo that China would adhere to the basic national policy of opening-up to the outside world, firmly pursue the win-win strategy of opening-up for mutual benefit and shared benefits, and work with all countries and all parties to share the opportunities in its vast market. The report said, the CIIE had become a window for China to build a new development pattern, a platform for the country to promote high-level openness, and an international public product shared by the world.

Reuters stated that Chinese President Xi Jinping's speech indicated that China would encourage more foreign investment, work with countries and parties to share and deepen international cooperation opportunities, fully and deeply participate in WTO reform negotiations, and promote trade and investment liberalization and facilitation.

According to Bloomberg News, China had promised to expand the import of high-quality products and help countries share opportunities in China's domestic market. It said that, at the event, Chinese President Xi Jinping mentioned the background of the lack of momentum in the world economic recovery, and said that "China will work with all countries and all parties to share the opportunities in its vast market. We will step up efforts to cultivate a robust domestic market, upgrade trade in goods."

The ANSA news agency from Italy stated that the CIIE was a symbol of China's opening-up to the outside world. And it reported that Chinese President Xi Jinping said in his speech at the opening ceremony of the CIIE, that China will expand its opening-up through the CIIE, and will work with other countries to overcome difficulties and challenges in global economic development.

Singapore's Lianhe Zaobao reported that Chinese President Xi Jinping called for opening-up to relieve development difficulties at the opening ceremony of the fifth China International Import Expo, and promised that China would work with all countries and all parties to share the opportunities in its vast market, and from its institutional opening-up; and steadily expand institutional opening-up with regard to rules, regulations, management and standards.

On its website, Nouvelles D'Europe said that the fifth CIIE started as scheduled, and Chinese President Xi Jinping attended the opening ceremony via video and delivered a speech, inviting all parties to create a bright future of openness and prosperity. On this occasion, the website reported that the Chinese leader once again emphasized the topic of "opening-up", released a wealth of information, and added that it was a goodwill invitation to the world for win-win cooperation and common prosperity.

According to Nikkei Asia, Chinese President Xi Jinping called on the world to advance opening-up against the background of "the world today being confronted with accelerated changes unseen in a century", and pointed out that "China will work with all countries and all parties to share the opportunities in its vast market. We will step up efforts to cultivate a robust domestic market."

According to CNN Philippines, Chinese President Xi Jinping said in a video speech at the fifth CIIE that China would upgrade trade in goods, develop new mechanisms for trade in services, import more quality products, and work with all countries and all parties to share the opportunities in its vast market.

According to the Sri Lankan media NewsCutter, President Xi Jinping emphasized at the opening ceremony that China would continue to expand high-level opening-up and adhere to multilateralism, expressing the vision of building a community with a shared future for mankind.

Radio Kenya stated that Chinese leader Xi Jinping pointed out in his speech at the CIIE that openness was the key to promoting global cooperation. He said China was creating development opportunities for other countries through the CIIE and other platforms, and that the cooperation between Kenya and China in agriculture and other fields has been fruitful.

According to Brazilian media MoneyTimes, Chinese President Xi Jinping pointed out at the opening ceremony of the CIIE that "the world today is confronted with accelerated changes unseen in a century as well as a sluggish economic recovery." Perhaps, China's huge consumer market and complete supply chain might provide impetus for global economic recovery, he said.

The news.com.au stated that the fifth CIIE once again helped the world better understand China. Chinese President Xi Jinping delivered a video speech at the opening ceremony of the fifth CIIE, reiterating China's commitment to openness. He said that "openness is a key driving force behind the progress of human civilizations" and China would share the opportunities from its institutional opening-up.

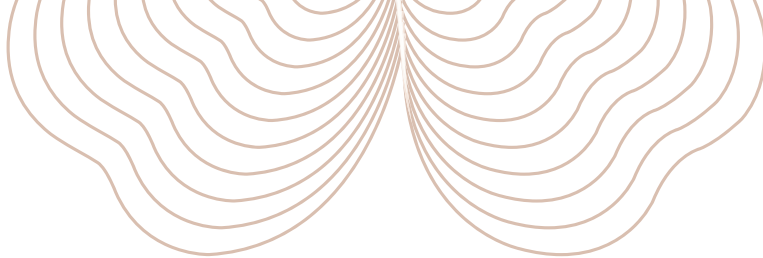
01

Communication overview and characteristics

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

新时代 共享未来
NEW ERA SHARED FUTURE





As the first major international exhibition held in China after the 20th National Congress of the CPC, the Fifth China International Import Expo (also referred to as the CIIE) was successfully held as scheduled, achieving fruitful results and attained the goals of safety, excellence and high efficiency.

The CIIE featured high-level coverage, good public response, and strong comprehensive influence, and received positive evaluations at home and abroad. Specifically, it has six main characteristics:

First, the CIIE became a high-level focus with a louder voice.

This year marked the fifth anniversary of the CIIE, and all walks of life paid close attention to the CIIE. Over the past five years, the total exposure^① of the CIIE has exceeded 10 billion hits, so the level of communication is extremely high. With the rapid development of the mobile Internet, applets have become the main source of the “traffic”, and were leveraged by the CIIE to expand its influence. The information from the home media^② comprised more than 10 million pieces. The central media’s coverage and publicity were powerful, and overseas communication continued to grow. The authoritative release of official platforms, and the spontaneous attention of participants, exhibitors and other parties, jointly enhanced the international communication about the CIIE.

Second, the CIIE had a big voice and influential coverage mainly contributed by the mainstream media.

The total exposure of the fifth CIIE exceeded 5.6 billion hits, mainly from social platforms such as Weibo and Douyin, as well as news applets Toutiao and Tencent.

There were about 2.041 million pieces of information about the fifth CIIE on the internet, including about 2.015 million pieces of domestic information. People’s Daily, Xinhua News Agency, CCTV, Guangming Daily, Economic Daily, China Daily, China News Service and other central-level news providers^③ produced in-depth reports, and local news agencies such as Jiefang Daily and industrial media such as International Business Daily actively followed up, producing rich communication content, innovative communication, and promoting media integration.

Third, the extensive coverage of the CIIE further enhanced its international influence.

The overseas information and reports on the CIIE reached a new high. International mainstream news agencies published articles, covering nearly 1.2 billion overseas audience in nearly 100 countries and regions.

Associated Press, Reuters, AFP, RIA Novosti, Yonhap News Agency and other overseas mainstream media reported on the CIIE, with a total of about 26,000 pieces of information.

Among the six major overseas social media platforms including Facebook, Twitter, and TikTok, the total number of posts related to the fifth CIIE exceeded 100 million, a record high.

① Total exposure includes data such as page views at news apps, WeChat and Weibo accounts, and play time at Douyin, Kuaishou and other video platforms.

② The information data are from the Zhongyun platform of People’s Daily Online Public Opinion Data Center and monitored between January 1, 2022 and November 30, 2022.

③ On October 20, 2021, the Cyberspace Administration of China released the latest version of the List of Internet News Source Providers with 1,358 institutions including central news websites, central news institutions, industrial media, local news websites, local news institutions, and government affairs platforms.

Fourth, the CIIE had many highlights, creating characteristic communication.

First, the fifth session and the fifth anniversary were highlighted, and the annual theme of CIIE Stories was publicized, increasing its influence during the off-season period, strengthening the enthusiasm of multiple parties to participate, and providing rich material for media follow-up reports.

Second, focusing on digital technology empowering exhibitions, the number of reports on exhibition promotion, exhibitors, exhibits and negotiations continued to increase.

The “Digital Expo” display platform was launched for the first time, and “online showroom, online news release, online live streaming, and online trade talks” were given extensive attention.

Third, hot words such as “opening-up” and “China’s vast market” were used frequently, demonstrating China’s confidence and determination to actively expand opening-up and share development opportunities with other countries.

Fourth, the new exhibition areas showed exciting highlights. The 10 Year of the New Era—China’s Opening-Up Achievement Exhibition, the CIIE Culture Exhibition Hall, and the Exquisite Art Zone were new entrants at this CIIE and attracted a lot of media attention.

Fifth, good feedback proved that exhibitors and exhibits received a lot of attention.

At the CIIE, more than 2,800 companies from 127 countries and regions participated in the business exhibition, and exhibited 438 new products, new technologies, and new services.

From the perspective of communication, the consumer goods exhibition area was the most popular; the crop seed industry subsection was the most eye-catching; the exhibitor Panasonic ranked first in terms of popularity among exhibition and subsection areas. And the seventh-generation table tennis coaching robot exhibited by Omron was the most attractive exhibit.

Sixth, various activities during the CIIE created a joint force of communication.

In terms of forums, the influence of the Hongqiao Forum increased, and activities such as the RCEP and Greater Opening High-level Forum, the release of the World Opening-up Report 2022 and International Seminar attracted a lot of attention.

In terms of supporting activities, nearly 100 activities attracted attention, including the eye-catching fifth CIIE Trade and Investment Matchmaking Meeting and the Exhibitor Alliance Conference.

In terms of cultural exchanges, the time-honored Chinese brand display area and the intangible heritage display area attracted attention from all walks of life.

① Total exposure includes data such as page views at news apps, WeChat and Weibo accounts, and play time at Douyin, Kuaishou and other video platforms.

② The information data are from the Zhongyun platform of People’s Daily Online Public Opinion Data Center and monitored between January 1, 2022 and November 30, 2022.

02

*Five-year
growth builds
a better CIIE
with increasing
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Over the past five years, the CIIE has become a window for China to build a new development pattern; a platform for the country to promote high-level openness; and an international public product shared by the world. While the exhibition is getting better, its influence is getting bigger, and the response to it at home and abroad is increasing.

(I) The total exposure exceeded 10 billion views, showcasing wide coverage and strong influence

On the whole, over the past five years, the CIIE has featured widely on communication channels; garnered a wide media coverage; and gained a good reputation. From the first to the fifth session, the total exposure of the CIIE exceeded 10 billion views, and the “traffic” has mainly come from mobile applets. The media and netizens are often prone to go for distinctive exhibitors and exhibits. But the mainstream media are still the “main force” for publicizing and reporting the event. At the same time, with the continuous deepening of media integration and the further development of the mobile internet, matrix-style communication has become a prominent feature. And video and other communication methods are becoming more important. The media reports on the event were different on various platforms; and they weeded out the old to bring in the new in terms of form and contents, helping expand the voice of the CIIE.

In terms of information quantity, there are now 11.399 million pieces of CIIE-related information on the internet, of which about 11.307 million were in China, with Weibo, the online media, WeChat, and applets as the main communication channels, collectively accounting for more than 90% of the total. Weibo had about 4.251 million pieces of related information, accounting for about 37.59% of the total; online media had 3.083 million pieces, accounting for about 27.27%; WeChat had 1.651 million pieces, accounting for about 14.59%; and applets had about 1.751 million, accounting for about 15.49%. Bloggers, print media, and streamliners had little source information, but they were also important CIIE-communication channels thanks to their followers’ attention and spread. A total of 212,000 pieces of related information were released by streamliners, 186,000 by bloggers and 173,000 by print media, collectively accounting for about 5.06% of the total.

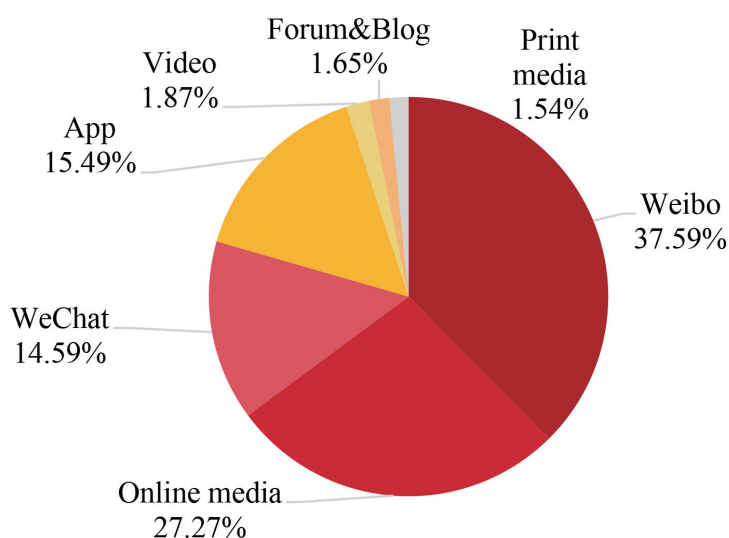


Figure: Distribution of domestic communication channels

Overseas, the CIIE has continued expanding its dissemination, resulting in a further increase in influence, with about 92,000 pieces of related information released. Foreign mainstream media such as Associated Press, Reuters, AFP, RIA Novosti, Yonhap News Agency and other overseas mainstream media actively reported the event, and the articles released by international mainstream news agencies covered nearly 1.2 billion viewers across nearly 100 countries and regions. Over the past five years, the influence of international communication of the CIIE has been expanding. First, as an international public product shared by the world, the expo attracted attention from overseas media, institutions, enterprises and netizens; second, China's external publicity medias made continuous efforts to tell "Chinese stories" and "CIIE Stories" from multiple angles, and jointly improve its international communication capacity; third, the official overseas promotion of the expo was carried forward to adapt it to the current overseas communication situation, and expand its influence through an information push and advertising on overseas social platforms such as Facebook, Twitter, and YouTube.

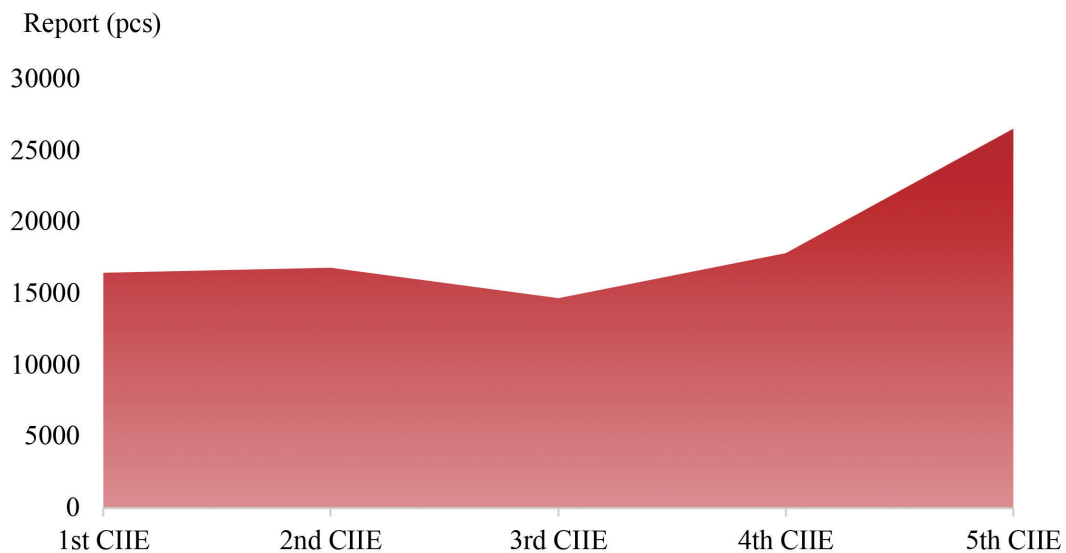


Figure: Trend of CIIE's overseas communications

(II) Thematic publicity to highlight “CIIE Stories” achieves great popularity

As a highlight of the annual thematic publicity, the “CIIE Stories” provided CIIE participants with the opportunity to tell their stories, and also built a platform to review their achievements of the past five years. The activity developed from an official promotion to a spontaneous communication with multi-party participation, showcasing outstanding communication influence, and an obvious long-tail effect. Many stories became material for media reports, forming a virtuous communication cycle, and receiving recognition from the public.

CIIE communication was extremely good, with warm and positive responses. From the overall data, the content related to the “CIIE Stories” had an accumulated exposure of about 500 million views.

In terms of the mainstream media, many of them set up a special column for the CIIE Stories, and published content on major pages and columns, achieving good results. The exposure of CIIE Stories to people through people.cn and the Xinhua News Agency applet exceeded 1.25 million views. CCTV related columns were viewed more than 500,000 times, and multiple articles on the CCTV news applet were read nearly 100,000 times. The total exposure on The Paper media matrix exceeded 81 million views. And in terms of social platforms, the Douyin topic #My CIIE Story# were played about 360 million times. The Weibo topic #My CIIE Story# was read nearly 8 million times. In terms of access through applets, the CIIE Story exposure on the opening page of applets such as China Daily, Douyin, bilibili, and The Paper was about 50.5 million views.



people.cn



Xinhua News app



CCTV News app



chinanews.com

As for overseas communication, Facebook, Twitter, LinkedIn, YouTube, TikTok and other overseas social media platforms spread CIIE Stories a total of about 1.95 million times, and the information on the English government affairs platform under China Daily was read about 580,000 times.

Overseas Communications of the CIIE Stories

Platform	Languages	Posts	Times spread	Times interacted
Facebook	English	73	769100	96300
	Chinese Simplified	87	524500	30800
	Chinese Traditional	87	71700	9902
Twitter	English	74	363000	55300
LinkedIn	English	73	21700	681
YouTube	English	22	196000	78000
TikTok	English	7	966	-
Total		423	1,946,900	271,000

TOP10 CIIE Stories Spread Overseas

Ranking	Title	Times spread
1	My CIIE Story • Grand Strategy The CIIE connects every exhibitor with China and the world	79216
2	My CIIE Story • Grand Strategy Harvest the 'CIIE effect', share China's opportunities	58586
3	My CIIE Story • Prominent Platform Claus-Peter Karg: 'CIIE Babies' showcase China's accelerating innovation	48482
4	My CIIE Story • Big Market Theland growing together with import expo	42861
5	My CIIE Story • Grand Strategy Memories of artwork creation from the CIIE shared by painting master	41933
6	My CIIE Story • Big Market Jiang Ming: "buying and selling globally", the CIIE connects China with the world	40722
7	My CIIE Story • Prominent Platform Expo aids Audi's switch to electric	32889
8	My CIIE Story • Grand Strategy Expo guarantees a brighter future	31902
9	My CIIE Story • Great Opportunity Naoyuki Yasutake: This is the reason for our continuous participation in the CIIE	27173
10	My CIIE Story • Big Market Schott reiterates commitment to China	26070

Media forwarded CIIE Stories frequently to amplify the voices and influence. While the media set up special columns to publish content related to “My CIIE Stories” to expand the communication; “CIIE Stories” solicited and released by the CIIE Organizing Committee provide rich material for domestic and foreign media.

Many stories specified China’s market opportunities and development dividends. For example, upon the release of “My CIIE Story • Great Opportunity | Ali Faiz: CIIE Changed the Trajectory of My Life”, people.cn, xinhuanet.com, cctv.com, chinanews.com and other media told the story from different perspective, showcasing the CIIE’s value as a platform. “My CIIE Story • Great Opportunity | Ysabel Zea: Warmpaca’s CIIE-driven Birth and Growth” attracted attention. And on its release, the CCTV News Special CIIE Exhibitors reported the alpaca doll’s CIIE story. Peruvian TV reported that Warmpaca was the epitome of win-win cooperation between Peru and China. Key central media also set up special programs for serial reports.

For example, CCTV Special Program CIIE Exhibitors released a number of reports themed on CIIE Stories listed as follows:

CIIE Stories Reported by CCTV Special Program CIIE Exhibitors

Time	Title	Views
Nov. 5	CIIE Exhibitors· News Special The alpaca doll’s CIIE story	38159
Nov. 5	CIIE Exhibitors·My CIIE Story Ali: The dream of Afghan “brothers”	28844
Nov. 6	CIIE Exhibitors·My CIIE Story Tong Anrui: Friend-making CIIE is a must to attend	11347
Nov.9	CIIE Exhibitors·My CIIE Story Kang Liang: Experiencing China’s innovation through my five CIIE experiences	71802
Nov. 10	CIIE Exhibitors·My CIIE Story The fantastic CIIE experience of Sanxingdui sterilizer	278809

The long-tail effect was obvious, and many parties participated spontaneously. The promotion of the “CIIE Stories” saw a good start and a quick rise. In terms of content, over the five-year development of the CIIE, the stories about “change” were eye-catching; and the stories of “from exhibits to commodities” and “from exhibitors to investors” attracted attention. In terms of story-tellers, people from all walks of life took the initiative to tell and spread their “CIIE Stories”, including CIIE organizers and undertakers; members of the CIIE Organizing Committee; representatives of provinces, autonomous regions and municipalities; international organizations; national (regional) exhibition’ participants, exhibitors, and purchasers; Hongqiao Forum member enterprises; major media; supporters and service departments; advisors from all walks of life; people who were connected with the Expo; the volunteers and other public organizations.

On June 1, 2022, the global solicitation for “My CIIE Story” was officially launched. As a result, CIIE official platforms, dozens of news media, major new media platforms and overseas social media platforms started soliciting CIIE Stories from across the world. From July to November, 2022, the communication continued to intensify, showing the characteristics of staged spread. In the first stage, with the theme focused on Grand Strategy, the communication focused on CIIE’s positioning and characteristics as an important part of national strategy, a high-level openness platform, and an international public product through stories of representative exhibitors, exhibition organizations, Hongqiao Forum member enterprises and people from all walks of life. In the second stage with the theme of Big Market, lively stories from CIIE’s business promotion were presented to describe how the event transformed the Chinese market into a global shared dividend. The third stage, with Prominent Platform as its theme, focused on new products, technologies and services, telling the stories of “from exhibits to commodities; and from exhibitors to investors”; showing the enrichment and expansion of the functions of CIIE’s four major platforms from the perspectives of supportive policies; and projecting the national image and cultural exchanges. The fourth stage, with the theme on Great Opportunities, focused on the memories and narration of CIIE participants to show the changes brought by the event to the world over the past five years and its contribution to boost the construction of a community with a shared future for mankind. The special publicity of CIIE Stories and the overall publicity of the event were synchronous and repeatedly reached new highs in catching eyeballs. Through real and vivid stories, the audience could understand and perceive all aspects and achievements of the expo.

Various contents produced with multiple events held online and offline. Through reviewing the development achievements over the past five years, the CIIE Stories organizers held a series of activities, producing a large number of works, including “a seminar”, “a class”, “a book”, “a scroll”, and “a documentary”.

A seminar. On August 25, the Expert Seminar on the Fifth Anniversary of the CIIE was held at the headquarters of People's Daily in Beijing. The seminar was hosted by China International Import Expo Bureau. The participants included experts in related fields, important exhibitors and buyers, Hongqiao Forum members and other enterprise representatives. They had discussions on the CIIE's practice and experience in driving China's opening-up and development, and achieving global mutual benefits and win-win results. All participants agreed that, over the past five years, CIIE had given full play to the role of four major platforms of international procurement, investment promotion, open cooperation and cultural exchanges, and continuously boosted "from exhibits to commodities; from exhibitors into investors", effectively connecting China with the world market. The seminar was reported by numerous domestic media such as People's Daily, xinhuanet.com, cctv.com, and ce.cn, with a total of more than 1,000 pieces of news. Among them, relevant reports on the three major platforms of Xinhua News Agency applet, xinhuanet.com, and CCTV News applet were viewed nearly 1 million times. Foreign media such as oushinet.com, Kazakhstan Industrial News website, Afghanistan's STRnews TV, and Japan's Nifty News also forwarded the news.

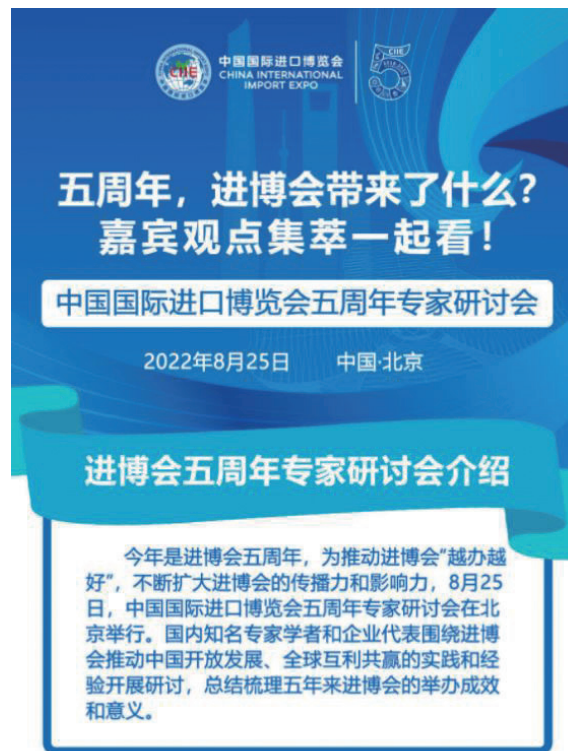


Figure: Poster for the Expert Seminar on the Fifth Anniversary of the CIIE

A class. The special program CIIE Public Classes, a carrier to popularize CIIE knowledge to school students, had three parts, a speech, a Q&A and a field visits. In the program, the exhibitors, buyers, Hongqiao Forum hosts, supporting enterprises and volunteers told their CIIE Stories, answered questions, and invited students to visit CIIE venues to increase their knowledge of the CIIE. The program produced good communication and evoked positive social response. On September 1, on the opening day of primary and secondary schools, the program premiered simultaneously on China Education Television Channel 1; China Education Network Television; and the Yujian News integrated media matrix. On September 2, it was rebroadcast on China Education Television Channel 2 and Channel 4. At the same time, it was disseminated through new media platforms such as Xinhua News Agency's App Shanghai and the Bilibili account of China Education TV. The program was viewed a total of about 40 million times on these online platforms. From September 1 to October 25, the program was also broadcast in 13,000 primary and secondary schools in 31 provinces, autonomous regions and municipalities across the country through Xinhua News Agency's Moral Education School, in four episodes, covering about 80 million students.



Figure: The special program CIIE Public Classes.

A book. On November 9, the Five Years' Progress and Wonderful Records: CIIE Image Solicitation Award and My CIIE Story Launch Ceremony was held. The global solicitation of My CIIE Story attracted many domestic and foreign people to tell their CIIE stories in text and video. A total of 77 representative works were picked to be included in a new book of the same name. The book, with nearly 130,000 words, was a highlight of the expo and attracted wide attention.



Figure: The book My CIIE Story

A scroll. On November 3, the eve of the opening of the fifth CIIE, the video of “My CIIE Stories” Hand-Drawn Illustration Scroll was released on CIIE’s website, accounts on Weibo, WeChat and other official platforms. The blue-and-white porcelain style illustrations on an exquisite and novel scroll were slowly unfolded, showing the significance and achievements of the expo over the past five years. At the same time, the video was released on all platforms of China Daily, and forwarded by people.cn, xinhuanet.com, gmw.cn, ifeng.com, shobserver.com, gdtv.com, qianlong.com and other media, covering more than 600 million people, and was used by CCTV’s News 1+1 as the background for the exclusive interview with the leaders of China International Import Expo Bureau.



在国际贸易史上铺就一幅崭新的画卷
presenting a new picture in international trade history

Figure: A Screenshot of “My CIIE Stories” Hand-Drawn Illustration Scroll



Figure: Screenshots of News 1+1

A documentary. On November 10, the documentary Five-year CIIE Special • My CIIE Story was released at the end of the exhibition, showing the results of the five-years event, and expressing the vision for future development. The documentary was also shown during the warm-up session at the opening ceremony and received positive reviews from all parties.



Figure: The theme documentary Five-year CIIE Special • My CIIE Story

(III) CIIE, a well-recognized platform for global trade with splendid culture

The mainstream media focused on the fifth anniversary of the CIIE, guiding public opinion by publishing articles. For example, on May 13, 2022, the People's Daily published CIIE Makes China's Big Market a Great Global Opportunity on its commentary page, pointing out that the CIIE has gone through five years and had developed into an important platform for sharing China's opportunities with the world. Also, Xinhua News Agency published an article Steady Progress for Better Results -- On the One-month Countdown to the Fifth CIIE, which stated that the annual CIIE is a vivid microcosm of China's continuous and further opening-up in the new era, and an important witness for companies from all over the world to share development opportunities and achieve mutual benefits and win-win results. Guangming Daily published an article Compose an Openness and Win-Win Movement for the New Era -- Written at the Conclusion of the Fifth China International Import Expo, stating that the CIIE showcased a wonderful event to the world, and China shared new opportunities with the world. The CIIE is a key window for the international community to observe China's development, and also an important platform for China to demonstrate its responsibility to the world, the article said. A CIIE Culture Exhibition Hall was set up at this event, with an exhibition area of about 1,600 square meters. It consisted of seven parts: the preface hall, five theme halls, and the caudal hall.

With the theme of New Era, Shared Future, the exhibition hall used more than 260 pictures, more than 150 exhibits, 5 sets of real-scene sand tables, and multiple sets of large-scale multimedia interactive exhibits to showcase the functional positioning, preparation process, highlights and characteristics, significance and achievements, and far-reaching impact of the CIIE in an all-round way. The main media, including people.cn, xinhuanet.com, cctv.com, ce.cn, shobserver.com, and eastday.com reported on the exhibition.

(IV) "Openness", a CIIE buzzword throughout the past five years

Since the first CIIE, buzzwords have been an effective perspective for observing the development of the expo.

"The unchanged." Openness has been a constant buzzword throughout the past five years, which reflects the CIIE's attempt to enhance openness and "work with all countries and all parties to share the opportunities in its vast market" and "commit to openness to meet development challenges, foster synergy for cooperation, build the momentum of innovation, and deliver benefits to all."^①

"The changed." The buzzwords for each session change, reflecting the characteristics of the times, like when the expo synchronized with China's economic development. In the first session, the buzzwords "Belt and Road" and "Consumption Upgrading" reflected that the expo began from the first Belt and Road International Cooperation Summit Forum, and was inseparable from meeting people's growing needs for a better life. In the second session, "high-level opening-up" and "breaking through protectionism" showed China's responsibility to take the initiative to expand opening-up under the then international economic and trade situation. In the third session, "enhancing confidence" and "holding as scheduled" embodied the importance of successfully holding the expo despite the pandemic. In the fourth session, "win-win cooperation" and "RCEP" showed that the expo continued to make more friends; and the potential of the Chinese market continued to be released. And, in the fifth session, "intelligent technology" and "green and low-carbon" indicated the direction of future development.

^① Working Together for a Bright Future of Openness and Prosperity remarks by H.E. Xi Jinping, President of the People's Republic of China at the Opening Ceremony of the Fifth China International Import Expo

List of CIIE Buzzwords

Session	Buzzwords
1	“Openness”, “Economic Globalization”, “Business Environment”, “Win-win Cooperation”, “Facilitation”, “Common Development”, “Consumption Upgrading”, “Belt and Road”
2	“High-level Opening-up”, “Community of Common Destiny”, “Breaking Through Protectionism” “Exchange and Cooperation”, “Chinese Market”, “Innovation”, “Business Environment”, “Technology”
3	“Openness”, “Dual Circulation”, “Enhance Confidence”, “Held as Scheduled” “CIIE Effect”, “Spillover Effect”, “Circle of Friends”, “Online and Offline”
4	“Expanding Opening-up”, “Cutting-edge Technology”, “Green and Low-carbon”, “Win-win Cooperation” “Consumption Upgrade”, “RCEP”, “Debut”, “Cultural Exchange”
5	“Openness”, “China’s Vast Market”, “Hongqiao Forum”, “CIIE Story”, “Intelligent Technology”, “Green and Low-carbon”, “Digital CIIE”, “Confidence”, “Opportunities”, “Development Achievements”

(V) Exhibition areas for basic necessities catch eyeballs

In terms of popularity and changes in exhibits over the past five years, the popularity of technical equipment, food and agricultural products has stayed high in each session, indicating that sci-tech and lifestyle were popular with the public. The changes in each exhibition area also reflect the development trend of industry. In the food and agricultural products exhibition area, enterprises and consumers paid more attention to “organic”, “green” and “healthy” foods. In the medical equipment and health care products exhibition area, new technologies beneficial to health are attracting attention, and their safety, price, and scope of use sparked discussions. In the trade in services exhibition area, due to the characteristics of “no physical objects” on site, the words “concept”, “digital intelligence”, “solution”, “empowering enterprises” and “sustainable development” have become common in communication. In addition, in recent years, the attention to cultural and artistic content has increased. In the automobile exhibition area, “new energy” has become a hot topic for communication, along with “cool” appearance “knowhow for more visits”. In the consumer goods exhibition area, the popularity of beauty and cosmetic products was obviously high, with luxuries often being hot topics. “High-end” also became a buzzword. In the technical equipment exhibition area, “cutting-edge”, “technology” and “leading” equipment attracted high attention, and concepts like “green factory” were being talked about.

Top 3 Exhibition Areas in Past CIIE Sessions

Session	TOP1	TOP2	TOP3
1	Smart and High-end Equipment	Automobile	Food and Agricultural Products
2	Equipment	Food and Agricultural Products	Quality Life
3	Consumer Goods	Food and Agricultural Products	Technical Equipment
4	Technical Equipment	Food and Agricultural Products	Medical Equipment & Healthcare Products
5	Consumer Goods	Medical Equipment & Healthcare Products	Food and Agricultural Products

03

*Communication
details*

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

新时代 共享未来
NEW ERA SHARED FUTURE



The fifth CIIE featured more than 5.6 billion times on the internet, with high popularity, good public response and strong comprehensive influence. **According to communication statistics**, the information quantity on the internet was about 2.041 million pieces, including about 2.015 million pieces of domestic information, a steady quantity; and about 26,000 pieces of overseas information, a new high. **In terms of communication trends**, the CIIE reports were continuously spread throughout the year to produce the pre-heat before the exhibition; the high-heat during the exhibition; and the lingering heat after the exhibition. **As for the buzzwords**, “openness” and “China’s vast market” received great attention; “Hongqiao Forum” and “CIIE Story” appeared frequently; “intelligent technology”, “green and low-carbon” and “digital CIIE” reflected market dynamics and development direction; and “confidence”, “opportunity” and “development achievement” described the fifth anniversary of the CIIE.

(I) Communication data: huge voice of domestic publicity; stable and improving overseas publicity

Media monitoring showed that from January 1 to November 30, 2022, there were 2,041,651 pieces of relevant information on the internet. Among them, there were 2,015,081 pieces of domestic information, mainly from mainstream media and social platforms such as Weibo; and 26,570 pieces of overseas (including Hong Kong, Macao and Taiwan) information, mainly from international news agencies and social platforms such as Facebook. In China, online media, Weibo, applets and WeChat were the main communication channels, collectively accounting for nearly 90% of the total. And videos, blogs, and print media accounted for about 10% of the total. Online media released 606,731 pieces of CIIE information, accounting for 30.11% of the total; Weibo released 463,701 pieces, accounting for 23.01%; applets released 436,464 pieces, accounting for 21.66%; WeChat, 293,469, 14.56%; video platforms, 155,664, 7.71%; blogs, 30,872, 1.53%; and the print media released 28,180 pieces of CIIE information, accounting for 1.41% of the total.

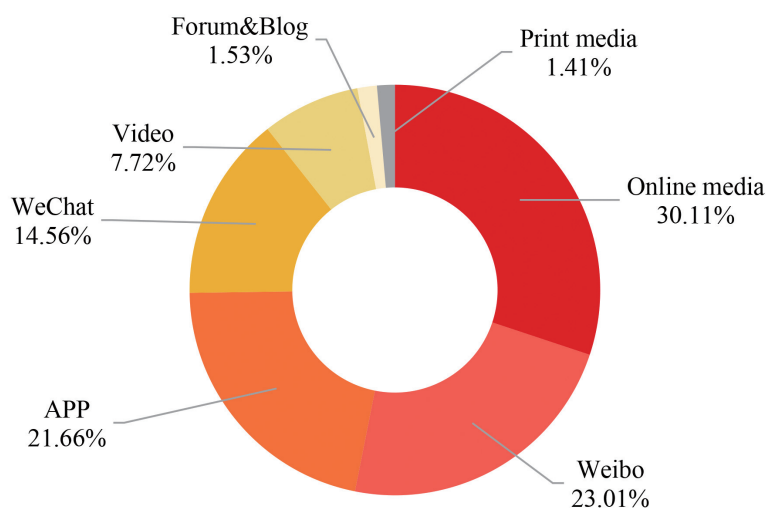


Figure: Distribution of communication channels

Overseas, the **media in Hong Kong, Macao and Taiwan** reported the event. And the publications were Ta Kung Pao, Macao Daily News, Hong Kong Economic Times, and China Review News Agency. **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, Vietnam News Agency, Indonesia's Antara News Agency, Fox Broadcasting Corporation of the United States, Britain's The Times, Germany's Le Monde, France's Le Figaro, Italy's IL Sole-24Ore, Russia's Labor News, 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 fifth CIIE, with more than 10,000 pieces of relevant information in the United States and nearly 10,000 in Japan. The Republic of Korea, Germany and Vietnam also reported the event, with more than 500 pieces of relevant news in each. And France, Singapore, Russia, the United Kingdom, Australia, India, Italy, Argentina, the Philippines and Indonesia also focused on this expo, with more than 100 pieces of relevant information published in each country. **In addition,** related posts on overseas social media were spread more than 100 million times with replies of more than 5 million. The number of hits on CIIE's Internet promotion information exceeded 5 million in the United States, Germany, the UK, Japan, France and other countries. China Daily launched an English-language journal with an average daily circulation of about 300,000 copies, covering 63 countries and regions.

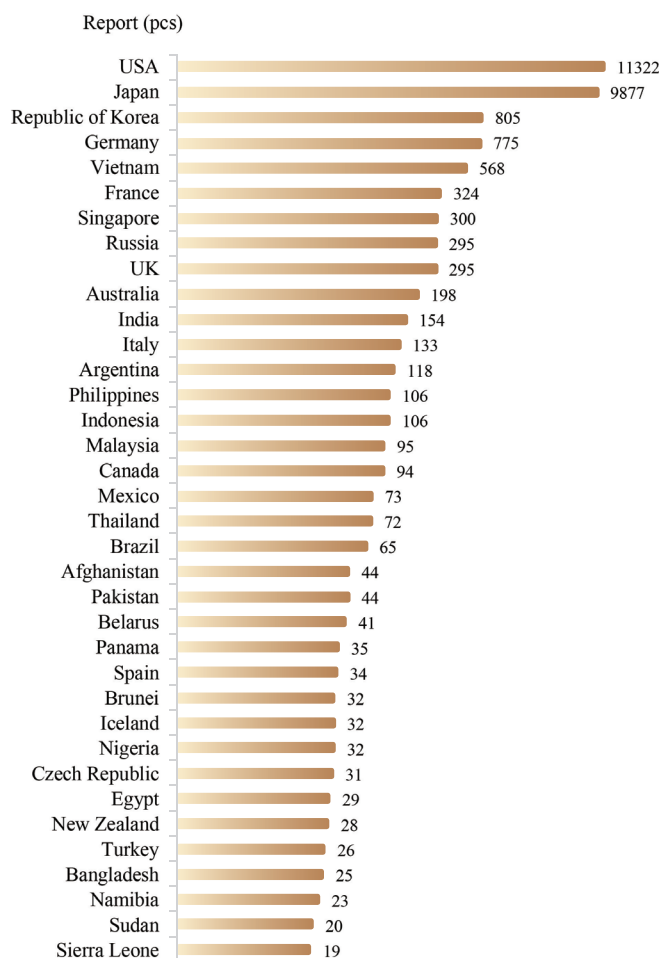


Figure: CIIE's communication statistics in foreign countries and regions

(II) Communication cycle: five major communication stages throughout the year, played a leading role in publicity

Overall, the “voice of CIIE” spread uninterruptedly throughout the year, grasped critical publicity points before the exhibition, reached a publicity climax during the exhibition, and had a good command of the overall communication progress. **In terms of stages**, the CIIE’s annual communication was divided into five sections -- “constant stage”, “stable stage”, “rising stage”, “surge stage” and “climax stage”. **In terms of characteristics**, during the exhibition, the information quantity was the highest, and the concentrated publicity aroused enthusiastic response. During non-exhibition days, the information quantity stabilized at a high level. Related publicity activities such as the 200-Day Countdown, 100-Day Countdown and CIIE Stories took the initiative to set up topics and effectively guided public opinion.

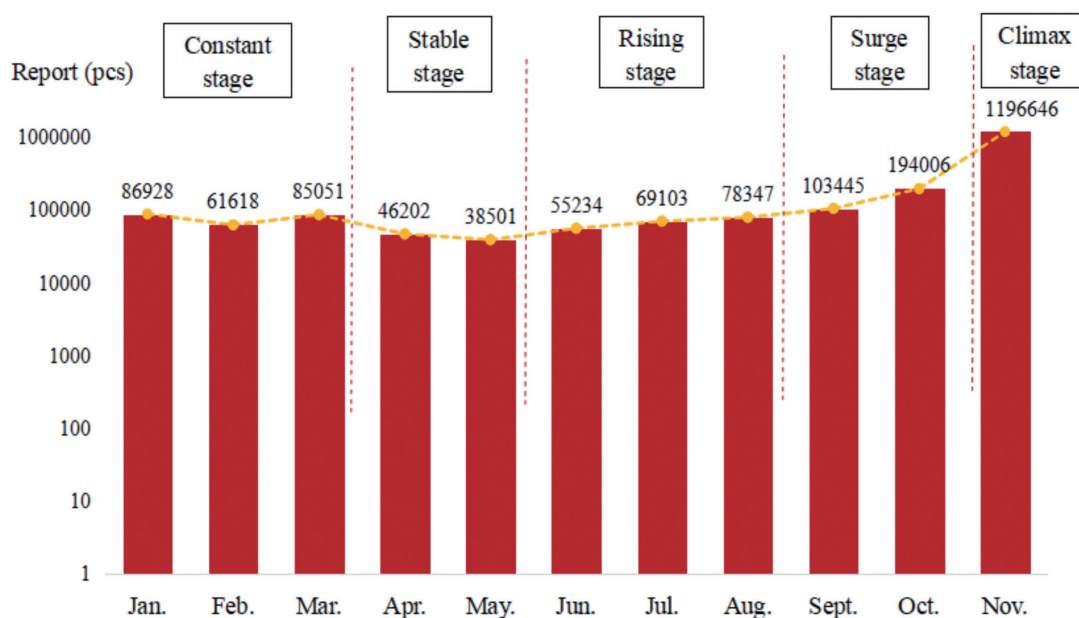


Figure. Trend of CIIE-related information quantity from Jan. to Nov., 2022

Stage I: Constant stage. From January to March, the monthly quantity of CIIE-related information exceeded 60,000 pieces, and the media mainly focused on activities.

In January, the results of the selection of Top Ten News in China’s Convention and Exhibition Industry in 2021 initiated by ce.cn were unveiled, including CIIE held online for the first time. The fifth CIIE New Year Exchange Conference and the fifth Signing Ceremony were held at the National Convention and Exhibition Center (Shanghai). It saw 31 enterprises’ signing up for the fifth CIIE, and 3 enterprises signing up for the Hongqiao International Economic Forum. The first cloud promotion for the fifth CIIE by overseas exhibition agencies -- the fifth CIIE Cloud Promotion German Online Conference, was successfully held.

In February, President Xi Jinping met with Prince Albert II, the head of state of Monaco, and expressed said China would welcome more Monaco companies to participate in the CIIE. The special exchange event of Deputies and Members of the Two Sessions Entering the CIIE was held, and more than 10 deputies to the National People's Congress and members of the CPPCC National Committee in Shanghai were invited to participate.

In March, the Fifth Session of the Thirteenth National People's Congress opened in the Great Hall of the People in Beijing, and the CIIE was included in the government work report for the fifth consecutive year. At the press conference of the State Council Information Office, Minister of Commerce Wang Wentao said that the series of activities of CIIE Enters the Local Places would continue to be carried out. The list of the first group of exhibitors of the fifth CIIE was then officially announced.

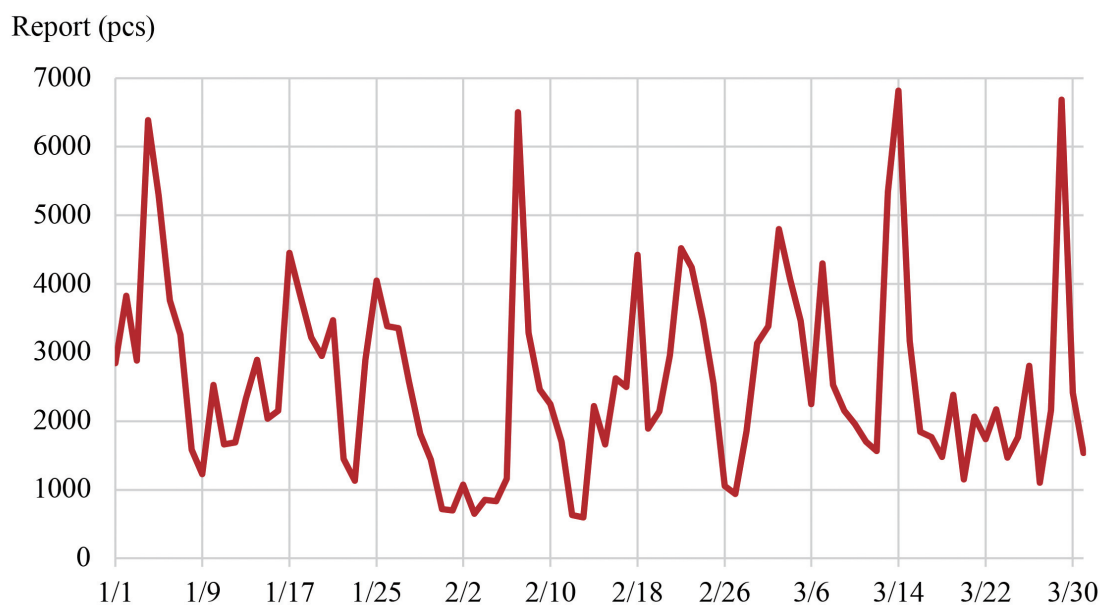


Figure: CIIE information trend between Jan. and Mar.

Stage II: Stable stage. From April to May, the monthly quantity of CIIE-related information was about 40,000 pieces, and the 200-Day Countdown to the fifth CIIE was the focus of reports.

In April, the 200-day Countdown to the fifth CIIE was successfully held online, and the list of the second batch of exhibitors and the intentional demands of the first batch of buyers at the fifth CIIE were officially announced. The General Office of the State Council pointed out that the country should promote the healthy and sustainable development of consumer platforms, and continue to hold CIIE and other exhibitions well.

In May, the supporting activities of the fifth CIIE began to accept bids; the Central Publicity Department held a series of press conferences on the theme of “China’s Decade” and answered reporters’ questions. Sheng Qiuping, vice-minister of the Ministry of Commerce, said that the Ministry of Commerce would further strengthen international cooperation and successfully hold major economic and trade exhibitions such as the China International Import Expo. According to information on the official website of the Ministry of Foreign Affairs, China would continue to assist in the promotion of high-quality products and projects from Pacific island countries through the China International Import Expo and other exhibitions.



Figure: CIIE information trend between Apr. and May.

Stage III: Rising stage. From June to August, the quantity of information was more than 50,000, more than 60,000, and more than 70,000 pieces, and the relevant data gradually increased. The activities, such as My CIIE Story Global Solicitation; Investment promotion event in Jiangxi; the 100-day Countdown to the CIIE briefing, and the pre-exhibition supply-demand matchmaking conference for the fifth CIIE attracted a lot of attention.

In June, My CIIE Story Global Solicitation began. And the spokesperson of the Ministry of Commerce stated at the regular press conference that the fifth CIIE was progressing steadily according to the original plan, and all work was proceeding smoothly. The preparatory briefing and signing ceremony for the fifth CIIE were held, and more than 30 enterprises and institutions collectively signed up for the exhibition. The first online roadshow of the fifth CIIE (Food and Agricultural Products exhibition area) was held.

In July, the 100-day Countdown to the fifth CIIE briefing was held, which was reported by the media. And The Investment promotion event in Jiangxi Series; the Beijing-Tianjin Promotion Conference of the fifth CIIE; the Guangdong, Hong Kong and Macao Promotion Conference of the fifth CIIE; “Supporting the Development of Taiwan Enterprises and Deepening Cross-Strait Integration” Policy Seminar and Online CIIE Promotion; the Special Seminar on Openness and Innovation of the Medical Equipment Special Committee; and the Special Online Roadshow of the Consumer Goods Exhibition Area were successfully held.

In August, the Expert Seminar on the Fifth Anniversary of the CIIE; the Pre-exhibition Supply and Demand Matchmaking Conference of the Fifth CIIE (technical equipment exhibition area; the food and agricultural products exhibition area; and medical equipment and healthcare products exhibition area); the Offline Promotion Meeting and Roadshow of the Fifth CIIE (Shuangcheng Economic Circle in the Chengdu-Chongqing area; the Jilin Province, and the Heilongjiang Province, Kunming, Qingdao, Suzhou Industrial Park), and the Online Roadshow of the fifth CIIE (Food and Agricultural Products Exhibition Area's Fruit Subsection) and other activities attracted the media's attention.



Figure: CIIE information trend between June. and Aug.

Stage IV: Surge stage. From September to October, the quantity of information was more than 100,000 and 190,000 pieces of news, respectively. The preparatory work before the exhibition was carried out in an orderly manner. The 50-day Countdown to the Fifth CIIE and the entry of the first batch of exhibits then received attention.

In September, the 50-day Countdown Activity Series to the fifth CIIE (including the Signing Ceremony of the 6th CIIE; the Pre-exhibition Supply-Demand Matching Meeting of the fifth CIIE's Consumer Goods and Trade in Services Exhibition Areas and Shanghai Promotion Roadshow; the fifth CIIE "Zero Carbon Expo" Press Conference and Core Support Enterprises Signing Ceremony); online and offline promotion roadshows (Guangdong, Guangxi, Hunan, Jiangsu, Zhejiang, Jiaxing; new energy vehicle's lightweight materials special session); the Exhibitor Alliance Automotive Innovation and Development Special Committee's Seminar; the Exhibitor Alliance Sports Industry Special Committee's "Sports + Intellectual Property Protection" Seminar and other activities were held, and the overall popularity of the event grew significantly.

In October, the launch ceremony of the digital CIIE platforms was held. Many domestic and foreign guests attended, and nearly 100 companies and institutions participated in related activities. The first batch of exhibits entered the venues; and the fifth CIIE officially entered the stage of installation and exhibition. The opening ceremony of the CIIE Culture Exhibition Hall was held, and related work before the exhibition was reported by media.

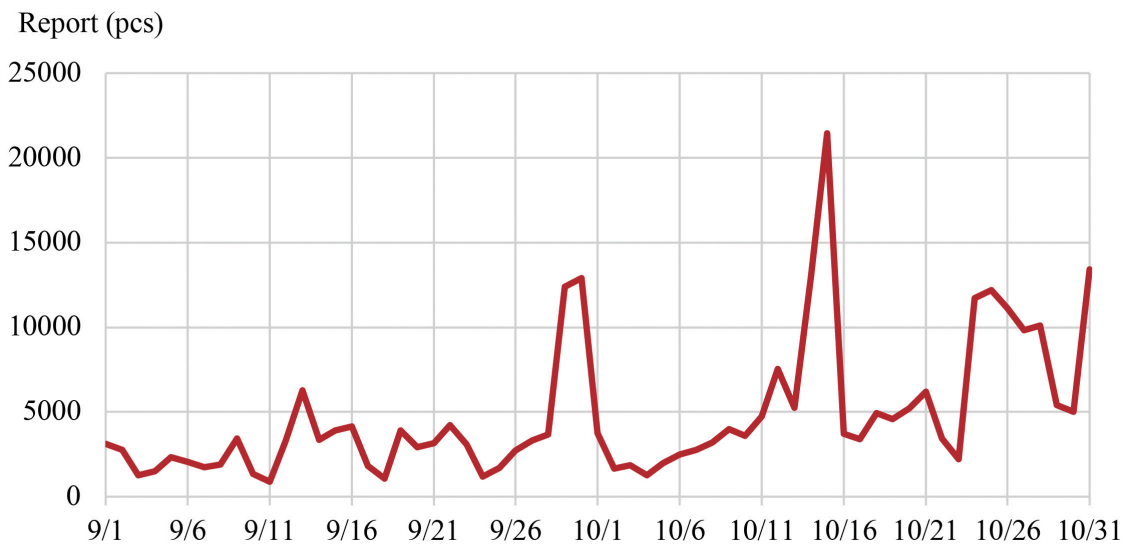


Figure: CIIE information trend between Sept. and Oct.

Stage V: Climax stage. In November, there were more than 1.1 million pieces of relevant information, ushering in a climax of dissemination. On the evening of November 4, President Xi Jinping attended the opening ceremony of the fifth CIIE via video and delivered a speech titled Working Together for a Bright Future of Openness and Prosperity, which aroused an enthusiastic response. According to reports, during the exhibition, various activities attracted attention; after the exhibition, the “long tail” effect of communication continued to extend.



Figure: CIIE information trend in Nov.

(III) Buzzwords: Key words appear frequently and spark discussions

Judging from media reports and related discussions, President Xi Jinping’s speech at the opening ceremony aroused enthusiastic responses. The use frequency of “openness” and “China’s vast market” stayed high. Many parties recognized the role of the CIIE as a platform, and were looking forward to China’s high-level opening-up. The buzzwords “Hongqiao Forum” and “CIIE Stories” reflected the contents of CIIE and guided public opinion. “Intelligent technology”, “green and low carbon”, “digital CIIE” and other buzzwords reflected the industrial layout and business development direction, as well as the social process of intelligence, low carbon and digitalization of the event. “Confidence”, “opportunity” and “development achievements” were also frequently mentioned. Many exhibitors expressed the confidence of foreign-funded enterprises being optimistic about the Chinese market. CIIE’s achievements such as “from exhibits to commodities” and “from exhibitors into investors” were generally recognized.

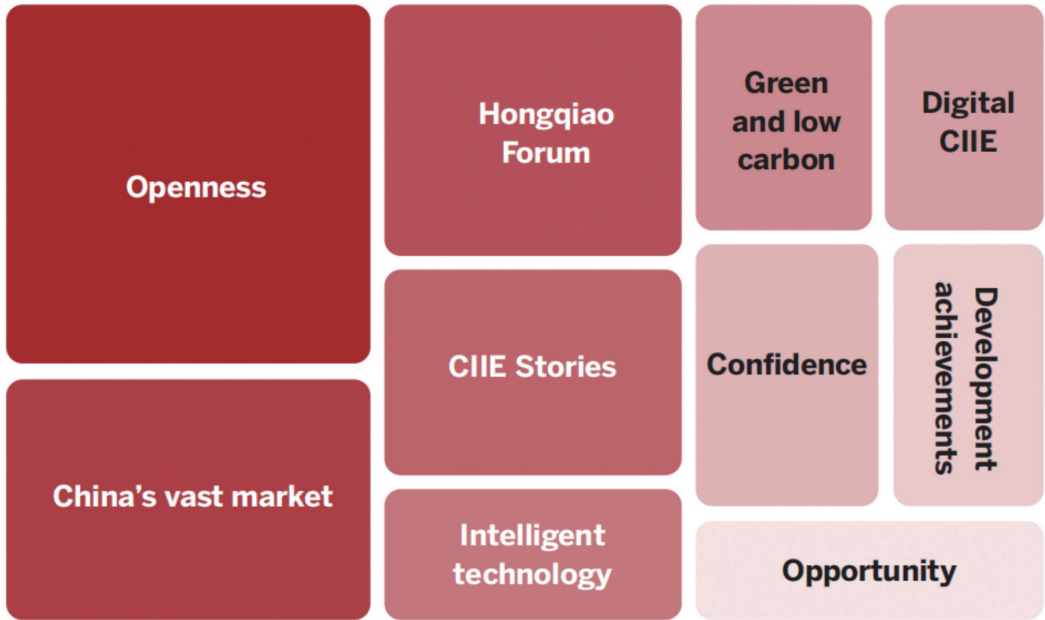


Figure: Buzzwords in the fifth CIIE

04

Media coverage

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

新时代 共享未来
NEW ERA SHARED FUTURE



(I) Print and network media: Authoritative reporting guides public opinion

The print media has maintained strong influence in communications in the present day even as new media is developing fast. Reports by the central news units^① featured wide coverage and in-depth insight with great influence, and therefore were run by various types of media at different levels. People's Daily published more than 360 reports about the event, including: Let's Jointly Write More Stories about Opening-up and Win-win Cooperation: A Prelude to the Opening of Fifth CIIE; Reaching Consensus on Opening-up and Enhancing Impetus for Future Development (An Observation of the CIIE): A Prelude to the Closing of Fifth CIIE; Sharing Opportunities and Jointly Creating a Better Future (An Observation of the CIIE): Spillover Effect of the CIIE; Make the Vast Chinese Market a Big Opportunity for the World (An Observation of the CIIE): Achievements in Opening-up over the Past Decade. These reports inspired discussions among the public. Besides, other news organizations including China Daily, People's Daily Overseas Edition, Economic Daily, Xinhua Daily Telegraph, Workers' Daily, China Youth Daily and CPPCC Daily published more than 100 reports.

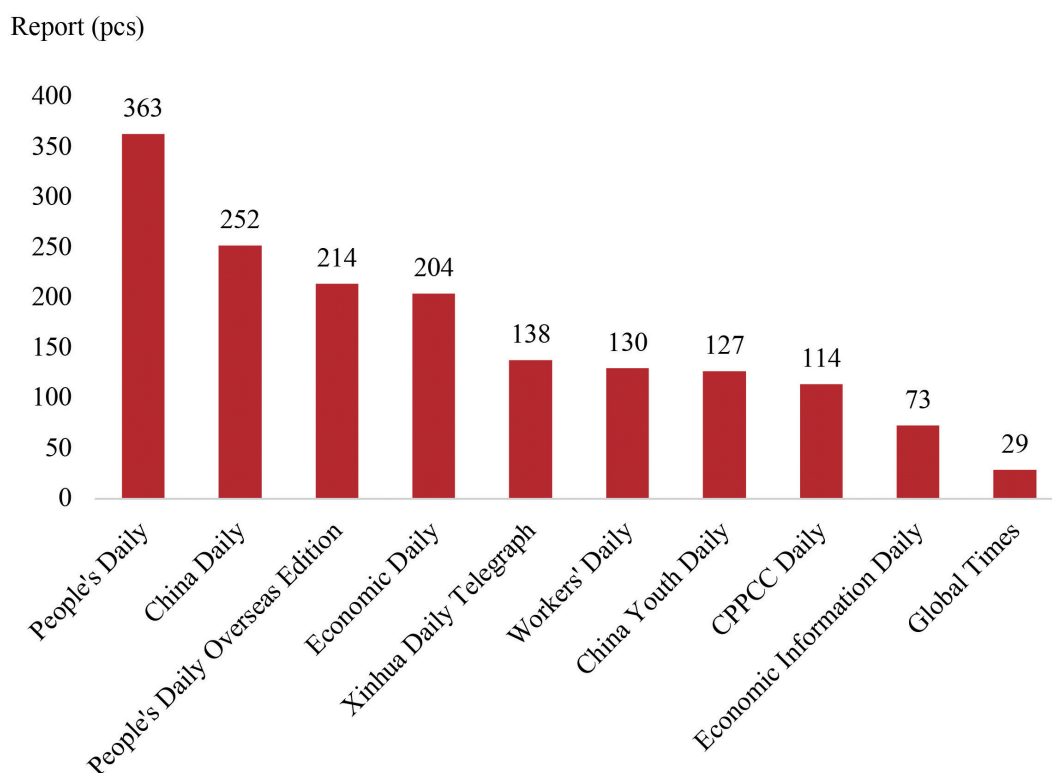


Figure: Top 10 central print media organizations by coverage volume

^① On October 20, 2021, the Cyberspace Administration of China released the latest List of Internet News Information Source Units, which covers a total of 1,358 units including central news websites, central news units, industry media, local news websites, local news units and government affairs platforms.

Among the central news websites, people.cn ranked first in terms of quantity of content about the event. It published more than 3,700 reports (including other media reports). Chinanews.com and CCTV.com ranked second and third, each with more than 3,000 reports. xinhuanet.com, ce.cn and China.com.cn all published more than 2,000 reports, which attracted lots of attention. Overall, the reports on **central news websites** showed the characteristics of high quantity, attractive content and wide dissemination.

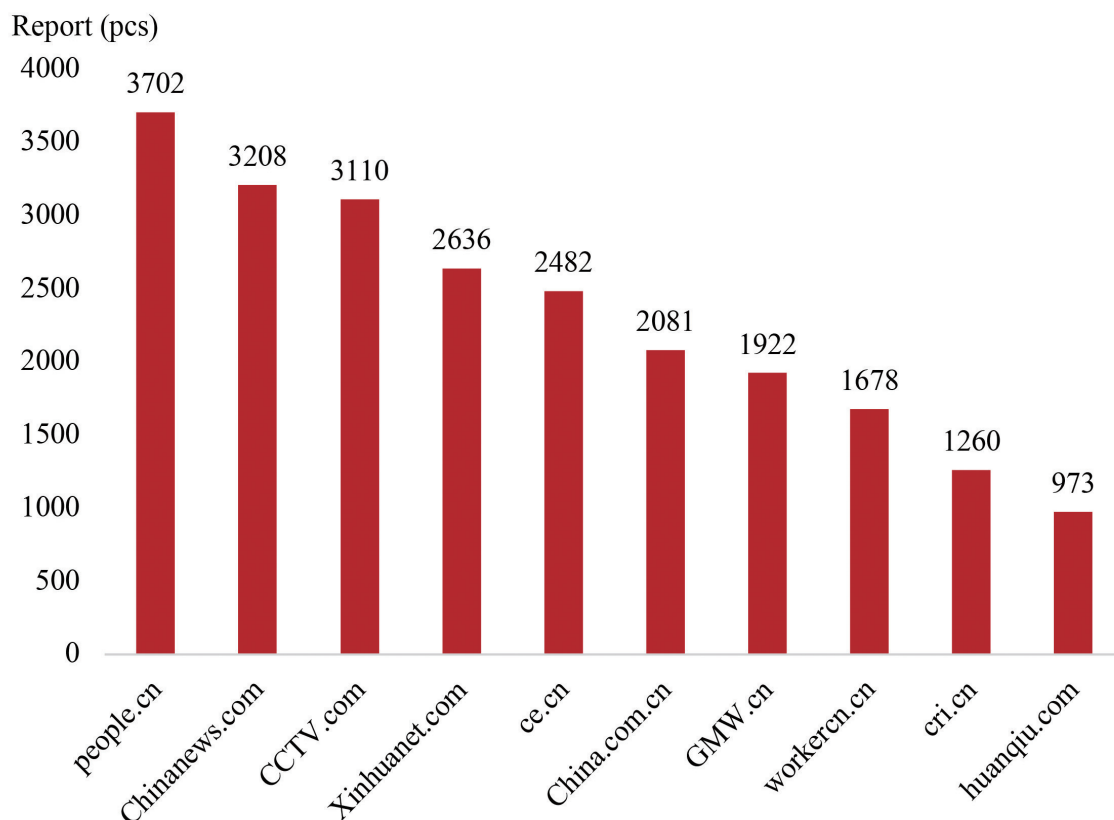


Figure: Top 10 central news websites by coverage volume

(II) TV media: Showing the CIIE directly to various groups of audience

TV media showed the event to the audiences through the screens in an all-round way, making them feel like being on site. China Central Television (CCTV) ranked first with more than 1,000 reports about the event. Xinwen Lianbo, a popular daily news programme produced by CCTV, broadcast 28 reports, including 21 during the publicity for the event (from October 25 to November 10), hitting a record high. From November 3 to 10, it reported the event every day, and even beamed six pieces of news about it on November 5, the length of which accounted for about 50% of the total length of the program on that day. CCTV's other programs including Focus, News 1+1, Morning News, News 30' and Special Program CIIE Exhibitors frequently broadcast news and interviews related to the event, which received wide public attention.

In addition, Shanghai Media Group broadcast more than 600 reports, which accelerated the spread of news about the event across the host city. Phoenix Satellite Television's programs like Talk With World Leaders also reported on the event. And the satellite television channels and economic channels of many TV stations such as those of Jiangsu, Zhejiang and Guangdong also contributed to the spread of news about the event.

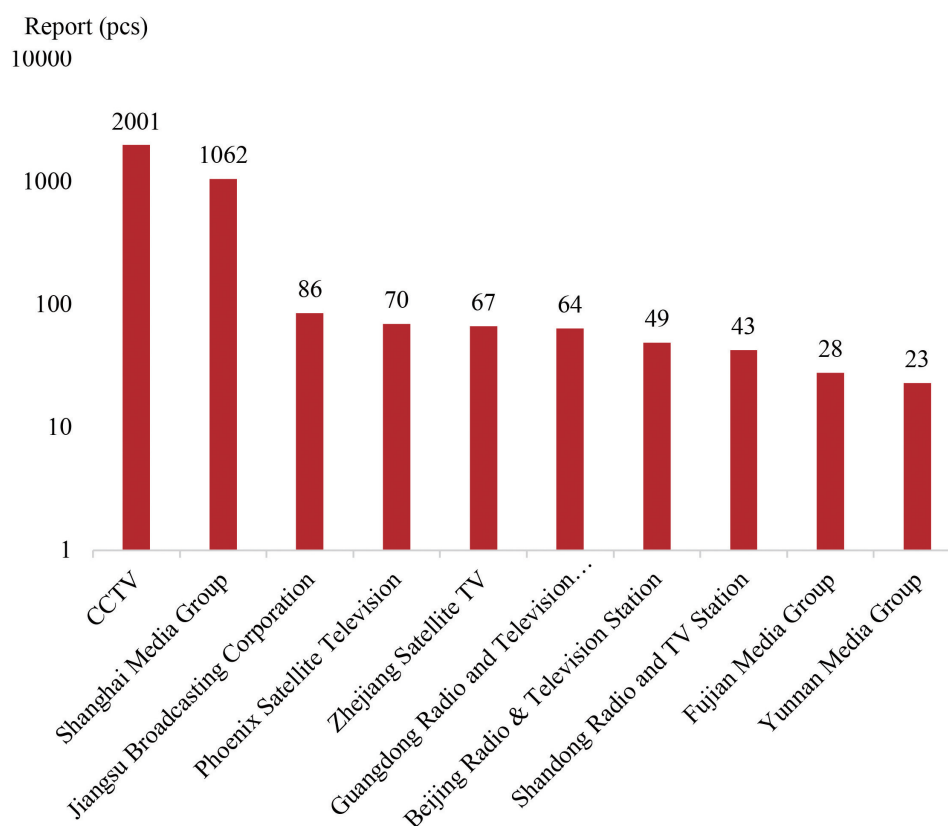


Figure: Top 10 TV stations by coverage volume

(III) Local media: Demonstrating local characteristics through rich content

The local media in Shanghai paid a lot of attention to the fifth CIIE. The local media enjoyed more convenience in reporting the event due to proximity; and their strong editing and dissemination capacity ensured the rich and attractive content of their reports. ThePaper published more than 5,000 reports; Jiefang Daily and its new media channels published more than 3,000; and Xinmin Evening News and its new media channels published more than 2,000. These reports contributed a lot to the spread of news about the event. Besides, Nanfang Plus and other local media organizations paid a lot of attention to the event.

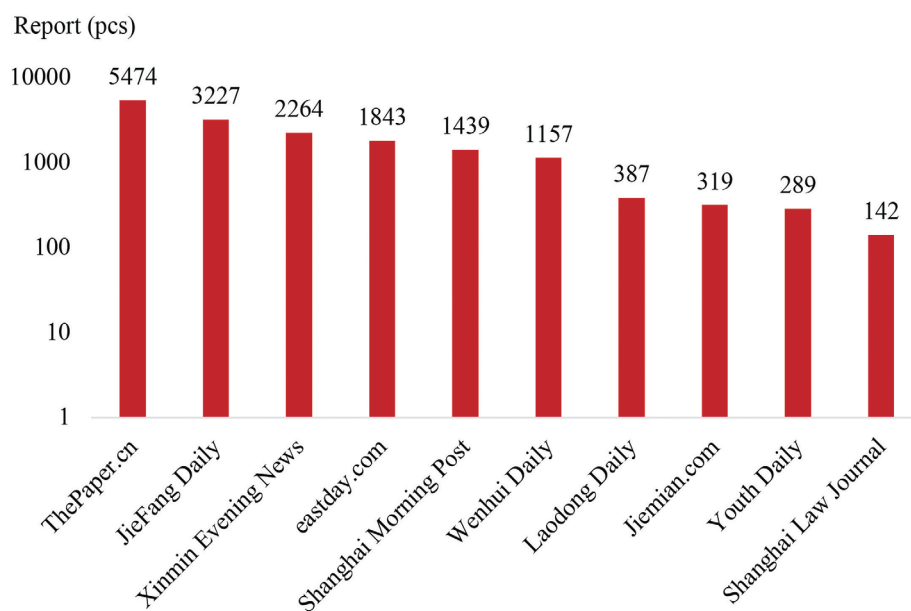


Figure: Top 10 local media organizations by coverage volume

(IV) Industry media: Focusing on industries to spread specialized information

Industry media has the characteristics of clear positioning, a precise audience and vertical content. On the List of Internet News Information Source Units of the Cyberspace Administration of China are 89 industry media organizations under related ministries and commissions. International Business Daily published more than 300 reports about the event; and xfrb.com.cn, ceh.com.cn, cnfood.cn, the Financial News app and China Business Times each published more than 100 reports.

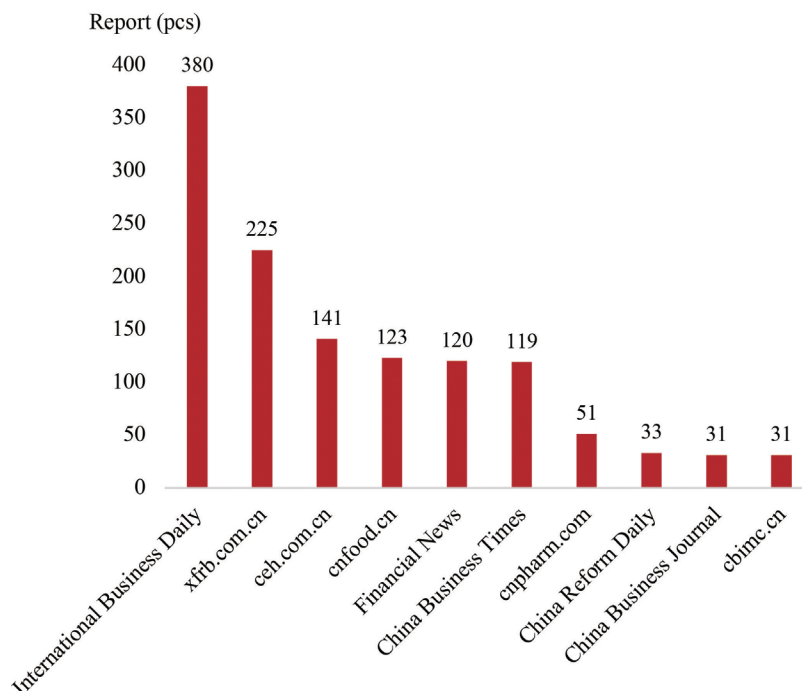


Figure: Top 10 industry media organizations by coverage volume

(V) New channels: Providing diverse platforms for expanding target audience

Recent years have seen continuous changes in the channels and content of communication. There are four points worth attention: Weibo and WeChat have become important communication channels. On Weibo, topics related to the CIIE were read more than 700 million times. Typically, the media initiates topics and a large number of netizens follow. And content concerning daily life receives more attention. But on WeChat, leading media articles were read more than 100,000 times, while the other media accounts were less visited due to the similarity in content. So, there was obvious differentiation between them in communication volume. Second, short, medium-length and long videos were booming. As for short videos, the Douyin and Kuaishou platforms broadcast content about the CIIE more than one billion times. Media organizations frequently published on the two platforms similar content which was run many times and viewed by many people. For medium-length and long videos, Bilibili was an important platform. The creative videos were well received by the young users of the platform. For example, Xinhua News Agency's video entitled "Why do we need imports today?" was viewed more than one million times and received a positive response from the netizens. Diverse apps help disseminate information. Among the news apps, the apps of the mainstream media were important communication platforms. The reports about the CIIE on the CCTV News app were read by many people. Among the information apps, the Toutiao and Tencent News apps attracted many media to publish reports about the CIIE. Among emerging apps, Xiaohongshu, hailed as "a lifestyle platform for young people", gathered lots of information about the event. Many netizens shared tips on visiting the exhibitions and exhibits of big brands on the platform. Consumer products received wide attention from the users of the platform. Channels for dissemination of industry information have become more important. Many media focused on information about specific fields. For example, xcar.com.cn, foodmate.net, Jqr.cnelc.com, qixieke.com and abi.com.cn published articles about exhibitions of vehicles, food, robots, devices and home appliances, which promoted vertical dissemination of industry information.

Top 10 Topics on Weibo

No.	Topic	Host	Number of views
1	#2022 CIIE#	@people.cn	130 million
2	#Make an appointment with the 2022 CIIE#	@Guangmang Finance	120 million
3	#Opening ceremony of the fifth CIIE#	@CCTV News	110 million
4	#The fifth CIIE#	@CIIE	91.44 million
5	#Metaverse version of live-action CS battle at CIIE#	@China Daily	81.856 million
6	#New products at CIIE#	@CCTV News	53.131 million
7	#CIIE time#	@Xinhua News Agency	33.591 million
8	#How enjoyable to tour the zero-carbon CIIE#	@CPIC	30.649 million
9	#Black technologies at the 2022 CIIE#	@xinhuanet.com	29.633 million
10	#This is the fifth CIIE#	@Xinhua News Agency	26.444 million

Top 10 Topics on Douyin

No.	Topic	Amount of play
1	#The fifth CIIE	460 million
2	#My story about the CIIE	360 million
3	#Feel the warmth of Shanghai at the popular CIIE	320 million
4	#Opening ceremony of the fifth CIIE	200 million
5	#CIIE exhibits I can afford	11.375 million
6	#Zero time lag with the CIIE	5.796 million
7	#Live broadcast of the CIIE	2.393 million
8	#It is ready to usher in the fifth CIIE	366,000
9	#Experience future life at the CIIE	147,000
10	#CIIE talk show	24,000

05

Communication of information about the Enterprise & Business Exhibition

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

新时代 共享未来
NEW ERA SHARED FUTURE



More than 2,800 enterprises participated in the fifth CIIE. Of them, 284 are Fortune 500 enterprises and industrial leaders, and they are more than that in the previous edition. About 90% of the enterprises have participated in the CIIE more than once. Hundreds of new products, technologies and services were displayed in the six exhibition areas. Among them were consumer goods, farm produce and world-leading high-tech medical devices and technical equipment. In terms of communication, the exhibition area for consumer goods ranked first among the six exhibition areas; while the subsection for crop seed industry ranked first among the 16 subsections. Panasonic topped the list of exhibitors in six exhibition areas and 16 subsections with a popularity score of 34.20. Omron's seventh generation of its table tennis robot was the most popular exhibit.

(I) Exhibition areas: The six exhibition areas had many highlights, and the one for consumer goods caught the most attention.

The fifth CIIE consisted of six exhibition areas - Consumer Goods; Medical Equipment & Healthcare Products; Food and Agricultural Products; Intelligent Industry & Information Technology; Automobile; and Trade in Services. The popularity ranking of the six exhibition areas was as follows:

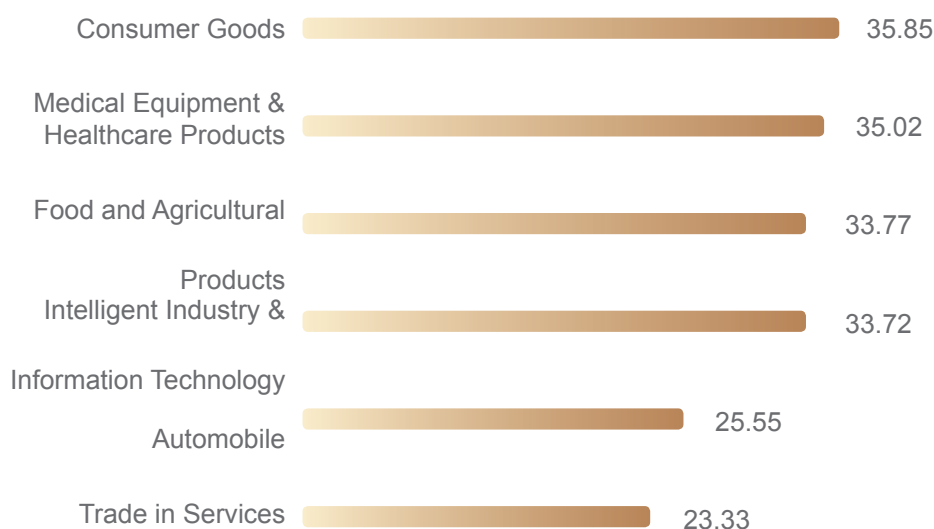


Figure: Popularity ranking of six exhibition areas

The **Consumer Goods** exhibition area ranked first with a popularity score of 35.85. It brought together many international brands, including the world's top 10 cosmetics brands and three fashion and high-end consumer goods giants. It was a trendsetter featuring “new” lifestyles, “cool” technology and “most avant-garde” fashion. A report in the Economic Daily said good global products flock to areas where there are quality consumer markets. So, the fact that many exhibitors launched new products at the CIIE and started marketing the products from the Chinese market to lead a new trend worldwide was a wise choice, helping the companies take advantage of the current global trends.

The **Medical Equipment & Healthcare Products** exhibition area ranked second with a popularity score of 35.02. The world's top 15 pharmaceutical giants gathered at the CIIE for the first time, and the world's top 10 medical device enterprises also appeared together. The enterprises, engaged in radiotherapy, genetic testing, in-vitro diagnostics, medical imaging, life sciences, kidney therapy and other sectors, brought eye-catching exhibits to the show, showcasing their advanced expertise. According to CCTV.com, leading international enterprises in the medical field believe that the Chinese market has great potential, and they are looking forward to putting their exhibits into the market.

The **Food and Agricultural Products** exhibition area had the largest number of exhibitors, and the widest range of sources. A total of 1,076 enterprises from 104 countries, including the major seeds giants, and all of the four major grain traders, showcased their exhibits in the area. Also, a new subsection for crop seed industry was added this year. This subsection was covered by the People's Daily, Xinhua News Agency, China.com.cn, CCTV.com and other media.

The **Intelligent Industry & Information Technology** exhibition area had a new subsection for artificial intelligence this year, with an immersive experience zone. The design of the exhibition area highlighted a green and low-carbon concept and high-level intelligentialization, which caught the attention of many media organizations. The Automobile exhibition area manifested the trend of low-carbon transformation in the automobile industry. It brought together all of the world's top 15 vehicle brands, and for the first time, incorporated a section for commercial vehicles, where many brands exhibited new energy vehicles.

The **Trade in Services** exhibition area, focused on the promotion of digital applications, and created new scenarios and new business models for the service trade industry. The new section for cultural tourism also received wide attention.

(II) Subsections: New concepts and innovative exhibits led to more highlights.

Based on the country's 14th Five-Year Plan and Vision 2035, the fifth CIIIE for the first time included the Crop Seed Industry and Artificial Intelligence subsections; optimized the Low-carbon Energy and Environmental Protection Technology subsection; and expanded the Innovation Incubation subsection. More than 150 start-ups engaged in technology and equipment, consumer goods, medical products, autos and other sectors showcased their products. The new themes of the exhibitions reflected characteristics of the time and leading trends, and the innovative displays at the new subsections came under the spotlight of the media and were well-received.

The popularity ranking of the subsections was as follows:

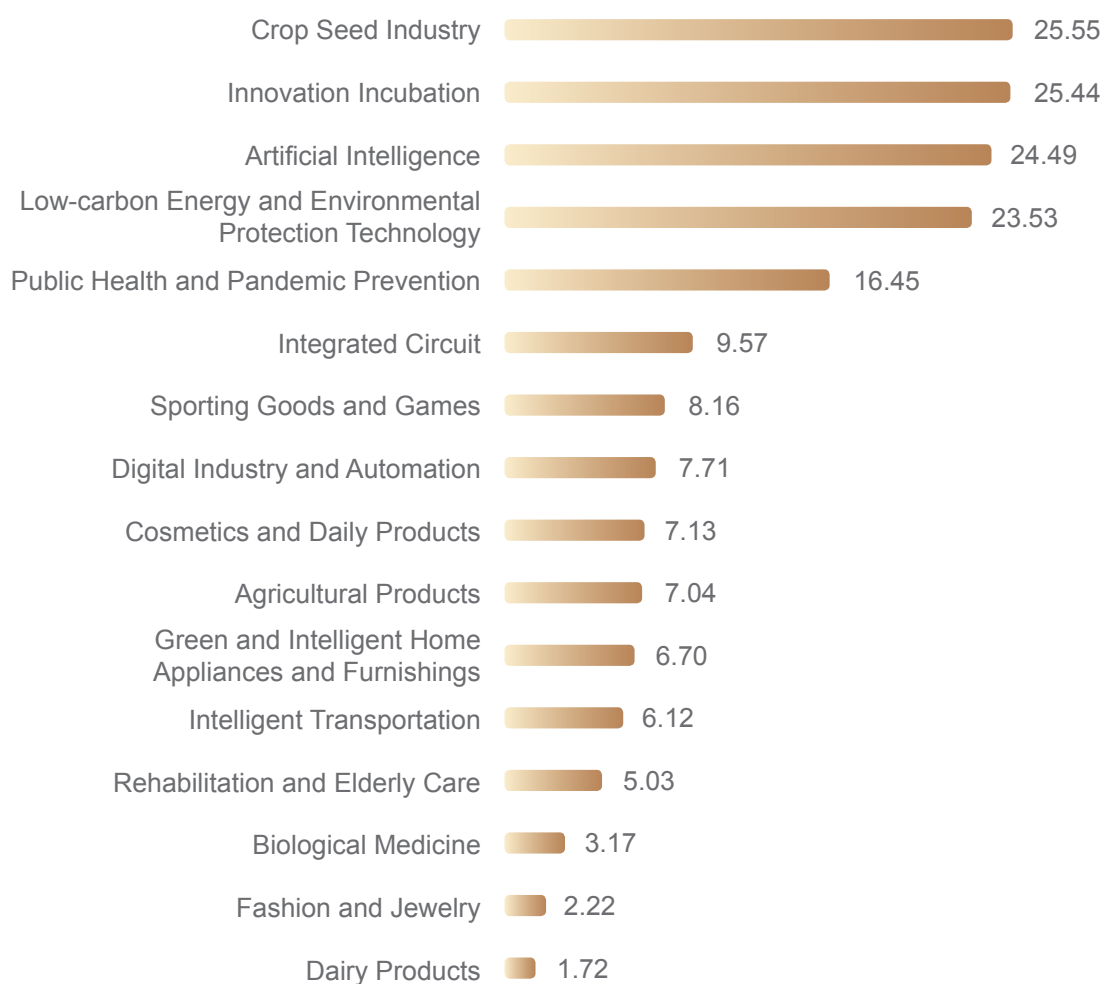


Figure: Popularity ranking of subsections

The **Crop Seed Industry** subsection ranked first with a popularity score of 25.55. Chinanews.com produced a report on the first appearance of Crop Seed Industry subsection, saying that it showcased innovative R&D achievements in crop seed breeding and cultivation. A number of big companies engaged in the sector, such as Bayer, Corteva, Syngenta, Limagrain and KWS, launched new technologies, varieties and products through the event.

The **Innovation Incubation** subsection ranked second with a popularity score of 25.44. Media organizations such as People's Daily and xinhuanet.com produced reports about it. According to the reports, the Innovation Incubation subsection of the fifth CIIE was expanded; more than 150 start-ups engaged in technology and equipment, consumer goods, medical products, autos and other sectors showcased their products; and small and medium-sized enterprises from Germany, Denmark, New Zealand and other countries attended as exhibitors, showing that the new edition of CIIE attached great importance to innovation-driven development.

The **Artificial Intelligence** subsection had an immersive experience zone, showcasing the application of AI technology in seven scenarios such as sports, office, industry, education, art, catering and entertainment. This subsection ranked third with a popularity score of 24.49. China Trade News said the Artificial Intelligence subsection provided a platform for high-tech products to be displayed and traded.

The **Low-carbon Energy and Environmental Protection Technology** subsection ranked fourth. The Economic Daily said that energy transition is an important path for China to achieve the "dual carbon goals" and the exhibits in the Low-carbon Energy and Environmental Protection Technology subsection showed that many companies in the industry chains of wind power, photovoltaic power, hydrogen energy and other new energy forms are striving for the fulfillment of the goals.

The **Public Health and Pandemic Prevention** subsection ranked the fifth. Reports by CCTV News Client and Haiwainet.cn said the subsection collectively showcased major achievements made worldwide in public health services and pandemic prevention.

The **Integrated Circuit** subsection ranked sixth. Xinhua News Agency said that the layout featuring booths of the world's major chip companies in the middle and those of many small and medium-sized suppliers nearby allowed enterprises to tap more possibilities for cooperation; and also created opportunities for further adjustment and optimization of the industry chain.

The **Sporting Goods and Games** subsection ranked the seventh. And according to the reports by Xinhua News Agency and Ce.cn, this subsection themed "Sports Technology to Help Ensure a Healthy and Sustainable Life" embraced high-tech sports products; and visitors could directly feel how sports could change lives.

The **Digital Industry and Automation** subsection ranked eighth. And China Business Network and Zhoudao Shanghai reported that the subsection was optimized and showcased many cutting-edge technologies and high-end equipment.

The **Cosmetics and Daily Products** subsection ranked ninth. According to the reports by stdaily.com, BJNEWS.com.cn and other media, this subsection was focused on facial care and make-up products, body care and daily use chemicals, and professional cosmetology. The subsection, which focused on the hot topics of "green and sustainable development" and "'black technology' for beauty", gave a comprehensive display of the brand concept and advanced R&D in the cosmetics industry.

The **Agricultural Products** subsection ranked tenth. And here, ADM, Bunge, Cargill and Louis Dreyfus, the world's four largest grain traders, came together with a diversity of new products. There were various experience activities at their booths where visitors could try their products and inquire about them.

The **Green and Intelligent Home Appliances and Furnishings** subsection ranked eleventh. According to the reports by CCTV News Client and Youth.cn, this subsection, themed "Green" and "Smart", featured many products for homes.

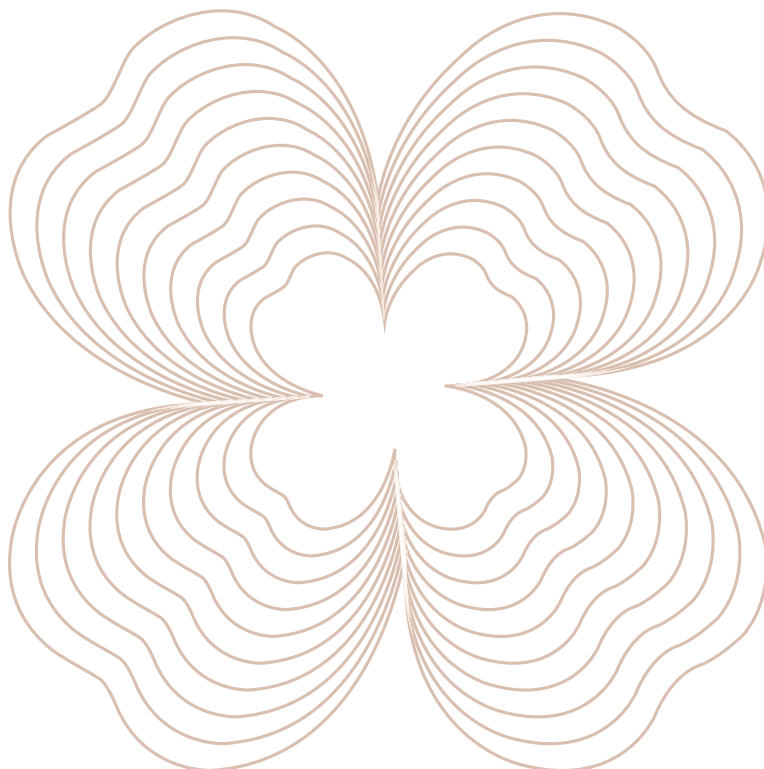
The **Intelligent Transportation** subsection ranked twelfth. And Haiwainet.cn and Shanghai Observer reported that this subsection was focused on the display of automatic driving, intelligent connected vehicles and new energy for automobiles, showcasing a variety of newly-minted intelligent travel products, which basically covered all intelligent travel product categories currently on the market.

The **Rehabilitation and Elderly Care** subsection ranked thirteenth. According to a report by Wenhui Daily, the about 4,000-square-meter subsection were full of detail-oriented products that could help improve elderly people's everyday lives. The report said there was still a lot of space for developing more products to meet the diverse needs of the aged and the open and sharing-focused CIIE was the best platform for that.

The **Biological Medicine** subsection ranked fourteenth. Teva Pharmaceuticals, an Israeli pharmaceutical giant and one of the world's largest generic drugs companies, and Sumitomo Pharma from Japan were "new friends" of the CIIE.

The **Fashion and Jewelry** subsection ranked fifteenth. According to the reports by GMW.cn and thecover.cn, this subsection, themed "Green" and "Sustainable", featured exhibits including clothing, accessories, footwear, bags, jewelry and artworks, many of which made their debut worldwide and were expected to lead new trends of fashion.

The **Dairy Products** subsection ranked sixteenth. Many dairy products companies participated in the event. Fonterra, Theland and Mengniu were among those who had attended all of the five editions of the CIIE. Meiji and a number of other companies were "newcomers" to the expo.



(III) Exhibitors: The “old friends” attracted a lot of attention, while the “new friends” featured eye-catching displays.

1. Top 100 Exhibitors in Comprehensive Media Coverage and Influence

Based on the media coverage of exhibitors in the six exhibition areas of the fifth CIIE, the top 100 exhibitors in popularity were as follows:

Top 100 Exhibitors in Comprehensive Media Coverage and Influence

No.	Exhibitor	Popularity score	Exhibition area
1	Panasonic	34.20	Consumer Goods
2	Bayer	25.00	Food and Agricultural Products/Medical Equipment & Healthcare Products
3	L'Oréal	24.98	Consumer Goods
4	Qualcomm	24.37	Intelligent Industry & Information Technology
5	Siemens	23.86	Intelligent Industry & Information Technology
6	Seiko Epson	22.41	Intelligent Industry & Information Technology
7	SAMSUNG	21.94	Intelligent Industry & Information Technology
8	Carl Zeiss	21.75	Intelligent Industry & Information Technology
9	Sanofi	21.74	Medical Equipment & Healthcare Products
10	Nissan Motor	20.83	Automobile
11	TOYOTA	20.70	Automobile
12	AstraZeneca	20.45	Medical Equipment & Healthcare Products
13	Mercedes Benz	20.40	Automobile
14	LEGO	20.28	Consumer Goods
15	Honeywell	19.53	Intelligent Industry & Information Technology
16	Johnson & Johnson	19.40	Medical Equipment & Healthcare Products
17	Siemens Healthineers	19.16	Medical Equipment & Healthcare Products
18	BMW	18.98	Automobile
19	Omron	18.66	Intelligent Industry & Information Technology

20	Danone	18.11	Food and Agricultural Products
21	Hyundai	17.99	Automobile
22	Medtronic	17.93	Medical Equipment & Healthcare Products
23	Pfizer	17.67	Medical Equipment & Healthcare Products
24	Volkswagen	17.50	Automobile
25	Shiseido	17.37	Consumer Goods
26	Honda	17.34	Automobile
27	Microsoft	17.18	Intelligent Industry & Information Technology
28	AMD	17.11	Intelligent Industry & Information Technology
29	Theland	17.05	Food and Agricultural Products
30	Intel	16.96	Intelligent Industry & Information Technology
31	KPMG	16.95	Trade in Services
32	Audi	16.80	Automobile
33	Amazon	16.80	Trade in Services
34	LVMH	16.69	Consumer Goods
35	Thyssen Krupp	16.66	Intelligent Industry & Information Technology
36	Ford	16.64	Automobile
37	Fosun Health	16.49	Medical Equipment & Healthcare Products
38	MSD	16.32	Medical Equipment & Healthcare Products
39	Roche Group	16.15	Medical Equipment & Healthcare Products
40	Covestro	16.12	Intelligent Industry & Information Technology
41	Takeda	15.74	Medical Equipment & Healthcare Products
42	Ernst & Young	15.69	Trade in Services
43	Boehringer-Ingelheim	15.66	Medical Equipment & Healthcare Products
44	Decathlon	15.61	Consumer Goods
45	Porsche	15.32	Automobile
46	Amorepacific	15.29	Consumer Goods
47	GM	15.26	Automobile

48	ABB	15.24	Intelligent Industry & Information Technology
49	3M	15.19	Intelligent Industry & Information Technology
50	MOBIS	15.15	Automobile
51	Rio Tinto Group	14.99	Intelligent Industry & Information Technology
52	Schneider	14.91	Intelligent Industry & Information Technology
53	Meta	14.72	Intelligent Industry & Information Technology
54	Fast Retailing	14.71	Consumer Goods
55	Deloitte	14.70	Trade in Services
56	Varian Medical Systems	14.62	Medical Equipment & Healthcare Products
57	Ericsson	14.41	Intelligent Industry & Information Technology
58	GE Healthcare	14.41	Medical Equipment & Healthcare Products
59	PWC	14.24	Trade in Services
60	Philips	14.20	Medical Equipment & Healthcare Products
61	Novo Nordisk	14.17	Medical Equipment & Healthcare Products
62	Jones Lang LaSalle	13.89	Trade in Services
63	Kering	13.87	Consumer Goods
64	Estee Lauder	13.70	Consumer Goods
65	Canon Group	13.70	Intelligent Industry & Information Technology
66	Ingka	13.58	Consumer Goods
67	Tapestry	13.51	Consumer Goods
68	Cargill	13.47	Food and Agricultural Products
69	Unity	13.34	Intelligent Industry & Information Technology
70	Fonterra	13.34	Food and Agricultural Products
71	Roche Pharmaceuticals	13.31	Medical Equipment & Healthcare Products
72	GE	13.03	Intelligent Industry & Information Technology
73	Texas Instruments	12.96	Intelligent Industry & Information Technology
74	HSBC	12.94	Trade in Services
75	Sotheby	12.93	Consumer Goods

76	Dell	12.89	Intelligent Industry & Information Technology
77	Chia Tai Group	12.86	Food and Agricultural Products
78	Herbalife	12.75	Medical Equipment & Healthcare Products
79	Heraeus	12.72	Intelligent Industry & Information Technology
80	TCP	12.63	Food and Agricultural Products
81	Adidas	12.60	Consumer Goods
82	Kao Corporation	12.54	Consumer Goods
83	ASML	12.53	Intelligent Industry & Information Technology
84	Nestle	12.30	Food and Agricultural Products
85	Abbott	12.17	Medical Equipment & Healthcare Products
86	NACHI	12.10	Intelligent Industry & Information Technology
87	GSK	12.10	Medical Equipment & Healthcare Products
88	Grundfos	12.03	Intelligent Industry & Information Technology
89	P&G	12.00	Consumer Goods
90	Volvo	11.97	Automobile
91	Bosch	11.70	Automobile
92	Unilever	11.61	Consumer Goods
93	Dole	11.60	Food and Agricultural Products
94	Metro	11.51	Food and Agricultural Products
95	VALE	11.43	Trade in Services
96	Kärcher	11.37	Consumer Goods
97	Christie's	11.32	Consumer Goods
98	BSH	11.23	Consumer Goods
99	Nokia	11.22	Intelligent Industry & Information Technology
100	dōTERRA	11.16	Medical Equipment & Healthcare Products

Panasonic topped the list with a popularity score of 34.20. In terms of the distribution of these exhibitors, the Intelligent Industry & Information Technology exhibition area had 28 exhibitors on the list; the exhibition areas for Medical Equipment & Healthcare Products, Consumer Goods, Automobile, Food and Agricultural Products and Trade in Services respectively had 21, 20, 14, 10 and 8.

2. Top 10 Exhibitors with Important Media Influence

Based on major media organizations' reports on exhibitors in the six exhibition areas of the fifth CIIE, the Top 10 Exhibitors with Important Media Influence^① were as follows:

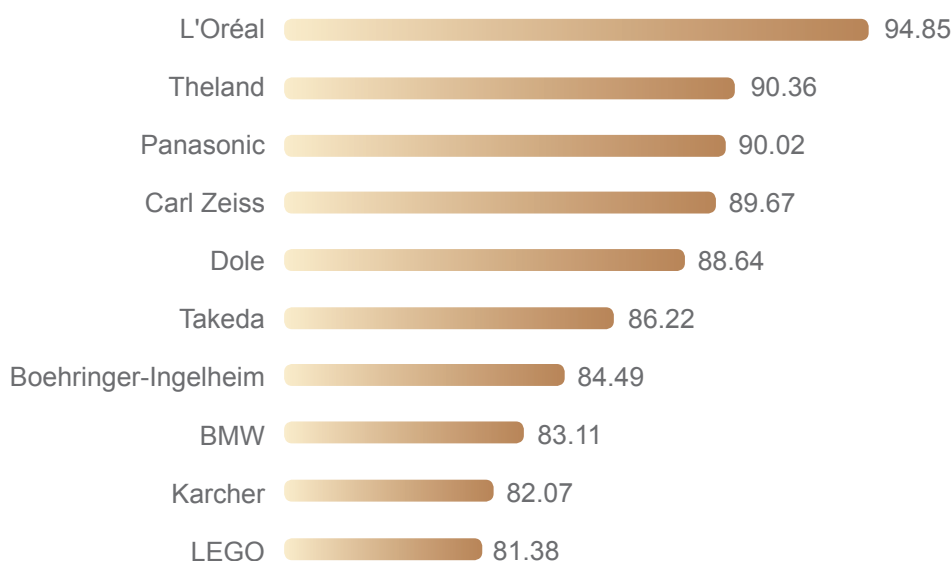


Figure: Top 10 Exhibitors with Important Media Influence

L'Oréal topped the list. It was mentioned in Xinhua News Agency's report entitled "Remarks by Chinese President Xi Jinping at the opening ceremony of the fifth CIIE receive warm international response". Fabrice Megarbane, President North Asia Zone & CEO L'Oréal China, said that President Xi promised in the remarks that China would persist in opening-up to the outside world and that was very encouraging. "We are looking forward to China's further opening-up and more shared opportunities," he said when he mentioned the more open Chinese market with greater consumption potential under China's "dual circulation" development paradigm and smoother connections with international markets. CCTV.com's interview with an executive in charge of L'Oréal's R&D and innovation centers in North Asia and China, entitled "Opportunities in China L'Oréal executive: China's innovation atmosphere is exciting", also attracted a lot of attention.

^① Data source: Only important communication channels of important media organizations, namely People's Daily, Xinhua News Agency's Xinhua Daily, Telegraph and CCTV News channel, are included. Data processing: the amount of reports is converted into popularity rate based on a hundred-mark system

Theland took the second place. Xinhua Daily Telegraph said in its report entitled “The CIIE over the past five years: stories of the ‘buddies’” that Theland launched its new milk products at the CIIE on November 5; and quickly sold 38 containers of it to buyers on online platforms. The company which had benefited from the trade facilitation policies at the first CIIE again benefited from the CIIE’s fast marketing channels.

Panasonic was in the third place, and People’s Daily produced a report about it. Panasonic Group ushered its centenary in 2018 meanwhile the first CIIE was held in Shanghai. It brought its full lineup of products to the four-leaf-clover-shaped venue of the CIIE. Panasonic made great success in the first CIIE and saw opportunities behind the event. Since then, Panasonic has attended every edition of the CIIE. Tetsuro Honma, representative director and executive vice-president at Panasonic Holdings Corp, said: “We launched our most important new products at the CIIE every year. For Panasonic, the CIIE has fostered a ‘virtuous circle’.”

Carl Zeiss ranks fourth. People’s Daily said in a report that Carl Zeiss brought its 3D navigation ophthalmic surgical microscope. Speaking about the product, a professor at the Eye and ENT Hospital of Fudan University said: “It can significantly reduce the intensity of light and improve the patient experience; with high-resolution, high-quality imaging, especially during micron-level macular surgery, it allows doctors to operate more easily and ensures higher efficiency of the surgery.”

Dole was in fifth place; and according to a report by Xinhua Daily Telegraph, Dole just wanted to “give it a try” when it received the invitation for the first CIIE five years ago. However, when it looked back on the past five years, it was full of joy and mixed feelings. For Dole, which has entered the Chinese market for the long-term, the CIIE has provided a super platform to showcase its brand. In 2021, according to a survey conducted by Ipsos, an international market research and consulting firm, Dole’s fruit has won more than 200 million customers in Chinese mainland.

3. Top 10 Exhibitors in Media Influence in each exhibition area

Based on the media coverage, the top 10 exhibitors in popularity in each exhibition area were as follows:

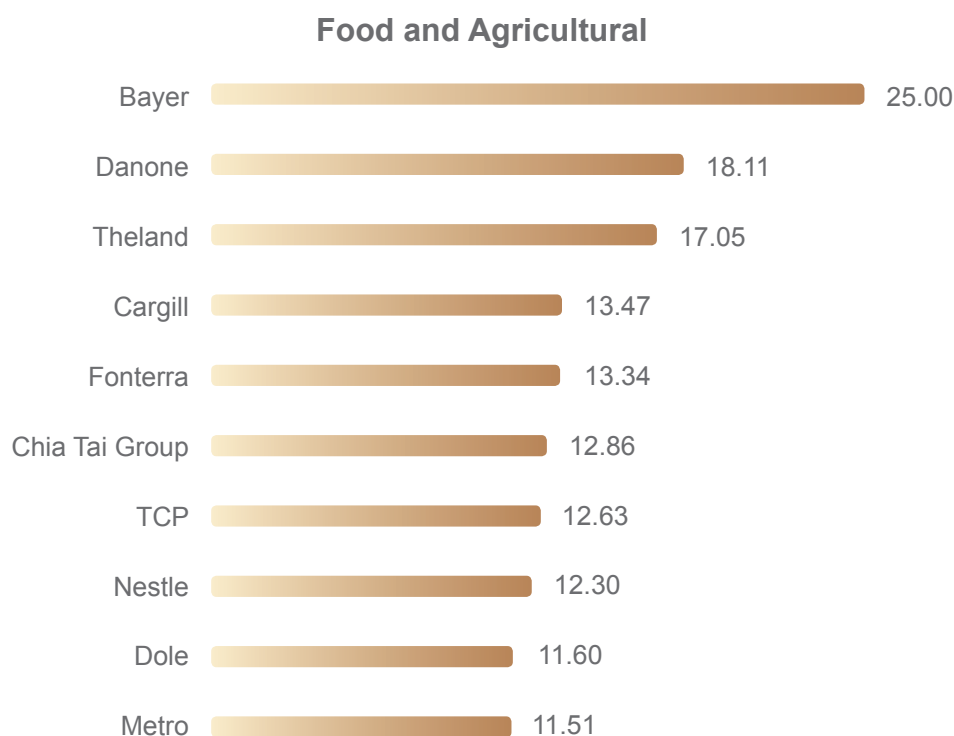


Figure: Top 10 Exhibitors in Media Influence in the Food and Agricultural Products exhibition area

In the **Food and Agricultural Products** exhibition area, **Bayer** took the first place with a popularity score of 25.00. Themed “Health for All, Hunger for None”, Bayer’s green booth showcased a series of innovative, sustainable and digital integrated agriculture solutions, giving a picture of the modernization of integrated agriculture in the future. A report by People’s Daily said that it was the fifth straight year that Bayer had been at the CIIE. The company has expanded its booth over the years. Its booth at the fifth CIIE was three times the size at the first edition, and it showcased all of the company’s new products and technologies. In September this year, Bayer signed a contract for a booth at the next CIIE, demonstrating its confidence in grasping the opportunities offered by the expo.

Danone was in the second place. Its “carbon capture” technology and pulsating “smart carbon” concept packaging bottle made its debut at the event, and with virtual reality technology, the company presented its carbon neutral factory on site, attracting a lot of attention. Danone China told China Youth Daily that the CIIE had never “missed the appointment” with the exhibitors over the past five years no matter how challenging the external environment was, and that reflected China’s firm determination to promote a higher level of opening-up.

Consumer Goods

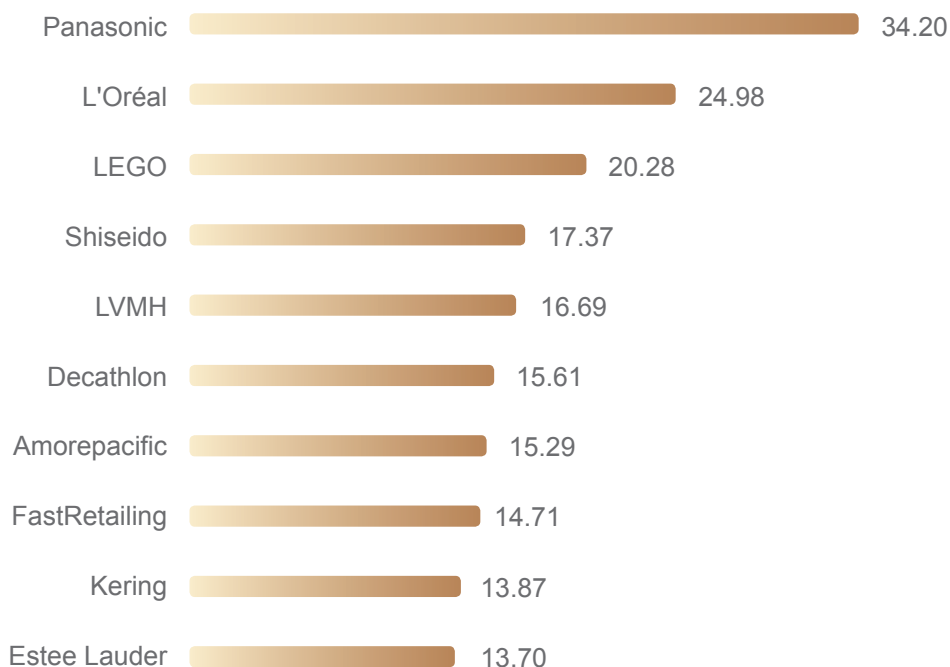


Figure: Top 10 Exhibitors in Media Influence in the Consumer Goods exhibition area

In the **Consumer Goods** exhibition area, **Panasonic** ranked first with a popularity score of 34.20. Tetsuro Honma, executive vice-president at Panasonic Holdings Corp, said that the CIIE, with products and technologies from companies from around the world, was an important platform and showcase for the world to understand China and for China to understand the world. “The CIIE has given us a deep feeling that China is opening its door wider, and that the Chinese market is playing an increasingly important role in the world,” he said. Panasonic Holdings Corp has participated in the CIIE for five consecutive years, and many of its products and projects on display have been transformed from concepts to real ones. Fifty days before the opening of the fifth CIIE, Panasonic signed a contract to book a “ticket” for the next edition of the CIIE.

L'Oréal ranked second with a popularity score of 24.98. The company, which has participated in the CIIE for five consecutive years, presented a number of new investments, new technologies, new brands and new experiences at its main booth. As an exhibitor in the daily use chemicals industry, L'Oréal brought 225 exhibits to the fifth CIIE, hitting a new high. A total of 16 new international brands and hundreds of new products have made their debut at the CIIE over the past five years. An executive from the company said its new brands and products introduced to China during this period were more than the total in the previous 20 years. "The CIIE has helped introduce more products to the Chinese market, and that reflects the significance of focusing on innovation and deepening cooperation," the executive said.

Trade in Services

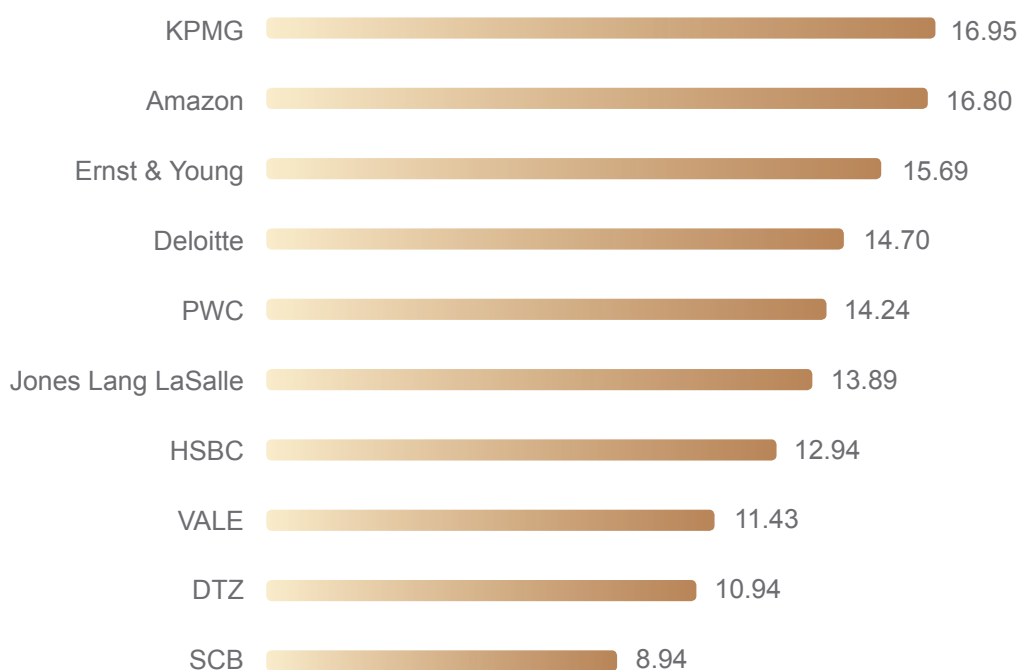


Figure: Top 10 Exhibitors in Media Influence in the Trade in Services exhibition area

In the **Trade in Services** exhibition area, **KPMG**, an internationally renowned accounting firm, ranked first with a popularity score of 16.95. It was the fifth straight year that the company has participated in the CIIE. The company, which was focused on the opportunities and challenges of market development under new situations, showcased insights and research results revolving around hot topics such as financial technology, automotive technology, life sciences and health. At the new product launch at the expo on November 7, the Chinese Version of the 2022 KPMG Global Emerging Technology Survey Report and KPMG's app-oriented AI factory were unveiled.

Amazon ranked second with a popularity score of 16.80. Amazon announced at this year's CIIE that its first front-end bonded warehouse for overseas purchases would be set up in Ningbo to help Chinese consumers buy products from its sites in the UK and Germany. Amazon showed greater confidence in the Chinese consumer market against the backdrop of economic weakness in several regions.

Automobile

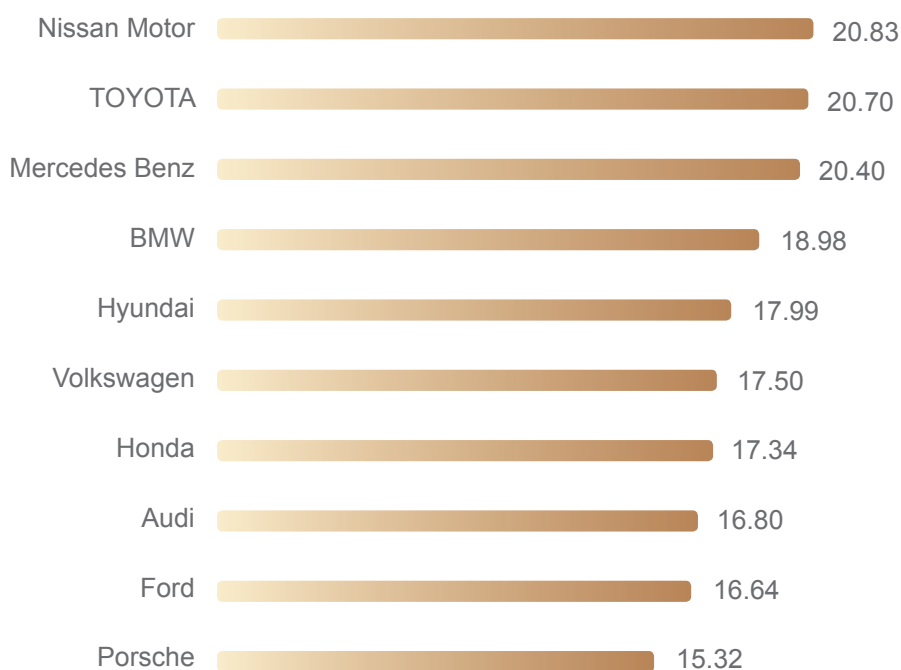


Figure: Top 10 Exhibitors in Media Influence in the Automobile exhibition area

In the **Automobile** exhibition area, **Nissan Motor** ranked first with a popularity score of 20.83. As reported by Economic Information Daily and other media organizations, Nissan Motor presented its achievements in the fields of technology, products and services under the theme of "Creating the Future Together". Its exhibits included the all-new electric crossover SUV ARIYA; the new drive system called e-POWER; the new CMF-EV platform; the all-solid-state battery (ASSB) technology; and automatic driving technology. In the next few years, the company will accelerate the launch of electric drive vehicles.

TOYOTA ranked the second with a popularity score of 20.70. Beijing Daily said multinational auto companies attending the CIIE could gain a better understanding of the future development direction of the Chinese auto industry. TOYOTA showcased a variety of products designed for people with mobility problems, and also the vehicles called “smart mobile hospitals” it developed in collaboration with Tsinghua University.

Intelligent Industry & Information Technology

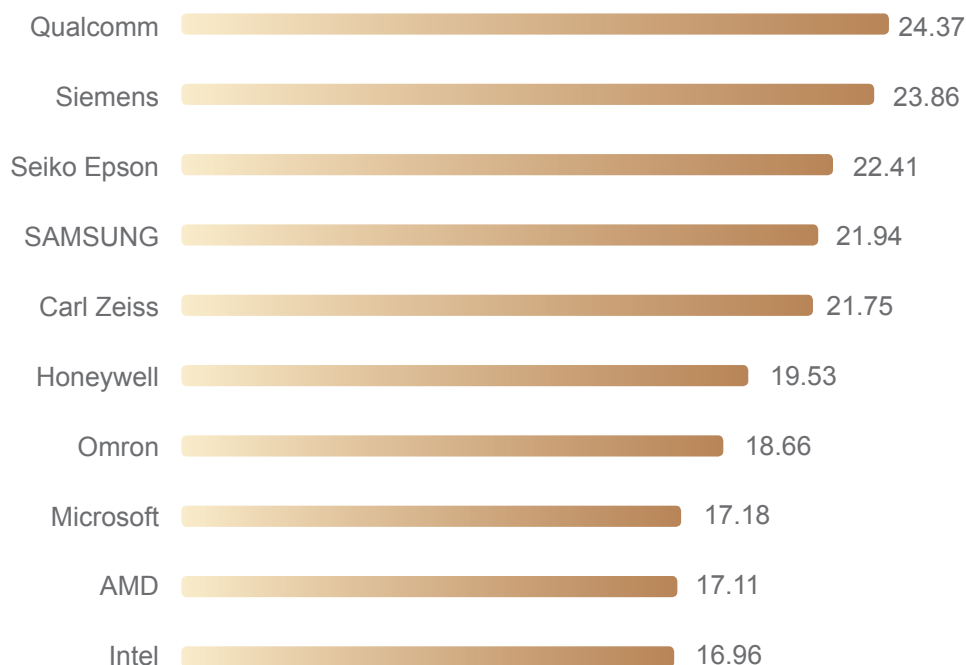


Figure: Top 10 Exhibitors in Media Influence in the Intelligent Industry & Information Technology exhibition area

In the **Intelligent Industry & Information Technology** exhibition area, **Qualcomm**, which has participated in the CIIE for five consecutive years, ranked first with a popularity score of 24.37. During the expo, Qualcomm set up a booth themed “Smart Connections for Everything”, which showcased a series of global leading technologies such as 5G, AI, XR, ICV, IoT, Industrial Internet, etc. It created an experience park focused on the “metaverse”, which attracted a large number of visitors. During the event, Qualcomm signed a contract to confirm its participation in the sixth CIIE.

Siemens, which also have participated in all of the five editions of the CIIE so far, showcased a series of innovative low-carbon and digital technologies as well as industrial AI, edge computing, hydrogen-powered trains and smart energy carbon management among other “technologies of the future”. Reports by Xinhua News Agency and China.com.cn said that Siemens not only exhibited many mature products at the expo, but also unveiled several industrial platforms such as one for digital business and showcased its technical services, hoping to promote innovative cooperation with Chinese enterprises.

Medical Equipment & Healthcare Products

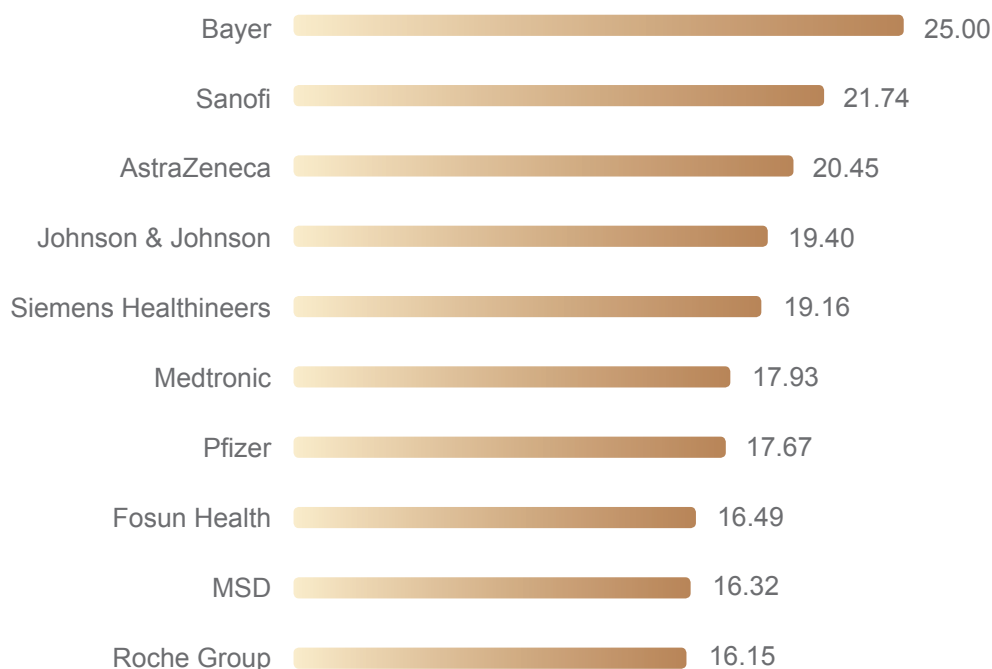


Figure: Top 10 Exhibitors in Media Influence in the Medical Equipment & Healthcare Products exhibition area

In the **Medical Equipment & Healthcare Products** exhibition area, Bayer took the first place with a popularity score of 25.00. It showcased exhibits from its prescription drugs (and diagnostic imaging), consumer health products and crop science. According to reports by cnr.cn and ThePaper.cn, Bayer expanded its exhibition area by 50% compared to last year, and showcased its strengths in medical and health care and agricultural technology through innovations and interactive experiences.

Sanofi was in the second place with a popularity score of 21.74. The company has participated in the CIIE for five consecutive years, and for the latest event the company set up a booth themed “Chase the Miracles of Science to Improve People’s Lives”, showcasing a diversity of innovations and conveying its spirit of innovation and China’s promise to the world. At the event, it launched many innovative products, which were covered by Chinanews.com, China.com.cn and other media organizations.

4. Top 50 Exhibitors in Media Influence in subsections

Based on media coverage of exhibitors in the subsections, the top 50 exhibitors in terms of popularity were as follows:

Top 50 Exhibitors in Media Influence in subsections

No.	Exhibitor	Popularity score	Subsection
1	Panasonic	34.20	Green and Intelligent Home Appliances and Furnishings
2	Bayer	25.00	Crop Seed Industry
3	L'Oréal	24.98	Cosmetics and Daily Products
4	Qualcomm	24.37	Integrated Circuit
5	Siemens	23.86	Digital Industry and Automation
6	SAMSUNG	21.94	Integrated Circuit
7	LEGO	20.28	Green and Intelligent Home Appliances and Furnishings
8	Honeywell	19.53	Low-carbon Energy and Environmental Protection Technology
9	Omron	18.66	Digital Industry and Automation
10	Danone	18.11	Dairy Products
11	Shiseido	17.37	Cosmetics and Daily Products
12	Microsoft	17.18	Artificial Intelligence
13	AMD	17.11	Integrated Circuit
14	Theland	17.05	Dairy Products
15	Intel	16.96	Artificial Intelligence
16	LVMH	16.69	Fashion and Jewelry
17	Thyssen Krupp	16.66	Low-carbon Energy and Environmental Protection Technology
18	Covestro	16.12	Low-carbon Energy and Environmental Protection Technology
19	Decathlon	15.61	Sporting Goods and Games
20	Amorepacific	15.29	Cosmetics and Daily Products
21	ABB	15.24	Digital Industry and Automation
22	3M	15.19	Low-carbon Energy and Environmental Protection Technology

23	MOBIS	15.15	Intelligent Transportation
24	Rio Tinto Group	14.99	Low-carbon Energy and Environmental Protection Technology
25	Schneider Electric	14.91	Low-carbon Energy and Environmental Protection Technology
26	Meta	14.72	Artificial Intelligence
27	Fast Retailing	14.71	Fashion and Jewelry
28	Ericsson	14.41	Artificial Intelligence
29	Kering	13.87	Fashion and Jewelry
30	Estee Lauder	13.70	Cosmetics and Daily Products
31	Ingka	13.58	Green and Intelligent Home Appliances and Furnishings
32	Tapestry	13.51	Fashion and Jewelry
33	Cargill	13.47	Agricultural Products
34	Unity	13.34	Artificial Intelligence
35	Fonterra	13.34	Dairy Products
36	GE	13.03	Digital Industry and Automation
37	Texas Instruments	12.96	Integrated Circuit
38	Sotheby	12.93	Fashion and Jewelry
39	Dell	12.89	Artificial Intelligence
40	Chia Tai Group	12.86	Agricultural Products
41	Heraeus	12.72	Low-carbon Energy and Environmental Protection Technology
42	Adidas	12.60	Sporting Goods and Games
43	Kao Corporation	12.54	Cosmetics and Daily Products
44	ASML	12.53	Integrated Circuit
45	Nestle	12.30	Dairy Products
46	NACHI	12.10	Digital Industry and Automation
47	Grundfos	12.03	Low-carbon Energy and Environmental Protection Technology
48	P&G	12.00	Cosmetics and Daily Products
49	Bosch	11.70	Intelligent Transportation
50	Unilever	11.61	Cosmetics and Daily Products

In the **16 subsections**, Panasonic ranked first with a popularity score of 34.20. Bayer followed with a popularity score of 25.00, and L'Oréal was in the third place with a popularity score of 24.98. On the list were eight exhibitors from the Low-carbon Energy and Environmental Protection Technology subsection; seven from the Cosmetics and Daily Products subsection; six from the Artificial Intelligence subsection; five from the Cosmetics and Daily Products subsection; five from the Integrated Circuit subsection; five from the Digital Industry and Automation subsection; four from the Dairy Products subsection; three from the Green and Intelligent Home Appliances and Furnishings subsection; two from Agricultural Products subsection; two from the Intelligent Transportation subsection; two from the Sporting Goods and Games subsection; and one from the Crop Seed Industry subsection.

5. Top 10 Exhibitors in Media Influence in each subsection

Based on media coverage of exhibitors in the 16 subsections, the top 10 exhibitors in terms of popularity in each subsection were:

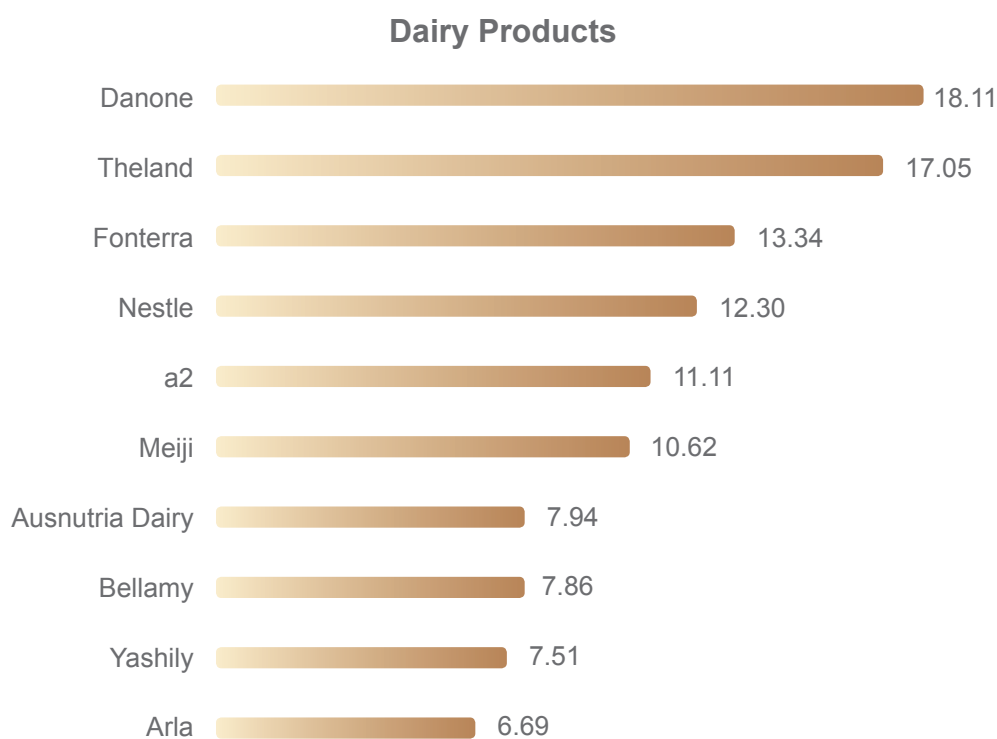


Figure: Top 10 Exhibitors in Media Influence in the Dairy Products subsection

In the **Dairy Products** subsection, **Danone**, an old friend of the CIIE, ranked first with a popularity score of 18.11. According to the reports by People's Daily, cnr.cn and other media organizations, Danone has a deep relation with the CIIE in the field of green development. Danone established a partnership with TÜV Rheinland at an earlier session of the CIIE to make sure all of its Mizone plants could obtain the highest-level of certification for zero waste landfill management systems. During the past five years, Danone has been working on the goal of “carbon neutrality” and has made several breakthroughs, such as achieving 100% recycling of Mizone bottles.

Theland ranked second a popularity score of 17.05. Since the fourth CIIE in 2021, Theland has carried out a green and low-carbon development plan; and has developed a “green, low-carbon, transparent” supply chain under the plan. On the basis of that, it held a global launch at the fifth CIIE for its carbon-neutral milk, instilling the low-carbon concept into the whole industry chain. It has also created the first digital carbon-reducing full ecosystem supply chain covering every procedure “from farm to table” to reduce carbon emission.

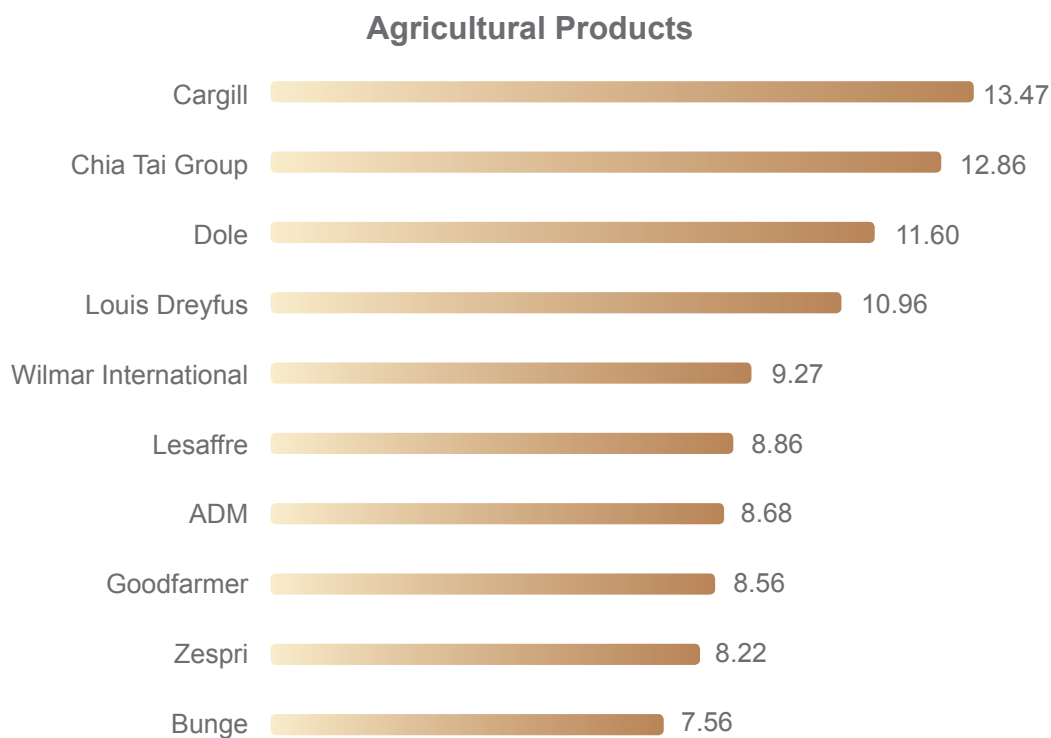


Figure: Top 10 Exhibitors in Media Influence in the Agricultural Products subsection

In the **Agricultural Products** subsection, Cargill ranked first with a popularity score of 13.47. As the only exhibitor among the world's four biggest food and agriculture companies that has participated in all of the five editions of the CIIE so far, Cargill's intelligent solutions for animal nutrition and pre-prepared food products received wide media attention.

The Chia Tai Group from Thailand has participated in the CIIE for five consecutive years. It brought more than 110 exhibits from six business arms this year, covering plant-based products, snacks, pet food and frozen meat. It was in the second place among the exhibitors in the subsection in terms of popularity.

Crop Seed Industry

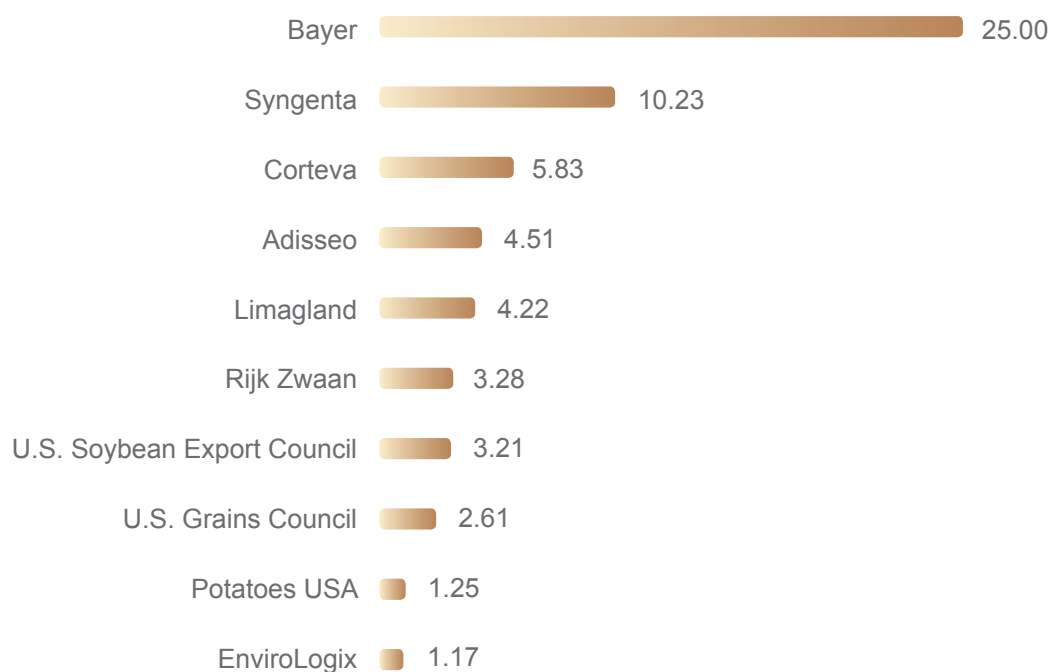


Figure: Top 10 Exhibitors in Media Influence in the Crop Seed Industry subsection

In the **Crop Seed Industry** subsection, **Bayer** ranked first with a popularity score of 25.00. As reported by Xinmin Evening News, Bayer showcased industry-leading products including dwarf corn breeding and intelligent management systems; 10 varieties of DEKALB® corn; a variety of vegetable seeds and seed coating products. At the same time, Bayer China's digital farming platform was displayed at the event. The platform provides digital farming solutions for Chinese farmers.

Syngenta ranked second with a popularity score of 10.23. Farmers' Daily said the purple tomatoes at Syngenta's booth were eye-catching. An executive from the company said: "With its dark purple skin and unique sweet and sour taste, this YOOM tomato is cultivated with Syngenta Group's unique seeds after about 1,300 hours of natural ripening, and it is pollution-free, safe and healthy."

Intelligent Transportation

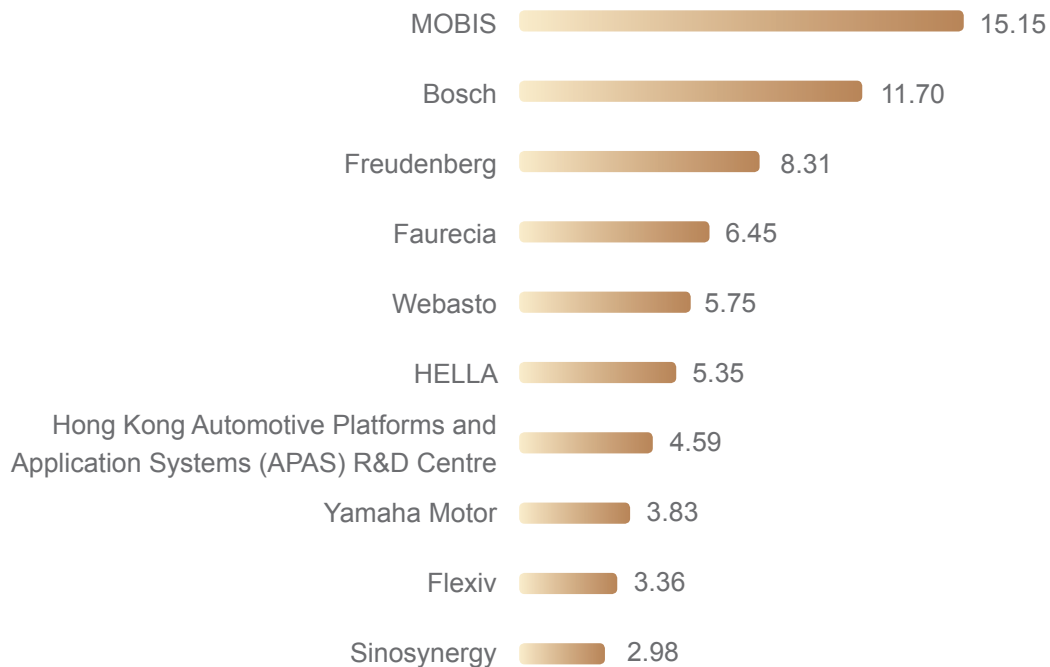


Figure: Top 10 Exhibitors in Media Influence in the Intelligent Transportation

In the **Intelligent Transportation** subsection, South Korean auto company **MOBIS** ranked first with a popularity score of 15.15. It was the second straight year that MOBIS participated in the CIIE. It showed six technologies and products, showcasing its cutting-edge technologies in hydrogen energy, electrification, self-driving vehicles, intelligent cockpit and other fields, and depicted a vision of cleaner, safer and smarter travel.

Bosch ranked second with a popularity score of 11.70. The company presented many new products including advanced intelligent driving solutions; Asia's first 400kW fuel cell system test bench; a fully redundant electro-hydraulic steering system; the first multifunctional fuel cell power controller exhibited in China; and electronic stability program ESP 10. These exhibits attracted a lot of attention from the media.

Digital Industry and Automation

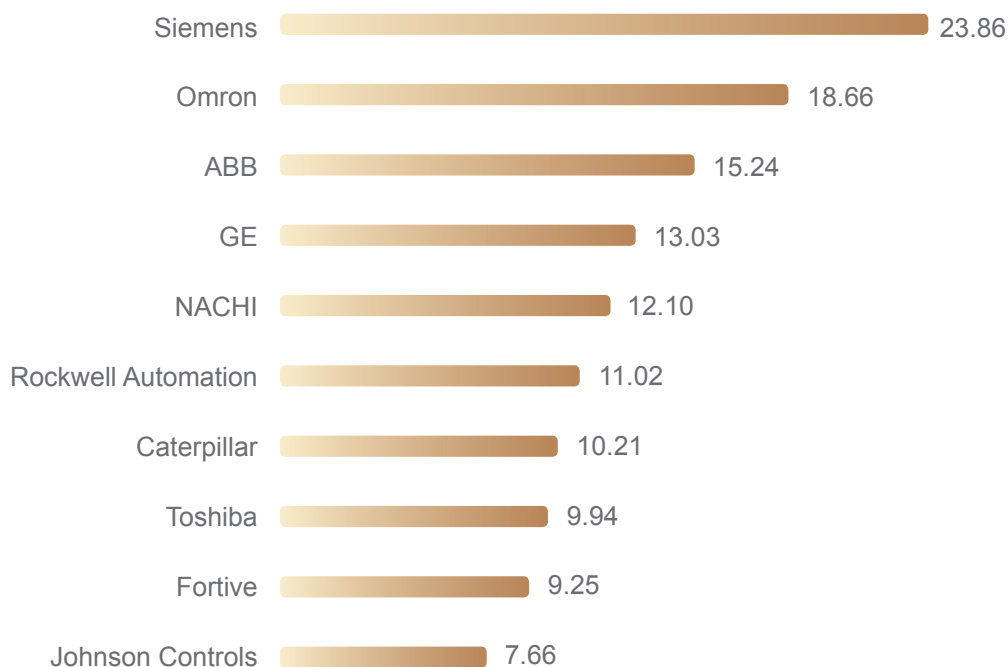


Figure: Top 10 Exhibitors in Media Influence in the Digital Industry and Automation subsection

In the **Digital Industry and Automation** subsection, Siemens ranked first with a popularity score of 23.86. The **Siemens'** booth themed "Industrial Metaverse" gave visitors an immersive experience of its digital factory. Its application of digital twin technology enabled users to collaborate seamlessly and validate production line upgrading solutions for digital factories, which attracted media attention.

Omron, which has participated in the CIIE for five consecutive years, ranked second. The products at its booth, such as the seventh generation of table tennis robot, an intelligent voice management box and wrist blood pressure monitor, attracted a large number of visitors as well as the attention of the media such as People's Daily and GMW.cn.

Integrated Circuit

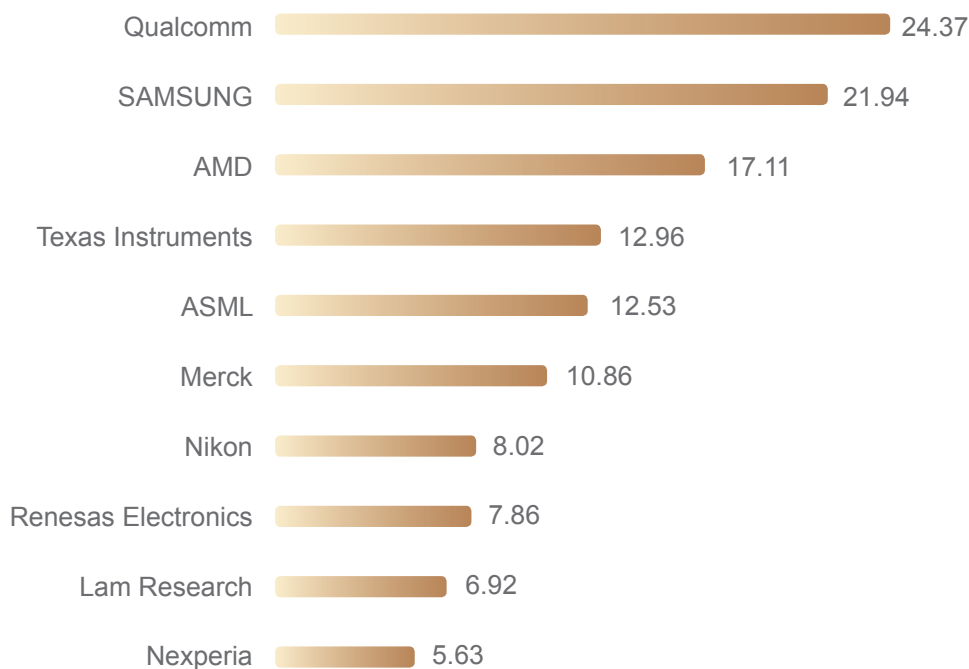


Figure: Top 10 Exhibitors in Media Influence in the Integrated Circuit subsection

In the **Integrated Circuit** subsection, **Qualcomm** ranked first with a popularity score of 24.37. Qualcomm exhibited a series of automotive solutions that covered its “Snapdragon digital chassis” platforms, including the Snapdragon Auto Connectivity and Automotive Cockpit Platforms. The exhibits received the attention of Xinhua News Agency, ce.cn, workercn.cn and other media. An executive from the company said the Automotive Cockpit Platform had provided services for over 50 types of vehicles of a number of Chinese vehicle brands since 2020.

SAMSUNG ranked second with a popularity score of 21.94. rmzxb.com.cn said SAMSUNG again showcased industry-leading technologies and products in its fifth appearance at the CIIE and demonstrated its commitment to developing innovative technology and building a better industry chain for the future.

Low-carbon Energy and Environmental Protection Technology

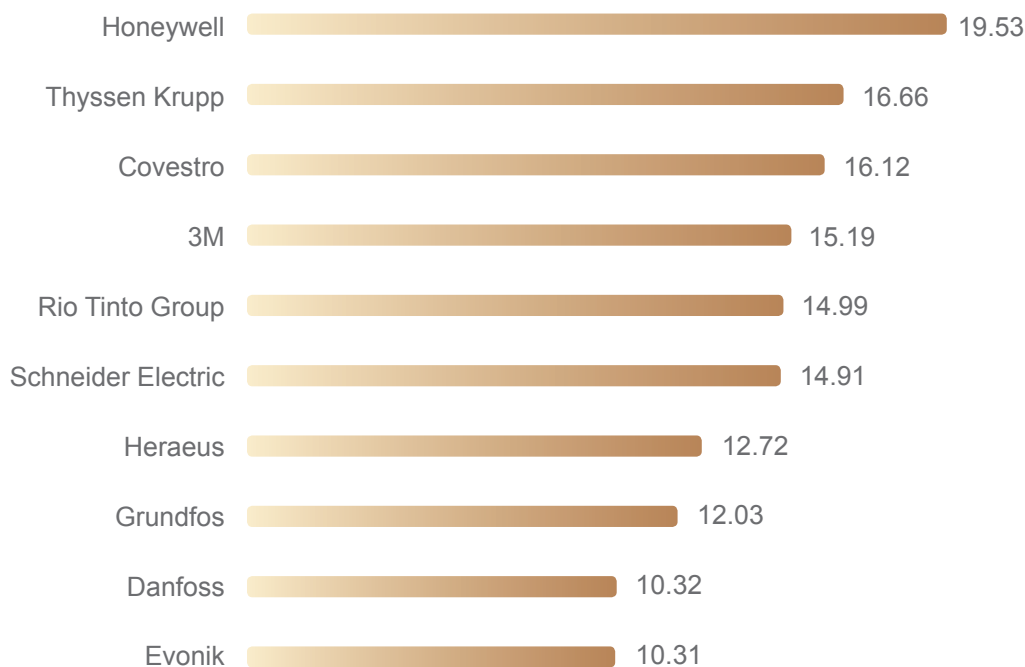


Figure: Top 10 Exhibitors in Media Influence in the Low-carbon Energy and Environmental Protection Technology subsection

In the **Low-carbon Energy and Environmental Protection Technology** subsection, **Honeywell** ranked first with a popularity score of 19.53. Honeywell exhibited about 100 innovative technologies, products and solutions in the CIIE over the past five years. Lots of these exhibits made their first appearance in China, and many of them have entered the Chinese market.

Thyssen Krupp, which participated in the CIIE for the first time, was in second place with a popularity score of 16.66. xinhuanet.com, worker.cn and other media reported that, for the first time worldwide, ThyssenKrupp showcased a series of innovative technologies and application cases covering the demand side, supply side and infrastructure side of the carbon neutral value chain. The reports said these exhibits were expected to help accelerate the green transformation of the energy and industrial sectors.

Artificial Intelligence

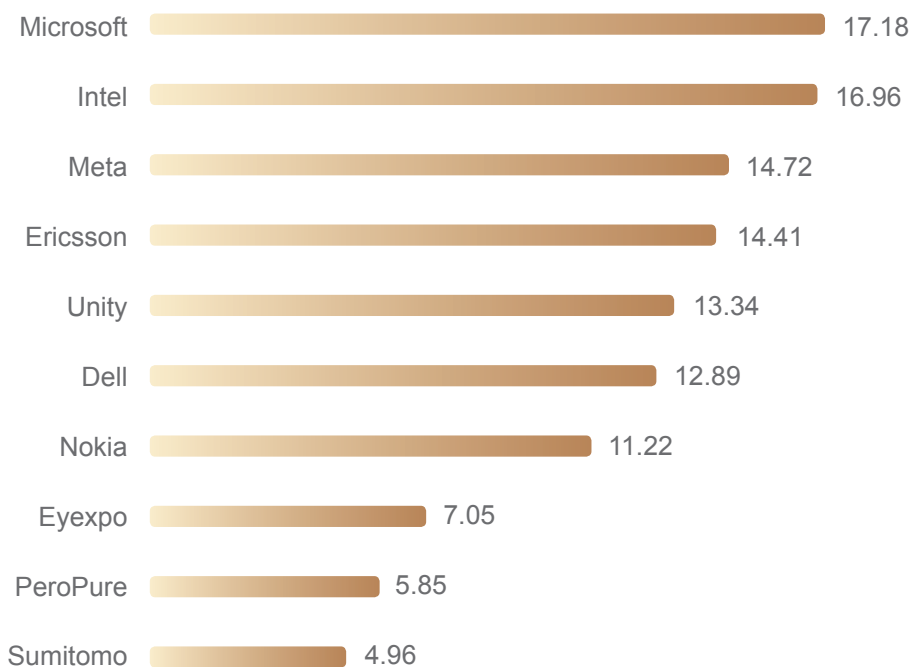


Figure: Top 10 Exhibitors in Media Influence in the Artificial Intelligence subsection

In the **Artificial Intelligence** subsection, **Microsoft** ranked first with a popularity score of 17.18. Microsoft showcased its intelligent cloud-based “industrial metaverse” solutions, which attracted media attention. Hou Yang, global senior vice-president at Microsoft, said Microsoft hoped to showcase its “industrial metaverse” and digital innovation solutions such as intelligent factories, smart supply chain, Internet of Vehicles and automated marketing through the CIIE to lend enterprises worldwide a hand in innovation.

Intel also received much attention by virtue of the label “metaverse”. The reports by eeo.com.cn, STCN.com and other media said Intel set up basketball stands on site. It used a set of camera shooting equipment to capture the figures and movements of people playing basketball on site, and put corresponding virtual images on the big screen.

Cosmetics and Daily Products

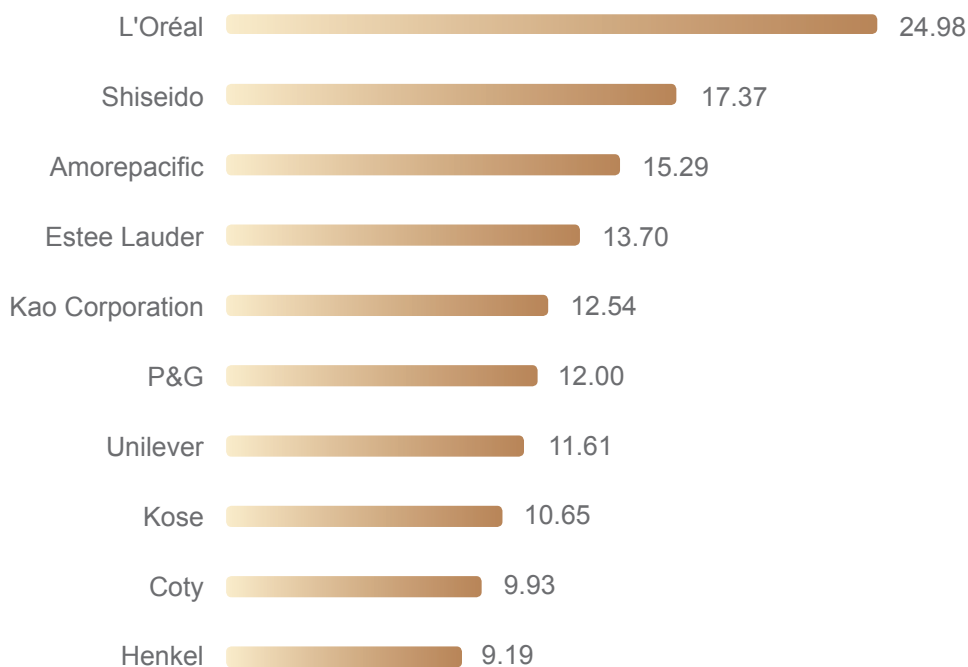


Figure: Top 10 Exhibitors in Media Influence in the Cosmetics and Daily Products subsection

In the **Cosmetics and Daily Products** subsection, French cosmetics giant L'Oréal ranked first with a popularity score of 24.98. L'Oréal showcased a multi-sensor, head-mounted device developed based on the principle of brain waves. The device can analyze the emotional response of consumers when they smell different scents, and thus enables personalized selection of perfume products. It also showcased a customized hand-held hair coloring device which allows users to easily dye their hair at home. Cyol.com said in a report that, as a "frequent" of the CIIE, L'Oréal understands China and the CIIE so well that it could follow the "rhythm" of the expo to transform its exhibits at the expo into products in the Chinese market.

Shiseido set up two booths at the event. The main booth showcased a variety of cutting-edge beauty technologies, new products and sustainable solutions; the other booth showcased Shiseido's achievements in investment and innovation in China over the past 40 years. The reports by people.cn, xinhuanet.com and other media said Shiseido brought the "digital skin" technology, which uses artificial intelligence to show and analyze skin in ultra-high precision on a computer.

Green and Intelligent Home Appliances and Furnishings

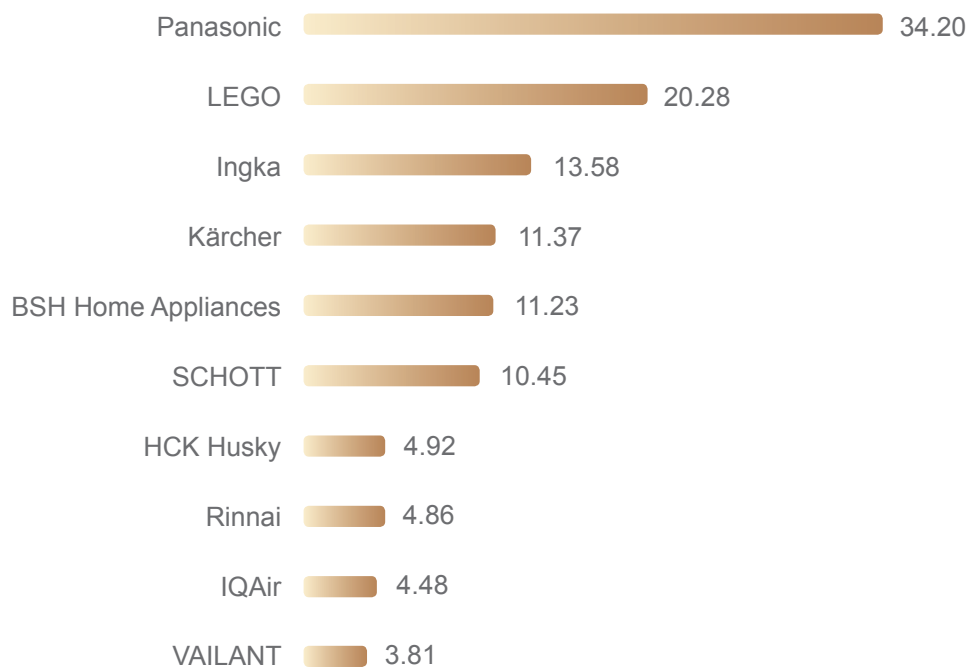


Figure: Top 10 Exhibitors in Media Influence in the Green and Intelligent Home Appliances and Furnishings subsection

In the **Green and Intelligent Home Appliances and Furnishings** subsection, **Panasonic**, which has participated in the CIIE for five times, ranked first with a popularity score of 34.20. According to People's Daily, Panasonic created eco-friendly and energy-saving home scenes on site: there were comfort sleep systems in bedrooms to help people get a good sleep by adjusting light and temperature; and a shower with seat in bathrooms for the convenience of the elderly. An executive from Panasonic said that they hoped to deepen cooperation with more partners to build a better lifestyle together.

LEGO ranked second with a popularity score of 20.28. It customized a huge block model to show the visitors its 90-year history in a vivid and interesting way, which was reported by cnr.cn, haiwainet.cn and other media. An executive from LEGO Group said, thanks to the promotion at the CIIE over the past five years, LEGO had opened more than 380 stores in more than 100 cities across China.

Fashion and Jewelry

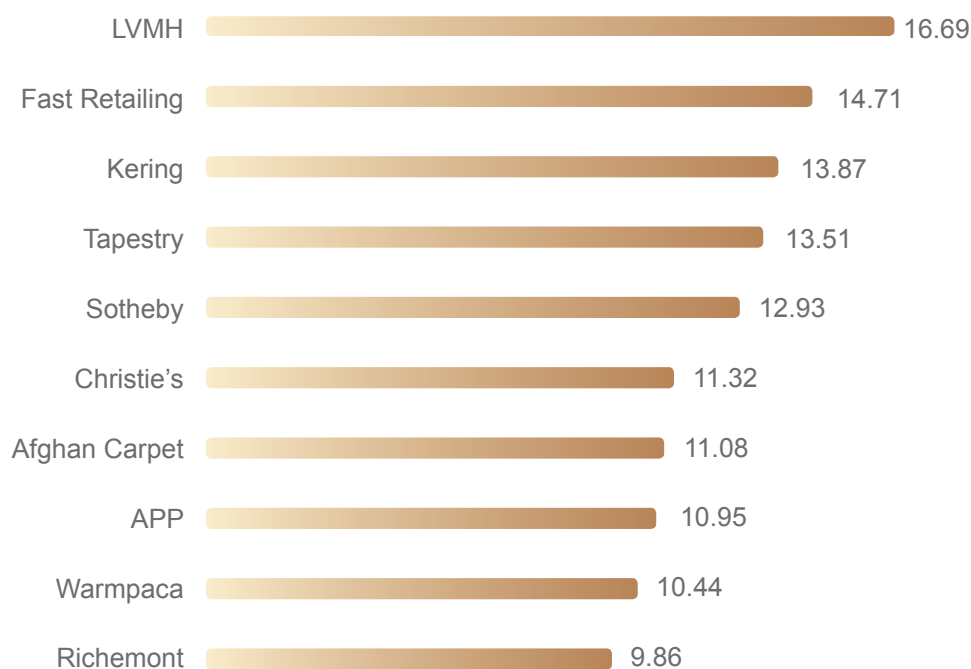


Figure: Top 10 Exhibitors in Media Influence in the Fashion and Jewelry subsection

In the **Fashion and Jewelry** subsection, **LVMH** ranked first with a popularity score of 16.69. LVMH participated in the fifth CIIE with 14 representative brands in six categories under the theme of “New Connections, New Links, New Tie-ups”. An executive from the company said that the CIIE was an important signal of China’s deepened opening-up, a symbol of embracing the world and promoting new links among all parties, as well as a platform for cultural exchanges.

Fast Retailing ranked second. The production process of 100% recycled polar fleece tops displayed at its Uniqlo booth became a focus of media coverage. An executive from the company said that it plans to replace 50% of all its garment fabrics with eco-friendly recycled fabrics by 2030, and is determined to continuously promote low-carbon production and environmental protection.

Sporting Goods and Games

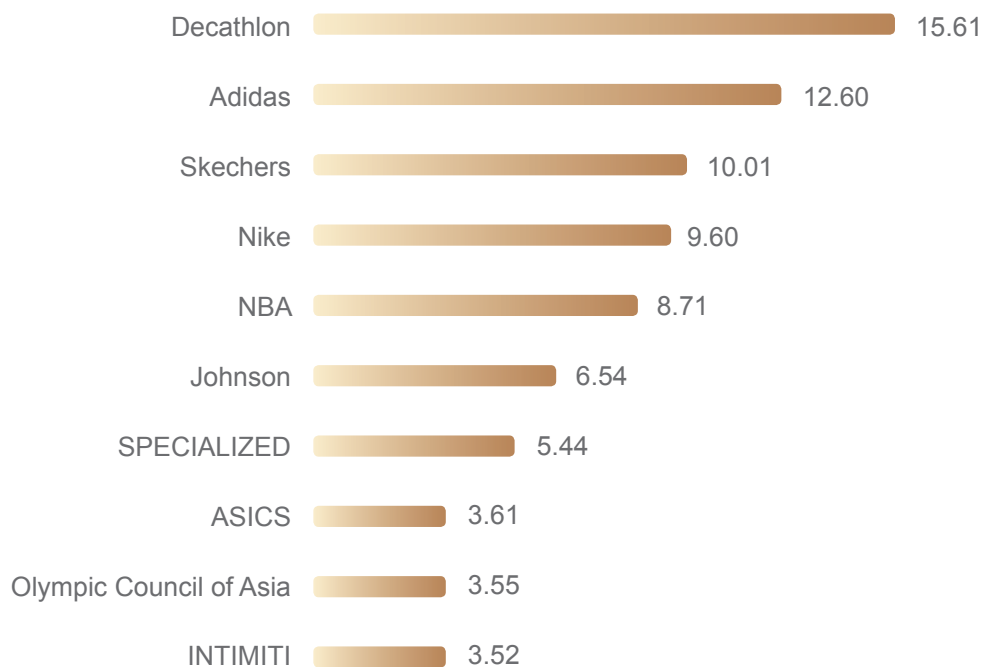


Figure: Top 10 Exhibitors in Media Influence in the Sporting Goods and Games subsection

In the **Sporting Goods and Games** subsection, **Decathlon**, which has participated in the CIIE for four consecutive years, ranked first with a popularity score of 15.61. According to the reports by Xinhua News Agency, GMW.cn and other media, with the theme of “Sports Field on Earth”, Decathlon integrated the concept of green sports into outdoor, water and urban sports and showcased various ecodesign products in an immersive way.

Adidas, which has run its business in China for 25 years and participated in the CIIE for several times, was in second place. Its booth at the fifth CIIE was decorated to mark the Twenty-fifth anniversary of the company’s operation in China. It included an interaction zone themed World Cup, and showcased the company’s achievements in the Chinese market through the exhibitions respectively focused on innovation, sustainable development, and local co-creation.

Biological Medicine

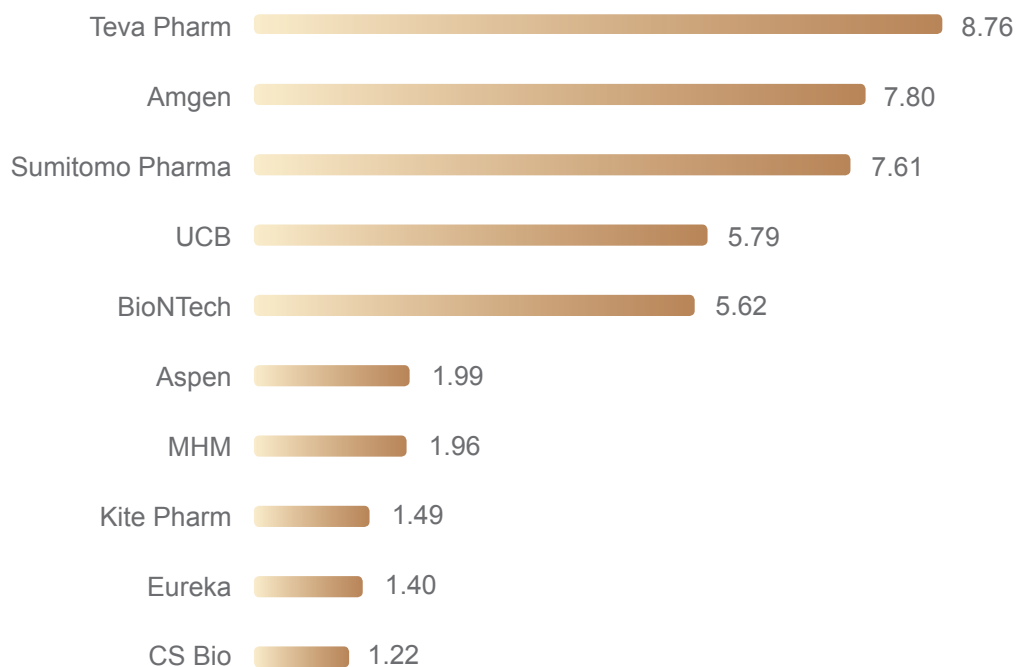


Figure: Top 10 Exhibitors in Media Influence in the Biological Medicine subsection

In the **Biological Medicine** subsection, **Teva Pharmaceuticals**, a global giant in generic drugs which participated in the CIIE for the first time, ranked first with a popularity score of 8.76. A number of its star products made their debut at the CIIE, and the company signed strategic cooperation agreements with Sinopharm Group and Shanghai Pharmaceutical.

As a “new friend” of the CIIE, American multinational biopharmaceutical company **Amgen** participated in the CIIE with its innovative therapeutics. Themed “Together Serve More Patients More Quickly”, Amgen’s booth showcased its achievements in biotechnology development and innovation.

Public Health and Pandemic Prevention

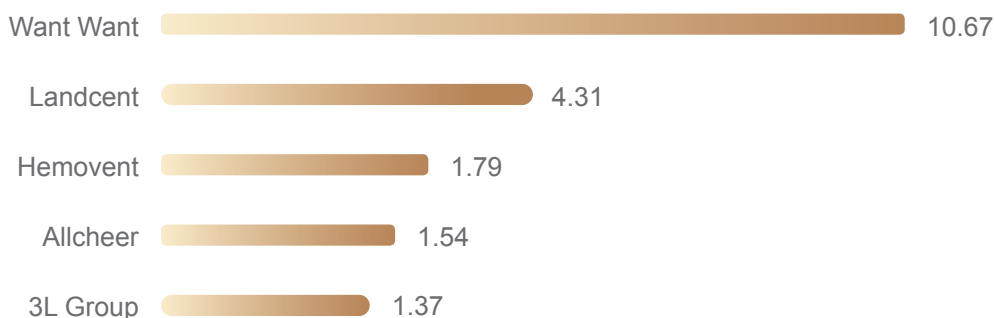


Figure: Top 5 Exhibitors in Media Influence in the Public Health and Pandemic Prevention subsection

In the **Public Health and Pandemic Prevention** subsection, **Want Want** from China's Taiwan, ranked first. Participating in the CIIE for the first time, Want Want Water God showcased more than 40 new kinds of hypochlorous acid disinfection and sterilization products and their derivatives in six categories. The products demonstrated its cutting-edge innovative technology in hypochlorous acid products, and attracted wide media attention. An executive from the company said that the CIIE provided a very good opportunity for Taiwanese businesses to expand development and seek new opportunities worldwide. The company valued its first presence at the CIIE very much, hoping it could help increase its popularity in market.

Landcent from the Netherlands ranked second. It showcased a number of disinfection devices, including an aerosol fogging disinfection robot which can disinfect an area of up to 25,000 square meters with 20 liters of Allicin E disinfection solution. The exhibits drew a lot of attention of media.

Rehabilitation and Elderly Care

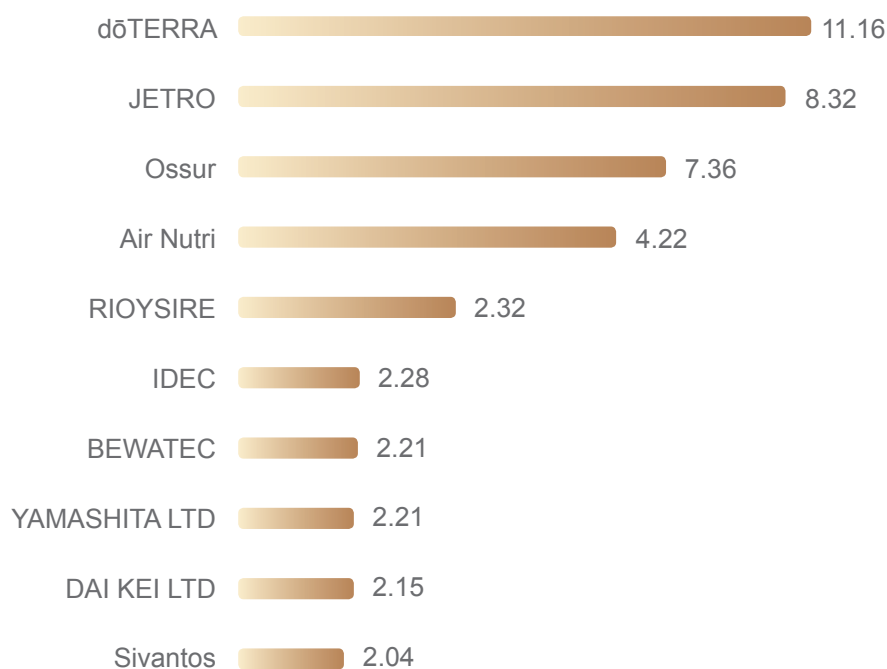


Figure: Top 10 Exhibitors in Media Influence in the Rehabilitation and Elderly Care subsection

In the **Rehabilitation and Elderly Care** subsection, American essential oil supplier **dōTERRA** ranked first with a popularity score of 11.16. The reports by Xinhua News Agency, China Daily and other media said dōTERRA, an “old friend” of the CIIE, had expanded its booth year by year and its essential oil products incorporated Chinese elements. An executive from the company said the CIIE had enabled companies like dōTERRA to usher in a “golden time”.

The exhibition group organized by the **Japan External Trade Organization (JETRO)**, including many Japanese enterprises, showcased advanced products for rehabilitation and elderly care. For example, the antibacterial curtains and wallpaper of UNIVERS, the assistant robot of DAI KEI and the Chlorella tablets and Agaricus composite powder of Sun Chlorella received wide media attention.

Innovation Incubation

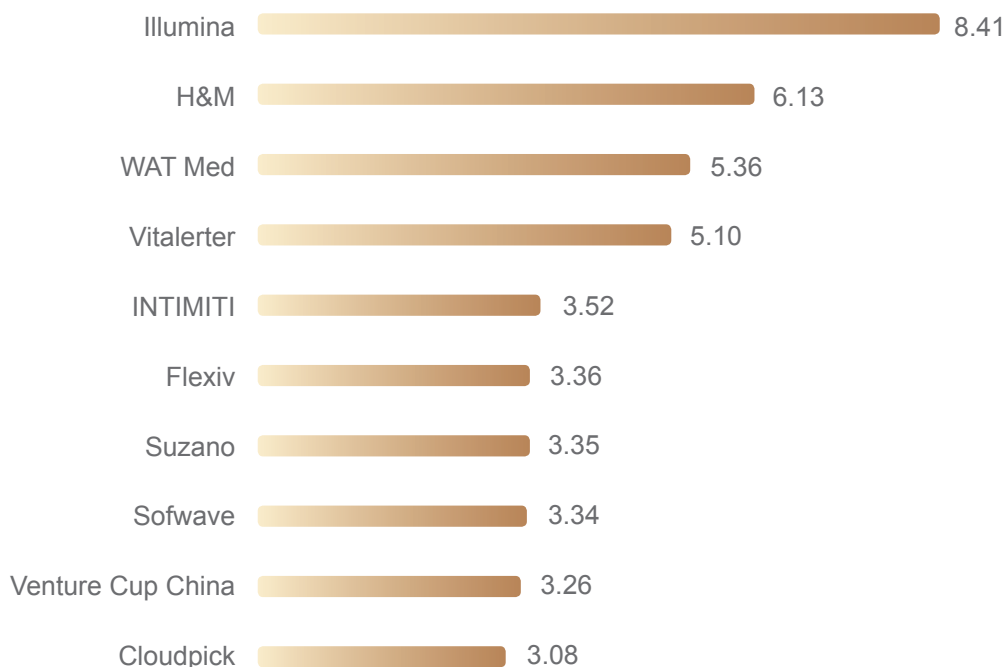


Figure: Top 10 Exhibitors in Media Influence in the Innovation Incubation subsection

In the **Innovation Incubation** subsection, gene sequencing and microarray technology company **Illumina** ranked first with a popularity score of 8.41. China.com.cn reported that the spillover effect of the CIIE had become an important driving force for Illumina to increase investment in China and accelerate localization. Before the event, the company had launched in Shanghai its first manufacturing base in China, and the first batch of locally manufactured clinical sequencing reagents was scheduled to be delivered by the end of 2022.

H&M ranked second with popularity score of 6.13. According to the reports by eastday.com, qianlong.com and other media, H&M held an open ceremony for its exhibition and a launch ceremony for the recruitment for the Global Change Award 2023. The Global Change Award looks for bright minds for innovation. The 2023 edition will consist of three categories, namely Regenerate, Repurpose and Reimagine.

(IV) Exhibits: New products and technologies release

1. TOP 50 exhibits of popularity

According to media coverage statistics, the popularity of exhibits was as follows:

Top 50 exhibits of popularity at the fifth CIIE

No.	Exhibit	Exhibitor	Popularity score
1	The 7th generation table tennis training robot	Omron	21.60
2	Colorsonic at-home hair coloring device	L'Oréal	16.25
3	Electronic salinity monitoring tableware	Kirlin Holdings Company, Limited	15.66
4	Alpaca hair fiber doll	Warmpaca	14.36
5	Electric vending trolley	Panasonic	14.23
6	CCHP hydrogen energy demonstration project	Panasonic	14.21
7	i-Limb quantum bionic myoelectric hand	Ossur	13.65
8	GMC HUMMER EV SUV	General Motors	13.00
9	YSL Scent-Sation	L'Oréal	12.69
10	NAEOTOM ALPHA Photon-counting CT scanner	Siemens Healthineers	12.43
11	Cadillac CELESTIQ, all-electric ultra-luxury flagship vehicle	General Motors	12.16
12	Eco-design mountain biking	Decathlon	12.15
13	NEXO Fuel Cell Electric Vehicle China Version	Hyundai Motor	12.03
14	Container system integration solution with Panasonic 5KW pure hydrogen fuel cell system	Panasonic	11.93
15	Dole Magic Coco	Dole	11.89
16	e:N2 Concept Car	Hyundai Motor	11.75
17	Ophthalmic Surgical Microscopes with 3D imaging	Carl Zeiss	11.69
18	All-electric racing car Mission R	Porsche	11.46
19	Mobile emergency and critical interventional treatment unit "Expedition"	Siemens Healthineers	11.44
20	Three robot-assisted surgery solutions	Medtronic	11.33
21	The world's smallest pacemaker Mirca VR	Medtronic	11.16
22	Southeast Asia Deluxe Premium Pineapple	Goodfarmer Foods	10.98

23	BMW i4	BMW	10.91
24	UNIQLO recycled polyester fleece	Fast Retailing	10.24
25	IONIQ6	Hyundai Motor	10.18
26	“SmartGrow” intelligent indoor gardener	BSH Home Appliances	10.10
27	5G Boundless XR event experience	Qualcomm	10.02
28	Gold Pineapple	Dole	9.95
29	Yescarta	Fosun Health	9.92
30	Nissan Sylphy e-POWER	Nissan Motor	9.89
31	Micro LED TV	Samsung	9.81
32	Toyota bZ3 all-electric sedan	Toyota	9.72
33	Limited-edition “Minions” Philippine Avocado	Dole	9.68
34	HyperArc non-invasive high-definition radiosurgery system	Varian Medical Systems	9.38
35	Orion and Dunhuang Museum co-branded gift box	Orion	9.36
36	Multi-functional rowing machine	Decathlon	9.34
37	New Sugarfee Red Bull Fruity Drink	TCP Group	9.31
38	Merry-go-round	LEGO	9.28
39	Lancôme Absolute Dual-LED Youth Treatment	L'Oréal	9.24
40	Projection football interactive solution	Epson	9.11
41	5G intelligent mobile hospital	Toyota	9.09
42	COVID-19 oral drug Molnupiravir	MSD	9.07
43	Wu Guanzhong's “Jiangnan Garden”	Christie's	9.05
44	Infinity Wagyu Beef	Dashang Investment Trading España SLU	8.95
45	Audi RS e-tron GT	Audi	8.88
46	Grundfos GiM China MVP3 Energy Saving Master -- The third Generation Intelligent Analysis & Diagnosis System	Grundfos	8.85
47	Chevrolet Corvette Z06 sports car	General Motors	8.85
48	Hydrogen fuel cell vehicle MIRAI	Toyota	8.85
49	Da Vinci surgery robot	Fosun Health	8.84
50	Audi Q5 e-tron	Audi	8.78

Among the many exhibits, Omron's 7th generation table tennis training robot topped the list with a popularity score of 21.60, followed by L'Oréal Colorsonic at-home hair coloring device (16.25) and electronic salinity monitoring tableware (15.66). The Top 20 exhibits include the following: Warmpaca alpaca hair fiber doll, Panasonic's Electronic vending trolley and CCHP hydrogen energy demonstration project, Ossur i-Limb quantum bionic myoelectric hand, GMC HUMMER EV SUV of General Motors, L'Oréal YSL Scent-Sation, Siemens Healthineers' NAEOTOM ALPHA photon-counting CT scanner, Cadillac all-electric ultra-luxury flagship vehicle CELESTIQ of General Motors, Decathlon's eco-design mountain biking, Hyundai's NEXO Fuel Cell Electric Vehicle China Version, container system integration solution with Panasonic 5KW pure hydrogen fuel cell system, Dole's Magic Coco, Hyundai's re:N2 Concept Car, Ophthalmic Surgical Microscopes with 3D imaging of Carl Zeiss, all-electric racing car Mission R of Porsche, mobile emergency and critical interventional treatment unit "Expedition" of Siemens Healthineers, and three robot-assisted surgery solutions of Medtronic.

2. Popularity ranking of new product release events

A total of 94 new product release events were held at the fifth CIIE, showcasing 171 cutting-edge scientific and technical products. The events inspired innovation, built a cooperation platform and promoted common development. According to statistics of media coverage of the new product release events, the popularity of these events was as follows:

Popularity ranking of new product release events at the fifth CIIE

No.	Exhibition area	Exhibitor	Release event	Popularity score
1	Consumer Goods	L'Oréal	L'Oréal Global Beauty-tech Debut Gala	15.31
2	Consumer Goods	Panasonic	World first launch of Panasonic's CCHP hydrogen energy demonstration project	14.21
3	Medical Equipment & Healthcare Products	Siemens Healthineers	Siemens Healthineers: We pioneer breakthroughs in healthcare. For everyone. Everywhere	13.54
4	Consumer Goods	Decathlon	Decathlon's eco-design mountain biking global debut	13.27
5	Medical Equipment & Healthcare Products	Medtronic	First show of series of Medtronic new products in China	10.10
6	Food and Agricultural Products	Dole	Global debut of Dole × Disney Magic Coco and Dole × Minions Avocado	9.90
7	Intelligent Industry & Information Technology	Grundfos Group	Grundfos GiM China MVP3 Energy Saving Master – The third Generation Intelligent Analysis & Diagnosis System Global Launch	8.87
8	Medical Equipment & Healthcare Products	Johnson & Johnson	Reshaping a Healthy Future—Global debut of Johnson & Johnson innovative products	8.59

9	Consumer Goods	Fast Retailing	Global debut of Uniqlo new products	8.30
10	Intelligent Industry & Information Technology	Microsoft	Microsoft unveils its Industrial Metaverse scenario using first-party Azure Digital Twins	8.14
11	Intelligent Industry & Information Technology	Loop Energy	Loop Energy's new generation 120kW fuel cell system debut in China	8.05
12	Automobile	Daimler Truck	Mercedes-Benz Arocs SLT prime mover, multifunctional heavy-duty medical rescue unit and off-road caravan debut in China	7.93
13	Medical Equipment & Healthcare Products	Varian	Varian HyperArc radiosurgery system for multiple brain metastases with incomparable accuracy and efficiency	7.80
14	Medical Equipment & Healthcare Products	Danaher	Global debut of full life cycle series life and health new products of Danaher	7.74
15	Medical Equipment & Healthcare Products	Sanofi	Sanofi debuts four products in the fields of rare diseases, immune inflammation and chronic diseases	7.62
16	Intelligent Industry & Information Technology	3M	Global debut of new low-carbon environmental protection products	7.36
17	Intelligent Industry & Information Technology	Unity Technologies	World debut of series new products of Unity	7.28
18	Consumer Goods	Kärcher	Global Launch of Kärcher Robot Series and Integrated Cleaning Robot KIRA B 10	7.28
19	Consumer Goods	Richemont	We Craft the Future: Richemont and its Maisons' Novelties Premiere	7.27
20	Consumer Goods	Shiseido	"Beauty Blooms in All" Shiseido Skin Research and Global Product Debut Event	7.17
21	Consumer Goods	BSH Home Appliances	One Device. Unlimited Cooking Possibilities. Bosch Cookit Asia Debut	6.74
22	Consumer Goods	Adidas	Adidas New Product Series World Premiere	6.49
23	Trade in Services	Jones Lang LaSalle	Jones Lang LaSalle City Development Solution "CityLink" Global Launch	6.43
24	Medical Equipment & Healthcare Products	Abbott	Human – powered technology, shaping the future of health—Abbott's Amplatzer Piccolo™ Occluder China Launch, and Perclose™ ProStyle™ Suture-Mediated Closure and Repair System China Debut	6.30
25	Trade in Services	Ernst & Young	Ernst & Young ESG Investment Solutions Series—ESG Management System Global Launch	6.13
26	Food and Agricultural Products	Goodfarmer Foods	Goodfarmer Foods South American Organic Banana and Southeast Asia Deluxe Premium Pineapple World Launch	6.09
27	Consumer Goods	Herbalife	Herbalife DHA Algae Oil Gummy World Launch—Providing more personalized nutrition choices for Chinese consumers	6.06
28	Consumer Goods	KAO	KAO New Product Launch	6.01
29	Trade in Services	PwC	PwC Digital Solution for Alternative Investment (DSAI) World Debut	6.00

30	Intelligent Industry & Information Technology	Eyexpo	Eyexpo Lightverse World Debut	5.69
31	Consumer Goods	Amorepacific	Laneige's Annual Global New Product Debut: Perfect Renew 3X Line	5.64
32	Trade in Services	Deloitte	World Debut - Leading-edge upgrades made to Deloitte Sustainability & Climate	5.61
33	Food and Agricultural Products	Pulmuone	Pulmuone New Concept Pasta 3.0 World Launch	5.54
34	Food and Agricultural Products	Tyson Foods	World Debut of Tyson Spicy Marinated Chicken Wings Bucket	5.41
35	Medical Equipment & Healthcare Products	Boston Scientific	Advancing Science for Life: Introduction of Boston Scientific's Innovative Solutions	5.36
36	Intelligent Industry & Information Technology	Johnson Controls	Johnson Controls Metasys 12.0 Building Automation System World Debut	5.32
37	Food and Agricultural Products	Edrington	China Launch of Prototype of THE MACALLAN HORIZON & GLENROTHES 40 Years Old China Exclusive	5.10
38	Intelligent Industry & Information Technology	Omron	Omron Going for ZERO Special Event	5.05
39	Intelligent Industry & Information Technology	Carl Zeiss	ZEISS Artevo 3D Surgical Microscopy Debut in China	4.99
40	Medical Equipment & Healthcare Products	thermo Fisher Scientific	Thermo Fisher New Product Launch	4.94
41	Consumer Goods	IKEA	New Smart Value IKEA New Collection Launch at CIIE for BRUKSVAR	4.88
42	Food and Agricultural Products	Cargill	Cargill Healthy Food Ingredients And Animal Nutrition Solution Debut in Asia	4.87
43	Innovation Incubation Subsection	WAT Med	World Debut-WAT Med EmeTerm Neuromodulatory Wearable and Treatable Devices	4.87
44	Medical Equipment & Healthcare Products	EssilorLuxottica	Paragon CRT 5.0 Optical Zone Ortho-K New Design Launch in China	4.74
45	Medical Equipment & Healthcare Products	Amgen	Unlocking the potential of biology for Chinese patients	4.73
46	Food and Agricultural Products	Rémy Cointreau	Rémy Cointreau Launches its New Cognac & Whiskey Products (China/Global)	4.73
47	Trade in Services	KPMG	KPMG Pangu AI Factory and 2022 KPMG Global Tech Report Chinese Version World Debut	4.65
48	Medical Equipment & Healthcare Products	ACCURAY	ACCURAY Synchrony Radixact System & New Generation CyberKnife Robotic Radiosurgery System – Showcase at CIIE	4.51
49	Trade in Services	CUSHMAN & WAKEFIELD	Cushman & Wakefield Report Asia Launch – Five Steps to Climate Positive Real Estate	4.29
50	Medical Equipment & Healthcare Products	Koninklijke Philips N.V. (Royal Philips.)	"Together, we make life better" Philips New Product Launch	4.24
51	Consumer Goods	EVE LOM	World Debut of EVE LOM Radiance Repair Retinol Serum	4.18

52	Consumer Goods	TISSOT	TISSOT PRX New Collection China Launch	4.17
53	Food and Agricultural Products	MAUI	Maui Sheep Dairy Products Global Launch	4.04
54	Food and Agricultural Products	Pernod Ricard	A Toast to the Orient -- Global Release of the Brand New Scotch Whisky from Royal Salute, Pernod Ricard	4.01
55	Intelligent Industry & Information Technology	EKOL	A more harmonious coexistence between human and nature --Global launch of EKOL's Intelligent Green Distributed Energy System Solution	3.96
56	Intelligent Industry & Information Technology	Sumitomo Electric	Sumitomo Electric Optical Fiber Fusion Splicer T-601CS+ World Debut Ceremony	3.86
57	Automobile	HRC	Debut of HRC's Lightweight Composite Applications For Low-Carbon Life	3.85
58	Consumer Goods	Estee Lauder	Beauty Inspired, Value Driven	3.73
59	Food and Agricultural Products	Hoeslandt	Global Debut of "Hoeslandt·Pure & Hoeslandt·Kids Up" Product Series	3.62
60	Trade in Services	Dun & Bradstreet	Asia Debut: Dun & Bradstreet Global Market Development Digital Solutions	3.60
61	Medical Equipment & Healthcare Products	Dentsply Sirona	Dentsply Sirona Digital Universe DS Core Asia Launch	3.60
62	Intelligent Industry & Information Technology	JUNGHEINRICH	Jungheinrich's Newest Modular Automated Intralogistic Solution	3.52
63	Medical Equipment & Healthcare Products	PerkinElmer	PerkinElmer Life Science New Products Launch in Asia	3.49
64	Medical Equipment & Healthcare Products	Baxter	Baxter ROTURM Mattress Global Debut and Launch	3.38
65	Food and Agricultural Products	Theland	Global Debut of Low Carbon Plant-based Theland A2B-Casein Pure Milk Family Package	3.37
66	Intelligent Industry & Information Technology	Alfa Laval	Asia Launch of Alfa Laval E-Power Pack, converting vessel waste heat into clean electrical power	3.24
67	Consumer Goods	IQAir	IQAir Atem X Global Launch	3.21
68	Medical Equipment & Healthcare Products	Straumann Group	Straumann Group BLX Implant System Debut in China	3.03
69	Intelligent Industry & Information Technology	PeroPure	World Debut for Peropure's Peidun Intelligent Disinfection Robots and Vehicle Air Disinfection Device	3.01
70	Consumer Goods	FANCL	FANCL Health Food New Product Release	2.97
71	Consumer Goods	IAM	IAM Whole House Smart Drinking Water Solution Release & IAM Mineral Water Instant Heating & Cooling Machine X6S World Premiere	2.90
72	Food and Agricultural Products	IFC	IFC Food Series Global Debut	2.82

73	Food and Agricultural Products	Distillerie Morand	Morand Abricot SUR FRUIT 21.5% Asia Debut	2.74
74	Innovation Incubation Subsection	Cloudpick	Cloudpick Unmanned Warehouse World Premiere	2.70
75	Intelligent Industry & Information Technology	Accenture	Accenture-Artificial Intelligence Maturity Paradigm	2.67
76	Consumer Goods	Herbalife	COSINEE Group at CIIE-Anti-bacterial and Anti-viral Cashmere Yarn Global Debut	2.65
77	Innovation Incubation Subsection	SKINRUN	SkinRun AI-tech Anti-aging Solution World Debut	2.49
78	Intelligent Industry & Information Technology	Xylem	2022 Xylem New Product Launch	2.47
79	Intelligent Industry & Information Technology	WIN FAITH	Eco-development, Beautiful life, New Product Asia Debut of 5 Brands of WIN FAITH Joint Pavilion	2.34
80	Food and Agricultural Products	Diageo	2022 Diageo Special Releases China Launch	2.33
81	Consumer Goods	UPD	Unilever Prestige New Product Release	2.28
82	Innovation Incubation Subsection	SALUBATA	SALUBATA Africa Sustainable Stylish Eco-friendly Footwear Asia Debut	2.10
83	Innovation Incubation Subsection	E3A Healthcare	E3A Healthcare Smart Neonatal Bilirubin Meter-World Debut	1.87
84	Intelligent Industry & Information Technology	DOW	DOW New Tech Launch	1.73
85	Food and Agricultural Products	William Grant & Sons	Monkey Shoulder Blended Malt Scotch Whisky 500ml Asia Debut	1.43
86	Medical Equipment & Healthcare Products	Smith & Nephew	Smith & Nephew, REGENETEN Bioinductive Implant System China Debut	1.37
87	Consumer Goods	Teka	Teka Infinity G1 Edition Designer Co-branded Series Global Launch	1.35
88	Intelligent Industry & Information Technology	Epiroc	Epiroc Automation Solutions and Tools in Mining and Construction Industry Series New Products China Debut	1.35
89	Food and Agricultural Products	Gerard Bertrand	Gerard Bertrand Ch.I'Hospitalet Artist Edition China Debut	1.32
90	Intelligent Industry & Information Technology	KITO	KITO Mobile Crane & Chain Balancer Global Debut	1.30
91	Intelligent Industry & Information Technology	KNIPEX	KNIPEX Innovations 2022	1.28
92	Trade in Services	Savills	Savills "SVPS China 2.0" Global Launch	1.27
93	Intelligent Industry & Information Technology	Koehler Paper	Koehler Paper Blue4est® Paper China Debut, which is the only thermal paper worldwide that is approved for direct contact with food	1.25
94	Intelligent Industry & Information Technology	Boken	BKD Ultra-High Speed 10W RPM Bearing China Debut	1.23



Figure: Buzz words for new product release

The figure shows that L'Oréal Colorsonic at-home hair coloring device, the Panasonic CCHP hydrogen energy demonstration project, Decathlon's eco-design mountain biking, among others, enjoyed huge popularity.

The popularity of exhibits was as follows according to media coverage statistics:



Figure: Buzz words for exhibits at the Consumer Goods exhibition area

The **Consumer Goods** exhibition area featured three major themes, “new” life, “cool” technologies and “the latest” trends. It also comprised four sections: smart home appliances and home furnishing; beauty and daily chemical products, fashion trends; and jewelry, sports goods and events. The concepts of going green and sustainability were showcased in the whole process, and cutting-edge beauty technologies, new consumption trends and the global consumer goods were showcased. The L’Oréal Colorsonic at-home hair coloring device; the Panasonic electric vending trolley; and the Warmpaca alpaca hair dolls, were among the products in the spotlight. This year, a cultural relics and art subsection featured in the Consumer Goods exhibition area. The special section attracted 12 overseas agencies, including renowned auction houses such as Sotheby’s and Christie’s, attracting many offline visitors.

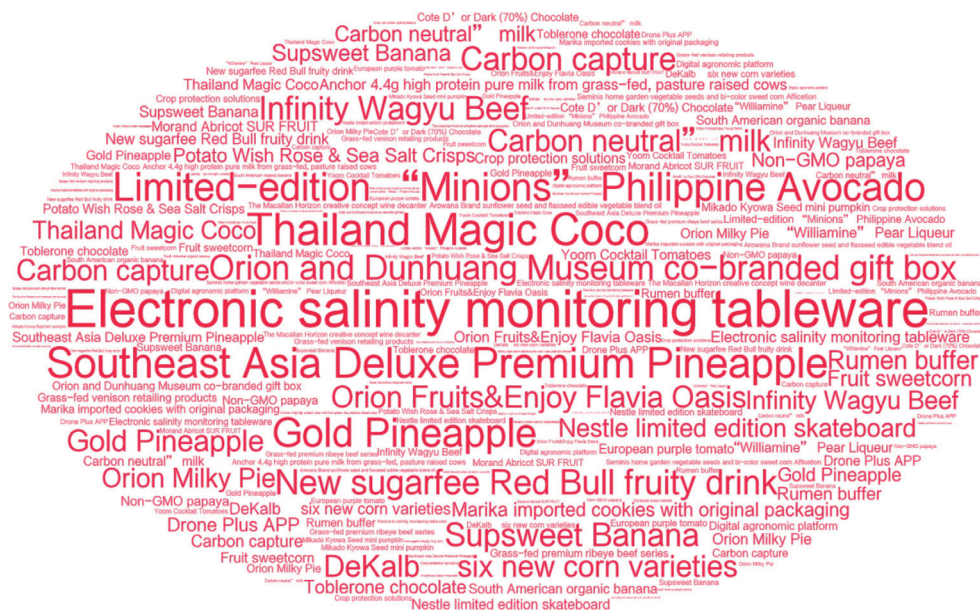


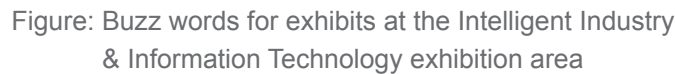
Figure: Buzz words for exhibits at the Food and Agricultural Products exhibition area

The **Food and Agricultural Products** exhibition area attracted a large number of exhibitors from various countries and regions, including Fortune 500 corporations and small and medium-sized enterprises. A total of more than 1,000 of enterprises from nearly 100 countries and regions were present at the expo, including more than 30 of the Fortune Global 500 enterprises. The enterprises featured displays highlighting various products, including electronic salinity monitoring tableware from Kirlin Holdings Company; Southeast Asia Deluxe Premium Pineapple of Goodfarmer Foods; Dole Magic Coco; the new Sugarfee Red Bull Fruity Drink of the TCP Group and other exhibits.



Figure: Buzz words for exhibits at the Automobile exhibition area

At the **Automobile** exhibition area, new energy vehicles attracted much attention. Volkswagen, BMW, Toyota, GM, Volvo, Hyundai Motor, Honda and other vehicle manufacturers showcased cutting-edge products and technologies with a focus on green and low-carbon. “Zero carbon emissions” and “intelligent” were the main focus of the new products. The pure electric Hummer SUV of GM; Honda’s e: N2 Concept Car; the all-electric ultra-luxury flag vehicle Cadillac CELESTIQ; Porsche’s Mission R and other exhibits were in the spotlight.



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37



Figure: Buzz words for exhibits at the Trade in Services exhibition area

Exhibitors at the **Trade in Services** exhibition area came from the fields of finance, logistics, inspection and testing, cultural tourism and education. The event attracted the world's Top 3 express companies, four major accounting firms, five freight forwarders as well as the leading real estate consulting companies. The companies highlighted digital development, and Jones Lang LaSalle debuted its City Development Solution "CityLink" to help China's high-quality urban development. PwC launched its Digital Solution for Alternative Investment (DSAI) to build a "digital intelligent ecology" for investment institutions through service products. Separately, industrial and technological changes characterized by green and low carbon were promoted. And building energy conservation and carbon reduction; digital financial services, and green leasing were all presented at the Trade in Services exhibition area. Urban sustainable development solutions also attracted attention.

4. Buzz words for exhibits of subsections

With media attention on the exhibits of the 16 subsections, the popularity of exhibits was presented in the form of word clouds. The details are as follows:



Figure: Buzz words for exhibits of the Agricultural Products subsection

The **Agricultural Products** subsection presented choices of fruit from across the world for Chinese consumers. Dole launched Dole Magic Coco, which uses patented technology to ease the “coconut opening problem”. And star products such as Supsweet Banana; Gold Pineapple and non-transgenic papaya also attracted attention. Goodfarmer Foods launched two new products -- South American Organic Banana and Southeast Asia Deluxe Premium Pineapple -- for the first time globally. Their sweetness and taste are much superior to ordinary varieties and received wide attention.



The green and low-carbon elements at the **Dairy Products** subsection were in the spotlight. Danone's "carbon capture" technology takes carbon dioxide from the air and produces key PET raw materials with microbial transformation technology, reducing carbon emissions by nearly 60% compared with traditional processes. As for Theland, it showcased the world's first "carbon neutral" milk, realizing digital carbon reduction "from pasture to table". Nestle Nespresso established ties with the domestic skateboard brand DBH to launch a limited edition skateboard. Its components are made of recycled aluminum extracted from the shell of recycled coffee capsules. As for Fonterra, it debuted globally its Anchor 4.4g high protein pure milk from grass-fed, pasture raised cows, which reflects the concept of sustainability. The grass feeding system is friendlier to the pasture environment, and has only one-third of the carbon emissions of peer enterprises.

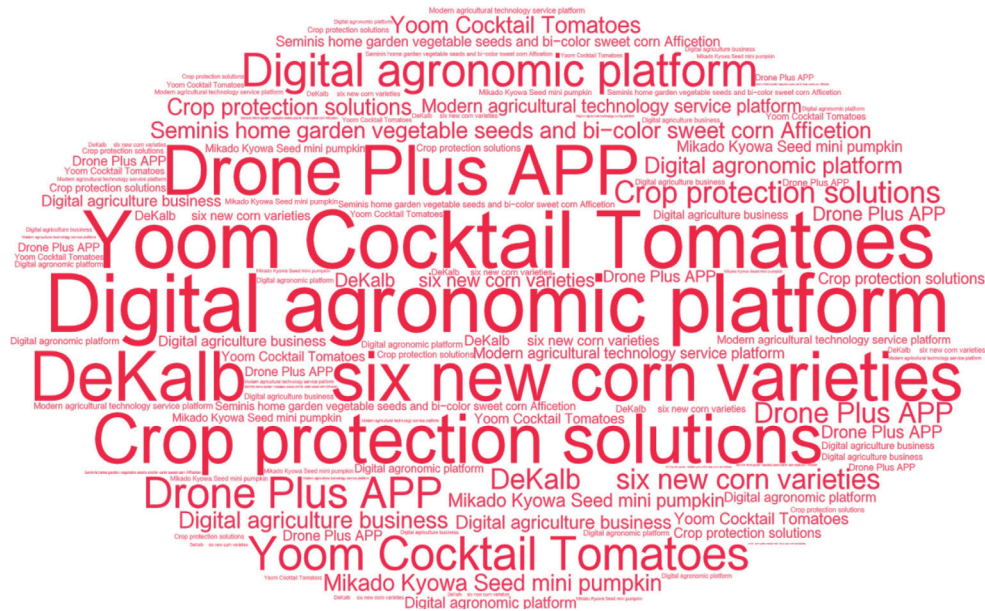


Figure: Buzz words for exhibits of the Crop Seed Industry subsection

A new addition to the CIIE was the **Crop Seed Industry** subsection, and it attracted public attention. Here, a regular at the Expo, Bayer presented new crop protection solutions from Bayer Crop Efficiency – a drone plus app; a digital agronomic platform and phenology mapping digital tool, and a digital breeding tool; Seminis home garden vegetable seeds and bi-color sweet corn Afficetion, and DeKalb’s six new corn varieties. Syngenta, Limagrain, Rijk Zwaan and other seed enterprises showcased agricultural products with both “good looking” and delicious taste, such as Yoom Cocktail Tomatoes and Mikado Kyowa Seed mini pumpkin, which were covered by the media.

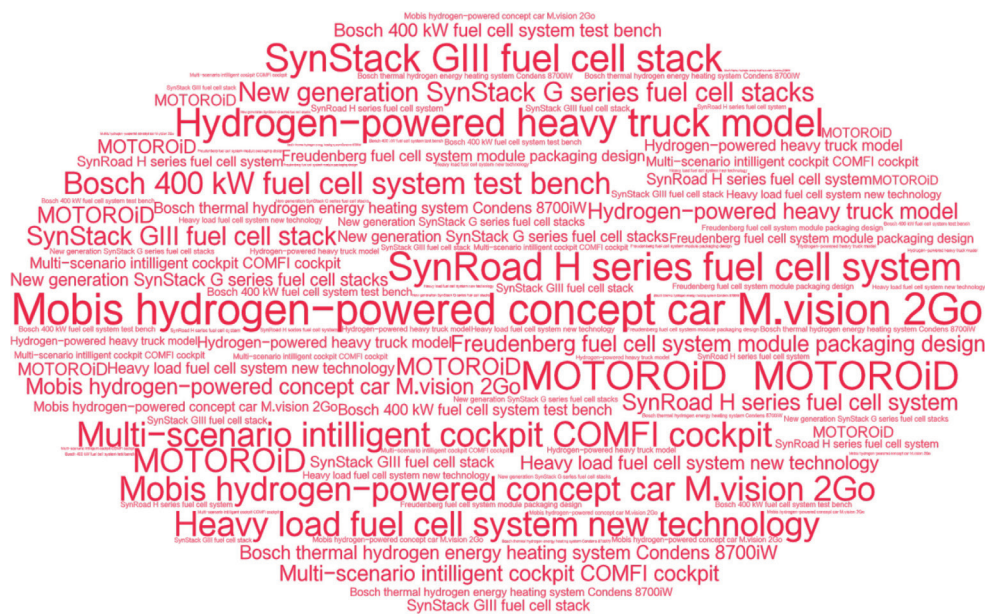


Figure: Buzz words for exhibits of Intelligent Transportation subsection

This year, the **Intelligent Transportation** subsection of the Automobile exhibition area showcased products and technologies in the three major fields: driverless technology, intelligent networking and new energy vehicles, involving many smart travel products, and basically covering all the types of smart travel products currently available on the market. “Smart” and “low carbon” have become the common theme of exhibitors. And the Mobis hydrogen-powered concept car M.vision 2Go; Yamaha’s autonomous concept electric motorcycle Motoroid; the Faurecia hydrogen-powered heavy-duty truck model; the Freudenberg heavy load fuel cell system and other cutting-edge technologies were displayed at the event. “Future mobility” was a focus of media.



93



Figure: Buzz words for exhibits of the Integrated Circuit subsection

The **Integrated Circuit** subsection brought together superior resources from across the world and built the IC industrial chain ecology to promote the innovative development of domestic enterprises in related fields. This year, Qualcomm, which has attended the CIIE for five times, brought its 5G Boundless XR event experience; Snapdragon XR fantastic journey, and “Snapdragon digital chassis” automobile solutions. Samsung presented its virtual cockpit, the world’s first mass produced 3-nanometer chip, The Frame Picture Frame Art TV, its Micro LED TV and other new products, which attracted extensive attention from media.

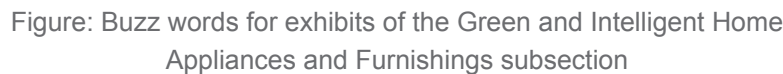


95



Figure: Buzz words for exhibits of the Artificial Intelligence subsection

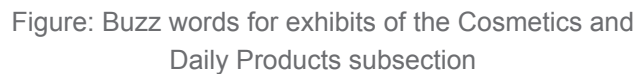
Industrial giants such as Unity, Microsoft, Meta, Intel and Nokia were present in the **Artificial Intelligence** subsection. Unity Technologies, a cross-platform game engine developer, joined hands with Tencent Honor of Kings to showcase its “ultra-realistic figures”; Microsoft integrated and optimized the “metaverse” technology system and took the lead to launch its “industrial metaverse” solution, which was officially unveiled at this Expo; and Intel released its metaverse innovative application solution for sports and offered its metaverse interactive basketball experience to visitors.



97



The **Fashion and Jewelry** subsection saw participation of high-quality enterprises from the consumer goods industry, and it showcased new products from across the world, leading the trend in fashion, helping upgrade consumption, and catering to people's yearning for a better life. Warmpaca alpaca wool dolls from Peru have become a favorite of many Chinese consumers, which is driving the development of the Peruvian alpaca industry. Also, Sotheby's and other auction agencies presented masterpieces of Chinese and foreign art masters, including Qi Baishi's "Autumn Scene"; Wu Guanzhong's "Jiangnan Garden"; and Marc Chagall's "View of Paris".



99



Focusing on the theme of “Sports technology to help ensure a healthy and sustainable life”, the **Sporting Goods and Games** subsection encouraged exhibitors to debut high-tech sports products. So, Johnson Fitness Corporation organized the global debut of the TX-1 treadmill, while Decathlon launched the eco-design mountain biking for the first time in the world. As for SKECHERS, it launched D'Lites Hyper Burst chunky shoes for the first time in the world, and ASICS organized the global debut of the SUPERBLAST running shoes. Also, the official ball for the 2022 FIFA World Cup in Qatar--Al Rihla, with a diameter of 2.2 meters, was exhibited in the subsection.



Figure: Buzz words for exhibits of the Biological Medicine subsection

In the **Biological Medicine** subsection, the Israeli generics giant Teva Pharm made its debut at the CIIE 2022. With the focus on therapeutic fields such as pediatrics, rare diseases and tumors where a large number of patients' needs are still unmet, Teva displayed three star products - Austedo, TREANDA and Copaxone. Amgen brought two innovative therapies, Repatha and Prolia. Separately, UCB attended the CIIE for the first time. And it displayed several important new drugs under development, including Fintepla Oral Solution, which brings new hope to children with rare epilepsy syndrome, and two "orphan drugs" with different mechanisms for myasthenia gravis, helping meet the needs of Chinese patients.



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Figure: Buzz words for exhibits of the Rehabilitation and Elderly Care subsection

With the theme of “Ensuring people’s access to elderly support and care”, the **Rehabilitation and Elderly Care** subsection displayed the world’s leading rehabilitation and elderly care technologies and services. The exhibits included rehabilitation aids, special mobility aids, nursing home prototypes, elderly care products and health care products. Ossur showcased the world’s first actively powered prosthetic knee joint, the RHEO KNEE® XC bionic knee joint; i-Limb quantum biological myoelectric hand; the Proprio Foot® bionic foot; the CTi knee braces and other high-tech innovation exhibits. DōTERRA launched the “Autumn Breeze” essential oil blend, which was inspired by the ancient tea horse road in China.



Figure: Buzz words for exhibits of the Innovation Incubation subsection

The **Innovation Incubation** subsection further increased its scale and fields, providing new opportunities and exploring new paths for innovation, development and cooperation. The subsection displayed innovative technologies and products in the fields of automobile, technical equipment, consumer goods, medical devices, and medical care from across the world, helping start-ups embark on the “fast track” of development. WAT Med presented many innovative products, including an anti-nausea wristband, an insomnia headache patch, a blood pressure reducing bracelet, a weight-loss bracelet and electronic coffee.

(V) Trade missions: “Online trade talks” well received; remarkable results achieved

The Expo attracted 39 trade missions and nearly 600 trade sub-missions, with 4 new industry trade missions and nearly 100 industry trade sub-missions. It saw 82 collective agreement signing activities, and more than 600 intended cooperation projects nailed down. It also held special online matching activities to promote “online trade talks” between exhibitors and buyers. “The turnover was \$73.52 billion on a yearly basis”, CCTV.cn, gmw.cn, chinanews.com and other media reported. Referring to the event, The People’s Daily said, “in the context of the accelerated evolution of the world’s unprecedented changes in a century and the lack of impetus for the world economic recovery, this remarkable transcript is invaluable”. According to the media coverage statistics, the top 10 trade missions were as follows:

TOP10 trade missions

No.	Trade missions	Popularity score
1	Shanghai	16.42
2	Central Enterprise	12.44
3	Yunnan	8.56
4	Zhejiang	8.36
5	Jiangsu	6.89
6	Shanxi	6.77
7	Tianjin	5.63
8	Shaanxi	5.61
9	Shenzhen	5.41
10	Shandong	4.66

The Shanghai trade mission and the Central Enterprise trade mission enjoyed high popularity. The report by CCTV dubbed “Shanghai’s first deal, a \$300 million order inked at CIIE 2022”, received more than 180,000 views. According to the article of the State-owned Assets Supervision and Administration Commission (SASAC) official account at baijiahao.baidu.com, which was titled “Central enterprises trade mission upgrades its shopping carts at the fifth CIIE”, 48 central enterprises held collective agreement signing activities, showing continuously increased procurement, and an optimized structure to purchase goods. This year’s procurement list of central enterprises included not only high-end technology goods, but also goods for people’s livelihoods. The procurement of medical and health, food and agricultural products was expected to more than double. The proportion of green and low-carbon goods continued to increase, and new energy, energy conservation and environmental protection equipment products were favored.

The media interpreted the new features of the trade missions; and the Xinhua News Agency said that the trade missions and their “shopping carts” showed these characteristics: First, higher quality and specialization, and stronger purchasers. Important purchasers and private enterprises in manufacturing, wholesale, retail and other industries signed up for the Expo. And the proportion of professional visitors with decision-making and purchasing rights further increased. The central enterprises showed sustained enthusiasm for the Expo. And the SASAC organized central enterprises to set up 99 trade sub-groups, creating a record high in scale. Secondly, “shopping carts” were enriched. The technical equipment, medical devices and healthcare, and trade in services enjoyed increased popularity, and more enterprises showed willingness to purchase high-tech products and services. Thirdly, there were more accurate matching and more professional services. So, purchasers could announce their intentions through websites, apps, email, SMS, and other channels. And exhibitors could directly see the needs of the trade missions, which was more conducive to efficient cooperation. The Workers’ Daily said that the procurement amount of many trade missions this year remained high, and many enterprises increased their bulk purchases. Green and low carbon became an important consideration of purchase; and overseas high-quality fresh food and other products enhancing people’s lives found new markets.

06

Hongqiao Forum and Other Activities

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

新时代 共享未来
NEW ERA SHARED FUTURE



(I) Hongqiao Forum: The Theme of “Opening-Up” Further Highlighted and the “Hongqiao Voice” Further Amplified

With a greater focus on “opening-up”, the fifth Hongqiao International Economic Forum on “Inspiring New Drivers for Global Opening-up and Sharing New Opportunities for Cooperation and Development”, featured three parts, namely “opening-up; Responsibility and Actions”, “opening-up; Governance Mechanisms”, and “opening-up: Sharing Achievements”, and offered parallel sessions, including a high-level session — Forum on RCEP and Higher-Level Opening-up, and the Press Conference on World Openness Report 2022 & International Symposium on Current Situation and Prospects of world Openness, to explore issues about global opening-up and development. The forum saw a higher level of specialization, with nine central ministries or commissions, four local provinces or municipalities and three professional think tanks co-hosting parallel sessions focused on special fields, and nearly 20 authoritative reports about opening-up unveiled. The forum was also marked by a higher level of internationalization, with the United Nations Industrial Development Organization; United Nations Population Fund; United Nations Global Compact; United Nations Office for Disaster Risk Reduction; International Trade Centre; World Intellectual Property Organization and some other international organizations added to the list of parallel session co-sponsors and Nobel Prize winners invited to five parallel sessions as guest speakers.

Thanks to the coverage by mainstream media, both at home and abroad, the “Hongqiao voice” was further amplified. Overall, there were about 72,000 pieces of information related to the forum across the Internet. In China, the event was covered by over 30 central media outlets, including People’s Daily; Xinhua News Agency; China Media Group; Guangming Daily; Economic Daily and chinanews.com. The reports featured buzzwords like “opening-up” and “development”; and the media coverage centered on content like the event’s greater focus on opening-up; the continued rise of China’s openness index’ and the Hongqiao Forum’s becoming a platform for the high-end dialogues among global politicians, businessmen and academic researchers. Overseas, more than 40 media outlets, such as Ta Kung Pao and wenweipo.com based in Hong Kong; Singapore-based zaobao.com; Vietnam News Agency; Malaysia-based The Star; Laos-based Vientiane Times and Romania News Agency, covered the event, focusing on the speeches delivered by leaders of respective countries and the new opportunities created by platforms like RCEP and CIIE for bilateral trade. Details about each parallel session are provided below:

The High-Level Session—Forum on RCEP and Higher-level Opening-up: Here, the media paid attention to the impact of the enactment of RCEP on local regions and global economic development and its role in promoting regional and global cooperation across industrial chains and supply chains; and ways to facilitate trade and investment cooperation and to achieve opening-up at a higher level. “RCEP”, “a higher level of opening-up” and “trade and investment cooperation” were in focus here.

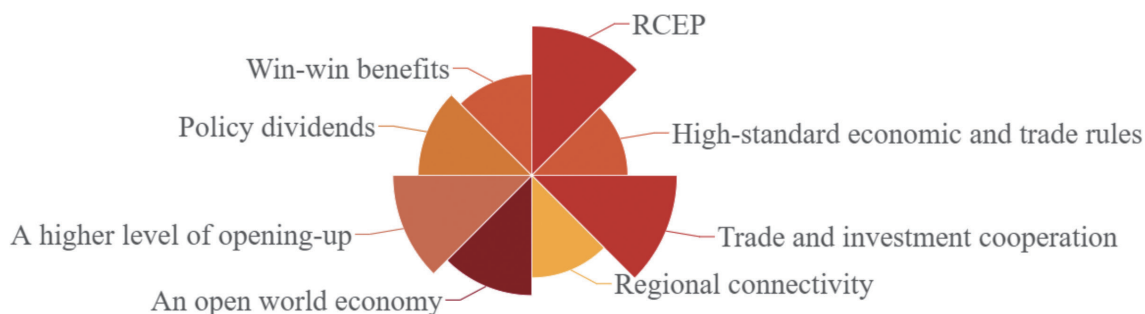


Figure: Buzzwords for the High-Level session—Forum on RCEP and Higher-level Opening-up

The Press Conference on World Openness Report 2022 & International Symposium on Current Situation and Prospects of world Openness: Here, the media coverage followed the hot issues covered by the World Openness Report 2022, such as the changes to the opening-up landscape of countries amid the COVID-19 pandemic; the updates and prospects of global manufacturing and financial sectors, and digitalization, green development and new areas of openness. “An open world economy”, “World Openness Index” and “enlarging opening-up” were among the key words here.

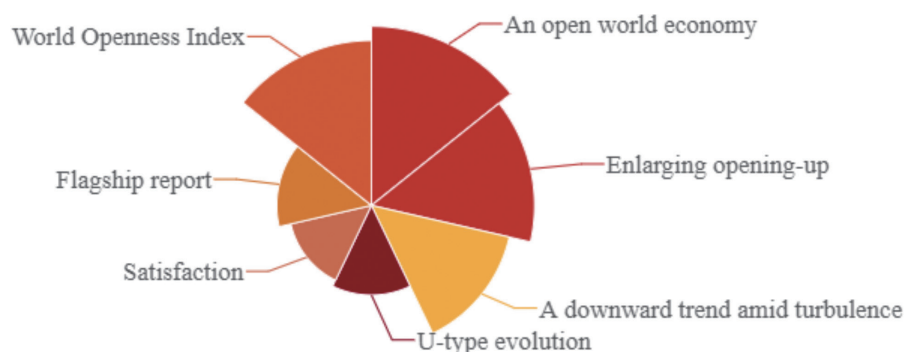


Figure: Buzzwords for the Press Conference on World Openness Report 2022 & International Symposium on Current Situation and Prospects of world Openness

Parallel Session—Acting on the Global Development Initiative to Build World-Class Enterprises:

Here, the media coverage discussed ways to build world-class enterprises in terms of pandemic response; contribution to a more stable global industrial chains and supply chains, green and low-carbon operation and improvement of people’s livelihood; the action plan of “Practicing Global Development Initiative and Building World-Class Enterprises”, the Blue Paper on the Overseas Social Responsibility of Central Enterprises, and the White Paper on Practicing the Global Development Initiative and Accelerating the Implementation of the 2030 Agenda for Sustainable Development: Enterprise Climate Action and Global Cooperation – Setting and Execution of the Carbon Neutrality Goal, were unveiled at the parallel session. “Enterprises”, “Agenda for Sustainable Development” and “global development initiative” were frequently mentioned here.

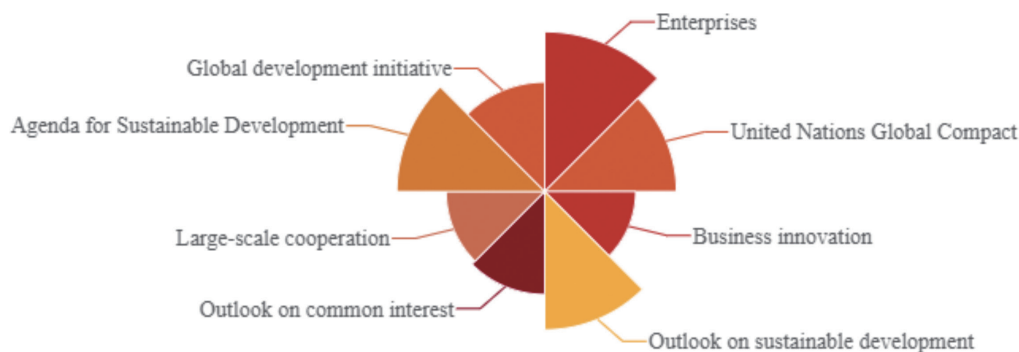


Figure: Buzzwords for the Parallel Session—Acting on the Global Development Initiative to Build World-Class Enterprises

Parallel Session—Accelerating Inclusive and Sustainable Industrialization through South-South Cooperation—Exploring the role of industrial Parks and Special Economic Zones and: Here, the media reports focused on the session as a platform for high-end dialogues in global industrial and academic circles, as well as South-South cooperation on industrial parks (special economic zones); and guests exchanged ideas about how industrial parks and special economic zones push forward inclusive and sustainable industrial development and how to implement the 2030 Agenda for Sustainable Development; and the United Nations Industrial Development Organization released intellectual outcomes about industrial parks. “Industrial parks”, “South-South cooperation” and “sustainable development” were among the buzzwords.

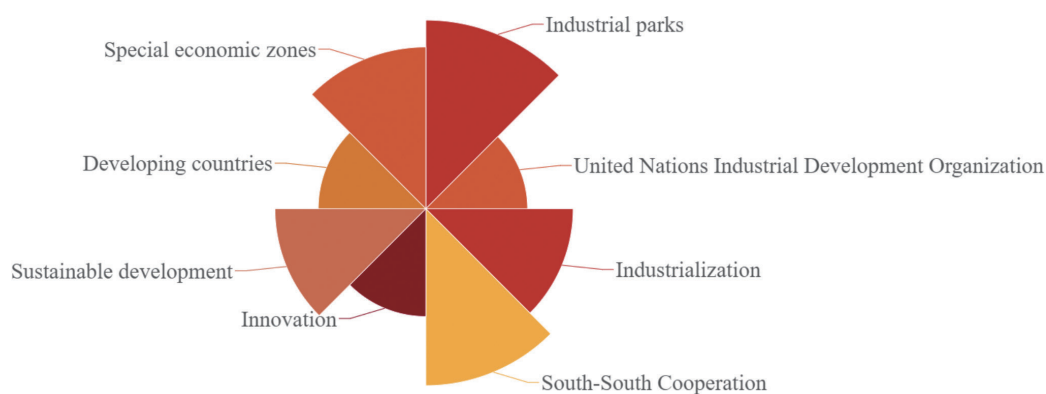


Figure: Buzzwords for the Parallel Session—Accelerating Inclusive and Sustainable Industrialization through South-South Cooperation—Exploring the role of industrial Parks and Special Economic Zones

Parallel Session—Innovative Development of Digital Trade: Opportunities and Challenges: Here, the media was attracted by the updates and outlook of digital trade; the openness of digital trade in the world’s major economies; the impact of the advancement and openness of digital trade on world economy; and the international cooperation aimed to facilitate the openness of digital trade. The session was livestreamed by chinanews.com, with over 828,000 views in total. The use frequency of “digitalization”, “research reports on digital trade” and “a high standard market system” stayed high.

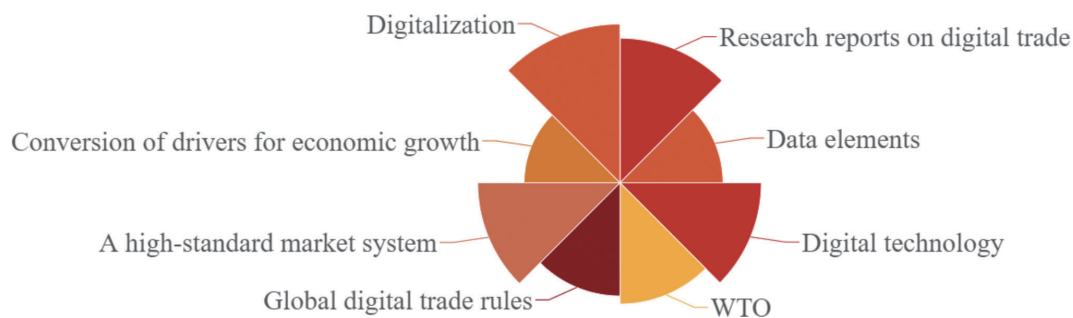


Figure: Buzzwords for the Parallel Session—Innovative Development of Digital Trade: Opportunities and Challenges

Parallel Session—Economic and Trade Cooperation for Global Food Security and Rural Revitalization

Revitalization: Here, the media showed interest in securing food safety; promoting rural revitalization; increasing the resilience of global agricultural product supply chains and expanding the room for economic and trade cooperation in agriculture. “Global food safety”, “rural revitalization” and “global economic and trade cooperation in agriculture” were among the top buzzwords.

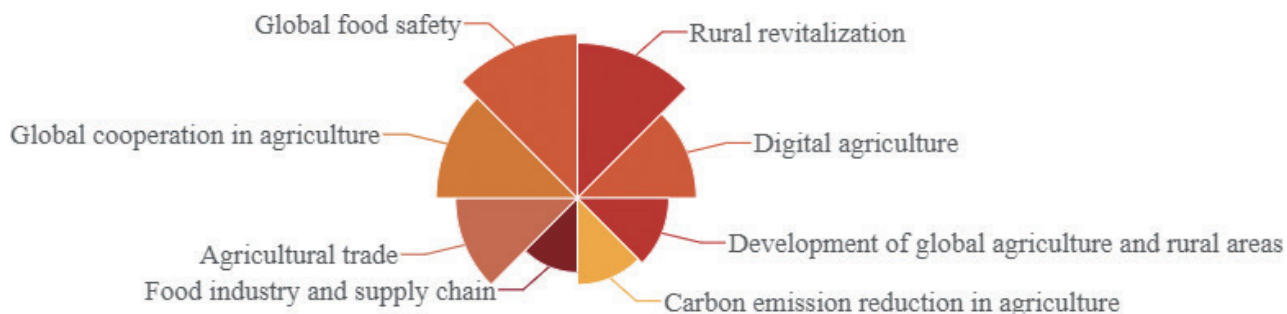


Figure: Buzzwords for the Parallel Session—Economic and Trade Cooperation for Global Food Security and Rural Revitalization

Parallel session—Advancing Supply Chain Sustainability through Cooperation on Corporate

Social Responsibility: Here, the media coverage focused on the efforts of all parties concerned to fulfill CSR; jointly advance the sustainable development of industrial chains and maintain the safety and stability of global industrial chains and supply chains in the new context. The highlights here were: promoting the new connotations of CSR in the new era; releasing CSR reports in the fields of industry and information technology; and performing CSR - building the “Zero Carbon Forum”.

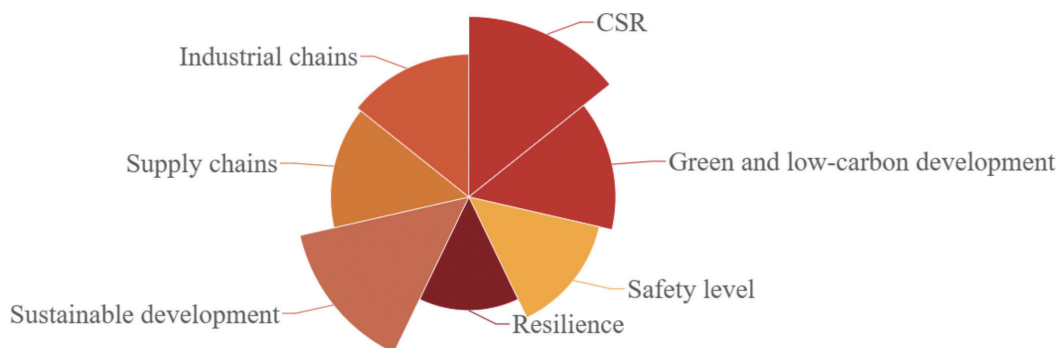


Figure: Buzzwords for the Parallel Session—Advancing Supply Chain Sustainability through Cooperation on Corporate Social Responsibility

Parallel session—High-Quality Opening-Up of China’s Capital Market: Here, the media paid attention to how technological innovation increases the resilience and vitality of development; the new opportunities for the high-quality opening-up of China’s capital market; and the boost from the asset management industry to the building of Shanghai into a global asset management center. “Capital market”, “high-quality opening-up” and “regulation” were the key words here.

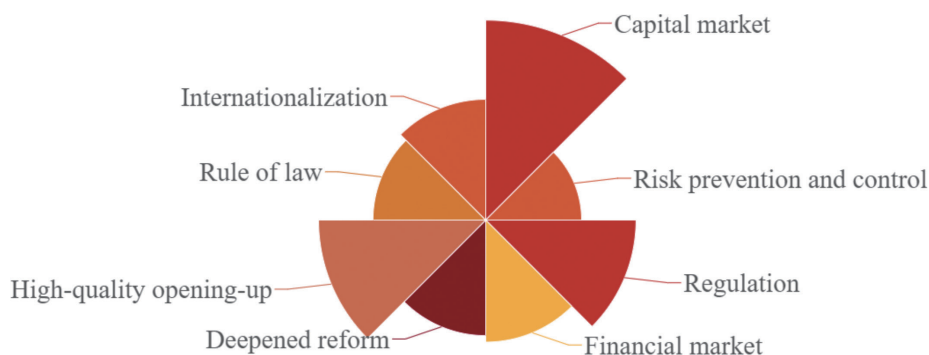


Figure: Buzzwords for the Parallel Session—High-Quality Opening-Up of China’s Capital Market

Parallel session—Innovation in China-Singapore Trade in Services Innovation: Here, the media coverage focused on the further alignment with international economic and trade rules advocated by the fifth China-Singapore Service Trade Forum; the building of free trade pilot zones; China-Singapore cooperation in digital trade; the opening-up of service sectors, the construction of digital infrastructures; cross-border data flows and other frontier issues. “Service trade”, “digitalization” and “China-Singapore cooperation” were the buzzwords here.

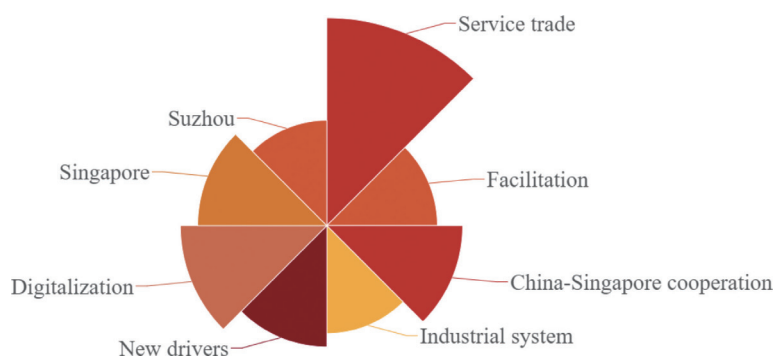


Figure: Buzzwords for the Parallel Session—Innovation in China-Singapore Trade in Services Innovation

Parallel session—Opening-Up and Governance of Digital Economy: Here the media paid attention to the trends of the opening-up and governance of global digital economy; the development and governance of China's digital economy; how the opening-up and governance of digital economy will improve a country's competitiveness and innovation power; the opportunities and challenges that digital economy brings to multinational corporations; the impact of the governance of digital economy on future economic and social development; the latest technologies in digital economy; as well as the research report about cross-border e-commerce to be released jointly by the international trade center, Zhejiang University and Alibaba. "Opening-up", "digital economy" and "governance" were in focus here.

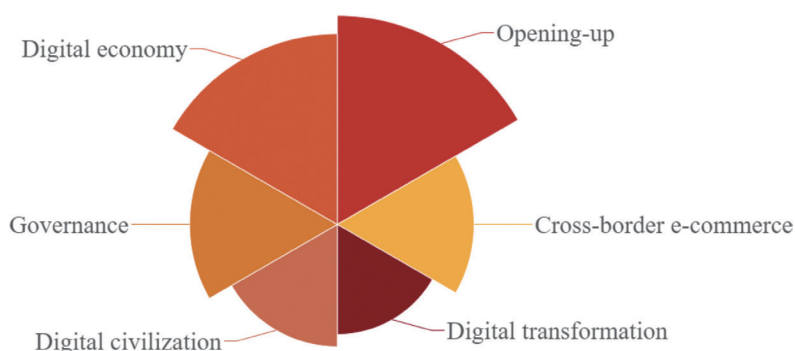


Figure: Buzzwords for the Parallel Session—Opening-Up and Governance of Digital Economy

Parallel session—International Cooperation in Protecting IPR and Fighting Against Infringement and Counterfeiting: Here, the media paid attention to the efforts to build global platforms for IPR protection and crackdown on infringements and counterfeits; share relevant practice; raising the global awareness of IPR protection; and synergizing governance of infringements and counterfeits. "IPRs", "crackdown on infringements and counterfeits" and "global IPR governance" were the key words here.

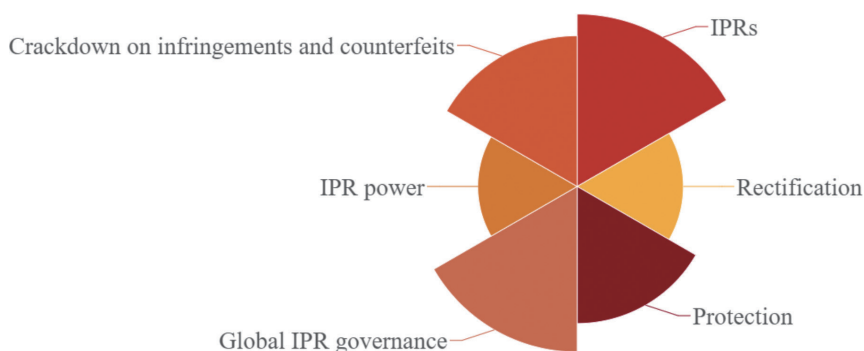


Figure: Buzzwords for the Parallel Session—International Cooperation in Protecting IPR and Fighting Against Infringement and Counterfeiting

Parallel session—Disaster Risk Reduction and Emergency Management: Here, the media focused on discussions about how to coordinate development and security; how to promote international cooperation on emergency response to enhance the capabilities in preventing and controlling natural disasters and coping with emergencies, facilitate economic recovery; and achieving global sustainability at a higher level. “Security”, “coordination”, and “risks and challenges” were in focus here.

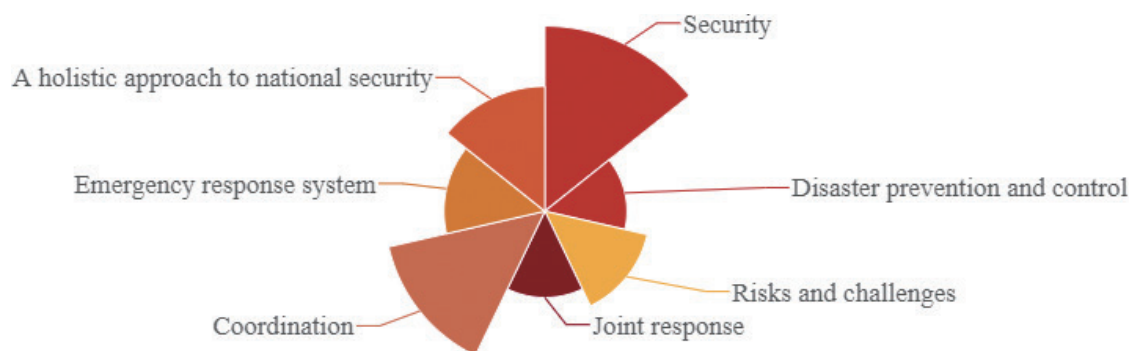


Figure: Buzzwords for the Parallel Session—Disaster Risk Reduction and Emergency Management

Parallel session—Promoting Industry High-Quality Development and Building a Health Community of Shared Future for Mankind: Here, the media focused on the reform to the global public health governance system; high-quality development of the health industry; the role of young people in building the national health system; and promoting sustainable economic and social development. “Healthcare industry”, “biological medicine” and “innovation” were the buzzwords.

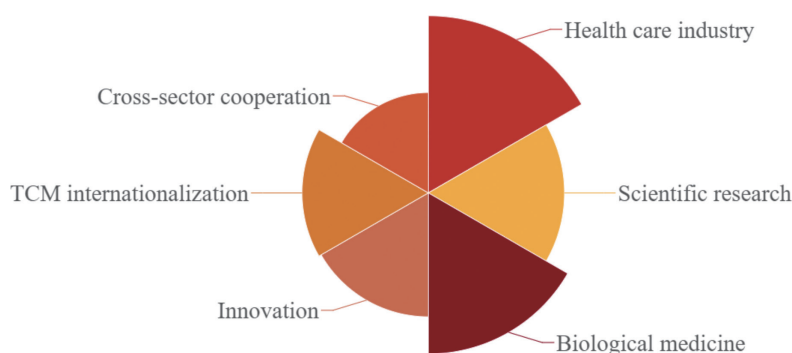


Figure: Buzzwords for the Parallel Session—Promoting Industry High-Quality Development and Building a Health Community of Shared Future for Mankind

Parallel session—High-Level Institutional Opening-up in Pudong and Global Economic Governance: Here, the media focused on how to drive the institutional opening-up by rules; regulations, management and standards; how to build a high-standard system of international economic and trade rules; and how to better position Pudong for the deeper engagement in global economic development and governance. “Pudong”, “institutional opening-up” and “high-level opening-up” were in focus here.

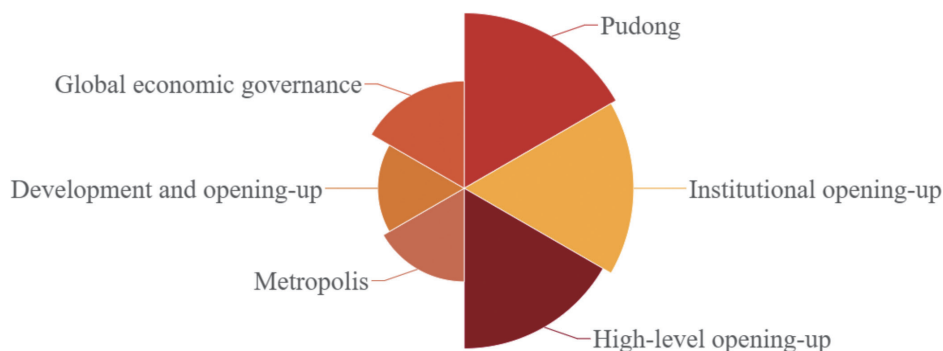


Figure: Buzzwords for the Parallel Session—High-Level Institutional Opening-up in Pudong and Global Economic Governance

Parallel session—2022 Forum on Global Talent Mobility and Development: Here, the media covered the discussions about the building of major global talent centers and innovation powerhouses; the demand of multinational corporations for talents and the innovation of worldwide talent policies; and the mechanism and innovation of high-end international talent training amid diverse cultures and multilateral cooperation at the session themed “Gathering Global Talents and Empowering Innovation-Oriented Development”. “Talents”, “innovation” and “technology” were the hot words here.

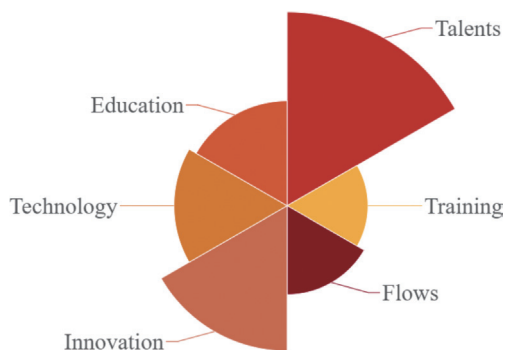


Figure: Buzzwords for the Parallel session—2022 Forum on Global Talent Mobility and Development

Parallel session—Business Integrity and Compliance for the Belt and Road: Here, the media coverage centered on how to raise enterprises' awareness of integrity and compliance; how to improve the abilities and levels of integrity and compliance governance among Chinese enterprises; and how to provide theoretical and institutional support for a higher-level of opening-up in China. "Belt and Road Initiative", "CSR" and "enterprise integrity and compliance" were in focus here.

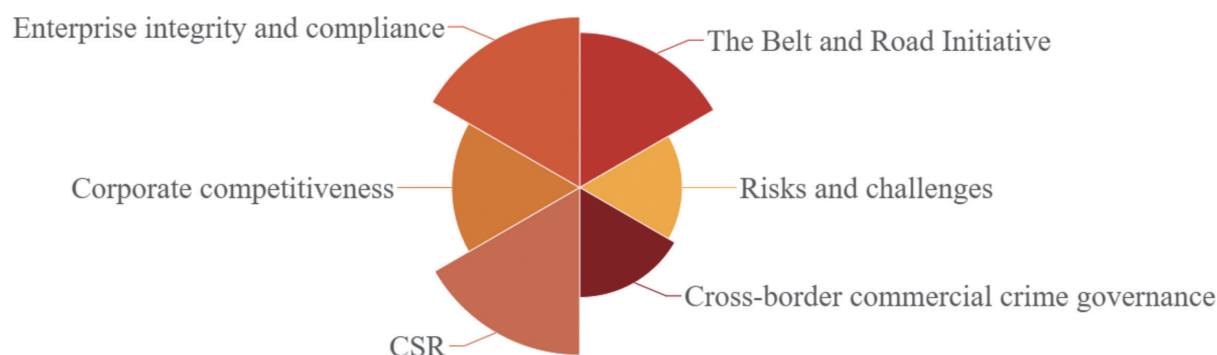


Figure: Buzzwords for the Parallel Session—Business Integrity and Compliance for the Belt and Road

Parallel session—New Prospects for China and New Opportunities for the World: Here, the media focused on the attendance of many heavyweight foreign guests; the in-depth discussions held by experts and scholars about how to stabilize global economy; and the 20th National Congress of the CPC that chartered the course for China's future. "Development", "a high-level of opening-up" and "modernization" were among the key words.

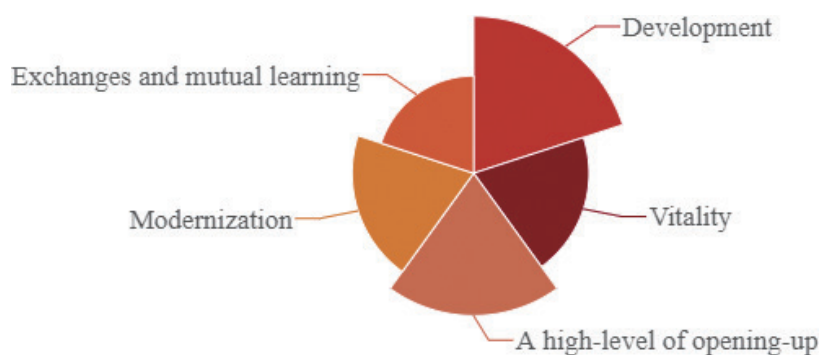


Figure: Buzzwords for the Parallel Session—New Prospects for China and New Opportunities for the World

Parallel session—Sharing Opportunities in Global Aging: Here, the media covered the new opportunities from population aging; the growth points of the silver economy; the Research Report on the City Capacity Index in China's Active Response to Population Aging 2022; the first proposal of the "city capacity index in the active response to population aging"; and cities' exploration of solutions to economic and social development and population aging. "Aging", "silver economy" and "new development opportunities" attracted the most attention here.

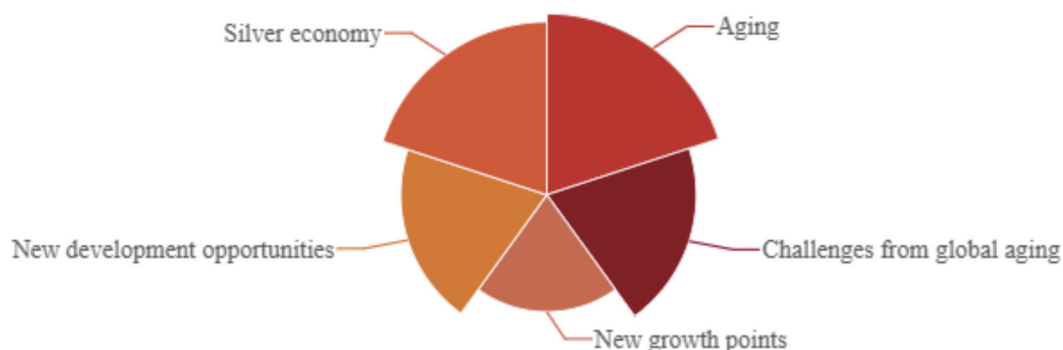


Figure: Buzzwords for the Parallel Session—Sharing Opportunities in Global Aging

Parallel session—Industrial Internet Enables Manufacturing Industry to Achieve High-Quality Development: Here, the media were attracted by how industrial Internet promotes the digital transformation of manufacturing, the modernization of industrial chains and the transformation of industries towards higher-end, more intelligent and greener ones. "Industrial Internet", "high-quality development" and "technical support" were among the buzz words.

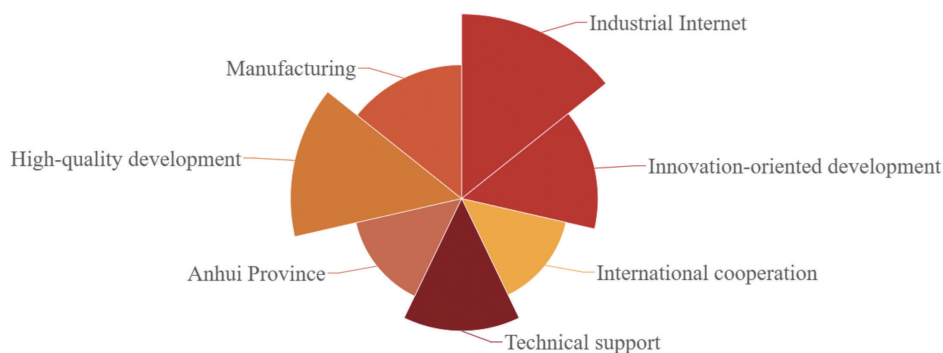


Figure: Buzzwords for the Parallel Session—Industrial Internet Enables Manufacturing Industry to Achieve High-Quality Development

Parallel session—Finance Supports Stability of Industry Chain and Supply Chain: Here, the media focused on the role of finance in the recovery and development of global economy and the joint response to COVID-19; enterprises' use of financial products to reduce operating risks and improve operating efficiency; and the role of commercial banks in serving multilateral and bilateral economic and trade cooperation and stabilizing industrial chains and supply chains. “Industrial chains and supply chains”, “finance” and “stabilization” were in focus here.

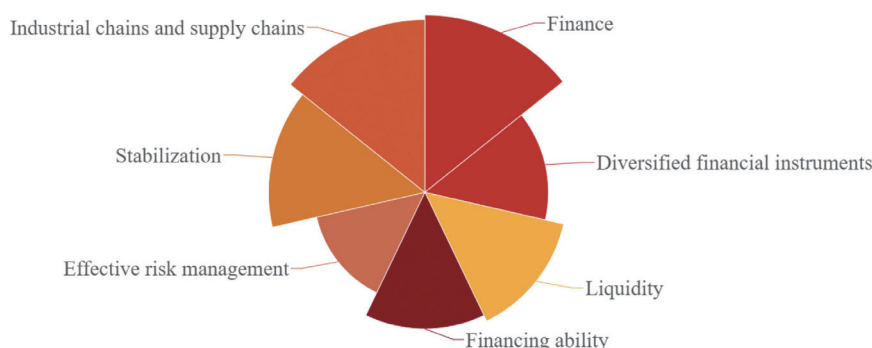


Figure: Buzzwords for the Parallel Session—Finance Supports Stability of Industry Chain and Supply Chain

Parallel session—Transition Finance Facilitates Green and Low-Carbon Development: Here, the media coverage was mainly about the international standards; development path and risk control for transition finance, as well as the “ICBC Green Bank +” brand and research reports about transition finance released at the session. “Green finance”, “transition finance”, and “green bonds” were frequently mentioned.

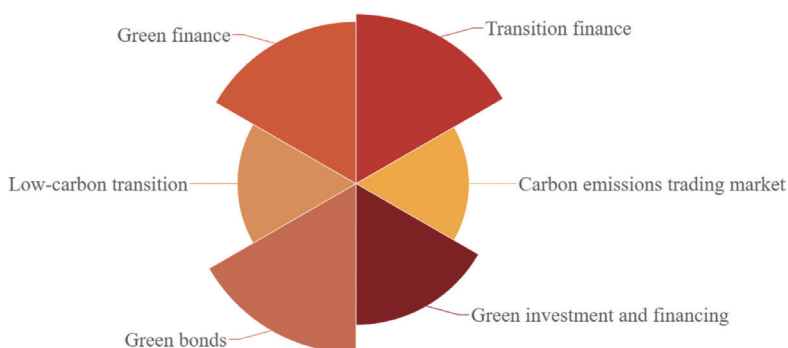


Figure: Buzzwords for the Parallel Session—Transition Finance Facilitates Green and Low-Carbon Development

Parallel Session—Hongqiao International Opening-up Hub Building Forum & Hub Conference

2022: Here, the media focused on the good start of the building of Hongqiao International Opening-Up Hub; the overall fast growth of the regional economy; and the Hongqiao International CBD's serving as a key bridge connecting China to the world. “Hongqiao”, “opening-up” and “hub” were among the key words.

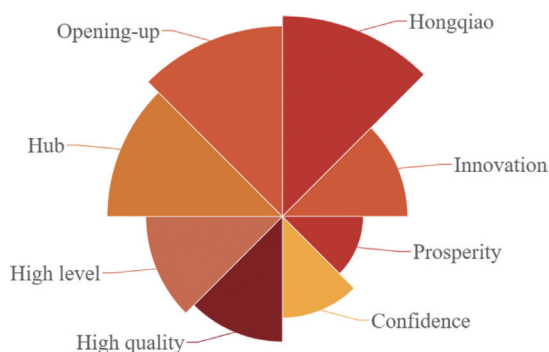


Figure: Buzzwords for the Parallel Session—Hongqiao International Opening-up Hub Building Forum & Hub Conference 2022

Big Health Research And Technology Transfer: Seminar On Trends and Prospects Report

Release: Here, the media centered on how to promote the development of big health; and guest discussions about disease prevention and control and health promotion; disease screening and diagnosis; and disease treatment and public health to provide scientific basis for the R&D and strategic planning of big health technologies in China and the wider world. “Big health”, “high-quality” development” and “public health” were among the buzzwords.

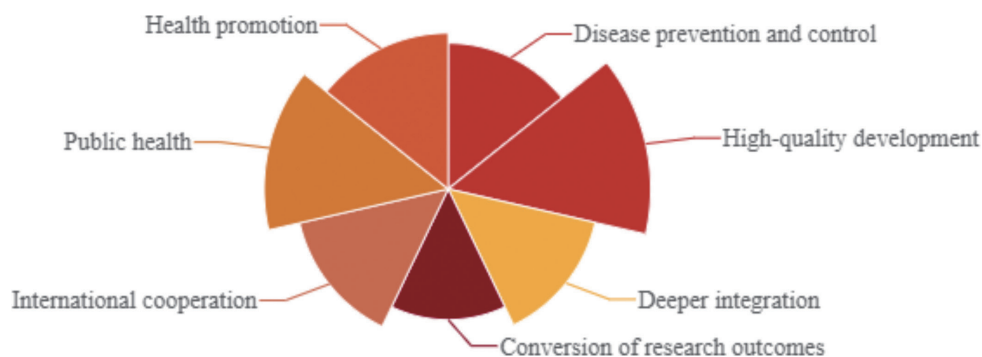


Figure: Buzzwords for the Seminar On Trends and Prospects Report Release

Parallel session—US Companies and CIIE: A Five-Year Reflection and Outlook(Closed-Door Meeting): As CIIE celebrated its fifth anniversary, the meeting for US-funded enterprises, built on the CIIE and Hongqiao Forum, expressed a desire to increase exchanges and cooperation between the US industrial and commercial circles and their counterparts in China; boost the confidence of US-funded enterprises in their investment and operations in China; and push for the healthy and stable progress of China-US economic and trade relations. The media reposted information from the CIIE official website, and “US-funded enterprises”, “exchanges and cooperation” and “China-US economic and trade relations” were in focus here.

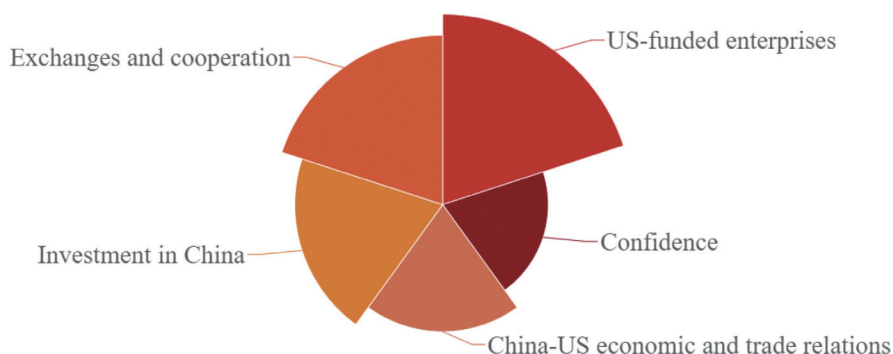


Figure: Buzzwords for Parallel session—US Companies and CIIE: A Five-Year Reflection and Outlook

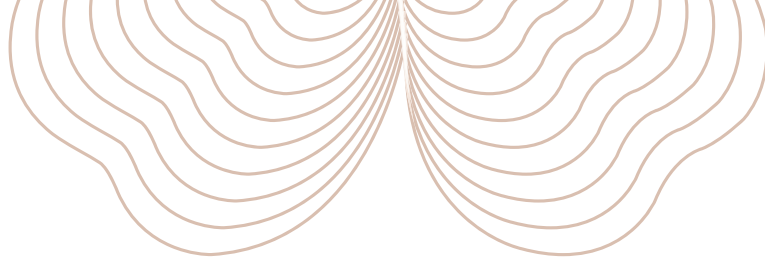
(II) Supporting activities: Diverse Contents and Intensive Coverage by Major Media

The fifth CIIE was supported by 98 activities, which covered policy interpretation, connection & contract signing, product exhibition, investment promotion, and research report release, etc., and there was an improvement in both quality and outcomes. During the expo, trade and investment promotion meetings saw 293 cooperation intention agreements reached that involved over US\$5.9 billion in total. Eighty-two concentrated contract signing activities were organized, with more than 600 cooperation intention agreements reached in total. Special online connection activities were launched to facilitate exchanges, talks and contact-signing between exhibitors and purchasers. At the award ceremony of the fifth anniversary of CIIE, exhibitors that joined more CIIE sessions and traded more were awarded prizes for the first time. People's Daily, Xinhua News Agency and CCTV News covered the event, highlighting contents like “nearly 100 supporting activities held at the fifth CIIE”; “CIIE based more on the cloud” and proving fruitful in communication. Given their popularity, the top supporting activities are listed below:

Top 30 Supporting Activities of the fifth CIIE by Popularity

No.	Name	Sponsors	Popularity
1	The Trade and Investment Matchmaking Conference of the Fifth China International Import Expo (CIIE)	China International Import Expo Bureau, National Exhibition and Convention Center (Shanghai), Bank of China	17.59
2	The Second Intelligent Transportation Forum (Shanghai)	Shanghai Municipal Transportation Commission	12.31
3	The Conference of the 2022 China International Import Expo (CIIE) Enterprise Alliance	China International Import Expo Bureau	10.53
4	2022 Key Factors Bridging Conference on High-Quality Development of the G60 S&T Innovation Valley of the Yangtze River Delta at the Fifth China International Import Expo	Yangtze River Delta G60 Sci-tech Innovation Corridor The governments of nine cities	9.33
5	The Eleventh China International Oil and Gas Congress (CIOGTC)	Foreign Trade Development Affairs Bureau of the Ministry of Commerce	9.26
6	Forum on International Trade Facilitation Cooperation in the Yellow River Basin	People's Government of Shandong Province	9.20
7	The Fourth Industrial Revolution and Smart Mobility Forum	UNIDO ITPO Network, China International Import Expo Bureau, National Exhibition and Convention Center (Shanghai)	9.06
8	The Fifth Global Automobile Development Forum	China-Europe Association for Technical and Economic Cooperation	8.60
9	The Second China Time-Honored Brand innovation and Development Conference	Ministry of Commerce	8.41
10	China Automotive Industry Development Forum	Ministry of Industry and Information Technology	8.13
11	Joint Exploration into Development Opportunities in the Metaverse Era – Unity Metaverse Ecology Forum	Unity Technologies (Shanghai) Co., Ltd.	7.42
12	Chengdu-Eurasia International Hub Opening-up and Cooperation Summit & Projects Singning Ceremony	International Trade and Modern Logistics Development Bureau of Qingbaijiang District, Chengdu	7.42
13	2022 Overseas Chinese and Chinese Market Summit Forum	All-China Federation of Returned Overseas Chinese	7.24
14	International Summit Forum of Mineral Resources	China Mineral Resources Group Co., Ltd.	6.56
15	Climate Change and Low Carbon Development Forum 2022	China Council for the Promotion of International Trade, UNIDO	6.29

16	2022 Release of National "Typical Cases of Integrity for Business Prosperity" and Matchmaking Meeting for Banks and Good Faith Enterprises	Ministry of Commerce	6.05
17	The fifth Global Dairy Forum	China Chamber of Commerce of I/E of Foodstuffs, Native Produce and Animal By-Products	6.04
18	Awarding Ceremony of the Fifth Anniversary of the China International Import Expo (CIIE)	National Exhibition and Convention Center (Shanghai)	5.92
19	Gannan High-level Opening-up Promotional Meeting Beautiful Gan Zhou for the Future, Sweet Navel Orange for the World	Foreign Trade Development Bureau of the Ministry of Commerce, Department of Commerce of Jiangxi Province, People's Government of Ganzhou Municipality	5.90
20	2022 Global Trade and International Logistics Summit Forum	China Communications and Transportation of Association	5.66
21	Collective Signing Ceremony for the State-Owned-Assets Subgroup of the Shanghai Trade Group for the Fifth China International Import Expo (CIIE)	State-owned Assets Supervision and Administration Commission of Shanghai Municipal Government	5.48
22	China Europe CEO Summit	ICBC	5.41
23	International Summit of "Technology and Finance Empower Green and Sustainable Development"	China Pacific Property Insurance Co., Ltd.	5.37
24	The fourth Shanghai International Arbitration Forum	Shanghai Justice Bureau, Council for the Promotion of International Trade Shanghai, Shanghai Arbitration Association	5.03
25	The Theme Activity of Foreign-funded Enterprises Integrating into the Dual-circulation	International Business Daily	4.97
26	The Second World Conference on Best Practicing of Carbon Neutrality	Silk Road Cities Alliance	4.63
27	The Future of Beauty Powered by Technology and Innovation - North Asia Beauty Industry Innovation Summit	L'ORÉAL	4.57
28	China-Japan Advanced Technology Exchanges and Matchmaking Event	Investment Promotion Agency of the Ministry of Commerce	4.50
29	2022 Zero Carbon China Cities Summit	The Investment Association of China	4.49
30	Group Procurement Signing Ceremony of Large Medical Equipments by Shanghai Municipal Hospitals and New Products of Large Medical Equipments Launch Ceremony	Shanghai Hospital Development Center, Orient International (Holding) Co., Ltd.	4.39



The Trade and Investment Matchmaking Conference of the Fifth China International Import Expo saw a popularity index of 17.59, the highest among all supporting activities. Including the “Top 100 Counties and Top 10,000 Towns” themed connection meeting held in the trade talk area, and the “Innovation Incubation” themed connection zone set up in the investment promotion area, such activities aimed to further cement the spillover effect of CIIE and give better play to the role of CIIE in promoting investment, thus attracting much media attention.

The Second Intelligent Transportation Forum (Shanghai) and The Conference of the 2022 China International Import Expo Enterprise Alliance respectively came second and third with a popularity index of 12.31 and 10.53. 2022 Key Factors Bridging Conference on High-Quality Development of the G60 S&T Innovation Valley of the Yangtze River Delta at the Fifth China International Import Expo; The Eleventh China International Oil and Gas Congress (CIOGTC); Forum on International Trade Facilitation Cooperation in the Yellow River Basin; The Fourth Industrial Revolution and Smart Mobility Forum; The Fifth Global Automobile Development Forum; The Second China Time-Honored Brand innovation and Development Conference and China Automotive Industry Development Forum were also among the top 10 each with a popularity index of over 8.00.

(III) Cultural Exchange: Diverse Exhibitions and Exchanges between Civilizations

CIIE is more than an event that gathers new products, new technologies and new services from around the world; it's also a great stage for cultural exchanges. At the fifth CIIE, the exhibition areas for cultural exchanges expanded to 32,000 m², larger than all previous sessions. Italy, Hong Kong SAR and 30 provinces, autonomous regions and municipalities under the State Council in Chinese mainland organized exhibitions by 715 organizations, which went up by 16% than the previous session. A total of 239 intangible cultural heritage projects, 275 time-honored brands and 10 state-level demonstration pedestrian streets exhibited featured items. Several art performance troupes presented 54 high-standard public welfare cultural shows for 75 times in total, involving four world-class intangible cultural projects and nine national intangible cultural projects.

By sectors, Chinese Time-honored Brands Exhibition Area topped the list of popularity with an index of 14.83. The Intangible Culture Heritage Exhibition Area came next with a popularity index of 14.82, and was followed by the China Tourism Exhibition Area, which saw an index of 14.47.

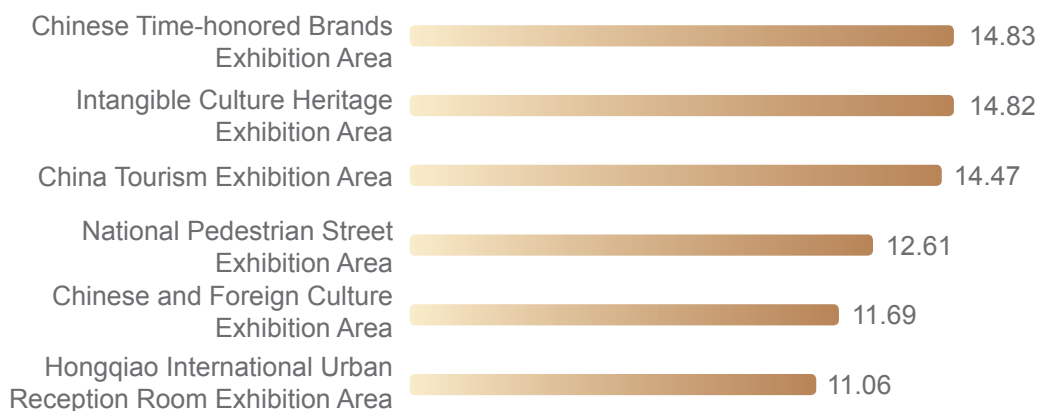


Figure: Ranking of Cultural Exchanges by Communication Popularity

The **Chinese Time-honored Brands Exhibition Area** topped the list with a popularity index of 14.83. The time-honored brands from Jiangsu, Zhejiang and Yunnan, amongst others, demonstrated distinct features. Jiangsu launched the Digital Museum for Time-Honored Brands. KPC Pharmaceuticals, a long-standing brand in Yunnan Province, displayed how to make “big honey pills”, a traditional TCM preparation, at the site; and Jilin showcased over 300 time-honored products online. Major media including Xinhua News Agency, China Daily and chinanews.com covered the exhibitions, and CCTV launched featured coverage titled CIIE Story: Time-Honored Brands of Shandong Reinvigorate at CIIE, which evoked a good response.

The **Intangible Culture Heritage Exhibition Area** was the runner-up with a popularity index of 14.82. People’s Daily focused on the “traditional process for brewing Wuliangye liquor”, an intangible cultural heritage at the state level. And CCTV launched the program “Intangible Cultural Heritages at CIIE”, which covered on-site audiences admiring the intangible cultural heritage crafts like the hand-polished lacquerware painting and traditional cheongsam making. Also, Haining shadow play from Zhejiang Province, embroidery from Yi minority of Yunnan Province and Xiefuchun “cream, powder and essence oil” making craft from Jiangsu Province caught attention from media like people.cn, chinanews.com and International Financial News.

The **China Tourism Exhibition Area** ranked the third with a popularity index of 14.47. Anhui, Gansu and Shandong showcased a variety of tourist and cultural resources and local customs through CIIE. According to cnr.cn, Gansu’s exhibition area, under the theme of “Symphonic Silk Road and Lucky Gansu”, resorted to a range of modern technologies to show audiences its prized cultural legacy and abundant tourist resources.

In the **National Pedestrian Street Exhibition Area**, Huangxing South Road Pedestrian Street in Changsha; Nanping Pedestrian Street in Yunnan and Jiefangbei Pedestrian Street in Chongqing were among those which attracted attention from media like Xinhua Finance, The Paper.cn and CQCB.com.

In the **Chinese and Foreign Culture Exhibition Area**, at the unique Italy Pavilion, Li Mengshi, a female soprano living in Italy, and Roberto Fiore, an Italian conductor, presented performances and caught attention of chinadaily.com.cn, China Economic Herald and The Paper.cn. Themed “Debut of Shanghai Brands at CIIE”, Shanghai Pavilion saw the launch of 38 new crossover brands and four “CIIE debut” products, which was covered by CCTV World Finance, chinanews.com, Shanghai Observer, etc. Hong Kong Pavilion focused on local buildings, showcasing the architectural achievements and the history of public housing in Hong Kong; and this was covered by Hong Kong-based China Review News, takungpao.com.hk, and other media.

In the **Hongqiao International Urban Reception Room Exhibition Area**, according to Shaanxi Daily, Shaanxi set up a long-term fixed booth in Hongqiao International City Meeting Room to exhibit the featured delicacies and culture of Shaanxi as a window for promotion in Shanghai and a platform for expanding economic and trade cooperation.

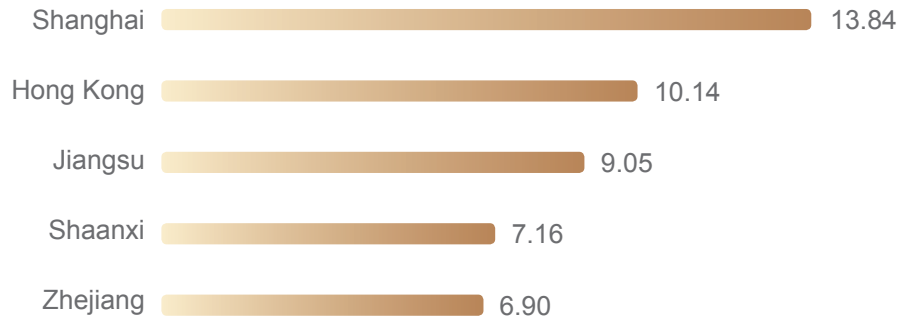
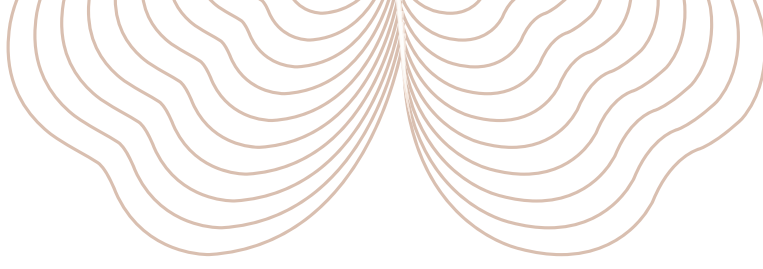


Figure: Top 5 Regions by the Communication Popularity of Cultural Exchanges

The top 5 regions were Shanghai, Hong Kong, Jiangsu, Shaanxi and Zhejiang by the popularity of cultural exchanges at the fifth CIIE.

At the event, Shanghai exhibited countless new products; Hong Kong's youngsters presented a chorus; Jiangsu displayed local embroidery and Chinese Zither performance; Shaanxi presented dances themed Silk Road Imagination; and Zhejiang offered highly praised Hangluo weaving experience for audiences. In the meantime, gmw.cn, china.com.cn, chinanews.com and chinaxiaokang.com focused on the cultural exchanges themed "The End of the Sea is a Prairie" held by Inner Mongolia; the Korean straw weaving technique of Jilin and the glutinous rice cake making process of Yanbian Korean Autonomous Prefecture; as well as the blue coloring skill for cloisonne presented by Beijing; and the "Drunken Concubine", a classic Peking opera performed by Jixiang Theater.

(IV) Special Exhibitions: Remarkable achievements and eye-catching artworks

The "10 Year of the New Era—China's Opening-Up Achievements Exhibition" and Exquisite Art Zone were launched at the fifth CIIE for the first time, enhancing expo's appeal to audiences. Also, CIIE Culture Exhibition Hall was set up, showcasing the wonderful moments of CIIE over the years, drawing a lot of media attention.

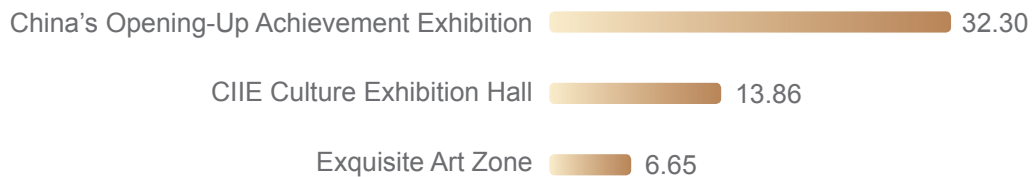


Figure: Ranking of Special Exhibitions by Popularity

The China's Opening-Up Achievement Exhibition topped the list of popularity among all special exhibitions. Specifically, it included the exhibitions respectively for achievements, provinces, and for the change from exhibitors to investors, aimed to showcase the exceptional achievements of China in its opening-up campaign in the new era. People's Daily, Xinhua Daily Telegraph, Guangming Daily, cctv.com and Science and Technology Daily focused attention on the highlights in all exhibition subsections, demonstrating the remarkable results of China's opening-up in the new era. According to news.cn, "The amazing scenes of China's high-level opening-up over the last decade in the new era are reproduced here."

CIIE Culture Exhibition Hall came second by popularity, and attracted countless participants during the expo. Meanwhile, several programs of CCTV reported the information that CIIE Cultural Exhibition Center will be opened to the public all year round. According to Oriental Satellite TV, CIIE Cultural Exhibition Hall presents a different international event in an all-round way. And according to eastday.com, CIIE Culture Exhibition Hall is an epitome of the achievements of CIIE over the past five years.

The Exquisite Art Zone was ranked the third by popularity. Themed "National Artworks, Representatives of Beauty and Harmony", the exhibition presented more than 100 works by ten artists on the Art Committee of CIIE, which covered Chinese paintings, oil paintings, calligraphy, sculpture, wood carvings, Suzhou embroidery and porcelain and became a highlight of the fifth CIIE. The exhibition attracted attention of TV media like CCTV, Oriental Satellite TV, GBA Satellite TV and Hebei Satellite TV, and was covered by industrial media, including the National Arts magazine, China Business Herald and zggjysw.com.



07

*Communication
about
supporting
services*

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

新时代 共享未来
NEW ERA SHARED FUTURE



Among the services supporting the fifth CIIE, Bank of China (BOC) topped the list of service providers with a communication popularity of 18.47. Also, epidemic prevention and control attracted the most attention.

(I) Supporting empowerment of enterprises through technology and facilitating the smooth progress of the expo

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

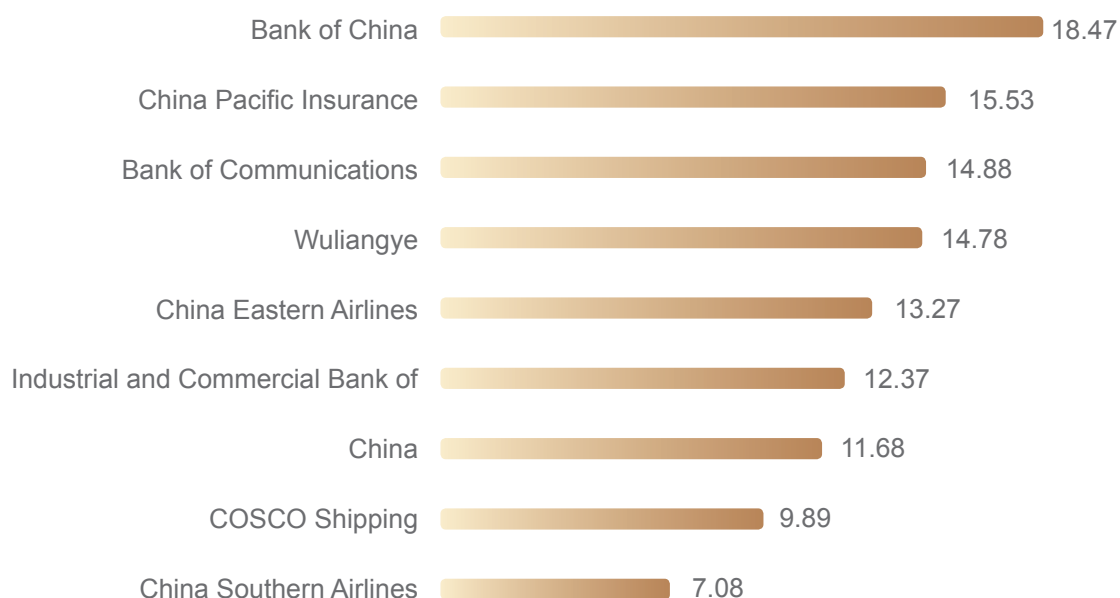


Figure: Ranking of Supporting Enterprises by the Popularity of Communication

Bank of China, a strategic partner of CIIE, topped the list of supporting enterprises with a communication popularity of 18.47. In 2022, Bank of China released an integrated financial service solution for the fifth CIIE, further enriching the services provided before, during and after the expo. Also, it created a three-level service system consisting of diverse channel services, targeted customer services and exclusive services. It also customized five types of exclusive services focused on “gathering”, “integration”, “convergence”, “intelligence” and “synergy”; and provided further financial assistance to the expo. Meanwhile, Bank of China co-sponsored trade and investment connection meetings; and, upholding the philosophy of “from exhibits to commodities and from exhibitors to investors”, further facilitated the integration between investment and trade, talks and roadshows, industries and finance, products and services, as well as online and offline operations, to support real economy and micro, small and medium-sized enterprises; and helped both Chinese and foreign enterprises benefit from the new opportunities of development. Bank of China’s efforts caught the attention of the mainstream media including People’s Daily and Guangming Daily, and local mainstream media like Wenhui Daily and Hebei Daily.

China Pacific Insurance was the runner-up with a popularity of 15.53. Evolving from the only property insurance service provider of the first CIIE to a core supporter and designated insurance service provider of four consecutive sessions of CIIE, China Pacific Insurance has worked consistently to upgrade financial insurance services. Since the fourth CIIE, China Pacific Insurance has entered into strategic cooperation with several organizations to jointly launch a carbon neutrality project at CIIE. In 2022, China Pacific Insurance introduced its “carbon inclusive” mechanism, and “Zero-Carbon and Zero-Plastic CIIE”, to mobilize the visitors, volunteers, exhibitors and media representatives participating in the expo to record their carbon footprints during the expo; write-off their carbon emissions; join “Zero-Carbon CIIE” activities; support the objectives set in the initiative; and make CIIE a benchmark of green operation for the world’s exhibition industry. The moves were covered by people.cn and xinmin.cn, etc.

(II) Precise and effective epidemic prevention and control and other supporting measures win extensive praise

At the fifth CIIE, various supporting services went on in an orderly and steady manner. The rankings of the supporting services by the popularity of the media coverage are shown below:

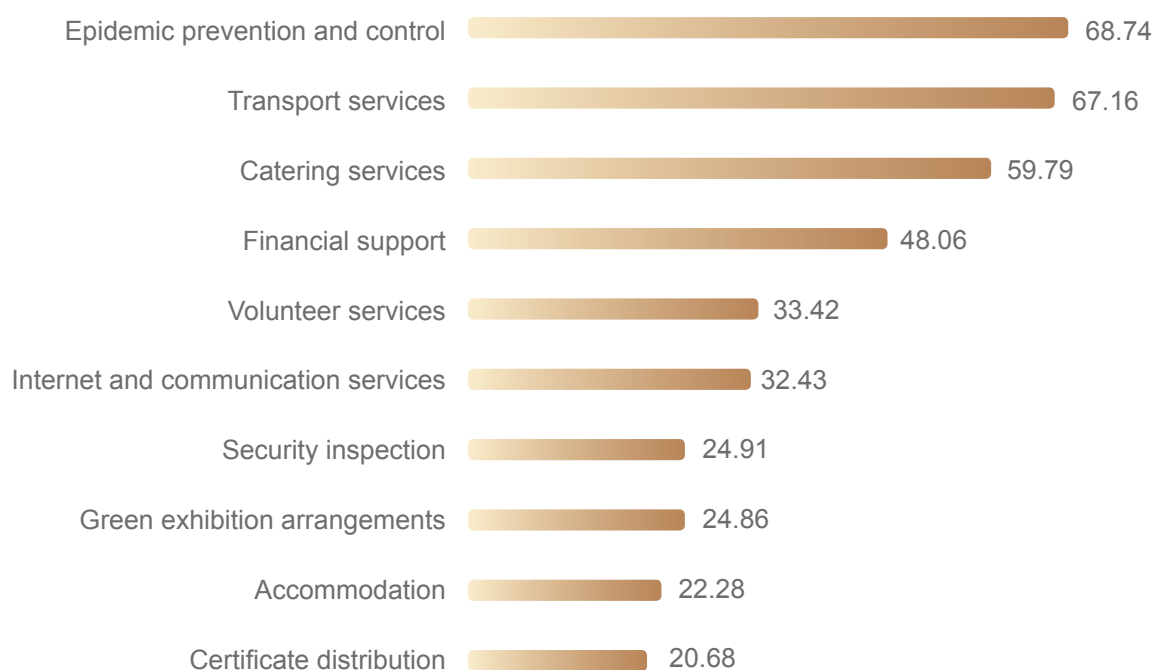
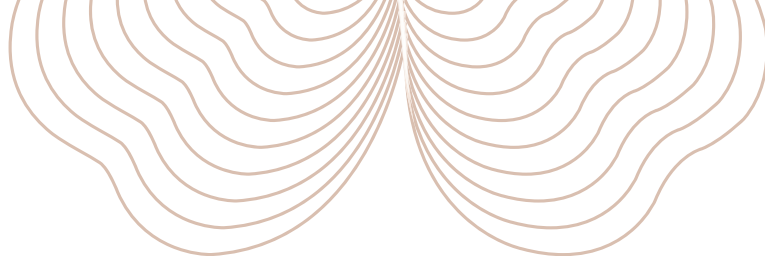


Figure: Ranking of Supporting Services by the Popularity of Communication



The Media paid the greatest attention to epidemic prevention and control. People's Daily praised the fifth CIIE for resorting to "intelligence" to prevent COVID-19. And Health News covered the supporting services with the focus on the closed-loop management throughout the expo; traceability across the chain; vaccination by all participants; nucleic acid testing for all; access upon inspection; and full environmental disinfection. According to eastday.com, CIIE saw the launch of an online complaint window for health information verification to facilitate participation in the expo.

In terms of transport, youth.cn described that the fifth CIIE focused on the objective of "targeted efforts to ensure orderly operation and epidemic condition under control", and advocated traveling by bus. Also, the application of new technologies was a highlight of the transport services at the expo. In early October 2022, the Shanghai MaaS system was opened to the public, with the "Suishenxing" app featuring travel services, such as bus, rail, ferry and other means of transport, as well as one-click ride hailing and smart parking, contributing to the transport support for the expo.

In terms of catering services, there were 44 fixed catering merchants, two temporary merchants and seven mobile food trucks in the exhibition halls, providing about 97,000 meals at lunch peak and about 140,000 meals per day. According to shobserver.com, the Shanghai Municipal Commission of Commerce formulated and issued the Implementation Plan for Securing the Food Supply for the fifth CIIE. Based on big data from the "cloud warehouse", it analyzed the food supply and distribution in previous sessions, estimated the demand for food and raw materials as well as the number of distribution vehicles needed at the fifth CIIE, and organized the selection of suppliers of food for workers, take-aways for groups and food for guests.

In terms of financial support, all major banks focused on the financial demands of the expo, and worked out exclusive solutions. Financial News said, built on BOC E-Cooperation, a global cross-border matching system, BOC built an integrated financial service platform for the expo, which introduced a brand-new section for trade talks and investment promotion to fully integrate investment and trade, talks and roadshows, industries and finance, products and services as well as online and offline operations. China Business Herald said, CCB worked to deliver integrated financial services and customized the "5+3" global linkage system for CIIE to help customers not be bound by regions or markets, gain more business information, have access to more investment and financing channels and operate in diverse dimensions.

In terms of volunteer services, through basic training and special training, 3,743 "Little Leaf" volunteers offered guide and translation services for exhibitors and visitors during the expo. Youth Daily said, the volunteer service team combined comprehensive drills and special drills, and carried out the "Woodpecker Operation" and other work to help volunteers know better about the venues, processes and job responsibilities, and enhance service skills and prevent COVID-19. According to Xinmin Evening News, the fifth CIIE recruited 3,591 volunteers from 40 colleges in Shanghai, including 3,192 born after 2000, representing nearly 90% of the total.

In terms of internet and communication services, efforts were made to accelerate the implementation of 5G technologies and ensure smooth Internet access and communication for exhibitors and visitors. According to Wenhui Daily, aligned with the highest standards, Shanghai Mobile adopted the “7 dual-disaster recovery structure” to meet diverse offline and online scenarios, and secure internet and communication services for the expo based on the map of “one core, five hubs, four high-speed railways, three metro lines and 15 trunk roads”.

As for security, according to Jiefang Daily, the CIIE venue saw inflows of a vast number of people, vehicles and materials, so inspection of every vehicle secured the safety of the expo. The remote-end security inspection site of the fifth CIIE was the first pass for vehicle inspection, and consisted of a waiting area, security inspection area and quiescent area. The security inspection area was equipped with facilities like a high lookout post and underbody mirrors. After a vehicle entered the area, workers at the high lookout post would examine the top before the underbody was scanned by the mobile underbody inspection system. Also, an explosive detection dog would join the inspection.

In terms of green exhibitions, according to gmw.cn, the fifth CIIE saw green and low-carbon elements everywhere. Outside the National Exhibition and Convention Center (Shanghai), the green sculpture of the CIIE mascot Jinbao welcomed guests from around the world. Inside the venue, many enterprises chose green as the main color for booths to highlight the low-carbon philosophy.

In terms of accommodation and certificate distribution, the CIIE imposed restrictions on accommodation prices, and released a list of 946 hotels that offered 163,200 guest rooms. According to eastday.com, the Certificate Preparation and Management Group of the fifth CIIE started certificate preparation on September 23, about one week earlier than that in previous sessions, and, in collaboration with China International Import Expo Bureau, pushed postal services to distribute certificates ahead of time. As a result, all certificates were distributed on October 31, a date earlier than scheduled.



08

*Summary
comments*

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

新时代 共享未来
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In his speech delivered at the opening ceremony of the fifth CIIE, Chinese President Xi Jinping affirmed the role and fruitful outcomes of the expo. He said that over the last five years CIIE had seen remarkably improved quality and greatly expanded its global reach. He also said it had become a window for China to build a new development paradigm, a platform to push opening-up to a higher level and an international public good shared globally. With a broader perspective, a stronger volume and more highlights, he said the CIIE had fulfilled the goal of “doing better session by session”. The fifth CIIE attracted much attention from the public both at home and abroad, and created an opportunity for all participants to raise their profiles. Based on the rules of communication and the characteristics of the promotion of CIIE, the report summarized its experience to help all parties to share the opportunity created by the expo and further improve the influence of communication.

(I) “A macro vision and a micro perspective” more popular with mainstream media

The mainstream media focused more on the contents that combined a macro vision and a micro perspective. From the macro vision, People’s Daily, Xinhua News Agency, cctv.com and gmw.cn, amongst other media, spoke highly of CIIE’s achievements in the last five years and the value of the fifth CIIE, by publishing many articles. From the micro perspective, the mainstream media often tapped into the values of exhibits. With their own coverage matrix, most mainstream media varied contents with platforms. For example, exclusive interviews of the person in charge were typically published on their print or online platforms; and on-site exhibitions and featured exhibits were usually featured on Weibo or Douyin.

(II) Amplifying official communication with a “broader vision and a stronger pace”

At the fifth CIIE, official promotion and media coverage interacted well with each other, with the former playing a big leading role. Many exhibitors also mastered the pace and direction of the official promotion; took active part in official activities; and fully leveraged the media resources that came along with official promotion to amplify brand communication and produce better promotion material. Specifically, as the fifth CIIE integrated the major themes of the 20th National Congress of the CPC, exhibitors’ introductions of the CIIE pushing for a higher-level opening-up was communicated more extensively and easily. Besides, CIIE saw ceaseless promotion activities. On the 100-day countdown of the fifth CIIE, the first batch of exhibits entered the venue; and major time nodes, such as the opening ceremony and closing ceremony, attracted much media attention. The annual promotion campaign themed “My CIIE Story” also created opportunities for participants to increase exposure.

(III) “Vertical communication” represents a new trend in brand communication

In recent years, as the channels and forms of communication have evolved, audience segmentation has become an increasingly defining feature. This has raised the importance of communication channels for industrial information, made professional voices a focus of greater attention in information communication; and led to short videos and social media platforms attracting more traffic. Exhibitors’ efforts in promotion via industrial media or information platforms also helped make communication more targeted and further enhancing the quality and effectiveness of communication. So, covering a wide range of sectors, specialized financial media were the promotion channels that most exhibitors used. Meanwhile, the exhibitors also posted “short, flat and fast” content featuring tech, innovation or lifestyle on platforms like Douyin, Kuaishou, Bilibili or Xiaohongshu and invited KOL for promotion to draw more attention from young users and unlock more brand highlights for better communication.

Appendix: Indicator system and disclaimer

1. Index weight

The communication popularity score is gained based on eight comprehensively weighted A-level indexes on the communication volume through the eight channels -- online media, print media, Weibo, WeChat, apps, videos, forums and blogs.

The index weight adopts the common weight standard of the communication popularity score of Beijing People Online Network.

This general standard is based on a comprehensive evaluation of the eight A-level indexes in the aspects of authenticity, audience trust, population coverage, originality, etc.

2. Index equation

The communication popularity score is given by weighting different indexes according to the authenticity of the channels based on the volume of channel information of online media, print media, blog, weibo, WeChat, apps and videos. It is calculated by modeling. The final popularity value is related to elements of various channel information volume and weighting. The modeling is independently developed by Beijing People Online Network.

3. Indicator system

The report volume of radio and television is the number of news pieces by China Media Group and various local television stations.

The report volume of digital newspapers is the number of news pieces published by various newspapers and magazines. Original reports and copied reports are included.

The report volume of the online media is the number of news pieces released on various media websites, information websites, government institutional websites, and enterprise websites. Original reports and copied reports are included.

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

The report volume of WeChat refers to the number of news pieces issued by the official WeChat account. Original reports and copied reports are included.

The report volume of apps refers to the number of news pieces issued by news apps and information apps. Original reports and copied reports are included.

The report volume of forum is the main post issued by network forum, community and Q&A platform containing related key words. Follow-up comments are not calculated.

The report volume of blog is the number of related articles issued on various blog platforms. Original and copied reports are included.

4. Disclaimer

Various online public opinion analysis reports issued by the Beijing People Online Network are based on various public information and data from the Internet. Beijing People Online Network 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.



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