



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

CIIE NEW ERA  
SHARED FUTURE  
新时代 共享未来

虹桥国际经济论坛  
HONGQIAO INTERNATIONAL  
ECONOMIC FORUM



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ECONOMIC FORUM

# NEW ERA SHARED FUTURE



## Newsletter

Vol.3 (7<sup>th</sup> CIIE Special Edition)

NOV.2024

China International Import Expo Bureau  
National Exhibition and Convention Center (Shanghai)



# The 7<sup>th</sup> China International Import Expo

Nov 5-10, 2024 Shanghai, China

>>>Service Point Layout for the 7th CIIE P3

## 01 CIIE UPDATES

### Comprehensive Country Exhibition P6

77 countries and international organizations have confirmed their participation in the 7th China International Import Expo. Among them, France, Malaysia, Nicaragua, Saudi Arabia, Tanzania and Uzbekistan are the guest countries of honor.

### Enterprise & Business Exhibition P18

3,496 exhibitors from 129 countries and regions have confirmed their participation in enterprise & business exhibition of the 7th CIIE, with an exhibition area of over 360,000 square meters. The number of Fortune 500 companies and leading enterprises in the industry reaches 297, a record high, and 186 enterprises and organizations became "full-time attendee" in seven consecutive years.

### Hongqiao International Economic Forum P38

Hongqiao International Economic Forum (hereinafter referred to as HQF) is held in tandem with the China International Import Expo (CIIE). Under the theme of "High-Standard Opening up for Universally Beneficial and Inclusive Economic Globalization", the 7th HQF features the main forum (the opening ceremony of the CIIE and HQF), and 19 parallel sessions under "1+4" sections, i.e. the Press Release and International Symposium on World Openness Report 2024 and parallel sessions under Opening-up for Development, Opening-up for Cooperation, Opening-up for Innovation and Opening-up for Sharing. Meanwhile, closed meetings, including roundtables for foreign-funded enterprises, and promotional activities related to "Invest in China" will be organized at the 7th HQF.

### Supporting Events P50

With over 110 on-site events, including policy briefings, matchmaking, and signing sessions, the platform fosters dialogue between the government and enterprises.

### People-to-people Exchanges P54

The exhibition features four main areas—Chinese Time-honored Brands, Intangible Cultural Heritages, National Pedestrian Streets, and Chinese Tourism—along with Hongqiao International Urban Reception Room Exhibition Area, showcasing China's regional cultural and economic highlights. The central square will host over 200 unique Chinese and international performances, promoting economic, cultural, and trade integration while enhancing cultural exchange.

## 02 CIIE STORIES

- A New Round of Global Calls for CIIE Stories P58
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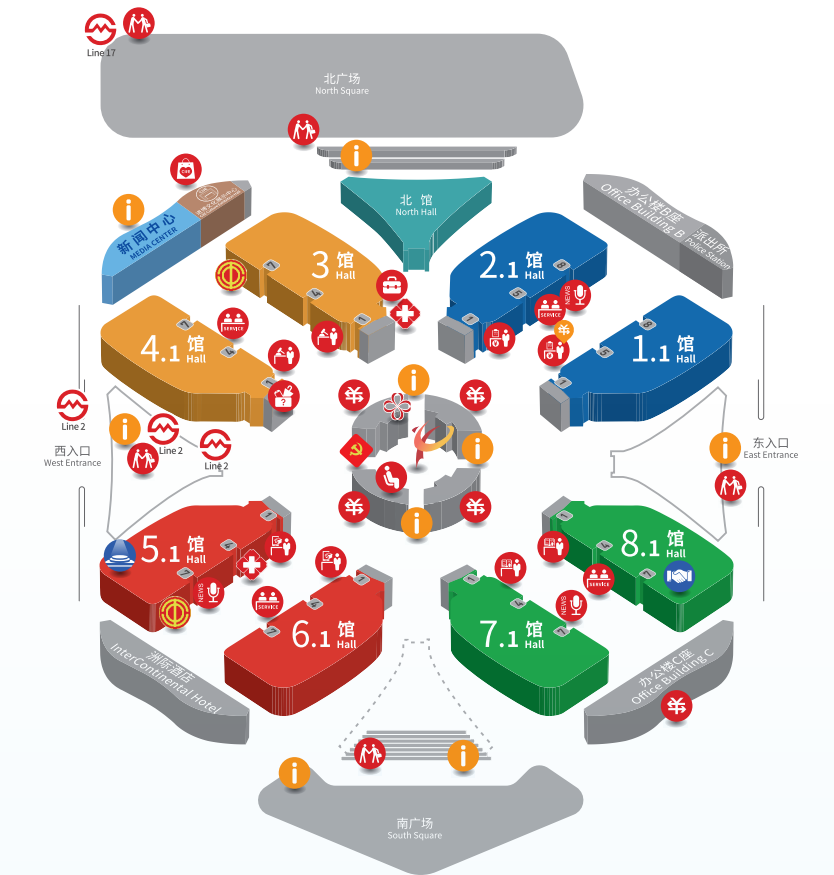
## 06 SUPPORTING ENTERPRISES P90





Service Point Layout for the 7th CIIE

一层展厅 Exhibition Hall (1F)



- 咨询处

Information

联合办公室

Joint Office

行李寄存处

Cloakroom

失物招领

Lost and Found

综合服务区 - 金融保险服务

Comprehensive Service Center - Finance and Insurance

综合服务区 - 物流通讯服务

Comprehensive Service Center - Logistics and Communication

综合服务区 - 法律维权服务

Comprehensive Service Center - Legal Rights Protection

综合服务区 - 政策解读服务

Comprehensive Service Center - Policy Interpretation

纪念品商店

Souvenir Store

媒体休息室

Media Lounge

医疗站

Medical Station

共享休息室

Open Lounge

外币兑换点

Currency Exchange

国展文创馆

NECC STORE

党群服务站

CPC Community Service Station of NECC (Shanghai)

人文交流活动中外人文演艺区

Chinese and Foreign Culture Exhibition Area

职工驿站

Staff Service Station

集合点

Meeting Point

贸易投资对接会

Trade and Investment Matchmaking Conference

新品发布平台

Products and Services Launching Center

进博文化展示中心

CIIE Culture Exhibition Hall

地铁2号线

Metro Line 2

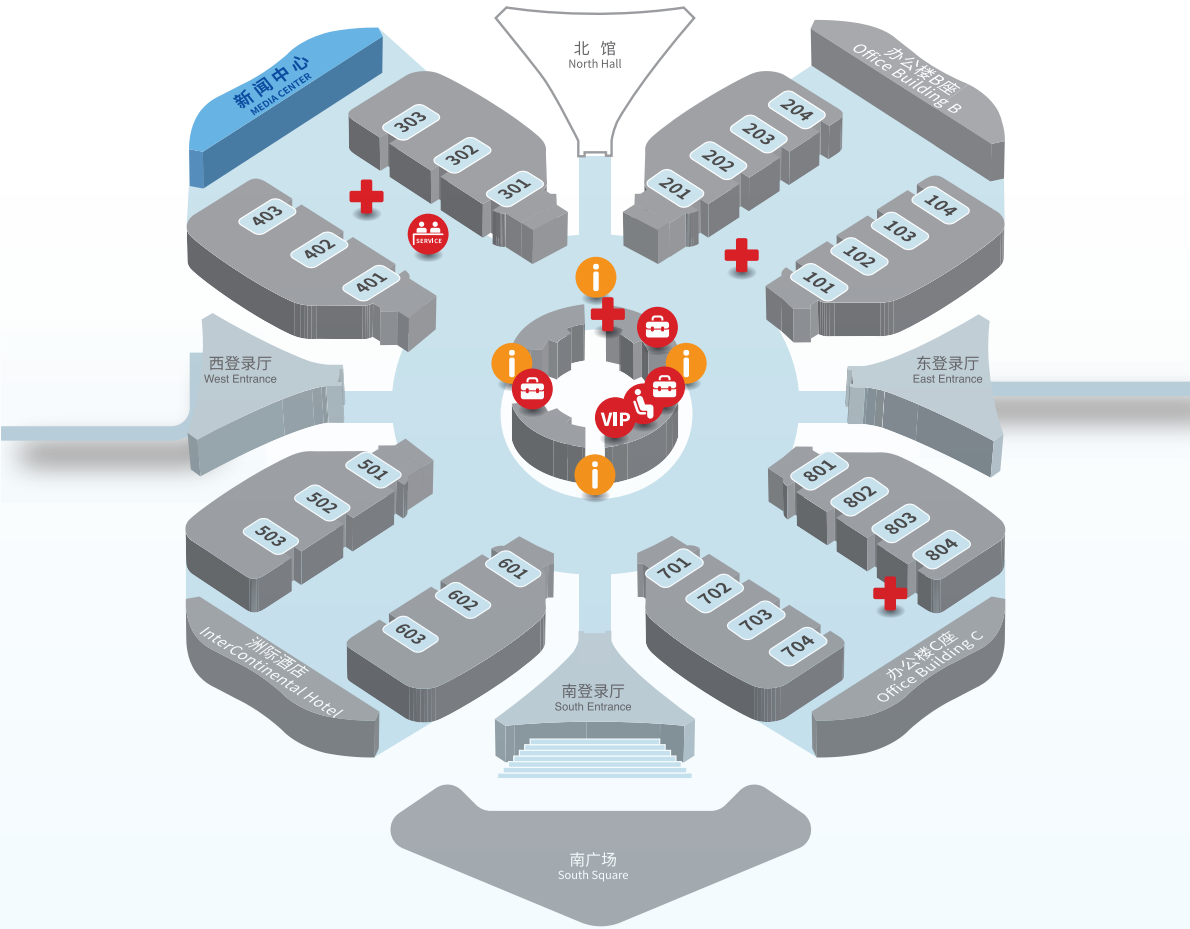
地铁17号线

Metro Line 17

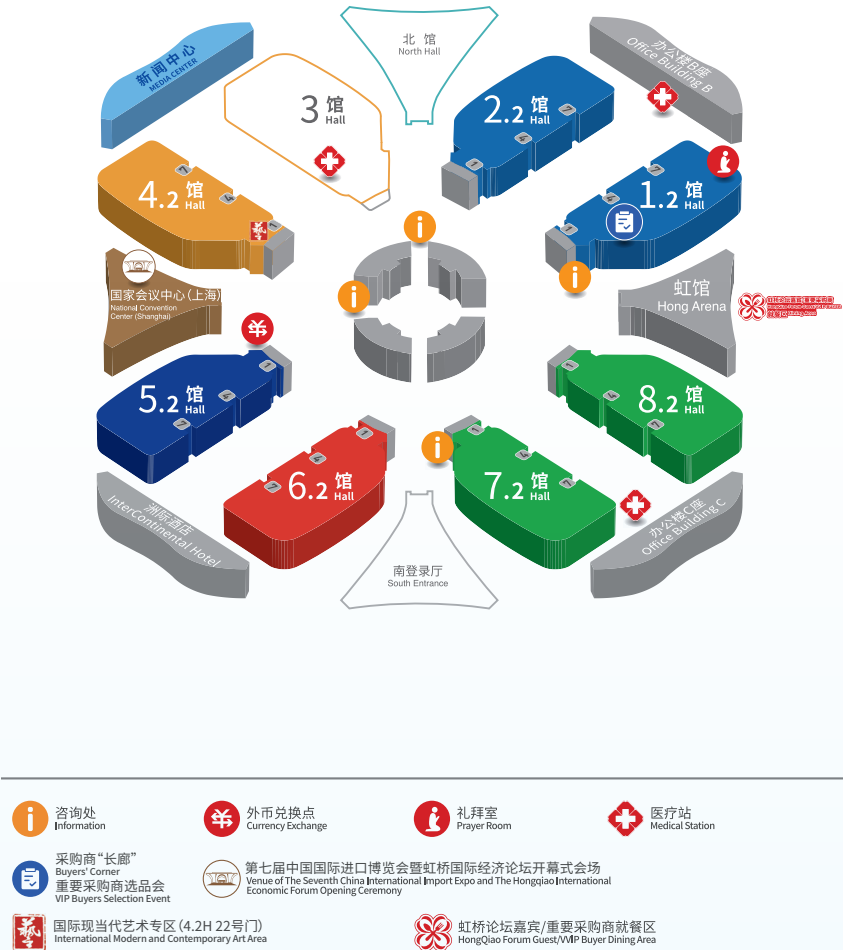
<div>1.1 馆</div> <div>Hall</div> <div>食品及农产品展区</div> <div>Food and Agricultural Products</div>	<div>2.1 馆</div> <div>Hall</div> <div>汽车展区</div> <div>Automobile</div>	<div>3 馆   4.1 馆</div> <div>Hall   Hall</div> <div>技术装备展区</div> <div>Intelligent Industry &amp; Information Technology</div>
<div>5.1 馆   6.1 馆</div> <div>Hall   Hall</div> <div>消费品展区</div> <div>Consumer Goods</div>	<div>7.1 馆   8.1 馆</div> <div>Hall   Hall</div> <div>医疗器械及医药保健展区</div> <div>Medical Equipment &amp; Healthcare Products</div>	<div>北 馆</div> <div>North Hall</div> <div>创新孵化专区</div> <div>Innovation Incubation Special Section</div>



# 会展步道层 NECC Footpath



# 二层展厅 Exhibition Hall (2F)



- 咨询处 Information
- 外币兑换点 Currency Exchange
- 礼拜室 Prayer Room
- 医疗站 Medical Station
- 采购商“长廊” Buyers' Corner
- 重要采购商选品会 VIP Buyers Selection Event
- 第七届中国国际进口博览会暨虹桥国际经济论坛开幕式会场 Venue of The Seventh China International Import Expo and The Hongqiao International Economic Forum Opening Ceremony
- 国际现代艺术专区 (4.2H 22号门) International Modern and Contemporary Art Area
- 虹桥论坛嘉宾/重要采购商就餐区 Hongqiao Forum Guest/VIP Buyer Dining Area

- 咨询处 Information
- 联合办公室 Joint Office
- 行李寄存处 Cloakroom
- 要客嘉宾休息室 VIP Lounge
- 共享休息室 Open Lounge
- 红十字救护站 Red Cross First Aid Station

1.2 馆 Hall 食品及农产品展区 Food and Agricultural Products	2.2 馆 Hall 国家展 Country Exhibition	5.2 馆 Hall 国家展 Country Exhibition	6.2 馆 Hall 消费品展区 Consumer Goods
7.2 馆 Hall 医疗器械及医药保健展区 Medical Equipment & Healthcare Products	8.2 馆 Hall 服务贸易展区 Trade in Services		





## Comprehensive Country Exhibition

### Guest Countries of Honor of the 7th CIIE

Seventy-seven countries and international organizations have confirmed their participation in the Comprehensive Country Exhibition at the 7th China International Import Expo (CIIE). Among them, France, Malaysia, Nicaragua, Saudi Arabia, Tanzania, and Uzbekistan will serve as the guest countries of honor.

CIIE NEW ERA  
SHARED FUTURE

Guest Country of Honor  
**France**  
Awaits You at the 7<sup>th</sup> CIIE!

Nov. 5-10, 2024  
Shanghai · China



Experiencing Paris in Shanghai with fine wines  
and haute couture.

CIIE NEW ERA  
SHARED FUTURE

Guest Country of Honor  
**Malaysia**  
Awaits You at the 7<sup>th</sup> CIIE!

Nov. 5-10, 2024  
Shanghai · China



Dive into a world of rich flavors,  
the King of Fruits is here to rule your taste buds.

CIIE NEW ERA  
SHARED FUTURE

Guest Country of Honor  
**Nicaragua**  
Awaits You at the 7<sup>th</sup> CIIE!

Nov. 5-10, 2024  
Shanghai · China



Beyond volcanoes and lakes,  
bringing the gourmet taste of Nicaragua to your plate.

CIIE NEW ERA  
SHARED FUTURE

Guest Country of Honor  
**Saudi Arabia**  
Awaits You at the 7<sup>th</sup> CIIE!

Nov. 5-10, 2024  
Shanghai · China



From dunes to deals,  
explore the land of opportunities, innovation and growth.

CIIE NEW ERA  
SHARED FUTURE

Guest Country of Honor  
**Tanzania**  
Awaits You at the 7<sup>th</sup> CIIE!

Nov. 5-10, 2024  
Shanghai · China



Discover the spirit of Mount Kilimanjaro,  
where the peak meets the perfect roast.

CIIE NEW ERA  
SHARED FUTURE

Guest Country of Honor  
**Uzbekistan**  
Awaits You at the 7<sup>th</sup> CIIE!

Nov. 5-10, 2024  
Shanghai · China



The Silk Road meets juicy delights,  
experience the harvest of the heartland.





## Special Booths Display



# France

The French pavilion at the CIIE showcases the '60th Anniversary of France-China Relations' to commemorate this milestone year between our two nations. This distinction offers enhanced visibility to the 18 participating companies at the pavilion, which represent diverse sectors including luxury, consumer goods, food and beverages, healthcare, and industry. The French pavilion is a two-floor design, blending modern aesthetics with traditional French elegance. Key highlights include a prominent model of the Eiffel Tower, a Moulin Rouge-themed section with iconic red windmill decorations, and a Haussmann-style boutique that evokes the charm of Parisian architecture. The second floor features an event area, as well as a networking area with a bar providing drinks and a shelf showcasing Made-in-France products.



The exhibits will showcase a wide array of products and innovations from leading French companies. Key highlights include luxury goods from LVMH and Galeries Lafayette, beauty and skincare products from L'Oréal and Nuxe, gourmet offerings from Danone, Andros, Sinodis, and FIT, as well as wines from Gérard Bertrand. Visitors will also have the opportunity to explore advanced healthcare solutions from Sanofi, Laboratoires Expanscience, and BB Distribe, cutting-edge technologies from Saint-Gobain, Nexans, and Forvia, and sustainable practices presented by Air Liquide. Additionally, Le Cordon Bleu will feature culinary education displays, and ADOCC will showcase innovative solutions.



# Awaiting You at the CIIE !

# 在进博会等你!





The Uruguay Booth highlights the country's image by showcasing its grain production, sustainable agricultural management practices, and flagship tourism products.

The Uruguay Booth will highlight Uruguay's status as a leader in sustainable development and quality of life, positioning it as a top destination for tourism, technology, and innovation in Latin America, and a place of stunning cultural, landscape, and artistic charm.



The theme of the Mali Booth is the harmonious integration of tradition and innovation. The booth layout reflects Mali's rich cultural heritage while highlighting investment opportunities and development achievements.

The handicraft area in the booth showcases traditional Malian handicrafts, including traditional textiles, wood carvings, silver jewelry, and leather products. Local artisans will perform live demonstrations, revealing the artistry behind creating these works of art. The agricultural food area presents Mali's rich cuisine, featuring samples of grains, dried fruits, and processed products that reflect the diversity of local flavors and ingredients. The investment and opportunities area highlights Mali's investment prospects, where representatives from governments, businesses, and financial institutions can exchange ideas. The cultural display area features videos of live art and music performances, showcasing Mali's rich culture. The education area will provide relevant information through interactive screens. The networking area facilitates business meetings, allowing participants to exchange ideas, establish business relationships, and discuss potential collaborations.



Mali

Awaiting You at the CIIE !

在进博会等你!



Activity Calendar for Country Exhibition

Region	Country	Activity	Date	Time	Type
Asia	Iran	Iran Day (Trade and Innovation )	Nov. 6	11:00-13:00	Open
	Sri Lanka	Sri Lankan Tea Serving	Nov. 5	14:00-16:30	Open
Europe	Slovakia	Opening Ceremony of Slovakia Pavilion	Nov. 5	14:00-16:00	Open
	Finland	Finnish Moomin Performance and Interaction	Nov. 6	10:00-10:30	Open
				11:30-12:00	Open
				14:00-14:30	Open
				16:30-17:00	Open
			Nov. 7	14:00-14:30	Open
				9:30-10:00	Open
				12:00-12:30	Open
				13:00-13:30	Open
		Metso Group Client Reception	Nov. 7	10:00-12:00	Invitation
		Metsä Group Client Reception	Nov. 7	15:00-17:00	Invitation
	Cyprus	Cypriot Food and Drinks Tasting (Cheese, Wine, Juice)	Nov. 5	14:00-17:00	Open
			Nov. 6	9:00-17:00	Open
			Nov. 7	9:00-17:00	Open
			Nov. 8	9:00-17:00	Open
			Nov. 9	9:00-17:00	Open
			Nov. 10	9:00-17:00	Open
Eurasia	Georgia	Georgian Red Wine Tasting	Nov. 6	14:00-14:30	Open
			Nov. 7	14:00-14:30	Open
			Nov. 8	14:00-14:30	Open
			Nov. 9	14:00-14:30	Open
	Armenia	Armenian Product Promotion (Food, Beverages, Handicrafts)	Nov. 5	14:00-18:00	Open

Region	Country	Activity	Date	Time	Type
West Asia & Africa	Syria	Syrian Product Promotion (Olive oil and Olives)	Nov. 5	14:00-16:30	Open
		Syrian Product Promotion (Sunflower oil, Vegetable oil and Olive oil)	Nov. 5	14:00-16:30	Open
		Syrian Product Promotion (Natural Oil Extracts)	Nov. 5	14:00-16:30	Open
	Saudi Arabia	Al-Khammash Company Product Promotion	Nov. 5	14:00-18:00	Invitation
	Egypt	Egyptian Business Conference	Nov. 5	14:00-18:00	Open
		Egyptian Product Promotion (Natural Oils)	Nov. 5	14:00-17:30	Invitation
		Corporate Welcome Reception	Nov. 6	11:00-13:00	Open
		ElCapatain Company Product Promotion (Natural Oils and Cosmetics)	Nov. 5	14:00-18:00	Open
	Rwanda	Rwanda Traditional Dance and Cultural Performance	Nov. 5	14:00-18:00	Open
			Nov. 6	9:00-18:00	Open
			Nov. 7	9:00-18:00	Open
			Nov. 8	9:00-18:00	Open
			Nov. 9	9:00-18:00	Open
			Nov. 9	9:00-18:00	Open
	Bénin	Benin Pavilion Interactive Experience	Nov. 5	14:00-18:00	Open





Activity Calendar for Country Exhibition

Region	Country	Activity	Date	Time	Type
Americas and Oceania	Cook Islands	Cook Islands Product Promotion	Nov. 5	14:00-18:00	Open
	Nicaragua	Nicaragua Business Conference	Nov. 5	14:00-18:00	Open
			Nov. 6	9:00-18:00	Open
			Nov. 7		Open
			Nov. 8		Open
			Nov. 9		Open
			Nov. 10		Open
		Nicaragua Traditional Dance Performances	Nov. 5	15:00-15:30	Open
			Nov. 6	11:00-11:30	Open
				15:00-15:30	Open
			Nov. 7	11:00-11:30	Open
				15:00-15:30	Open
			Nov. 8	11:00-11:30	Open
				15:00-15:30	Open
			Nov. 9	11:00-11:30	Open
				15:00-15:30	Open
		Nicaraguan Food and Drinks Tasting	Nov. 5	14:00-16:00	Open
			Nov. 6	10:00-16:00	Open
			Nov. 7	10:00-16:00	Open
			Nov. 8	10:00-16:00	Open
			Nov. 9	10:00-16:00	Open
			Nov. 10	10:00-16:00	Open

Region	Country	Activity	Date	Time	Type
Americas and Oceania	Nicaragua	Nicaragua Tourism Promotion and Video Introduction	Nov. 5	14:00-18:00	Open
			Nov. 6	10:00-18:00	Open
			Nov. 7	10:00-18:00	Open
			Nov. 8	10:00-18:00	Open
			Nov. 9	10:00-18:00	Open
			Nov. 10	10:00-18:00	Open
	Argentina	Opening Ceremony of Argentina Pavilion	Nov. 6	11:00-12:30	Open
		Argentine Wine Tasting	Nov. 6	15:00-16:00	Open
			Nov. 7	15:00-16:00	Open
			Nov. 8	15:00-16:00	Open
			Nov. 9	15:00-16:00	Open
			Nov. 9	15:00-16:00	Open
	Uruguay	Uruguay Cultural Performances - Tango Show	Nov. 5	14:00-15:00	Open
			Nov. 6	10:00-11:00	Open
			Nov. 6	14:00-15:00	Open
			Nov. 7	10:00-11:00	Open
			Nov. 7	14:00-15:00	Open
			Nov. 8	10:00-11:00	Open
			Nov. 8	14:00-15:00	Open
			Nov. 9	10:00-11:00	Open
			Nov. 9	14:00-15:00	Open

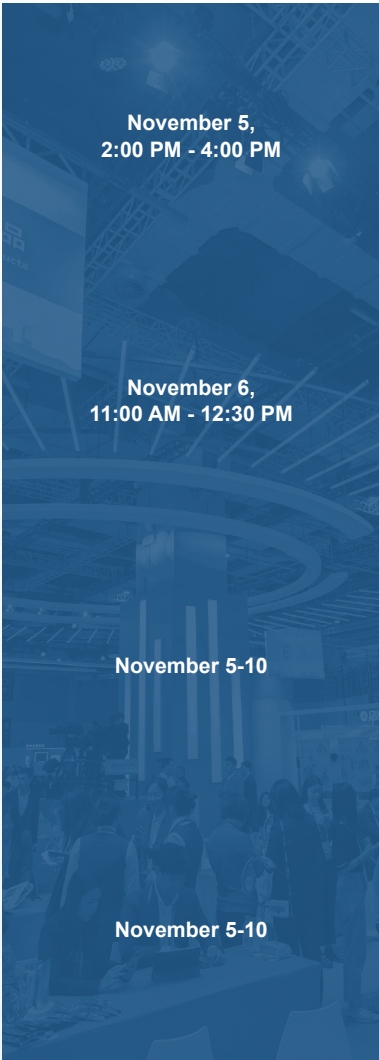


Activity Calendar for Country Exhibition

Region	Country	Activity	Date	Time	Type
Americas and Oceania	Uruguay	Uruguay Country Presentation	Nov. 5	16:00-17:00	Open
			Nov. 6	11:00-12:00	Open
			Nov. 6	16:00-17:00	Open
			Nov. 7	11:00-12:00	Open
			Nov. 7	16:00-17:00	Open
			Nov. 8	11:00-12:00	Open
			Nov. 8	16:00-17:00	Open
			Nov. 9	11:00-12:00	Open
			Nov. 9	16:00-17:00	Open
			Nov. 10	11:00-12:00	Open
		Uruguay Wine Tasting	Nov. 5	15:00-16:00	Open
			Nov. 6	12:00-13:00	Open
			Nov. 6	15:00-16:00	Open
			Nov. 7	12:00-13:00	Open
			Nov. 7	15:00-16:00	Open
			Nov. 8	12:00-13:00	Open
			Nov. 8	15:00-16:00	Open
			Nov. 9	12:00-13:00	Open
			Nov. 9	15:00-16:00	Open
			Nov. 10	12:00-13:00	Open
			Nov. 10	15:00-16:00	Open



Must-see Booths Highlights



The Slovakian Booth will host an opening ceremony, attended by the Slovakian business delegation.

The Argentine Booth will host an opening ceremony, featuring promotions in business, culture, tourism, and technology by Argentine officials and entrepreneurs, along with tastings of unique Argentine products.

The Nicaraguan Booth will feature promotional videos highlighting the country's tourist attractions and cultural stories. Visitors will have the opportunity to explore twelve unique travel routes across Nicaragua. Additionally, authentic Nicaraguan dishes will be available for sampling, providing a taste of the country's culinary delights.

The Uruguayan Booth will feature passionate tango performances and wine-tasting events every day. In addition to showcasing its unique culture, the booth will highlight Uruguay's investment environment and corresponding products and services.



## Must-see Exhibits Display

Food and Agricultural  
Products Exhibition Area

To date, 50 releases of exhibitor product information have been announced, including 226 exhibits from 1087 exhibitors, covering the six major exhibition areas and the Innovation Incubation Special Section at the CIIE.



Scan the QR code to learn more.

### The Chuan Pure Malt Whisky by Pernod Ricard

**Booth No.: 1.2A5-06**

The Chuan Pure Malt Whisky innovates with exceptional whisky making techniques such as the unique mastery of oaks from three continents, including rare 单岭™ Chinese Single Oak casks. It is imbued with the charm of the secret realm of Emei and has been meticulously crafted by Chinese winemakers to create a unique style that is as fragrant as the evening and layered as the rosy clouds, just right echoing the rich taste buds of Chinese cuisine.



峨眉山水 韵叠川

### Arla Lactose free milk

**Booth No.: 2.2B2-06**

A new version of lactose-free milk tailored for the Chinese market. Each 100ml serving contains 3.4g of high-quality whey protein and 120mg of natural calcium, making it ideal for consumers with lactose intolerance or sensitive stomachs. The product is expected to launch in early 2025.



## Enterprise & Business Exhibition

### Automobile Exhibition Area



### All New BMW M5

**Booth No.: 2.1B7-01**

BMW M introduces its first high-performance hybrid sedan equipped with advanced hybrid technology derived from the BMW M Hybrid V8 race car used in the Le Mans 24-hour endurance race. With a maximum power output of 535 kilowatts (727 horsepower) and a peak torque of 1000 Newton-meters, this sedan accelerates from 0 to 100 kilometers per hour in just 3.5 seconds.

### YAMAHA PERFORMANCE DAMPER

**Booth No.: 2.1C2-01**

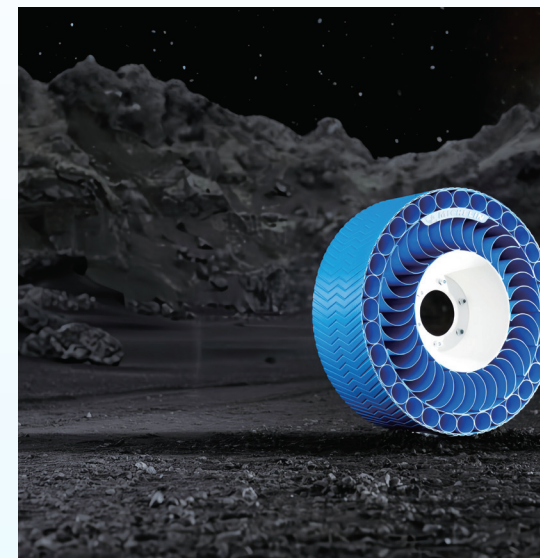
Yamaha's performance dampers not only improve driving stability and handling safety, but also enhance driving comfort, greatly improving the texture of the vehicle.



### Michelin Non-pneumatic Tires

**Booth No.: 2.1C1-05, 2.1C4-01**

Michelin has developed non-pneumatic tires that can withstand extreme temperature differences, have certain corrosion resistance, and can operate in harsh environments.





Intelligent Industry and Information  
Technology Exhibition Area

DENBA Sleep Device

Booth No.:4.1B3-05

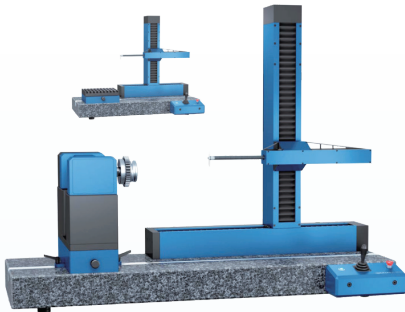
The DENBA Sleep Device uses the world's only single-stage space electric field technology to deliver an ultimate sleep experience, making it the best choice for a healthy lifestyle.



OPTACOM Custom-grade  
Roughness Profiler

Booth No.: 4.1B3-05

The German-made OPTACOM custom-grade roughness profiler, renowned as the "Top of Precision, King of Customization", has a maximum measurement range of over 1000mm. With its unique Z-axis full-range measurement technology and patented support, it serves as a reliable partner for industrial quality control.



Aimji CNC Cutting Machine

Booth No.: 4.1B3-05

Known as the "fully automatic cutting expert", this compact equipment performs heavy-duty tasks with ease, boasting a cutting speed of 800 pieces per hour. It can handle cutting, drilling, milling, tapping and other processing in one operation. With the ability to configure horizontal, vertical, and lateral drilling and tapping units, it becomes the smallest 6-axis automatic cutting machine.

Consumer Goods Exhibition Area

Grohe SPA Aquapure  
shower system

Booth No.: 5.1A6-02

The GROHE SPA Qinyue intelligent constant temperature shower system recognizes the importance urban people place on their skin and hair. It features the Pure Skin Toner System and the Inspiration Intelligent Water Control System, providing an emotional frequency modulation water output mode, making every bath the ultimate enjoyment for both body and mind.



AMOREPACIFIC AP Dual  
Repair Lift Cream

Booth No.: 6.1B3-01

In July 2024, AP Beauty, a high-end technology skincare brand under Amorepacific, officially launched in the Chinese mainland market. Its full range of products is the culmination of over 70 years of Amorepacific's expertise in skincare research.



MUJI Rice Bran Ferment  
Essential Series

Booth No.: 6.2B3-02

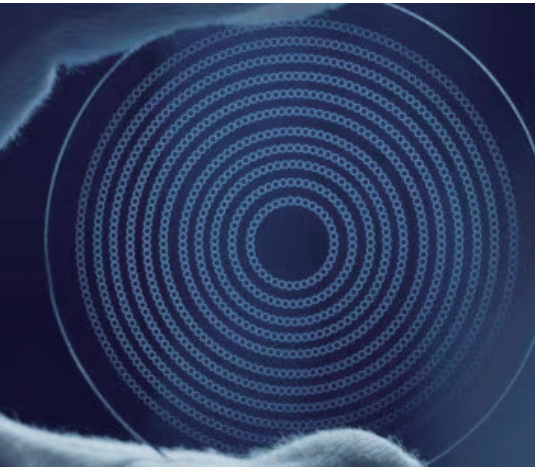
Inspired by the traditional fermentation process, MUJI employs modern microbial fermentation technology to ferment rice bran through yeast, resulting in a "rice bran fermentation liquid" rich in skin-nourishing ingredients. This innovative liquid is incorporated into their skincare products, specifically the Rice Bran Fermentation Essence.

The names and pictures of the exhibits are provided for reference. Please refer to the market version for the actual product.





Medical Equipment and Healthcare  
Products Exhibition Area



Essilor Stellest myopia  
control lens

Booth No.: 7.1C4-02

This is the world's first study on the use of flat lenses for myopia prevention. According to clinical studies, there is a significant reduction in farsightedness reserve, which can help delay axial elongation of eye and refractive error progression in pre-myopic children and adolescents at risk for developing myopia.

GE HealthCare PET/CT MAX  
Apollo

Booth No.: 7.1B3-01

GE Healthcare's latest and most advanced molecular imaging MAX Apollo intelligent PET/CT is the industry's first AI and deep learning technology (Precision DL) empowered digital PET/CT with a full image chain. Currently, it is the only PET/CT in the industry that achieves a three-dimensional synchronous fusion of real coronary CTA images and PET myocardial metabolic images for patients, providing one-stop precision diagnosis and treatment for coronary heart disease. It is equipped with the latest neurodegenerative disease solutions, which can achieve early detection and diagnosis of Alzheimer's disease 10-15 years in advance.



Trade in Services Exhibition Area

Dun & Bradstreet ChatD&B

Booth No.: 8.2A2-06

Dun & Bradstreet ChatD&B is the first global enterprise big data generative AI assistant, relying on Dun & Bradstreet's global database, allowing users to easily and efficiently obtain data insights through dialogue, helping customer expansion, risk management, intelligent decision-making, etc.



SGS green marks

Booth No.: 8.2A3-02

The SGS green marks service aims to certify/verify the sustainability of products, including compostability, biodegradability, content of biology base, hazard substance assessment, recycled content, product carbon footprint/carbon reduction, etc., to ensure that products meet consistent and high standards globally.

VALE Iron Ore Briquette

Booth No.: 8.2B1-01

VALE has spent nearly 20 years developing an innovative product: iron ore briquettes. These briquettes are designed for direct use in furnaces and can be utilized in direct reduction shaft furnace processes to produce green metal feedstock, serving as raw materials for green steel production. They can also be used in blast furnaces, replacing sinter and pellets, which can reduce greenhouse gas emissions in steel production by up to 10%.





Innovation Incubation Special Section



Shift Robotics Moonwalkers Aero

Booth No.: NA-06-04

Moonwalkers are the world's first AI-powered shoes, allowing you to walk at running speed. Lightweight and compact, they're usable anywhere—even on stairs and public transport—without taking them off.

ClickDishes PARALYZED-AID ROBOT

Booth No.: NA-06-08

Taking the capabilities of robots as an extension of user capabilities, a new intelligent service robot solution has been developed for the healthcare and rehabilitation scene. This product aims to solve the daily patient transportation work in hospitals, alleviate labor shortages, optimize management processes, enhance user experience, promote innovative applications for high-quality development, and realize the social value of assisting the elderly and disabled.



MOUME Tech Industrial dual-wheel-foot robot

Booth No.: NA-06-09

It is the industry's first universal bipedal robot with industrial grade reliability and adaptability to complex road surfaces. It has long endurance, impact resistance, and active decision-making ability, making it ideal for a variety of scenarios that require high mobility, such as safety inspections, short-distance distribution, and exploration.



Must-see Exhibition Booths

Food and Agricultural Products Exhibition Area

AmCham Shanghai

Booth No.: 1.1A6-02

AmCham Shanghai and the US Department of Agriculture co-hosted the American Food and Agriculture Pavilion at the 6th China International Import Expo (CIIE). It was the first official American pavilion at the CIIE. This year, AmCham Shanghai will once again partner with the US Department of Agriculture to organize the American Food and Agriculture Pavilion, featuring nearly 15 exhibitors from state governments, national agricultural associations, food exports, manufacturing, and packaging.



Louis Dreyfus Company (LDC)

Booth No.: 1.1A6-05

At this CIIE, Louis Dreyfus Company (LDC) will continue to showcase a diverse range of products, including its new coffee products, plant-based ingredients, premium "Mastergold" cooking oil products, and 100% NFC "Florida's Natural" juice. It will once again engage in in-depth exchanges with Chinese partners and consumers, highlighting LDC's steadfast commitment and accomplishments in establishing a secure and sustainable agricultural supply chain in collaboration with various partners.





# Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM)

**Booth No.: 1.2C3-01**

The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM) has participated in the CIIE for six consecutive years, organizing the attendance of over a hundred Malaysian exhibitors. At the 7th CIIE, ACCCIM will organize nearly 20 exhibitors to bring more local products and high-quality agricultural products to the Chinese market. The Musang King durian, known as the “Hermès of Durians” and also hailed as the “King of Fruits,” will make its debut at the ACCCIM Pavilion this year.



# Limagrain

**Booth No.: 1.2A6-05**

This year, Limagrain will join the 7th CIIE under the theme “Supporting the Development of the Agricultural Industry Chain, Boosting Farmers’ Income, and Contributing to Rural Revitalization,” collaborating with its subsidiaries, Hengji Limagrain Seeds (field seeds), Hazera Qiming Seeds, and Vilmorin-Mikado (vegetable seeds). It will showcase its fruitful results of years of substantial investment in research and development featuring superior corn varieties and a diverse range of high-quality vegetable varieties.



# Oishi

**Booth No.: 1.1C4-02**

Oishi will showcase its new “Oishi Shrimp Flakes” series in three flavors at the 7th CIIE, under the theme “Natural Selection, Source of Great Taste, and Beautiful Encounter.” At this CIIE, Oishi will present its strict quality control at the source of food and its unwavering commitment to taking the nature and health of raw materials as the core philosophy behind its products to both domestic and international consumers through a booth inspired by the natural beauty and charm of Pacific islands.

# Swiss Centers

**Booth No.: 2.2A3-01**

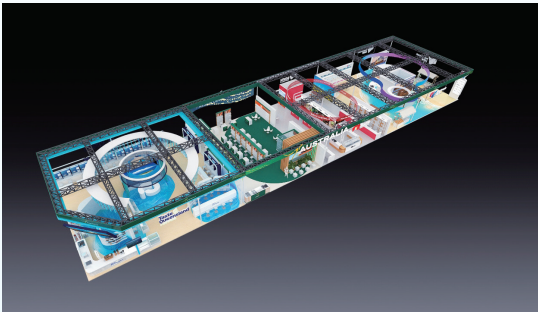
The Swiss Centers Pavilion has 23 exhibitors, including repeat exhibitors and 8 new Swiss exhibitors making their debut at the CIIE, such as high-end skincare brands, throat lozenge brands, the renowned Swiss sports brand SIGG, HappySwiss, and maternal and infant brands, among others.



# Australia Trade and Investment Commission (Austrade)

**Booth No.: 2.2B5-01**

As the trade and investment promotion agency of the Australian government, the Australia Trade and Investment Commission (Austrade) will partner with relevant state governments to establish the Australia Pavilion in Hall 2.2 this year, with over 100 exhibitors, setting a new record for exhibition scale.



## Automobile Exhibition Area

### Hyundai Motor Group

#### Booth No.: 2.1A6-03

The Hyundai Motor Group booth consist of three main sections: Hydrogen Fuel Ecosystem, High-Performance Electric Vehicle Technology, and Environmental Demonstration Projects. The Group aims to showcase a range of innovative technologies, forward-looking strategies, and high-quality products to present its vision for the future, focusing on building a hydrogen ecosystem and creating an environmentally friendly society.



### Michelin

#### Booth No.: 2.1C4-01

Michelin's 'Odyssey' booth lets visitors board the 'Pioneer' station to explore five zones, from Earth to cosmos: 'Chasing Mountains and Seas,' 'Soaring Skies,' 'Exploring the Stars,' 'Back to Origins,' and 'Gravity Party.'



### Toyota Motor Corporation

#### Booth No.: 2.1B2-02

Under the theme "60 Years of Joint Efforts for a Brighter Future," Toyota Motor Corporation, as a seven-year attendee, will showcase its initiatives during the 60-year presence in China, its layout of multi-path development with new FC scenarios, as well as numerous products in the automotive sports and welfare sectors.



## Intelligent Industry and Information Technology Exhibition Area

### Kärcher

#### Booth No.: 3B4-03

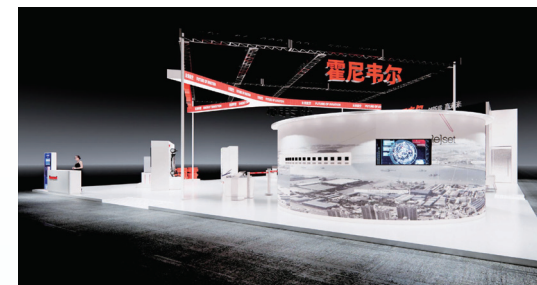
Kärcher will globally launch the Hawk ultra-high-pressure water jet workstation at the 7th CIIE which has achieved the highest pressure level in the high-pressure plunger pump sector, and is primarily used for water jet cutting. Additionally, it will debut the Kärcher commercial cleaning robot in Asia. This product features advanced heterogeneous multi-core dedicated positioning and navigation algorithm chips, designed to deliver high performance, high computing power, and low power consumption.



### Honeywell

#### Booth No.: 3B4-05

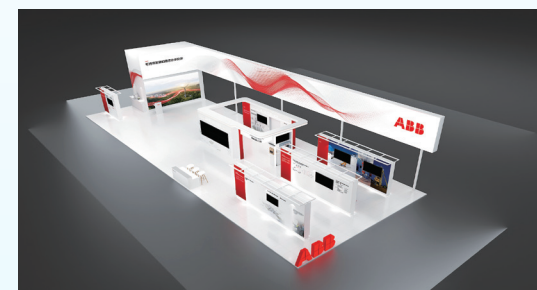
Honeywell will make its seventh consecutive appearance at the CIIE under the theme "Innovation for a Better Future." It will focus on three major trends: automation, future aviation, and energy transition, showcasing a wide range of technological achievements and practical applications in areas such as air traffic, smart buildings, energy transition, and intelligent manufacturing, along with its new product launches.



### ABB

#### Booth No.: 4.1B3-03

It will be ABB's seventh consecutive participation in the CIIE. This year, ABB will focus on the theme "Ideal Partner for Sustainable Development," showcasing over 60 innovative products and green low-carbon solutions in three key areas: smart energy, intelligent manufacturing, and smart cities. Besides, ABB will launch P-500, a green energy-efficient high-performance pressure transmitter, along with a process industrial control solution that utilizes Ethernet-APL technology at the CIIE.







Consumer Goods Exhibition Area

Panasonic

Booth No.: 5.1B5-01

This year, Panasonic will focus on the theme “Smart Life, Smart Society,” showcasing integrated solutions for home appliances and residential equipment, as well as eco-friendly automotive products and hardware and software solutions related to intelligent manufacturing. Panasonic will present its cutting-edge technology products and solutions across various fields to both domestic and international visitors in a clear, concise, and narrative-driven manner, with the objective of enhancing public understanding of Panasonic and strengthening communication with government and enterprises.

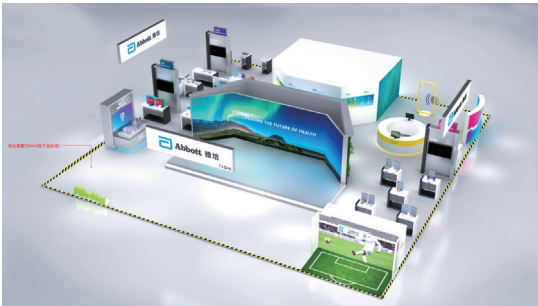


Medical Equipment and Healthcare Products Exhibition Area

Abbott

Booth No.: 7.1C5-01

This year, Abbott will focus on the theme “Technology Brings Infinite Possibilities of Health,” building its booth into a creative health space station that comprehensively showcases breakthrough achievements in diagnostics, medical devices, nutritional products, and pharmaceuticals. Additionally, the booth will feature a special interactive section highlighting Abbott’s cooperation with the Real Madrid Foundation in innovative initiatives to enhance health and athletic performance, as a global health science and nutrition partner of Real Madrid CF.



Burberry

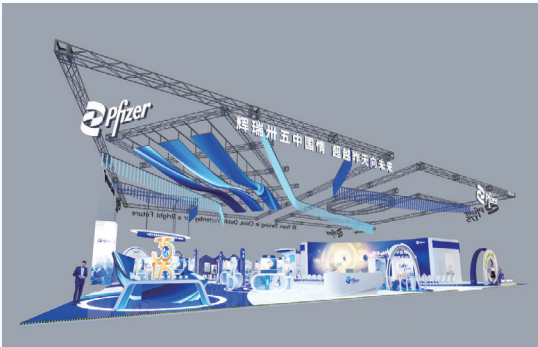
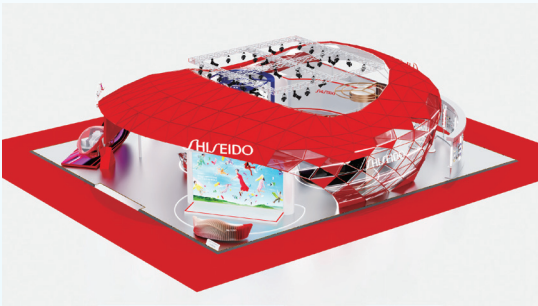
Booth No.: 6.2A4-04

The Burberry booth will recreate iconic scenes from London parks, highlighting the brand’s archival heritage while exploring its legendary history and key designs. It will also showcase the inspirations behind its new product launches. The new products include trench coats, outerwear, and jackets from the 2024 winter collection.

SHISEIDO

Booth No.: 6.1B3-04

The Shiseido Pavilion includes three main experience sections. The “Current Innovations” section showcases over 30 debut products from 12 brands of Shiseido. The “Future Innovations” section shows a “Beauty Experience Cabin,” providing consumers with customized skincare and fragrance solutions. The “Centennial Innovations” section highlights Shiseido’s safety and quality management standards.



Pfizer

Booth No.: 7.2B2-01

Pfizer will be back at the CIIE for the sixth time, with the theme of “35 Years in China, Outdo Yesterday.” The booth will showcase various innovative products and medical solutions of Pfizer. A special section will be established to present Pfizer’s operation in China over the 35 years.



## Bayer

### Booth No.: 7.2A2-01

Bayer, committed to its corporate mission of “Health for All, Hunger for None,” will be back at the CIIE for the seventh consecutive year, continuing the approach of “dual exhibitions held at the same time.” It will showcase cutting-edge advancements from its three divisions: Pharmaceuticals (and Radiology), Consumer Health, and Crop Science on a booth with a total area of 800 square meters. Over 20 highlighted products will be exhibited, including one making its debut in China, three making their debut at the CIIE, and five “CIIE Babies.”

The Bayer booth will also feature an interactive football section, allowing visitors to experience the charm of Bayer 04 Leverkusen, the champion of the Bundesliga 2023/24, DFB-Pokal and DFL-Supercup.



## Trade in Services



## ITOCHU

### Booth No.:8.2B3-02

Under the theme of “health, medical treatment and care”, ITOCHU exhibition stand will demonstrate various kinds of services and products on the aspect of building a healthy, safe and comfortable life. The overall design adopted home element, striving to bring safe, cozy and warm feelings to the audience.

## Informa Markets

### Booth No.:8.2C3-01

Informa Markets is dedicated to providing all kinds of industries with high-quality commercial platform and opportunities for exchange. The Informa Markets exhibition stand will demonstrate diverse B2B exhibition brand, idea and practice of green and sustainable exhibition as well as insights into trends and opportunities of industry development.

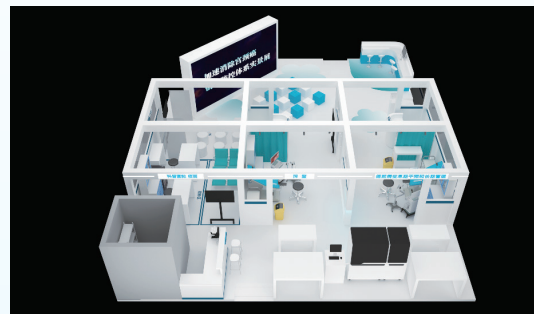


## Innovation Incubation Special Section

## Asieris Meditech (Hong Kong)

### Booth No.: NC-02

As a global innovative pharmaceutical company, Asieris Meditech (Hong Kong) will showcase its innovative product APL-1702 at the CIIE. Additionally, it will collaborate with various innovation platforms of medical enterprises to launch a live experience exhibition focused on accelerating innovative prevention and control systems for cervical cancer. The exhibition will feature new products, technologies, and services from around the world, highlighting the key elements and processes of the full-chain prevention and control for cervical cancer.







## Exciting Highlights

### 2024 CIIIE Enterprise Alliance Conference

**Date: November 6, 18:00-20:00**  
**Location: Hall 4.2 E**

This flagship event of the Enterprise Alliance has been held during the CIIIE for seven consecutive years. The conference will review the Enterprise Alliance's work in 2024 and host the signing ceremony for the 8th CIIIE.

### The 3rd Energy Low Carbon Innovative Development Forum for International Cooperation—Driving Green and Sustainable Development with New Quality Productive Forces

**Date: November 7, 09:00-12:00**  
**Location: Hall 4.2 C2**

A joint forum on Driving Green and Sustainable Development with New Quality Productive Forces will be held for the first time by multiple special committees focusing on low-carbon energy and environmentally friendly technologies, medical equipments, and automotive innovation, exploring new ways for enterprises to achieve green and sustainable development and driving the transformation of traditional industries towards a green, high-end, and intelligent future.

### The 3rd International Forum on RCEP Facilitation in Agricultural and Food Products

**Date: November 7, 14:00-17:00**  
**Location: Hall 4.2 H D1**

This forum provides a platform for dialogue between government and business on the high-quality development of agricultural products. The goal is to further streamline trade processes, implement the Regional Comprehensive Economic Partnership (RCEP) with high standards, and consistently drive robust growth in regional economic integration.

### Future Mobility: Global Development Forum

**Date: November 7, 14:00-18:00**  
**Location: Hall 4.2 H C1**

This year marks the inaugural Future Mobility Global Development Forum. Focusing on future mobility and global development, the forum will bring together experts, scholars, industry leaders, industry researchers, and investors to explore new developments in mobility and promote healthy industry growth and innovative cooperation among global enterprises.

### 7th CIIIE Summit Forum on Sustainable Lifestyle and Consumption Innovation

**Date: November 8, 09:00-11:00**  
**Location: Meeting Room N03 at the south section on 23-meter-high floor, National Exhibition and Convention Center (Shanghai)**

The 7th CIIIE Summit Forum on Sustainable Lifestyle and Consumption Innovation will be co-hosted by Professional Committee for Sustainable Fashion and Lifestyles and Professional Committee for Green and Intelligent Home Appliances and Furnishing Appliances of the CIIIE Enterprise Alliance. This forum will hold discussions with Global Fashion Agenda, a leading international fashion organization, on the redefinition of consumption and the promotion of innovation for sustainable lifestyles.

### The 7th Global Dairy Cooperation Forum

**Date: November 6, 14:00-18:00**  
**Location: Meeting Room C002**

The forum will feature in-depth exchanges and discussions on popular topics of interest in the dairy industry, including green consumption, circular economy, and sustainable finance.

### Emerging Forces Salon Series THE SMART SUPPLY CHAIN SPECIAL COMMITTEE of the CIIIE Enterprise Alliance

**Date: November 6**  
**Location: Exhibition Booths of HSBC, EY and Standard Chartered Bank, Dun & Bradstreet at Hall 8.2H**

The Smart Supply Chain Special Committee will organize activities on the "Emerging Force". Through four parallel forums, it will discuss the new situation of the global industrial supply chain under digitalization.

(Stay tuned for more activities.)



## On-site Activity Recommendation

Exhibition area	Location	Host	Activity	Time
Food and Agricultural Products	1.1A6-02	Amcham	Opening Ceremony of Amcham	November 6, 10:00-11:00
	1.1A7-05	Zespri	Opening Ceremony of Zespri Booth	November 5, 14:00-14:15
	1.1B4-01	Bright Food (Group) Co.,LTD	Opening Ceremony of THE SMART CHAIN Global Integrated Food Distribution Platform (Bluefin Tuna Slicing Showcase)	November 6, 10: 00-11: 00
	1.2B4-01	THE MACALLAN	Opening Ceremony	November 6, 10: 00-10: 30
	1.2B7-07	GENERAL MILLS, INC.	Launch Ceremony for Compilation of Domestic and International Pet Food Laws and Standards	November 6, 14:30-15:00
	1.2C3-01	ACCCIM	Opening ceremony of ACCCIM	November 5, 11:00-12:00
	2.2B5-01	Austrade	Opening ceremony of Australian Food and Agriculture Exhibition Booth	November 6, 10:15-11:00
	2.2B2-05	BEBI USA, LLC	BeBi, the choice of Champion Moms	November 6, 14:00-16:00
Automobile	2.1A2-04	Nissan	Accelerating Innovation: Together with Nissan to the Future	November 6, 10:30-11:00
	2.1C4-01	Michelin	Opening ceremony of Michelin booth	November 5, 14:00-16:00
	2.1C1-01	Webasto	Presentation of Awards for the Webasto Green Mobility Environmental Charity Cup for Children's Art and Creative Works	November 9, 13:30-16:00
Intelligent Industry & Information Technology	3C4-05	Milliken	POLARTEC INNOVATION FABRICS HELPS SPORTS AND HEALTH FORUM	November 6, 14:00-14:30
	3C4-02	INVISTA	Innovation forum	November 7, 10:30-11:30
	3C5-02	Asahi Kasei	Seminar on Superionic Conductive Electrolytes for Lithium Batteries	November 7, 15:00-15:30
	4.1A2-04	NIKON CORPORATION	Achieving net-zero greenhouse gas emissions in the value chain toward fiscal 2050	November 7, 12:00-13:00

Exhibition area	Location	Host	Activity	Time
Consumer Goods	5.1B4-01	IKEA	Press Conference on the Global Premiere of IKEA Innovative Practices	November 7 14:00-16:00
	5.1B4-04	LEGO Group	Press Conference of LEGO Group	November 6 11:00-12:00
	6.1A5-03	Pigeon	A Sharing Event : My baby Has the Same One	November 6-10 10:00-11:00 13:00-14:00 15:00-16:00
	6.2B3-01	Kering	Jewelry Craftsmanship Showcase	November 8
	Gate 17 of 6.2	lululemon	Lululemon Special Yoga Activity-Together for a Healthy Mind and Body	November 8, 15:00-16:15
Medical Equipment and Healthcare Products	7.1A2-01	Bausch + Lomb	Dry eye detection -Conduct dry eye test and explanation on site (estimated 5 minutes per person, 4 hours per day).	November 6-9 9:00-11:00 14:00-16:00
	7.1A5-01	OSSUR	Asia Premiere of the 'Storm Lightning Ground Boots'-The ambassador of the Icelandic Embassy in China and the champion of the Paralympic Games will be invited to participate in the live event.	November 6, 9:30-11:30
	7.1B1-01	Canon Medical	China Strategy and New Product Launch Ceremony.	November 6 10:00-11:00
	8.1B3-04	GNC	Nutri-Packet Macot Costume Performance & Competition	November 9, 14:00-18:00
Trade in Services	8.2A4-04	HSBC	Global Supply Chain Outlook Salon	November 6, 14: 00-14: 30
	8.2A5-03	Standard Chartered Bank	Launching Ceremony of 2024 Silk Road E-commerce Development Report	November 6, 15:00-16:00
	8.2B2-01	EY	EY-China-Saudi Arabia Investment Forum	November 6, 14:30-16:30
	8.2A2-06	DNB	Best Practices in Corporate Compliance Management and Operations Seminar	November 7, 14:30-15:10





# Hongqiao International Economic Forum

Section	No.	Topic	Organizers	Date and Venue
International Symposium	1	Press Release and International Symposium on World Openness Report 2024	Institute of World Economics and Politics, Chinese Academy of Social Sciences (CASS); Research Center for Hongqiao International Economic Forum	November 5, 14:30-16:30 4.2 Hall Rotunda, National Exhibition and Convention Center (Shanghai)
Opening up for Development	2	Industrial Development and Sustainable Cities: Innovative and Inclusive Synergy Strategy	United Nations Industrial Development Organization (UNIDO), Ministry of Commerce of the People's Republic of China	November 5, 14:00-17:00 4.2 Hall B2, National Exhibition and Convention Center (Shanghai)
	3	Sustainable Trade amid Climate Change	Ministry of Commerce of the People's Republic of China	November 6, 14:00-17:00 4.2 Hall A1, National Exhibition and Convention Center (Shanghai)
	4	Sustainable Development of Global South and China-Africa Cooperation	Ministry of Commerce of the People's Republic of China, United Nations Conference on Trade and Development (UNCTAD)	November 5, 14:30-17:00 4.2 Hall A2, National Exhibition and Convention Center (Shanghai)
	5	High-standard Opening up of Financial Sector Promoting High-Quality Development of Trade and Investment	Ministry of Commerce of the People's Republic of China	November 7, 09:30-12:00 4.2 Hall A1, National Exhibition and Convention Center (Shanghai)
Opening up for Cooperation	6	China and 30 Years of the WTO: History and Evolution	Ministry of Commerce of the People's Republic of China	November 5, 15:00-18:00 4.2 Hall A1, National Exhibition and Convention Center (Shanghai)
	7	Deepening Cooperation on Industrial and Supply Chains for High-quality Development of Enterprises	State-owned Assets Supervision and Administration Commission of the State Council, Ministry of Commerce of the People's Republic of China	November 6, 09:30-11:30 4.2 Hall A1, National Exhibition and Convention Center (Shanghai)
	8	International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting	Ministry of Commerce of the People's Republic of China, State Administration for Market Regulation, World Intellectual Property Organization (WIPO), Global Alliance for Trade in Services	November 6, 09:30-12:00 4.2 Hall A2, National Exhibition and Convention Center (Shanghai)
	9	International Cooperation on Standards for High-Quality Development of the Manufacturing Industry	Ministry of Commerce of the People's Republic of China, Standardization Administration of the People's Republic of China	November 5, 14:00-17:00. 4.2 Hall C2, National Exhibition and Convention Center (Shanghai)
	10	Global Drug Safety Governance and Chinese Drug Regulation Innovation (Public and closed meetings)	China National Medical Products Administration, Secretariat of the Hongqiao International Economic Forum	November 6, 09:00-11:45 4.2 Hall Rotunda, National Exhibition and Convention Center (Shanghai)

Section	No.	Topic	Organizers	Date and Venue
Opening up for Innovation	11	Artificial Intelligence Empowering New Industrialization	Ministry of Industry and Information Technology of the People's Republic of China, Ministry of Commerce of the People's Republic of China	November 5, 14:00-17:00 4.2 Hall D2, National Exhibition and Convention Center (Shanghai)
	12	Emerging Energy Storage Drives Future Energy Transformation	Ministry of Commerce of the People's Republic of China	November 5, 14:30-17:00. 4.2 Hall D1, National Exhibition and Convention Center (Shanghai)
	13	The Future of Global New Energy Vehicles	Ministry of Commerce of the People's Republic of China, Ministry of Industry and Information Technology of the People's Republic of China	November 6, 09:30-12:00. 4.2 Hall B1, National Exhibition and Convention Center (Shanghai)
	14	Digital Finance Boosting Global Economic and Trade Development	Ministry of Commerce of the People's Republic of China, Shanghai Municipal People's Government	November 5, 14:00-16:40 4.2 Hall B1, National Exhibition and Convention Center (Shanghai)
Opening up for Sharing	15	Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading	Ministry of Commerce of the People's Republic of China	November 5, 15:30-17:30 L'Oréal Booth in 6.1H, National Exhibition and Convention Center (Shanghai)
	16	Globalization and Youth Development: Creating A Shared Better Future	Ministry of Commerce of the People's Republic of China, the United Nations Children's Fund (UNICEF)	November 6, 14:00-16:30 4.2 Hall Rotunda, National Exhibition and Convention Center (Shanghai)
	17	A Shared Silver Economy: New Opportunities in an Aging Society	National Development and Reform Commission (NDRC) of the People's Republic of China, Ministry of Commerce of the People's Republic of China, United Nations Population Fund (UNFPA)	November 6, 14:30-17:30 4.2 Hall D1, National Exhibition and Convention Center (Shanghai)
	18	Pudong and the World: High-Standard Institutional Opening-Up for New Development Opportunities	Shanghai Municipal People's Government, Ministry of Commerce of the People's Republic of China	November 6, 10:00-11:50. 4.2 Hall D2, National Exhibition and Convention Center (Shanghai)
	19	Further Improving the Capacity of the Hongqiao International Opening-up Hub and Fully Fostering New Quality Productive Forces	Shanghai Municipal People's Government, Ministry of Commerce of the People's Republic of China	November 6, 09:00-11:20. 4.2 Hall D1, National Exhibition and Convention Center (Shanghai)
Closed Meetings and Other Activities	20	Toward Sustainable Prosperity: New Outlook for US Businesses in China (Closed-Door Roundtable)	US-China Business Council, Secretariat of the Hongqiao International Economic Forum, Shanghai Municipal Commission of Commerce	November 6, 13:00-14:30 4.2 Hall D2, National Exhibition and Convention Center (Shanghai)
	21	"Invest in China" - Special Promotion for Pilot Free Trade Zones	Ministry of Commerce of the People's Republic of China	November 5, 15:00-16:30 4.2 Hall C1, National Exhibition and Convention Center (Shanghai)



## Press Release and International Symposium on World Openness Report 2024

Date: November 5, 14:30-16:30

Venue: Silk Road Exhibition Hall (4.2), National Exhibition and Convention Center (Shanghai)

**Content:** We will unveil the Hongqiao International Economic Forum flagship report – World Openness Report 2024, as scheduled at the sub-forum, along with the latest World Openness Index. The report, with the mission of building an open world economy, addresses topics such as national capacities for opening-up, global policies on opening-up, the rise of the Global South, the multilateral trade system, global cooperation on digital and green development, the reconstruction of global value chains, new quality productive forces and open innovation, openness in the global service industry, high-quality BRI cooperation and the alignment of national development strategies, and pursuing high-level opening-up to advancing in-depth reform and high-quality development. This report aims to provide a comprehensive overview of the latest global trend in opening-up and the progress made by various countries, thereby further strengthening the consensus on promoting global opening-up.

At that time, distinguished figures from governments, academia, and business at home and abroad will gather to engage in in-depth discussions on the latest hot topics on global opening-up, China's measures and achievements in expanding high-standard opening up, and offer suggestions for the positive evolution of economic globalization, contributing Chinese wisdom to build an open world economy.

### Guests:



**Cecilia Ugaz Estrada**

Deputy to the Director General and the Managing Director of the Directorate of Strategic Planning, Programming of UNIDO



**Christopher A. Pissarides**

Nobel laureate in Economic Science, 2010



**Huang Qifan**

Executive Deputy Director of the Academic Committee of China Institute for Innovation & Development Strategy, and former Mayor of Chongqing



**Frank Gaoning Ning**

Former Chairman of Sinochem Holdings Corporation Ltd. Chair of Sustainability Working Group, APEC Business Advisory Council (ABAC), and Chair of APEC China Business Council.



**Michele Geraci**

Honorary Professor at Peking University, Former Deputy Minister of Economic Development of Italy



**Zheng Yongnian**

Dean of School of Public Policy Director, The Chinese University of Hong Kong, Shenzhen; The Institute for International Affairs, Qianhai; Board Director, Guangzhou Institute of the Greater Bay Area (GIG)



**Zhang Yuyan**

Academician of the Chinese Academy of Social Sciences, Dean of School of International Politics and Economics, University of Chinese Academy of Social Sciences (UCASS)



**Alf Barrios**

China Chair, Rio Tinto





## Sustainable Trade amid Climate Change

Date: November 6, 14:00-17:00

Venue: 4.2 Hall A1, National Exhibition and Convention Center (Shanghai)

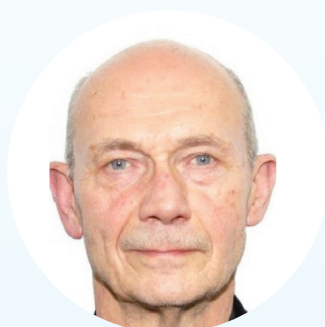
**Content:** This parallel session will focus on building a climate-friendly global trade system, analyzing the impact of climate change on international trade and economy, and exploring how to respond to these impacts through policy adjustments. It will discuss the application and challenges of green technology in international trade, as well as how to promote environmental sustainability through technological innovation. It will also explore international policies and cooperation mechanisms, discussing how international cooperation can address climate change while promoting economic development.

### Guests:



**Erik Solheim**

Former Executive Director of the United Nations Environment Programme and Former UN Under-Secretary-General



**Pascal Lamy**

Former Director-General of the World Trade Organization (WTO)



**Yi Xiaozhun**

Former Deputy Director-General of the World Trade Organization (WTO)



**Rag Udd**

Chief Commercial Officer of BHP Billiton



**Fabian Zuleeg**

Chief Executive Officer of the European Policy Centre

## Globalization and Youth Development: Creating A Shared Better Future

Date: November 6, 14:00-16:30

Venue: 4.2 Hall Rotunda, National Exhibition and Convention Center (Shanghai)

**Content:** The parallel session will focus on the trend of economic globalization and its impact on youth development, along with opportunities and challenges faced by youth as both communities and individuals. It will explore ways to support youth innovation and entrepreneurship, promote international exchanges and cooperation among young people, and foster the cultivation of young scientific and technological talent, ultimately advancing global openness and knowledge sharing, and leading young people worldwide to contribute to sustainable development through concrete actions.

### Guests:



**Leila Pakkala**

Director, UNICEF Supply Division



**Hugo Duminil-Copin**

French mathematician, the winner of Fields Medal



**Zhang Yongmin**

Academician, Académie Nationale de Pharmacie



**Bolor-Erdene Battengel Strategic Engagement**

Advisor at SpaceX, founder of AI academy Asia, former Vice Minister of the Ministry of Digital Development, Innovation and Communications of Mongolia



**Yu Miaojie**

Deputy Secretary of the Party Committee and President, Liaoning University



**Yao Ming**

Chairman, Chinese Basketball Association, Vice President, All-China Youth Federation



**Zhou Hongyi**

Founder, Chairman of 360 Group



# International Cooperation on Standards for High-Quality Development of the Manufacturing Industry

**Date:** November 5, 14:00-17:00  
**Venue:** 4.2 Hall C2, National Exhibition and Convention Center (Shanghai)

**Content:** The parallel session will focus on standard international cooperation promoting high-quality development of the manufacturing industry, based on frontiers of global manufacturing and standardization, to reveal the effective utilization of global manufacturing resources promoted by international cooperation in manufacturing standards, lead the optimization and upgrading of the manufacturing industry and explore the way of development in the new era. Topics to be discussed include promoting technological innovation in intelligent manufacturing through international standard cooperation, driving the digital transformation of global manufacturing, and building a healthy industrial ecosystem. The National Standardization Administration Committee will publish two outcomes to the public, including national standards in foreign languages and the “Smart Manufacturing International Standardization Roadmap”.

**Guests:**



**Sergio Mujica**  
Secretary-General of ISO



**Philippe Metzger**  
Secretary General & CEO of IEC



**Leila Pakkala**  
Director of UNICEF Supply Department



**Ma Yushan**  
Academician of Chinese Academy of Engineering



**Mike Kesti**  
Senior Vice President of 3M Corporate Research Laboratory



**Dong Mingzhu**  
Chairperson and President of Gree Electric Appliances of Zhuhai



**Wang Decheng**  
Chair of China Academy of Machinery Science and Technology Group Co., Ltd



**Tamai Takeshi**  
Board Director and Deputy General Manager of Mitsubishi Electric (China)



**Wang Xuemin**  
Vice President of Standard and Industry Development Department of Huawei Technologies Co., Ltd



**Wang Linkun**  
Deputy Director of Instrumentation Technology and Economy Institute P.R.China



**Li Yan**  
Vice President of Technical Standards, Qualcomm Technologies



**Rudy Belliardi**  
Assistant Secretary of IEC/TC 65 (Industrial-process measurement, control and automation)





# The Future of Global New Energy Vehicles

Date: November 6, 09:00-11:40

Venue: 4.2 Hall B1, National Exhibition and Convention Center (Shanghai)

**Content:** This parallel session invites heavyweight guests and professional audiences in government, industry and universities at home and abroad in the upstream and downstream of new energy vehicles to create a high-end industry ecosystem, jointly review the development of new energy vehicles and explore the future trend; To deeply research the technological breakthroughs and international standards of various new energy power sources such as hydrogen energy and lithium electricity, the improvement of bicycle intelligence level and the Vehicle-Road-Cloud Intergration; To discuss the global market environment and policy empowerment conducive to the healthy and sustainable development of the new energy automobile industry.

Guests:



**Tengku Zafrul Aziz**  
Minister of International Trade and Industry (MITI) of Malaysia.



**Philippe Metzger**  
Secretary-General & CEO of the International Electrotechnical Commission (IEC)



**Ralph Ossa**  
Chief Economist at the World Trade Organization (WTO)



**Yin Tongyue**  
Chairman of Chery Group, Executive Chairman of Huishang Association



**Lian Yubo**  
Executive Vice President and Chief Scientist of BYD



**Sam Wu**  
Ford's Global Vice President, President & CEO of Ford Motor China



**Li Keqiang**  
Director of the State Key Laboratory of Vehicle Safety and Energy Efficiency, Director of the Intelligent Connected Vehicle and Transportation Research Center of Tsinghua University, Academician of the Chinese Academy of Engineering



## HQF Members

Hongqiao International Economic Forum has established a membership system, serving as a platform for cooperation, exchange and interaction between our members and organizations from all walks of life with a community bringing together political, business and academic leaders. There are three kinds of Membership: Diamond Members, Platinum Members and Elite Members.

## Diamond Members



## Platinum Members



## Elite Members

stryker

## HQF Partnership

Hongqiao International Economic Forum (Hongqiao Forum) Partnership provides necessary professional research, expert resources, media promotion and comprehensive support, etc., thus giving an impetus to forum development. Hongqiao Forum Partnership currently includes Think Tank Partners and Media Partners.

## Think Tank Partners



## Media Partners







## Supporting Events

## Overview of Major Events

### 2024 China Time-honored Brand Innovation and Development Conference

**Host:** Ministry of Commerce

**Time:** November 7

**Location:** Parallel venue (4.2H) Separated venue B2

Content: Experts will be invited to address themed speech to explore the opportunities of innovative development for China Time-honored Brands; To Launch the annual report of the development of China Time-honored Brands in pursuit of promoting sustainable and healthy development of China Time-honored Brands; To publicize classic cases of China Time-honored Brands upholding fundamental principles as well as breaking new ground, setting industry benchmark for the development of the time-honored brands; Professional organizations and corporate delegates will be organized to share and communicate, stimulating the innovative momentum for the time-honored brands.

### The 17th Belt and Road Eco-Agriculture and Food Safety Forum

**Host:** State Administration for Market Regulation

**Time:** November 6

**Location:** Parallel venue (4.2H) Hall E

Content: Chinese and foreign dignitaries, academicians of the Chinese Academy of Engineering, international organizations, foreign institutions in China, chambers of commerce (associations) and globally renowned agri-food enterprise representatives will be invited to attend the forum and focus on “Accelerate the development of new productive force and promote the high-quality development of food industry”, “Moving towards the new: to better meet the people's needs for a better life”, “To forge ahead with quality: Promoting nutrition and health to promote the construction of a Healthy China”.

### U.S.-China Agricultural Trade Cooperation Forum

**Hosts:** U.S. Soybean Export Council, U.S. Grains Council, China Chamber of Commerce of I/E Foodstuffs, Native Produce and Animal By-products

**Time:** November 6

**Location:** Parallel venue (4.2H) Separated venue A2

Content: More than 10 U.S. major agricultural associations, including U.S. Soybean Export Council, U.S. Grains Council, U.S. Wheat Associations, the U.S. Dairy Export Association, the U.S. Poultry and Egg Export Association, leaders of the relevant departments of Chinese and U.S. governments, heads of China's agricultural trade industry associations and enterprises, as well as the U.S. and China's experts and scholars of agricultural trade, will attend the forum, where discussions will be held on the cooperation of bilateral agricultural trade and the effort to seek the benefits of industry and well-being of people of the two countries.

### Trade Digitalization and Cross-border E-commerce Development Forum 2024

**Hosts:** International Trade Centre, China Electronics Chamber of Commerce

**Time:** November 6

**Location:** Parallel venue (4.2H) Separated venue C2

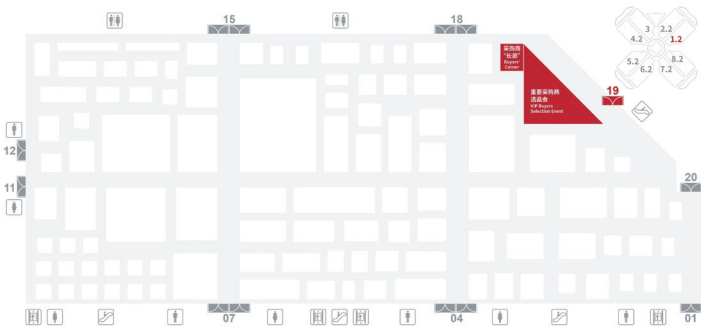
Content: The event gathers domestic and foreign renowned experts and scholars, political and business representatives and industry elites to discuss the cutting-edge application of digital technology, the development trend of platform economy, and the path of enterprise economic growth. Through this forum, it aims to promote the continuous development of the digital platform for cross-border e-commerce, create opportunities for micro, small and medium-sized enterprises to integrate into the new pattern of global trade development in the effort to build a trade facilitation environment, and tap into the business opportunities of global digital economy.



### Trade and Investment Matchmaking Conference

Known as the “matchmaker of CIIE”, the Trade and Investment Matchmaking Conference is the largest and longest-running on-site supporting event during the CIIE. Over the past six editions, it has successfully facilitated more than 5,000 cooperation agreements, playing a key role in promoting deals between exhibitors and buyers as well as in driving investment.

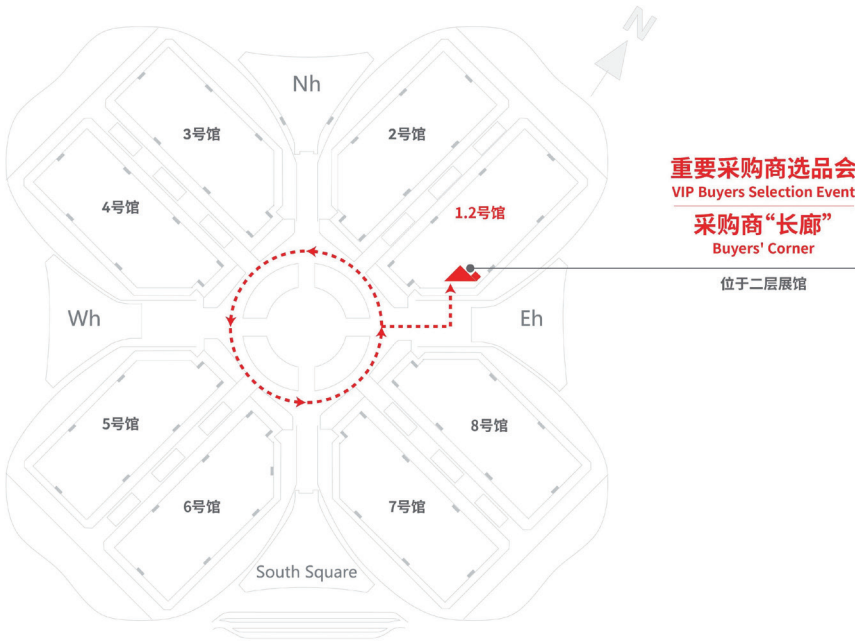
Jointly organized by the China International Import Expo Bureau, the National Exhibition and Convention Center (Shanghai), and Bank of China, the 7th CIIE Trade and Investment Matchmaking Conference will grandly open on November 6. Leaders from the Ministry of Commerce of the People’s Republic of China, the Shanghai Municipal Government, and Bank of China will attend and deliver speeches. This matchmaking conference will also collaborate with relevant trade missions and sub-missions to host dedicated sessions to further enhance matchmaking effectiveness.



### VIP Buyers Selection Event

The VIP Buyers Selection Event for the 7th CIIE will be held from November 6 to 8 at Hall 1.2 of the National Exhibition and Convention Center (near Door 19). The event will be categorized based on buyer types, with five dedicated sessions for supermarkets, agents and distributors, food service companies, cross-border e-commerce, live-stream e-commerce, and new retail channels. Exhibitors will take turns to engage in discussions and negotiations with buyers. As of early October, over 50 well-known domestic companies, including Sinopec Easy Joy, uSmile, Changchun Ou Ya Group, Tmall Global, Suning.com, Pinduoduo, and HotMaxx, have confirmed their participation.

A dedicated Buyers' Corner will be set up near the major buyer selection meeting area from November 6 to 10. Leading companies in e-commerce, retail, international trade, and dining will have exclusive spaces to showcase their brands and purchasing needs, with on-site representatives for direct discussions with exhibitors on partnership opportunities.



From Nov 5 to 10, the six-day event will feature 720 activities across various sections, including the Comprehensive Country Exhibition, Enterprise & Business Exhibition, Hongqiao International Economic Forum, Supporting Events, and People-to-people Exchanges. Learn more via the QR code.







## People-to-people Exchanges

### Highlights of the Commonwealth Performance

This year marks the 60th anniversary of diplomatic ties between China and France. To celebrate this milestone and promote global peace and development, the central square will feature a flash mob event titled “Harmonious Coexistence, Magnificent Beauty.” Bhutan will make its debut, showcasing its rich culture and unique traditions through musical performances. In addition, performance groups from seven countries—Croatia, North Korea, Uzbekistan, Bhutan, Italy, France, and the United States—along with groups from Hong Kong, Macao, and nine regions across China, will present over 200 captivating performances on the cultural stage, highlighting the diverse artistic and cultural heritage of China and the world.

### Must-see Pavilions



## SHAANXI

### Shaanxi

Centered around the theme “Beautifying Pedestrian Streets and Preserving Time-Honored Brands,” the exhibit brings to life the vibrant atmosphere of the “Great Tang All Day Mall,” highlighting the legacy of time-honored brands and the allure of intangible cultural heritage. Visitors to the CIIE will embark on a journey through time, immersing themselves in the rich history and culture of Shaanxi. The booth design features elements inspired by the “Night View of the Great Tang Dynasty,” seamlessly integrating mortise and tenon structures to convey a sense of stability and simplicity. This design symbolizes the unity and collaborative spirit of the Shaanxi people throughout their history.

### Shanghai

Inspired by Shanghai's iconic Shikumen architecture, the design preserves the traditional cultural essence of the original while incorporating modern elements through mirrored lines. This fusion creates a fresh, vibrant metropolitan atmosphere, reflecting Shanghai's blend of Eastern and Western cultures and its spirit of diversity and harmony.

## SHANGHAI



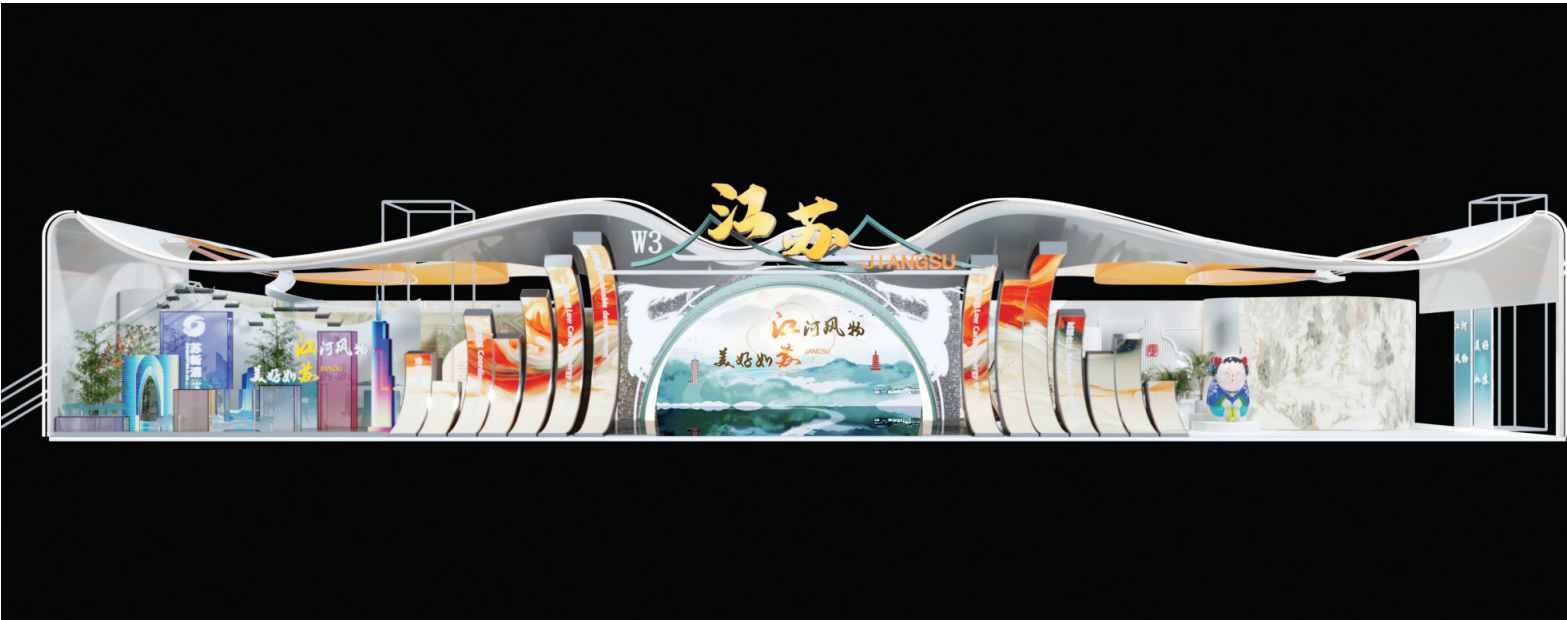


# JIANGSU

## Must-see Pavilions

### Jiangsu

Guided by the theme of “Rivers,” this year’s Jiangsu Pavilion highlights the richness of the province’s waterways and the depth of its historical culture. Using “Scenery” as its motif, the exhibition paints a vibrant picture of Jiangsu’s natural and cultural diversity. With the central theme “Rivers and Scenery, Beautiful as Jiangsu,” the exhibit showcases the intricate network of waterways and unique landscapes, weaving together the province’s profound historical heritage into a cohesive and dynamic narrative tapestry.



# INNER MONGOLIA

### Inner Mongolia

Centered around the theme “Great Beauty, Openness, and Development of Inner Mongolia,” the Inner Mongolia Pavilion serves as a microcosm that showcases the region’s resources, industries, culture, history, and future plans. It embodies the cultural essence, commercial value, and social functions of the area, acting as a guide for economic development and cultural tourism, and a platform for opening-up.







## A New Round of Global Call for CIIE Stories

**Since its debut in 2018**, the China International Import Expo (CIIE) has been held successfully for six consecutive years. Scheduled for Nov. 5-10 in Shanghai, the CIIE has become a showcase of China's new development paradigm, a platform for high-standard opening-up, and an international public good for the whole world.

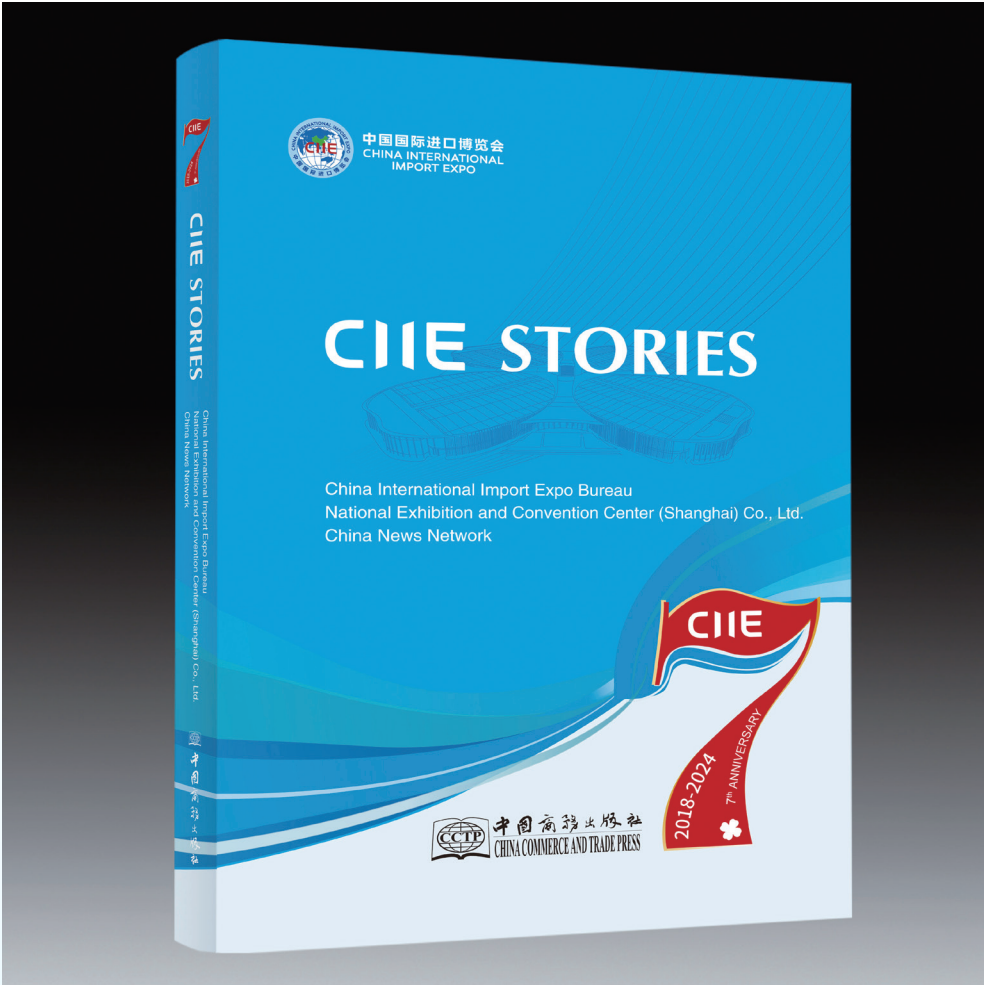
**Located by the Huangpu River** and designed in the shape of a four-leaf clover, the National Exhibition and Convention Center (Shanghai), the venue for the CIIE, has welcomed guests from around the world to present vivid "CIIE Stories" that embody and celebrate the timeless themes of opening-up, cooperation, innovation and win-win.

If you or your organization has participated in or attended the CIIE in any capacity, or if the CIIE has positively impacted your life or work in any way, we invite you to share your stories.

**We look forward to you helping write a new chapter in the CIIE legacy.**

## New Edition of CIIE SROTIES to Be Released on November 8

The new edition launch event of "CIIE STORIES" will be held on November 8 at CIIE Press Conference Hall. As the finishing touch of a series of thematic publicity activities that have lasted for nearly a year before and after the 7th CIIE, this event will reopen its new perspectives, explore new highlights, and broaden new channels. Through the setting of book release, guest sharing and other sessions, this event will display vivid scenes and real details of economic and trade reciprocity, mutual trust and exchanges between civilizations as well as recording growth and gains of all the "CIIE Partners" who have gathered in the NECC(Shanghai) from all corners of the world.







# Nicaraguan products strengthen presence in China through CIIE

Nicaragua, known as the granary of Central America, is rich in high-quality agricultural products. Since restoring diplomatic ties between China and Nicaragua in December 2021, Nicaragua has been using platforms like the China International Import Expo (CIIE) to fast-track its premium products into the Chinese market.

In 2023, Nicaragua sent a high-level delegation to participate in the 6th CIIE. Ahead of their trip to China, members of the delegation expressed optimism. Laureano Ortega Murillo, advisor to the Nicaraguan President on Investment, Trade, and International Cooperation, said, "We have high expectations for the CIIE and hope Nicaragua's high-quality products are set to be well-received in the Chinese market."

During the expo, the Nicaraguan delegation showcased quality Nicaraguan products such as coffee, seafood, beef, and rum to Chinese consumers. This marked the country's first on-site participation in the CIIE, following its virtual presence at the Comprehensive Country Exhibition of the 5th CIIE in 2022.



Nicaragua participates in the 6th CIIE.



Nicaragua's Pavilion at the 6th CIIE.

According to the delegation, they also hope to attract more Chinese businesses and entrepreneurs to invest in Nicaragua through the CIIE, especially in sectors like coffee plantations and beef processing.

Participating in the CIIE for the first time, Michael Campbell, Nicaragua's ambassador to China, also highlighted the importance of the CIIE for Nicaraguan business community, stating, "We have many high-quality agricultural products, and we are confident they will find a market in China."

Beef is one of Nicaragua's top exports, with the country leading beef production in Central America. During the CIIE, Campbell expressed pride in Nicaraguan beef, hoping more Chinese families could enjoy its rich flavor. In an April 2024 meeting with a Chinese company, Campbell revealed that Nicaragua currently has a cattle population of 6 million, with over 80 percent of its beef exports going to the US and Europe. Nicaragua aims to double this figure in the next five years, with China being seen as the market with the most growth potential.

In addition to beef, Nicaraguan lobster from the Caribbean coast was a crowd favorite at the 6th CIIE, drawing long lines for its sweet and tender meat.





Through the CIIE, Nicaragua's business community gained firsthand exposure to China's massive market of over 1.4 billion people, establishing connections with several Chinese companies.

Since the China-Nicaragua free trade agreement took effect on Jan 1, Nicaragua's exports to China have surged. According to the latest data from China's General Administration of Customs, Nicaragua's exports to China from January to August 2024 reached \$47.51 million, up 156.7 percent year-on-year.

As the 7th CIIE approaches, Nicaragua will take part as the guest country of honor at the Comprehensive Country Exhibition. Nicaragua's Pavilion will feature various sections showcasing its culture, tourism highlights, export products, and economic potential, providing a comprehensive look at the country's strengths and unique appeal.

From a virtual debut at the 5th CIIE to an on-site presence at the 6th and now a guest country of honor at the 7th, Nicaragua's commitment to expanding its market in China through the CIIE is stronger than ever.

With the continued benefits from the restoration of diplomatic ties, Nicaragua is set for success at this year's expo, while attendees can expect an unforgettable experience at Nicaragua's Pavilion at the 7th CIIE.



December 31, 2021, The Chinese Embassy reopens in Managua, Nicaragua

## Norwegian firms boost partnerships, market presence in China through CIIE

Since its launch in 2018, the China International Import Expo (CIIE) has been a vital bridge for global businesses to enter and expand in the Chinese market. Among those capitalizing on this unique platform are Norwegian companies, which have steadily built a more substantial presence in China, driving brand visibility, partnerships, and trade.

Two notable examples are biotech firm Aker BioMarine and the Norwegian Seafood Council (NSC), which have seen substantial growth through their participation in CIIE.

In 2018, at the inaugural CIIE, Aker BioMarine introduced its krill oil products at a shared booth for small and medium enterprises. Though the company entered the Chinese market in 2015, its first CIIE appearance boosted its visibility and accelerated collaborations with local partners, expanding its market share in China.



Ole Henaes, director of Asia and Middle East for Innovation Norway at the Norwegian Promotional Event of the 7th CIIE





Aker BioMarine found that CIIE is more than a large trade fair — it is a dynamic platform that fosters meaningful partnerships and enables the exchange of ideas and innovations. Since the first expo, Aker BioMarine has participated annually, sending marketing teams, sales, and technical experts to set up its booth, showcasing the company's innovative products and commitment to sustainable development.

In its fifth year at CIIE, Aker BioMarine hosted a special lecture on the sustainable use of ocean resources. In the sixth year, Aker BioMarine secured a 60-square-meter booth, established strategic agreements with nearly 30 purchasers, and supported seven live-streams, setting a new sales record for krill oil products through live streaming.

The NSC also succeeded at CIIE, joining for the first time in the fifth expo. At the 6th CIIE, NSC invited a famous food blogger to create dishes using Norwegian seafood, such as Arctic shrimp, salmon, cod, and mackerel, capturing the attention of food enthusiasts.

According to an NSC spokesperson, "CIIE is a showcase for Norwegian seafood and a key platform for international cooperation and strengthening China-Norway seafood trade. We hope the CIIE effect continues to fuel demand for high-quality Norwegian seafood in China."



Exhibits at the Norwegian Seafood Pavilion at the 6th CIIE

Backed by the CIIE momentum, NSC's data shows rapid growth in Norwegian seafood exports to China, which reached approximately 89,856 metric tons by July this year, a 14 percent year-on-year increase, with exports valued at 4.87 billion Norwegian kroner (\$443.22 million). Salmon, in particular, led the export surge with 26,876 tons shipped, contributing 2.85 billion Norwegian kroner.

Sigmund Bjørge, NSC's country director for China, noted that China became the world's fastest-growing market for Atlantic salmon consumption in 2023, with a 43 percent increase to 108,128 tons, making it the largest Atlantic salmon market in Asia and the eighth largest globally.

As the 7th CIIE approaches, NSC plans to join the Norway Pavilion in the expo's Comprehensive Country Exhibition to deepen its understanding of the Chinese market and further strengthen trade ties with China.

Norwegian firms and organizations, including Aker BioMarine and NSC, have thrived at CIIE, inspiring Norway to support even more companies in joining the event. In May, the first CIIE promotional event in Norway was held in Oslo, highlighting the record-setting 30 Norwegian companies that exhibited at the 6th CIIE.

During the promotional event, Ole Henaes, Innovation Norway's regional director for Asia and the Middle East, emphasized that CIIE is an ideal platform for showcasing Norway's latest products and technologies and facilitating collaborations. According to Henaes, Innovation Norway aims to continue mobilizing Norwegian businesses to participate in the CIIE, helping them enter the Chinese market.

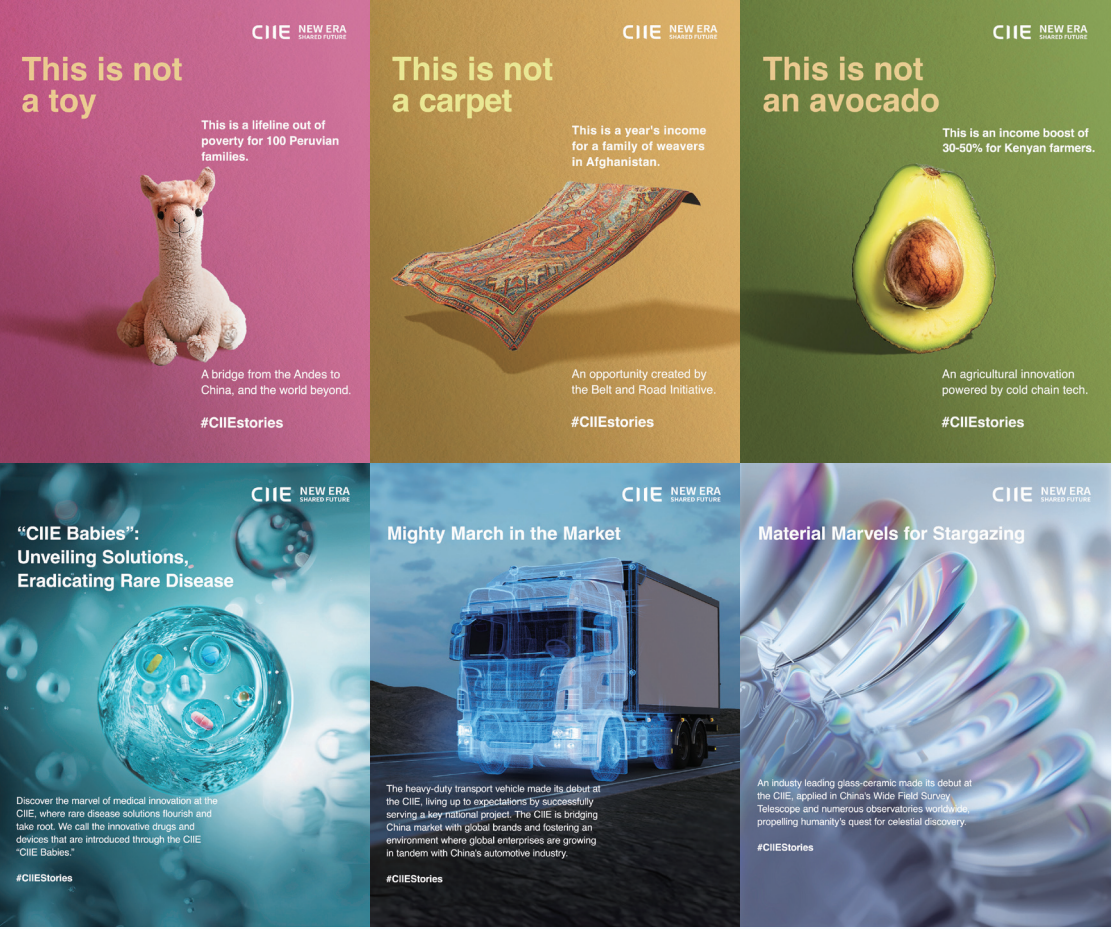


Ren Yunli, director of the Gourmet Expo, live-streams at the Norwegian Seafood Pavilion during the 6th CIIE



Exhibit booth of the Norwegian Seafood Pavilion at the 6th CIIE



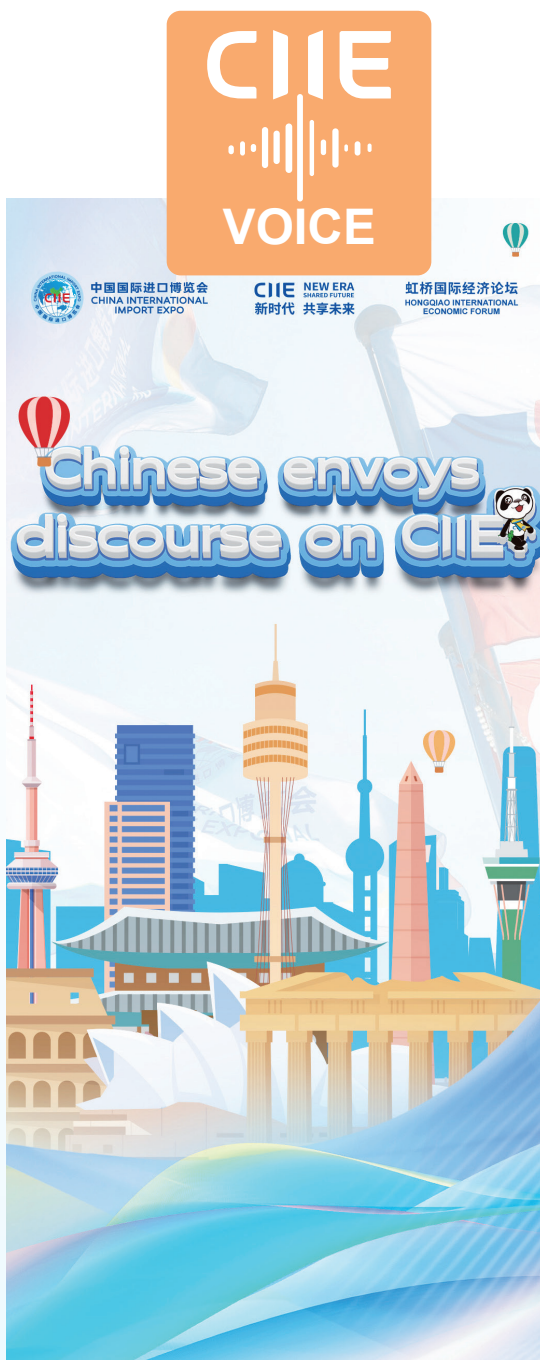


Global Call for CIIE Stories Ongoing  
Join Us to Share the Wonders of the World





## Chinese envoys discourse on CIIE

**Zhang Jianwei**

Chinese Ambassador to Kuwait

China's doors of openness have been widening in recent years, from advancing high-quality construction of the Belt and Road Initiative to establishing platforms like the CIIE for international economic and trade cooperation. An open China has become a crucial engine for global development and prosperity.

**Fang Qiu**

Chinese Ambassador to Trinidad and Tobago

The platforms and channels for economic and trade cooperation between the two countries continue to expand, with Trinidadian companies having participated in the CIIE for two consecutive years. In the latter half of this year, the 7th CIIE will take place, and China welcomes active participation from the Trinidadian government and businesses.

**Wang Xuefeng**

Chinese Ambassador to Denmark

It is hoped that China and Denmark will work together to utilize platforms like the CIIE to further explore cooperation potential, advancing the comprehensive strategic partnership between two nations to new heights.

**Chen Mingjian**

Chinese Ambassador to Tanzania

China is willing to use events like the CIIE to deepen cooperation in areas such as women's affairs and agriculture with Tanzania, continuously enriching the comprehensive strategic partnership between the two countries.

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**Xu Xueyuan**

Chinese Ambassador to Panama

China has taken a series of measures to expand its opening-up to the outside world. Since 2018, the CIIE, as the world's first national-level exhibition with import as its theme, has been successfully held for six sessions, making the vast Chinese market a market shared by the world.

**Chen Daojiang**

Chinese Ambassador to Jamaica

China has expanded its high-level opening-up. The practical cooperation between China and Jamaica is frequent and fruitful. Jamaica is an honored guest and frequent participant in various major international exhibitions in China. Blue Mountain Coffee has been featured at the CIIE for six consecutive years.

**Huang Wei**

Chinese Ambassador to Guinea

In recent years, China has actively built platforms, such as setting up an African agricultural products special section at the CIIE and organizing one-on-one meetings between Chinese importers and exhibitors to support and promote the export of African specialty agricultural products to China.

**Wang Wei**

Chinese Ambassador to Argentina

This year marks the 10th anniversary of the establishment of the comprehensive strategic partnership between China and Argentina. China is willing to strengthen cooperation with Argentina and provide more development opportunities for bilateral trade through platforms such as the CIIE.

**Guang Defu**

Ambassador and Permanent Representative of China to FAO

The Permanent Representation of China to FAO is willing to support the Italian agricultural company Simbiosi in participating in the CIIE, acting as a bridge for cooperation between Simbiosi and Chinese agricultural enterprises.

**Peng Jingtao**

Chinese Ambassador to Benin

The mutually beneficial cooperation between China and Benin has yielded fruitful results. Benin's uniquely flavoured pineapples, which made their debut as a star exhibit at last year's CIIE, will enter the homes of Chinese families.

**Yang Shu**

Chinese Consul General in Vancouver

The CIIE is a significant declaration and action by China to open its market to the world. It has become a window for China to build a new development pattern, a platform to promote high-level opening-up, and a global public product for international sharing. We hope participating enterprises will actively explore the Chinese market, share development opportunities, and promote practical economic and trade cooperation between China and Canada.



**Liu Yu**

Minister Counsellor of the Economic and Commercial Office of the Chinese Embassy in South Africa

South Africa has participated in the CIIE for six consecutive years, showcasing its products and services in the Chinese market through platforms like the CIIE.

**Wang Di**

Chinese Ambassador to Canada

More Canadian companies are welcome to invest in and do business in China and participate in the 7th CIIE.

**Chen Yun**

Consul General in Zurich and the Principality of Liechtenstein

China is committed to promoting high-quality development and expanding high-level opening-up. By creating platforms like the CIIE for foreign trade cooperation, Chinese and Liechtenstein companies are encouraged to actively seize opportunities in China for mutual benefit and win-win outcomes.

**Wang Zhilin**

Minister Counsellor of the Economic and Commercial Office of the Chinese Embassy in South Korea

China adheres to openness to promote reform and development, hosting the CIIE for six consecutive years to proactively share the dividends of China's development with countries worldwide.

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**Ding Qiao**

Acting Consul General of China in Penang

With the implementation and extension of the visa-free policy between China and Malaysia, visiting China has become more convenient. Everyone is welcome to actively participate in upcoming events like the 7th CIIE to share the dividends of China's vast market and economic development.

**Li Ming**

Chinese Ambassador to Serbia

In recent years, there has been frequent and close cooperation between China and Serbia in various fields. The Serbian business community actively participates in important events such as the CIIE. The free trade agreement between China and Serbia was enacted in July this year, further expanding Serbia's exports of distinctive products to China.

**Jia Guide**

Chinese Ambassador to Italy

China had become a significant trading partner for over 150 countries and regions, creating open platforms like the CIIE. Recently, China has lifted foreign investment restrictions in the manufacturing sector, demonstrating its determination to achieve mutually beneficial development with the world.

**Zhou Jian**

Chinese Ambassador to Fiji

In recent years, China-Fiji relations have achieved new fruitful results. Last year, Fiji's Deputy Prime Minister attended the CIIE in China, and China and Fiji signed multiple memorandums of understanding for cooperation.

**Zhao Bentang**

Chinese Ambassador to Portugal

China continues to advance high-level opening-up, adhering to openness to promote reform and development. Platforms like the CIIE attract hundreds of countries and leading enterprises, resulting in thousands of achievements.

**Xiao Junzheng**

Chinese Ambassador to Greece

China-Greece economic and trade cooperation has yielded fruitful results, with an increasing number of Greek products entering the Chinese market. Greece is actively preparing to participate in the 7th CIIE.

**Peng Yijun**

Charge d'Affaires at the Chinese Embassy in Malta

In the past year, practical economic and trade cooperation between China and Malta has achieved a historic breakthrough. Last year, the Maltese Foreign Minister Ian Borg witnessed the debut of two Maltese bluefin tuna at the CIIE, which received a warm response and significant attention.

**Chang Hua**

Chinese Ambassador to Saudi Arabia

China's opening-up continues to deepen, with events like the CIIE serving as important platforms to expand external opening-up and promote international cooperation.

**Zhu Jing**

Charge d'Affaires of the Chinese Mission to the European Union

China is committed to building a new system of a more open economy at a higher level, and events like the CIIE are concrete actions of China's self-initiated opening-up.

**Xiao Qian**

Chinese Ambassador to Australia

China is continuously deepening high-level opening-up, and new cooperation platforms like the CIIE have garnered widespread praise from the international community.

\*The above information is based on public reports from around August to September and has been compiled chronologically. If there are any omissions, please let us know.

Jinbao thanks these diplomatic envoys for their attention and support for the CIIE!





Global Spotlight on CIIE



Overseas Media

THE GUARDIAN | NEWS | LOCAL NEWS

### Envoy alerts Tanzanian traders on pending China Import Expo

By Mary Kadoko, The Guardian  
Published at 09:48 AM Oct 17 2024

China's Ambassador to Tanzania, Chen Mingjian, (C) addresses journalists in Dar es Salaam yesterday, accompanied by senior embassy officials. They were joined by officials of local business groups for a briefing on the seventh CIIE set for Shanghai.

CHINESE Ambassador to Tanzania Chen Mingjian has urged the Tanzanian business community to register for the upcoming China International Import Expo (CIIE), highlighting the potential for their products accessing the expansive market in the Far East.

Ambassador Chen made the appeal in Dar es Salaam recently during the seventh CIIE briefing session, which involved Chinese attaches and representatives from the Tanzanian business community.

温哥华总领馆为参加中国进博会卑诗企业送行

加拿大都市报网 2024年9月4日 16:18



【星岛讯】中国驻温哥华总领馆周一(2日)举办第7届中国国际进口博览会加拿大卑诗省参展企业送行会，30余家参展企业及相关组织机构的代表出席。

Canada's Sing Tao Daily

ENG - PRESIDENT POLITICS ECONOMY SOCIETY SPORT IN PICTURES PARTNERS MORE

NEWS 13.10.24 Belarus' Piv arrives in Oman on official visit 13.10.24 What was Lukash 10:19

Tanzania Daily News

domingo 6 de octubre de 2024

### Shanghái alista Expo Internacional de Importaciones de China

Shanghái, China 6 oct (Prensa Latina) Más de 70 países y organizaciones internacionales confirmaron su participación en la séptima Exposición Internacional de Importaciones de China (CIIE, por sus siglas en inglés), divulgaron hoy los organizadores.

octubre 6, 2024 | 04:45

Latin American News Agency (Prensa Latina)

ECONOMY

09 OCTOBER 2024, 13:34

Over 60 Belarusian enterprises to participate in China International Import Expo



MINSK, 9 October (BelTA) – More than 60 Belarusian companies will participate in the China International Import Expo in Shanghai, Director of Belinterexpo Natalya Kurash said before a workshop "Effective work of Belarusian enterprises and companies in the Chinese market", BelTA has learned.

Belarusian Telegraph Agency



## 06 SUPPORTING ENTERPRISES

75





## Interactions on Overseas Social Media Platforms

According to incomplete statistics, since the beginning of this year, CIIE's official overseas social media accounts have posted over 2912 times across six major platforms, generating over 49.26 million views and 1.85 million interactions.

Some of the most notable posts include:

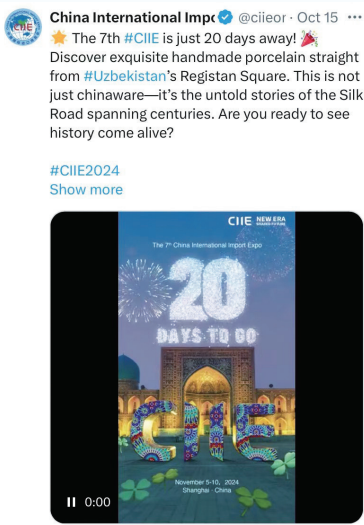
On October 2, the Scottish Chambers of Commerce posted a call for Scottish companies to join a trade delegation to China, co-organized with the Glasgow Chamber of Commerce, and to participate in the CIIE. The CIIE's official overseas social media account liked the post and warmly welcomed the Scottish trade delegation, expressing excitement about meeting with the business representatives at the event.

On October 4, the Slovenian Chamber of Commerce posted a call for local companies to join the ministerial delegation to China in November and participate in the CIIE. The CIIE's official overseas social media account liked the post and commented, welcoming the Slovenian minister's visit to China and expressing anticipation for more Slovenian companies to participate in this year's CIIE.

On October 5, the CIIE's official overseas social media posted promotion poster and vedio for celebrating 100 days to go until 7th CIIE, garnering over 103,000 views and more than12,000 interactions.

On October 8, the Chinese Consulate General in Belfast said that Li Nan, Chinese Consulate General visited local whiskey producers, and wishing them making success in the 7th CIIE. The CIIE's official overseas social media account liked the post and commented, welcoming more Irish Whiskey enterprises coming to CIIE.

On October 14, the CIIE's official overseas social media posted 2 videos of Rwandan Youth Group singing Chinese songs and giving interviews in National Exhibition and Convention Center (Shanghai). Ministry of Commerce and China Daily also posted the 2 videos, garnered likes by Embassy of Rwanda in China and Embassy of China in Poland.





Rwandan Youth Group

The Associated Press



CIIE Exhibits Customs Clearance Policies

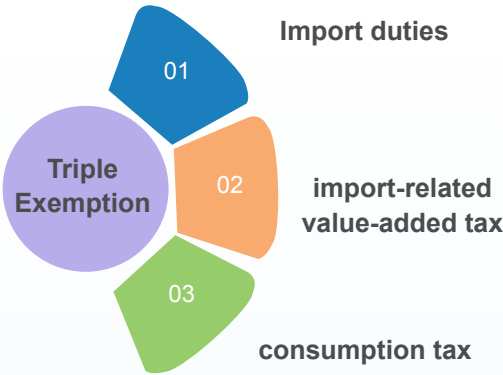
On the basis of summarizing the facilitation measures for the previous six sessions of the China International Import Expos, the General Administration of Customs of the People's Republic of China has formulated the Customs Clearance Notice for the Seventh China International Import Expo of 2024 and the Facilitation Measures of the Customs for the Seventh China International Import Expo of 2024, which have been published on the official website of the General Administration of Customs.

Tax Preferential Policies for Imported Exhibits Sold During 7th CIIE

1. Triple Exemption!!!

During the China International Import Expo (CIIE), a reasonable quantity of imported exhibits sold within the exhibition period will be exempted from import duties, import-related value-added tax, and consumption tax.

This exemption does not apply to goods prohibited from import by the state, endangered wildlife and their products, tobacco, alcohol, automobiles, and items listed in the Catalogue of Major Technical Equipment and Products Not Eligible for Duty-Free Imports.



2. What constitutes a reasonable quantity?

No	Category	Note
1	Machinery, mechanical appliances, electrical equipment, and instruments (excluding medical or surgical instruments and equipment)	Each exhibitor is entitled to tax preferential treatment for no more than 12 items.
2	Tractors and trailers	Each exhibitor is entitled to tax preferential treatment for no more than 2 items.
3	Ships and floating structures	Each exhibitor is entitled to tax preferential treatment for no more than 3 items.
4	Medical or surgical instruments and equipment	Each exhibitor is entitled to tax preferential treatment for no more than 5 items.
5	Works of art, collectibles, and antiques	Each exhibitor is entitled to tax preferential treatment for no more than 5 items.

For items in categories 1-5, the total quantity of goods eligible for tax preferential treatment per exhibitor shall not exceed the limits specified in the list. For other items, the sales limit for each exhibitor enjoying tax preferential treatment shall not exceed USD 20,000. Any sales exceeding the specified quantity or limit during the exhibition period will be subject to taxation in accordance with relevant national regulations.

The Upcoming 7th CIIE Sets the Stage for Unparalleled Global Collaboration

September 26, 2024

SAVE SHARE

SHANGHAI, Sept. 26, 2024 /PRNewswire/ -- As the world's economic calendar counts down to the 7th China International Import Expo (CIIE), the organizers revealed key updates poised to elevate the event to new phase. These enhancements encompass an expanded Country Exhibition, a complete booth layout for the Enterprise & Business Exhibition, and the launch of the online supply-demand matchmaking platform. They set the stage for the CIIE to offer unprecedented opportunities for collaborations among businesses, governments, and international organizations.

Expanded Country Exhibition

The Country Exhibition is set to embrace an expanded list of nations, with more than 70 countries and international organizations confirmed to attend, surpassing the total number of participants at the previous edition.

Norway, Slovakia, Benin, Burundi, and Madagascar, as well as the United Nations International Children's Emergency Fund, will be making their debut appearance at this year's CIIE.

Participating countries and international organizations are planning a diverse range of bilateral activities to showcase the fruitful results of their cooperation with China.

Australian Associated Press

Scottish Chambers of Commerce

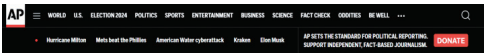
Slovensko kitajski poslovni svet - S...  
502 followers  
4d ·

! Deadline for applications on Monday: delegations to China. Links to the application form for delegations can be found in the comment.

A delegation visiting Minister Ministrstvo za gospodarstvo, turizem in šport / Ministry of the Economy, Tourism and Sport Matjaž Han, who will also visit the China International Import Expo Fair, from 2 to 7 November in China.

The delegation visited the Minister of Ministrstvo za kmetijstvo, gozdarstvo in prehrano / Ministry of Agriculture, Forestry and Food Mateja Čalušič, who will also visit the ProWine International Fair in Shanghai and Beijing, from 10 to 16 November in China.

Show original · Translation settings



The Upcoming 7th CIIE Sets the Stage for Unparalleled Global Collaboration



IBRS Council

Council of the International Business Relations Support  
19小时 ·

CIIE 2024-ի մենեջարկին մնացել է ընդամենը 58 օր  
Աշխարհի ամենամեծ և ազդեցիկ միջազգային ցուցահանդեսը 2024-ին համախմբում է 150-ից ավել երկրներից ժամանած առաջատար ընկերությունների ցուցանիշները, հնարավորություն տալով ունենալ տարբեր B2B հանդիպումներ, յուրովի ներկայանալու և ներկայացնելու սեփական արտադրանքն ու ծառայությունը և կնքելու ընկերային գործարքներն ու ռազմատեսակ պայմանագրեր:

IBRS COUNCIL-ը անցկացրել է տրամադրում հայ գործարարներին ցուցահանդեսի մասնակցության մասով  
展开

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第四屆 2021 第五屆 2022 第六屆 2023 第七屆 2024

距 第七届中国国际进口博览会 2024年11月5-10日

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CONSULATE-GENERAL OF THE PEOPLE'S REPUBLIC OF CHINA IN BELFAST

中国驻贝尔法斯特总领事馆 @CCGBelfast

A very enjoyable visit to @hinchdistillery during my visit to @lisburnccc. I wish them a great success in the upcoming @cieonline and a brighter future in its cooperation with #China!





3.How is the exhibition period understood?

For exhibits that are not sold during the exhibition period and are not re-exported after the exhibition ends, taxes will be levied in accordance with relevant national regulations.

4.How to apply?

The list of participating companies and the list of exhibits sold during the exhibition period will be submitted to Shanghai Customs by the China International Import Expo Bureau and National Exhibition and Convention Center (Shanghai) Co., Ltd.

Policy Basis

Notice on Tax Preferential Policies for Imported Exhibits Sold During the China International Import Expo (jointly issued by Ministry of Finance of the People's Republic of China, General Administration of Customs of the People's Republic of China, and State Administration of Taxation of the People's Republic of China [2020] No. 38)

Facilitation Measures for Special Food Import Registration

Authorized by the State Administration for Market Regulation, the Shanghai Municipal Administration for Market Regulation continues to implement the "6+180+365" service guarantee model for special food exhibited at the CIIE. This model includes temporary permits valid for 6 days, extensions of up to 180 days in customs special supervision zones or bonded logistics centers (Type B), and priority overseas verification for import registration which provides a convenient market access within 365 days. These measures cover special foods such as Infant Formula Milk Powder, Food for Special Medical Purpose (FSMP), and Dietary Supplement. These support policies aim to amplify the spillover effects of the CIIE and accelerate exhibits to become trade goods. Recently, the Shanghai Municipal Administration for Market Regulation issued the notice Announcement on Temporary Permits for Import of Special Food Products for Exhibiting Enterprises at the 7th China International Import Expo.



New Measures for Transportation Support

Transportation support for the 7th China International Import Expo (CIIE) will focus on enhancing user convenience and improving the efficiency of facility utilization. Efforts have been made to optimize various route operation plans, improve parking facilities and reservation rules, and leverage the power of technology to enhance the transportation experience during the CIIE, so as to provide urban services in a more accessible, intelligent, and environmentally friendly way.

For ground transportation, the CIIE Shuttle Bus Route 71 will see a comprehensive upgrade to its "Ride Code," offering more convenient and real-time navigation and ride services. Priority will be given to utilizing new energy vehicles. By leveraging the green travel carbon inclusion platform of SH Maas, the CIIE will offer incentives such as green points and carbon credits to encourage exhibitors and visitors to adopt low-carbon, eco-friendly travel options.

For parking management, the "drop-and-go" functions at the P1, P6, and P8 parking lots will be optimized to offer exhibitors and visitors more convenient access to the venue. The capacity for drop-off areas for private vehicles will also be expanded. In addition, the reservation rules and services for parking lots will be improved. Parking facilities outside the controlled area will implement real-time reservations and adjust the availability of large and small vehicle spaces to meet the varying parking needs of exhibitors and visitors. This year, parking spaces outside the controlled area can be

reserved online up to one hour in advance, making the process more convenient and user-friendly.

For chartered bus, hotel shuttle routes will be optimized to shorten travel times and increase the number of hotels covered. The four planned routes will cover a total of 40 hotels.

For taxis, new mobile POS terminals and comprehensive "wallet coverage" will be introduced, streamlining various payment methods and enhancing the convenience of transportation and payment for domestic and international CIIE guests.

For rail transportation, three additional luggage storage facilities with 75 lockers have been installed at the National Exhibition and Convention Center Station on Metro Lines 2 and 17. This service aims to better accommodate the citizens and exhibitors, facilitating light travel to the exhibition as well as optimizing the experience.

In addition, as the CIIE will attract a large number of foreign exhibitors, measures have been in place to facilitate ticket purchases and enhance the service experience for international visitors. POS machines for foreign cards have been installed at station service centers, offering the sale of single-ride metro tickets, one-day passes, and three-day passes. International visitors with cards such as Visa and MasterCard can now conveniently purchase tickets by swiping the cards directly.





## Q&A on Transportation during the 7th CIIE

### 1. Will there be traffic restrictions during this year's CIIE?

Traffic restrictions in certain areas and on specific roads will be put in place as is the last session during this year's CIIE. However, the area requiring special permits for entry near the National Exhibition and Convention Center (Shanghai) will be smaller than last year. For detailed information, please refer to the Announcements released by the Shanghai Public Security Bureau. Updates can be found on the WeChat account "Fourth Focus".

### 2. If I'm driving myself, where can I park?

Due to the large crowds expected at CIIE, we encourage attendees to use public transportation. For those who must drive, limited temporary parking lots are available around the NECC (Shanghai) and can be reserved in advance. Additionally, parking lots in the core area of the Hongqiao Business District will be shared for use.



### 3. With so many parking lots, which one should I choose?

During the CIIE, for temporary parking lots located farther from the NECC (Shanghai), shuttle buses are provided to the P5 parking lot, allowing for quick access to the exhibition halls via the second-floor walkway on the east side of the NECC (Shanghai). For closer parking lots, you can walk to the exhibition halls. You can select a parking lot based on your destination. For example, P15 parking lot on the north side is recommended for visitors going to Hall 2 and 3; P7 parking lot on the east side is recommended for visitors to Hall 1 and 8; P4 parking lot on the south side is recommended for visitors to Hall 6 and 7; P3 and P18 parking lots on the west side are recommended for visitors to Hall 4 and 5.





#### 4. I won't have my license plate number until right before the CIIE. Will I be able to reserve a parking spot by that time?

For attendees' convenience of reservation, the rules have been optimized this year. Parking spaces outside the restricted area can be reserved 1 hour in advance online to offer both convenience and peace of mind. However, to ensure an available parking spot, it is recommended that you make your reservation at least one day in advance.

#### 5. If I'm taking a taxi or ride-hailing car, where can I be dropped off?

During the CIIE, P1, P6 (before 12:00 PM daily), P8, P15 parking lots, and parking lot at 1535 Huaxiang Road near the NECC (Shanghai) have been designated as drop-off points for taxis and ride-hailing vehicles to "stop and go". Please note that these five locations are for drop-offs only, not pick-ups.

#### 6. If I need to take a taxi to leave, where can I find one?

During the CIIE, from 1:00 PM to 8:00 PM daily, taxis of sufficient number will be available at P6 parking lot on the east side of the NECC (Shanghai). You can go there and line up to take a taxi.

#### 7. If I'm taking public transportation to the NECC (Shanghai), what are my options?

Metro Lines 2 and 17 go directly to the National Exhibition and Convention Center station. You can transfer to them from other metro lines. No.71 bus route will be extended to P5 parking lot near the NECC (Shanghai) during the CIIE.

#### 8. If I'm taking public transportation to leave the NECC (Shanghai), what are my options?

You can take Metro Lines 2 or 17 to leave the NECC (Shanghai). You can also go to the P5 parking lot and take the extended No.71 bus route or a metro shuttle bus.

#### 9. I'm staying at a nearby hotel where no metro station are found nearby. Are there any other convenient transportation options?

This year's CIIE will launch shuttle buses connecting the NECC (Shanghai) to hotels in the directions of Beidi, Zhudi, Xujing, and Jiuting. Please stay tuned for more details and consider booking a room at one of these hotels.

#### 10. We are a group. Where can we rent a bus after arriving in Shanghai?

To provide safe, convenient, and comfortable transportation services for the 7th CIIE, relevant departments have compiled a list of interprovincial passenger transportation companies with rich experience and excellent service quality. If you need to rent a bus, please contact the companies listed in the attached document.



## >>> Exhibition Venue Service Information



### Catering Services

A total of 56 on-site catering vendors are located across the commercial plaza, office buildings, and InterContinental hotels, with 17 food trucks providing services in the remote areas of the exhibition venue. The offerings include Chinese fast food, Western fast food, coffee and pastries, formal dining, halal options, and local snacks. A special "CIIE Special Set Meal" dining area is added in the commercial district, with three five-star hotels and five group catering providers offering Southeast Asian, German, French, Italian, and other international cuisines. Additionally, 14 service providers for group catering can offer high-end dining services at the exhibition halls, with options including Chinese banquet-style meals, Western-style plated dishes, buffets, and tea breaks.

You can use the CIIE Mini Program and place an order by clicking on the Food Delivery page. Catering service providers will deliver to the designated points as ordered.



### Translation Services

To facilitate multilingual communication at the exhibition, we recommend six translation companies which you can reach to as needed. Additionally, there are 37 translation service stations on-site, equipped with intelligent translation devices capable of supporting consecutive and simultaneous interpretation in nine languages: Chinese, English, Japanese, Korean, French, German, Spanish, Russian, and Arabic.



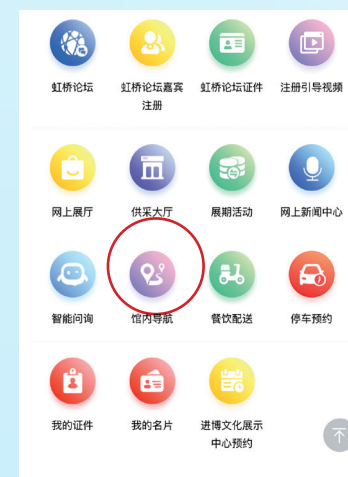
### Other Services

We provide logistics services for exhibitors, including the return shipment of exhibits both domestically and internationally and the handling of small items. Additionally, we offer exhibition equipment rental, plant rental, temporary cleaning, commercial center and other convenience services.

For more details, scan the QR code to get more information.



### On-Site Navigation Service



Open the CIIE WeChat mini-program and tap 'Venue Navigation' to get started.



Global Promotion

The 7th CIIE Global Promotion Held in More Than 30 Countries



2023

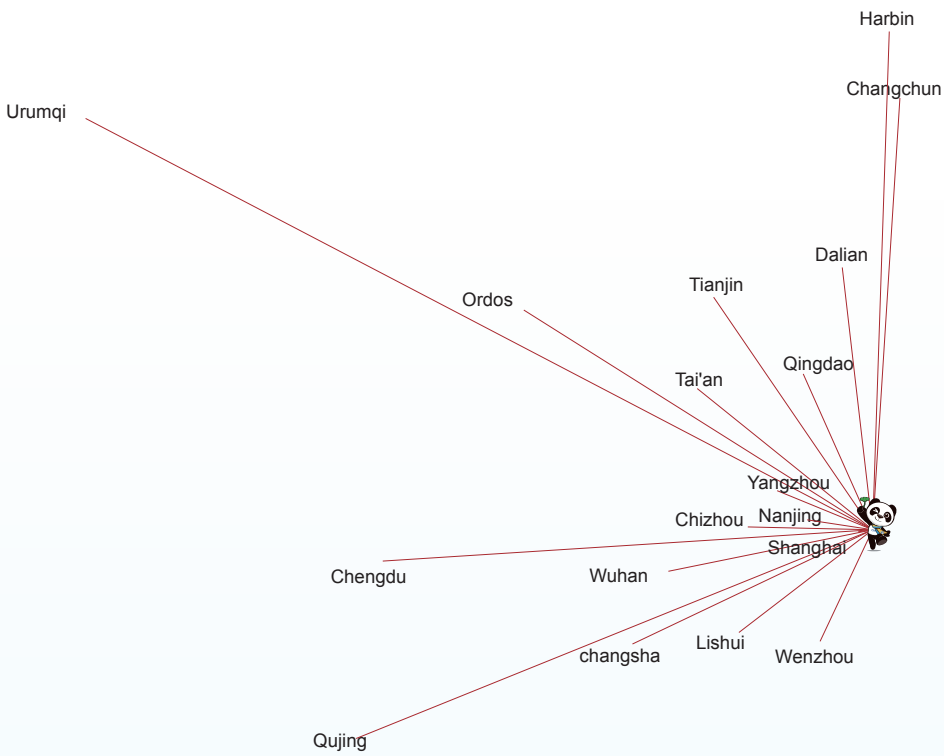
December 4-12: Switzerland, Austria, France

2024

January 15-22: Vietnam, Thailand, Malaysia  
January 22-31: Sri Lanka, Singapore, Australia  
March 20-28: Brazil, Portugal, Netherlands  
April 8-18: Namibia, South Africa, Zimbabwe  
April 14-23: France, Denmark, Italy  
April 17-27: UAE, Kenya, Benin  
April 20-29: Saudi Arabia, Egypt, Morocco  
May 6-15: Finland, Iceland, Norway  
May 7-16: USA, Japan, South Korea  
May 22-June 1: Turkiye, Peru, Uruguay  
May 29-June 7: Spain, Sweden, Germany  
June 19-28: UK, Ireland, Greece

Nationwide Buyers Invitation Roadshow

From April to September 2024, a Nationwide Buyers Invitation Roadshow total of 19 promotional roadshows and supply-demand matchmaking events were held in preparation for the 7th CIIE. These events spanned 18 locations, including Tianjin, Nanjing, Changsha, and Urumqi, inviting hundreds of exhibitors to participate and providing face-to-face introductions to over 4,000 companies and organizations.



April 29 Changchun  
May 21 Wuhan  
May 27 Tai'an  
June 4 Qingdao  
June 14 Chizhou  
June 20 Chengdu  
June 28 Lishui  
July 9 Shanghai  
July 23 Ordos

July 30 Urumqi  
August 6 Qujing  
August 14-15 Tianjin  
August 20 Dalian  
August 23 Nanjing  
August 29 Changsha  
September 10 Harbin  
September 20 Yangzhou  
September 24 Wenzhou



WE ARE READY





SUPPORTING  
ENTERPRISES

Strategic Partner



Comprehensive Partner



Core Supporting Partners



WeChat Official  
Account



Official Website



Weibo



Douyin



Mobile APP



Participation  
Service



Facebook



Instagram



LinkedIn



TikTok



X



YouTube

For some content, the English translation is for reference only, and the Chinese version shall prevail.