



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

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

A stylized graphic of a globe with glowing blue and white dots representing cities or data points. These dots are interconnected by a complex web of thin, curved lines, suggesting a global network or digital connectivity. The globe is centered in the lower half of the page.

China International Import Expo Bureau
Beijing People Online Network

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Preface

The 7th China International Import Expo (CIIE) was held successfully from November 5 to 10, 2024. The expo showcased clear openness, a range of highlights, and yielded fruitful collaboration outcomes. In terms of communication, it received a warm and positive reception both at home and abroad, which enhanced the expo's influence, and fostered a shared belief in the CIIE's continued success.

In order to comprehensively, multi-dimensionally, and scientifically demonstrate the communication influence of the CIIE, the *"Report on the Media Coverage and Influence of the Seventh China International Import Expo"* (hereinafter referred to as the "Report") has been compiled. The Report consists of eight chapters, including an overview of the overall communication influence of the CIIE, communication influence of CIIE stories, Country Exhibition, Business Exhibition, HQF, other activities, and services, and a summary.

Building on previous editions, the Report conducts a panoramic scan of the communication of the 7th CIIE and strengthens the content setting from three aspects: First, it is more professional. The compilation team, based on previous reports on the media coverage and influence of CIIEs, drew on the format of international professional research reports, upgraded the relevant indicator system, and strived to reflect the communication more scientifically. Second, it is more up-to-date. The Country and Business exhibitions of the 7th CIIE were full of highlights, leading to the innovative introduction of four lists in the report to present the influence of the expo from multiple dimensions. For example, in terms of the Country

Exhibition, a list of the "Top 10 most-watched Country Exhibition pavilion activities of the 7th CIIE" was added; regarding the Business Exhibition, lists such as the "Top 10 exhibitors with communication influence in the Innovation Incubation Special Section of the 7th CIIE," the "Top 30 exhibition groups with communication influence," and the "Top 30 full-attendance exhibitors with communication influence" were introduced. Third, the content is more comprehensive and abundant. The Report also showcases, for the first time, the communication situations of various parallel sessions at the HQF, aiming to present the grandeur of the expo in a concise, clear, vivid, and comprehensive manner.

The Report reflects six key communication characteristics of the 7th CIIE.

Firstly, a higher-level coordination in communication was implemented to showcase the bright economic prospects of China. Domestic media utilized multiple channels for dissemination, forming a multi-dimensional publicity framework. In terms of data, the cumulative exposure of the 7th CIIE reached approximately 5 billion times, with over 2 million related pieces of information. Media coverage focused on the unique and significant importance of the CIIE. Following the successful convening of the Third Plenary Session of the 20th CPC Central Committee, the CIIE has become an important platform for studying, promoting, and implementing the guiding principles from the plenary session, highlighting its crucial role in promoting Chinese path to modernization. CCTV news programs included the CIIE venue, the "Four-leaf Clover," in the list of "New Chinese Landmarks in the New Era."

Secondly, improvements were made in the quality and effectiveness of overseas communication, expanding the volume through various channels. During the 7th CIIE, relevant information reached nearly 1.2 billion overseas audiences in nearly 100 countries and regions. Overseas media reported on the event nearly 45,000 times, maintaining a high level of interest throughout the year, with the CIIE receiving attention at major diplomatic events. Global promotion activities were successively carried out in multiple countries, with Chinese diplomatic missions abroad continuously promoting the CIIE to boost overseas communication.

Posts related to the CIIE on overseas social media platforms generated over 2 million interactions. The event maintained a high level of interest throughout the year, with momentum intensifying as the expo approached, reaching its peak during the event. A total of 2.26 million pieces of information about the CIIE were shared online domestically and internationally, with an average of over 6,500 pieces per day.

The third key point is that the CIIE stories are vivid and lively, and the brand effect continues to grow. Since the "CIIE Stories" global collection campaign was launched, over 7,000 video works have been collected, more than 180 stories have been published, with a total dissemination of nearly 2.5 billion times, continuously presenting real interactions and vivid scenes between exhibitors from various countries and China. "CIIE Stories" actively speaks out to the world and interacts positively with international organizations to expand international communication volume, with content reaching nearly 400 key media outlets worldwide and nearly a hundred overseas Chinese media outlets, covering over 20 million target audience groups.

The fourth point is the further expansion of the CIIE's circle of friends, with exhibitors and exhibits attracting intensive media coverage. The "circle of friends" at the 7th CIIE expanded once again. Exhibitors from 152 countries, regions, and international organizations participated in the Country and Business exhibitions. 297 Fortune Global 500 companies and industry leaders participated in the Business Exhibition, with 186 companies and institutions becoming "regular attendees" for the seventh time, showcasing a large number of new products, technologies, and services. In terms of exhibition area popularity, the Intelligent Industry and Information Technology Exhibition Area focused on developing new quality productive forces, establishing a new materials special section for the first time, which attracted significant media coverage and

became the most attention-grabbing exhibition section. In terms of exhibitor popularity, companies such as L'Oréal, Panasonic, Bayer, Shiseido, and Siemens received significant media attention. The "regular attendees" became a new focal point in media coverage of the 7th CIIE, reflecting foreign companies' confidence in the Chinese market.

The fifth point is that the HQF raises the flag of openness high, and its high-end positioning attracts media attention. The 7th HQF, themed "High-Standard Opening up for Universally Beneficial and Inclusive Economic Globalization," engaged in in-depth discussions among guests from various countries, with approximately 70,000 related reports online. Central-level news media such as People's Daily, Xinhua News Agency, CCTV, Guangming Daily, and Economic Daily published over 260 relevant reports. The *World Openness Report* and the World Openness Index became focal points of coverage. The CIIE & HQF GALA provided a high-end dialogue platform for global political, business, and academic circles, creating opportunities for interactive exchanges and cooperation negotiations among participants. The positive response from all parties involved made it a new highlight in the communication of the 7th CIIE.

The sixth point is the diverse reporting perspectives, covering various supporting activities, cultural exchanges, and service guarantees. This 7th CIIE featured around 110 supporting activities such as policy interpretation and contract signing; the area for cultural exchange activities exceeded 32,000 square meters, the largest in the history of the event. Media provided multi-dimensional coverage of various supporting activities and cultural exchange events, showcasing the spillover effects of the CIIE and its diverse cultural atmosphere. Additionally, service guarantee work continued to improve the level of convenience and service quality, receiving widespread praise for its communication effectiveness.

01. Communication Overview

(I) Continued success in domestic communication

1. Communication data: billion-level exposure highlights strong momentum of CIIE

The total exposure of the 7th CIIE is approximately 5 billion times. Mainstream media, social media, news websites, mobile clients, and various channels have collaborated to enhance the communication influence of the CIIE. Specifically, there are two main highlights:

Firstly, key media and channels have shown outstanding performance in communication guidance. People.cn, Xinhua News Agency, China Media Group, Guangming Daily, China Daily, Economic Daily, China News Service, and other Central media have established special topics and columns on their key platforms, actively publishing relevant articles to

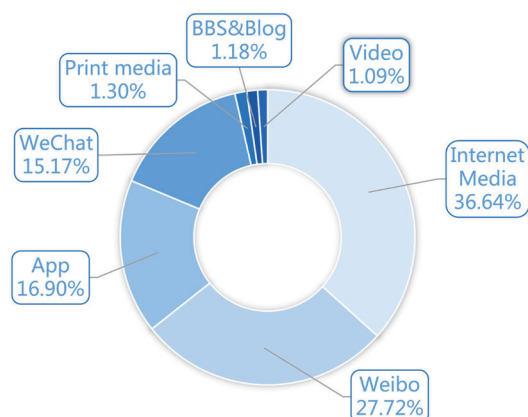
effectively increase the communication volume and comprehensively showcase the grandeur of the 7th CIIE. CCTV's "Xinwen Lianbo" program broadcast a total of 35 reports related to the CIIE, showing an increase of about 20% compared to last year. CCTV's "High-end Interview" program featured interviews with Slovak Prime Minister Robert Fico, Serbian Prime Minister Milos Vucevic, and Malaysian Prime Minister Anwar Ibrahim, interpreting China's development and the opportunities it brings to the world. Special programs such as "Guests Coming from the Sea," "Jinbao Tells You," and "Jinbao Exploring Treasure" comprehensively demonstrate the appeal of the CIIE and the vast Chinese market behind it.



Figure 1.1: 7th CIIE special columns on People.cn, Xinhuanet, CCTV News, China News Service

Total exposure encompasses metrics such as browsing volume on media client apps, reading volume on WeChat and Weibo, view counts on Douyin and Kuaishou, and more.

Secondly, full network coverage and innovative forms, new media communication amplifies the volume. Monitoring shows that since the beginning of this year, the total amount of information related to the CIIE has exceeded 2 million pieces, with multi-channel dissemination through online media, Weibo, clients, WeChat, print media, forums, blogs, videos, etc., forming a joint force. The combined proportion of Weibo, WeChat, and news clients information accounts for about 60%, effectively enhancing the communication volume of the CIIE through new media communication. Mainstream media set topics on social media platforms, and information websites actively push CIIE-related content on the "hot searches list," with multiple topics on platforms like Weibo and Douyin having over 100 million views. Related hot topics on Weibo have accumulated approximately 2 billion views; Douyin videos have accumulated approximately 1 billion views. Platforms such as Toutiao and Baidu have a cumulative exposure of approximately 1 billion times on the hot search list. During the CIIE, videos themed around exploring the exhibition received high attention, and many "million+" quality content pieces emerged, continuously conveying the voice of openness. Several media outlets have employed artificial intelligence-generated content (AIGC), augmented reality (AR), real-time rendering, and other new technologies, bringing a more three-dimensional, concrete, and comprehensive "CIIE experience."



— Highly Discussed Topics Overview —

1	Douyin Hot Searches	The 7th CIIE	110 million
2	Top Trends on Toutiao	How Can This Year's CIIE Be More "Fresh"?	99.537 million
3	Top Stories on Weibo	Exploring the CIIE Together	29.107 million
4	Top Trends on Toutiao	Why Are Foreign Companies Making Group Debuts at the CIIE?	27.757 million
5	Top Trends on Toutiao	The 7th CIIE Boosts the "Debut Economy"	18.049 million
6	Top Stories on Weibo	Analyzing CIIE Achievements through 7 Data Sets	17.904 million
7	Top Stories on Weibo	Experience the Latest Trends at the CIIE	17.171 million
8	Top Trends on Toutiao	The CIIE Crafting a High-level Open "Profile"	15.081 million
9	Top Stories on Weibo	A 60-Second Tour of the China Pavilion at the CIIE	12.685 million
10	Top Trends on Toutiao	The CIIE Provides a "Grand Stage" for Global South	9.995 million
11	Popular Searches on Kuaisou	Embracing the Future at the CIIE	9.902 million
12	Top Stories on Weibo	Immersive 60-Second Journey through the Beauty of the CIIE	9.808 million
13	Douyin Hot Searches	The Annual CIIE Achieves a New Record Once Again	8.795 million
14	Baidu Hot Searches	The "Changes" and "Constants" of the 7-Year CIIE	7.799 million
15	Baidu Hot Searches	The CIIE "Social Circle" Continues to Expand	7.797 million

Figure 1.2: Domestic communication channels and hot topics

2.Communication cycle: continued promotion throughout the year for maximum communication influence

The promotion of the CIIE extends throughout the entire year, showcasing the impact of pivotal activities that continuously amplify communication efforts, leading to a significant surge in information dissemination during the event period. Throughout the CIIE preparation phase, a variety of promotional activities were held, with diverse channels delivering top-tier, high-quality content consistently, and providing ongoing updates on the CIIE. At critical junctures such as the 100-day countdown to the 7th CIIE, the inaugural arrival of the "China-Europe Freight Train - CIIE" in Shanghai, and the he first batch of exhibits entering the exhibition halls, focused reporting endeavors were dedicated, resulting in a successful prelude. During the CIIE, mainstream media actively curated topics, while numerous media platforms leveraged artificial intelligence technology to revolutionize communication strategies and content, thereby enhancing communication reach and engagement.

Phase One:

From January to March, the media highlighted the consistent inclusion of the CIIE in the government work report for seven consecutive years, along with the preparations for the 7th CIIE.

In January, the "Report on the Media Coverage and Influence of the sixth China International Import Expo" was released, and 23 exhibitors signed up collectively to participate in the 7th CIIE on-site. Global promotion activities for the 7th CIIE were successfully held in Malaysia, Thailand, Sri Lanka, and other places.

In February, the 2024 briefing on Shanghai commerce was held, introducing the preparations for the 7th CIIE.

In March, nearly 200 Fortune Global 500 companies and industry leaders signed up for the 7th CIIE. The 2024 Government Work Report mentioned that major trade events will be hosted, such as the China International Import Expo. Promotion events for the 7th CIIE were successfully held in Portugal, Brazil, and other countries. The "CIIE in Chongqing" event started its preheating phase.

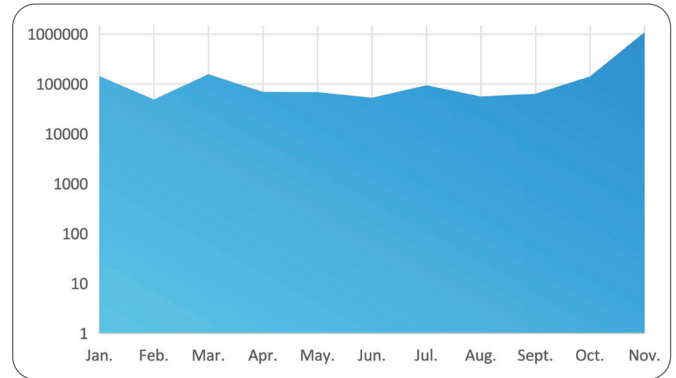


Figure 1.3: CIIE information trend from January to November 2024 (Report: pieces)

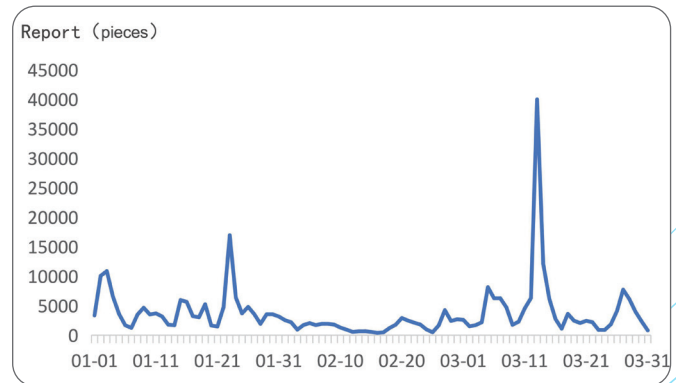


Figure 1.4: CIIE information trend from January to March 2024

Phase Two:

From April to July, as monthly reports consistently surpassed 50,000, the media focused its attention on contractual engagements of exhibitors for the 7th CIIE. Additionally, they closely followed the advancements in promotional activities, including CIIE briefings, buyer recruitment roadshows, and pre-event matchmaking sessions.

In April, marking 200-day countdown to the 7th CIIE, the initial list of 252 exhibitors was officially announced. Minister of Commerce Wang Wentao met with representatives from the French business community, encouraging active participation from French companies in the CIIE. Global promotional events for the 7th CIIE were held in France, Benin, Italy, Kenya, Egypt, Saudi Arabia, Namibia, the UAE, and South Africa. Activities like "CIIE in Chongqing," promotion meetings for exhibitors in the Automobile and Intelligent Industry and Information Technology exhibition areas, sports and outdoor products section in the Consumer Goods Exhibition Area, smart home appliances and household products section, and pre-event supply-demand matchmaking activities (Jilin) were successfully held.

In May, the 7th CIIE officially opened registration for domestic and international visitors. Global promotional events were successfully held in Peru, Norway, Iceland, South Korea, Finland, Spain, and Japan. Investment roadshows took place in Hubei and Shandong.

In June, the Ministry of Commerce's regular press conference highlighted the orderly progress of the preparations of the 7th CIIE. Over 1,000 companies from more than 70 countries and regions signed up for the event, including nearly 260 Fortune Global 500 companies and industry leaders. Minister Wang Wentao met with Finland's Minister of Economic Affairs and Employment, Wille-Werner Rydman, who expressed Finland's willingness to actively participate in the CIIE. CIIE promotional events were held in Germany, Ireland, the UK, and Switzerland. A series of promotional

activities such as "CIIE in Guangxi" roadshows to recruit buyers and pre-event supply-demand matchmaking sessions were conducted in Shandong, Sichuan, Zhejiang, Guangxi, Anhui, and other regions.

In July, as the 7th CIIE approached its 100-day countdown, a press conference detailed the preparations across different sectors, with the 7th HQF announcing its theme as "High-Standard Opening up for Universally Beneficial and Inclusive Economic Globalization." Minister Wang Wentao met with Bakhyt Sultanov, Minister of Trade and Integration of Kazakhstan, expressing welcome for Kazakhstan's participation in the CIIE. A new round of the global collection of "CIIE Stories" was officially launched.

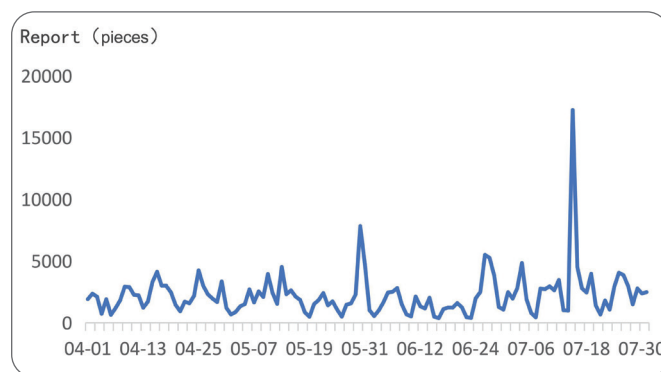


Figure 1.5: CIIE information trend from April to July 2024

Phase Three:

From August to October, the CIIE-related information volume increased month by month, with multiple promotional activities for the CIIE successfully held. The inaugural China-Europe Freight Train - CIIE arrived in Shanghai this year, and the first batch of exhibits entered the exhibition halls, garnering substantial media attention.

In August, discussions were sparked by the debut of companies like Lululemon at the 7th CIIE and the anticipation of direct exports of Maltese bluefin tuna to China in November. Buyer recruitment roadshows

and pre-expo supply-demand matching meetings were successfully conducted in Yunnan, Jiangsu, Hunan, Tianjin, Liaoning, and other regions.

In September, the 7th CIIE began its 50-day countdown, and the first batch of exhibits entering China cleared customs upon arrival in Shanghai. Minister of Commerce Wang Wentao met with Belgian Minister of Foreign Affairs, European Affairs and Foreign Trade Hadja Lahbib. Lahbib said that Belgium is willing to actively participate in the CIIE. The promotional roadshow activities for the 7th CIIE were successfully held in Jiangsu, Zhejiang and Heilongjiang. The US Food and Agricultural Products Pavilion will make an appearance at the 7th CIIE. These topics received substantial media attention.

In October, the State Council Information Office held a press conference to introduce the preparations for the 7th CIIE. The first China-Europe Freight Train - CIIE of 2024 arrived in Shanghai, with exhibits from various countries entering China. The first batch of exhibits entered the CIIE exhibition halls, marking the official start of the exhibition arrangement phase for the 7th CIIE. Information on exhibitors' products and supporting activities generated significant interest.

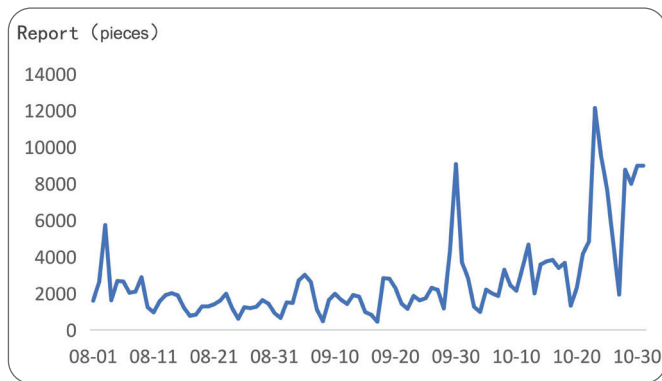


Figure 1.6: CIIE information trend from August to October 2024

Phase Four:

On November 5th, the 7th CIIE opened, leading to a surge in information with nearly a million pieces of information generated during the expo. Premier Li Qiang attended the opening ceremony of the 7th CIIE and the Hongqiao International Economic Forum, delivering a keynote speech that received enthusiastic responses from various sectors of society. Exhibitors and their products, as well as the HQF, were extensively covered by the media, setting off a wave of public attention. Following the expo, the CIIE achieved fruitful results, fueling the continuation of its momentum.

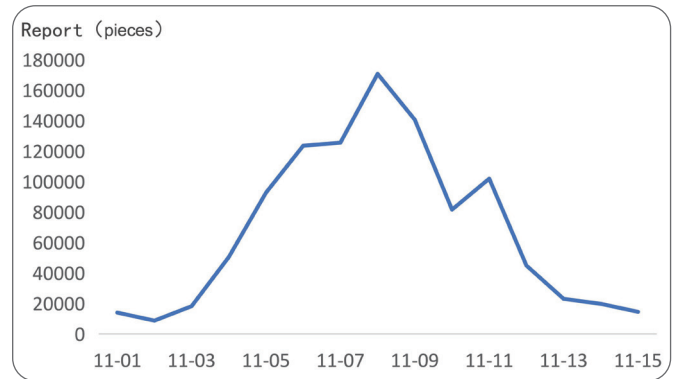


Figure 1.7: CIIE information trend in November 2024

3. High-frequency buzzwords: open cooperation becomes a prominent feature for the CIIE

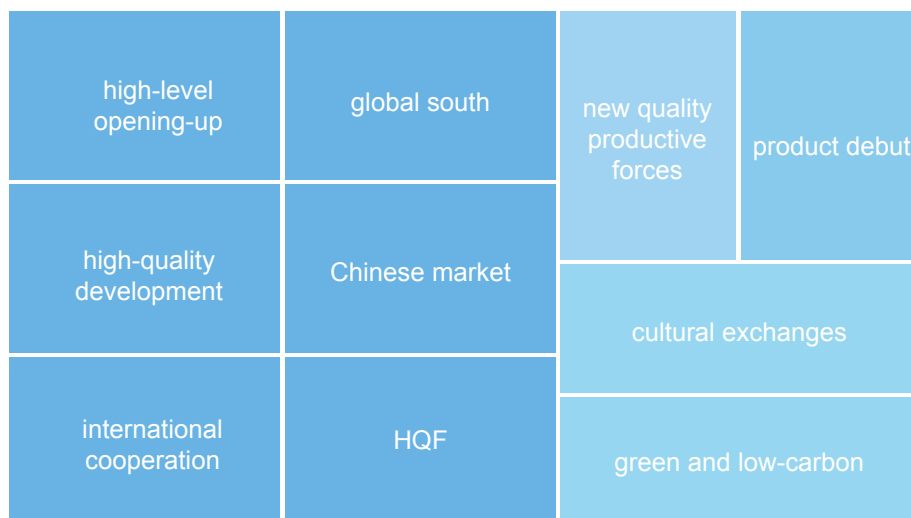


Figure 1.8: High-frequency buzzwords

From the perspective of media reports, "high-level opening-up," "high-quality development," "international cooperation," and "Chinese market" have become the "golden business cards" of the CIIE. This edition of the CIIE is an important economic diplomatic event held after the Third Plenary Session of the 20th Central Committee of the Communist Party of China, which is conducive to showcasing to the world China's confidence, determination, and practical actions in further comprehensively deepening reform, promoting high-quality development, and advancing high-level openness. "Global South" has become a new buzzword. This edition of the CIIE invited 37 of the least developed countries to participate and provided more than 120 free booths. The 7th CIIE also expanded the African product zone. At the same time, 2024 is a milestone year for China-Africa relations, and the media actively reported on the CIIE's continued empowerment of China-Africa economic and trade cooperation, demonstrating China's genuineness and sincerity towards Africa. The "HQF" once again became a focal point of attention. Numerous media outlets reported on the grandeur of the HQF and

the viewpoints of important guests, fully showcasing the "Hongqiao voice." "New quality productive forces" and "new product launches" have received significant attention. This edition of the CIIE established a special section for new materials for the first time, upgraded the Innovation Incubation Special Section, and launched a batch of exhibits representing the development direction of new quality productive forces. Global companies fully utilized the advantages of the CIIE as a global platform for new product launches, cutting-edge technology showcases, and innovative service promotions, unveiling 450 representative new products, technologies, and services. "Cultural exchanges" activities are more diverse and colorful. The cultural exchange activities of this edition of the CIIE covered an exhibition area exceeding 32,000 square meters, the largest in history, with over 200 cultural performances showcasing the artistic styles of Chinese and foreign cultures, receiving praise from the audience. "Green and low-carbon" has become a permanent buzzword. In recent years, "zero-carbon CIIE," "zero-plastic standards," and "green exhibition management" have been widely recognized.

Explanation of High-frequency buzzwords: High-frequency buzzwords are generated intelligently by big data, with content samples from relevant articles across the entire web. The intelligent model was independently developed by the People's Daily Online Public Opinion Data Center. In the model, word frequency is represented by "popularity value." This report directly utilizes the results generated by the self-developed model. The popularity values are as follows: "high-level opening-up" at 60.00, "high-quality development" at 58.92, "international cooperation" at 56.31, "Chinese market" at 52.11, "global south" at 41.23, "Hongqiao Forum" at 40.19, "product debut" at 39.67, "cultural exchange" at 20.13, "new quality productive forces" at 19.98, and "green and low-carbon" at 12.33. Here, "popularity value" mainly reflects the multiple correlation coefficient. In statistical and econometric principles, the multiple correlation coefficient is an indicator of the linear correlation degree between one variable and multiple other variables, which cannot be directly calculated but only indirectly estimated. This report directly utilizes the results generated by the self-developed model, where the popularity value is positively correlated with the amount of information and the frequency of appearance of the word in the same article.

4. Media reports: media of all levels and types gather exceptionally high traffic

In terms of print media, People's Daily has the highest information volume, with multiple articles such as "Joining Hands for the 'CIIE Pact' and Sharing Chinese Opportunities," "Working Together to Advance Modernization for Openness and Win-Win Cooperation - High-level Opening to the Outside World from the CIIE Perspective," "Singing the 'Symphony' of Openness to Benefit the World," and "The 7th CIIE Concludes, Tentative One-year Purchase Deal Exceeding \$80 Billion, Joining Hands to Build a Better World of Harmony and Coexistence," being widely reposted by various media outlets. Economic Daily, People's Daily Overseas Edition, Xinhua Daily Telegraph, China Youth Daily, Guangming Daily, and other media have released special editions and featured reports, with each media outlet's reports exceeding 150.

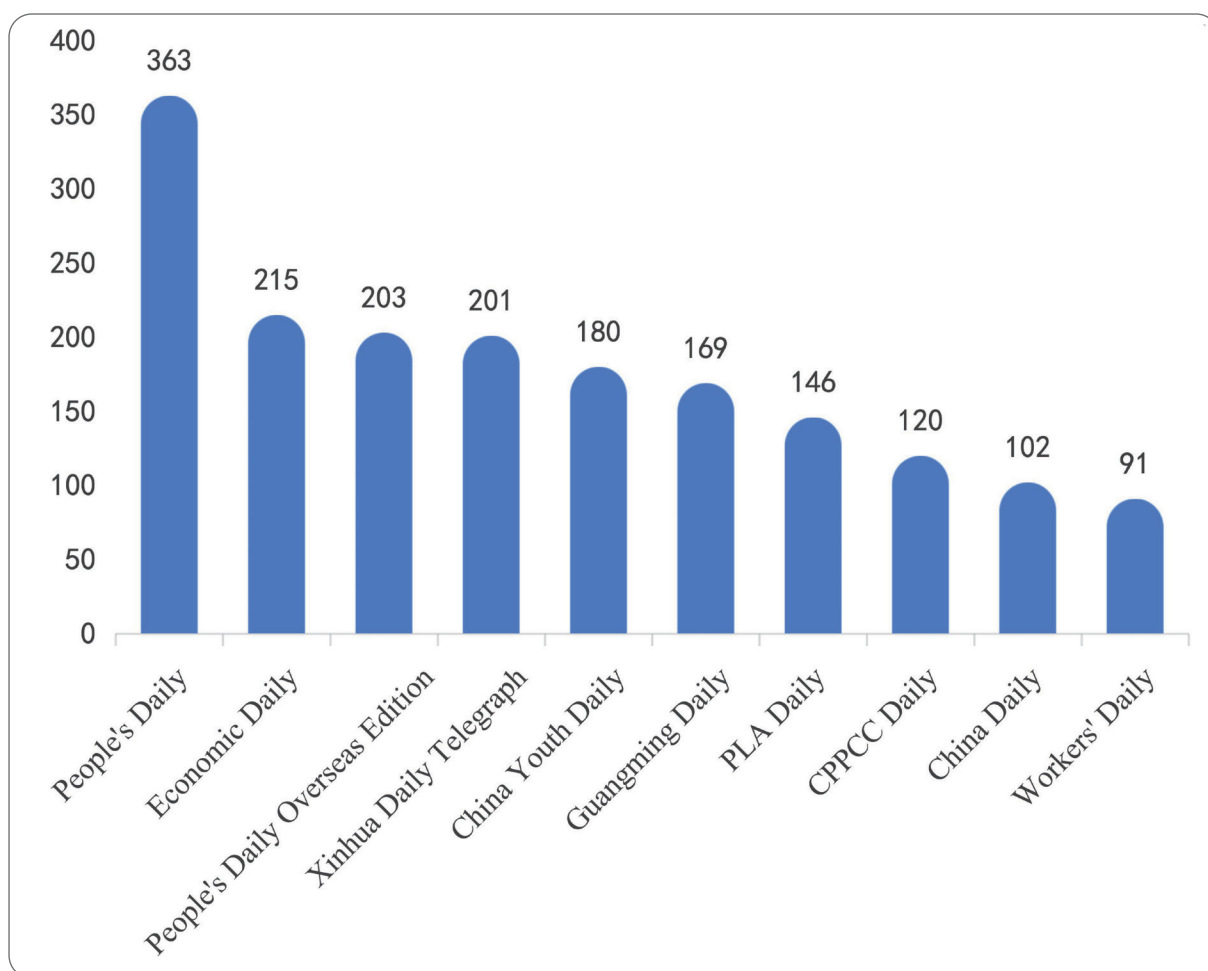


Figure 1.9: Top 10 mainstream print media by CIIE coverage volume (Unit: pieces)

In terms of radio and television media, China Central Television (CCTV) has the highest information volume. Throughout the year, it has broadcasted over 1200 pieces of news related to the CIIE, presenting a comprehensive view of the event. Shanghai Media Group extensively covered the CIIE across its diverse channels, columns, and platforms, delivering over 500 pieces of reports. Radio and television channels in Jiangsu and Beijing, along with their associated new media platforms, maintained a close watch on the CIIE, each surpassing a hundred news pieces.

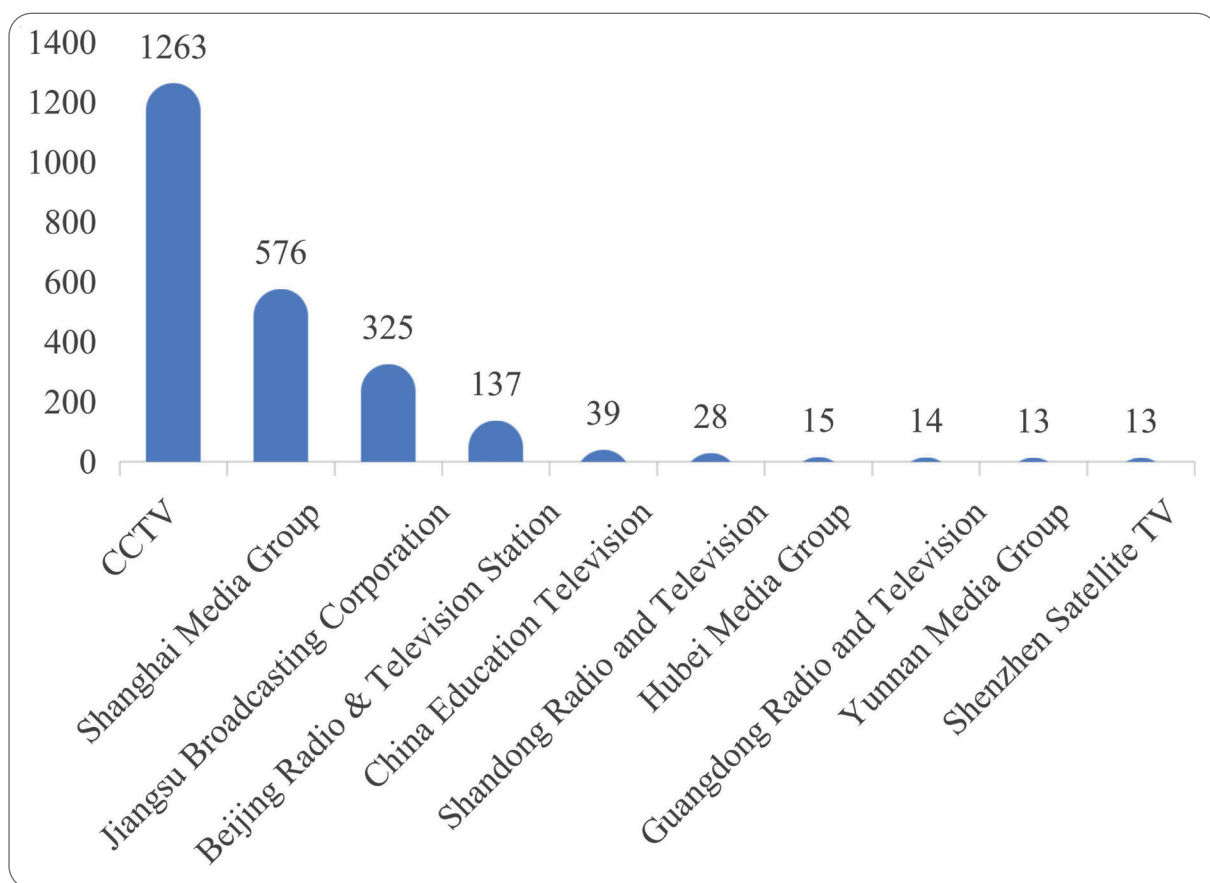


Figure 1.10 Top 10 television media by CIIE coverage volume (Unit: pieces)

With the deepening integration of media, in addition to traditional channels such as newspapers, radio, and television, news websites and mobile news apps have become important media platforms, demonstrating characteristics of high volume, high quality, and wide coverage. Central media fully leverage the advantages of new media communication, launching a series of creative content such as live explorations, video logs (Vlogs), virtual reality (VR) interactive products, and widely disseminating them on social media platforms. According to the latest version of the "List of Internet News Information Source Units" publicly released by the Cyberspace Administration of China, the main dissemination situation is summarized as follows based on the "Central News Websites" and the content indicated in the "Application" column of and "Central News Units".

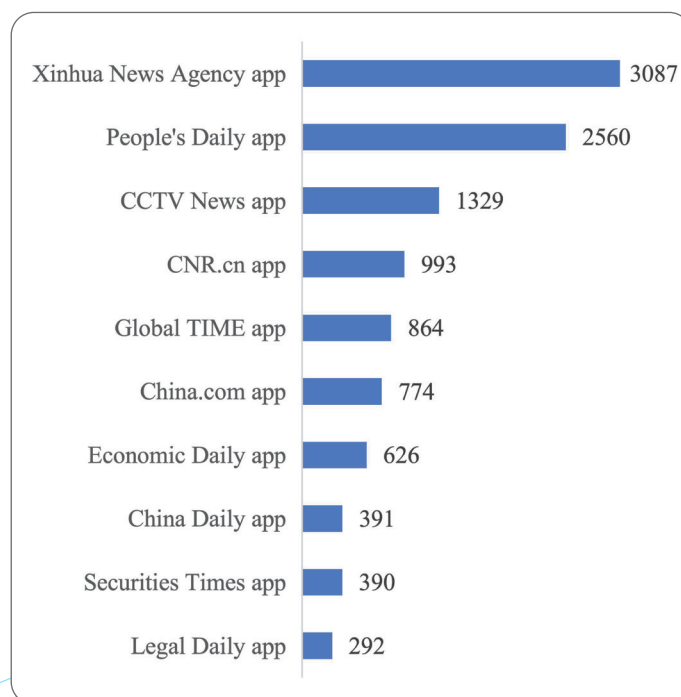
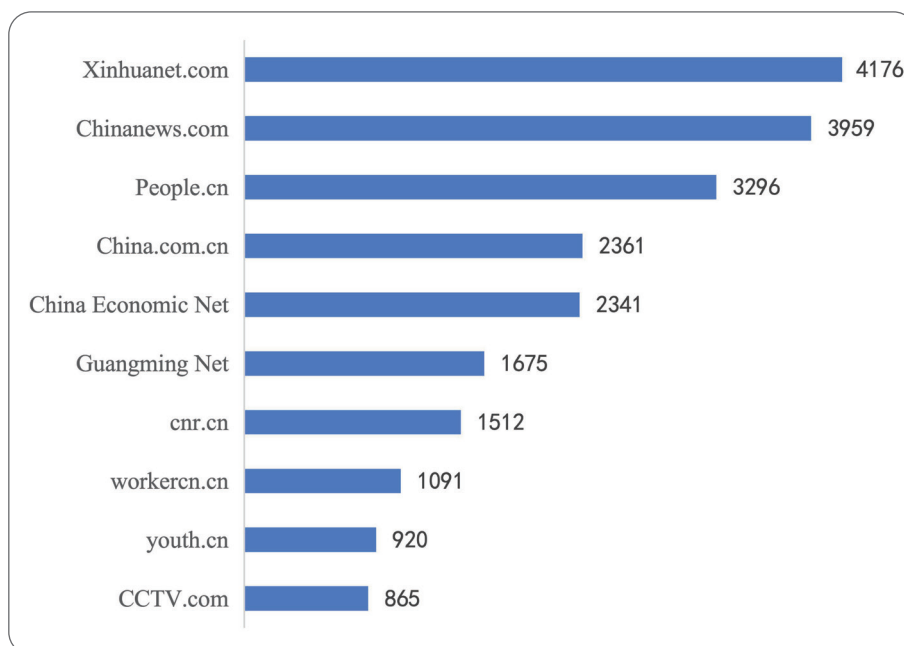


Figure 1.11: Top 10 news websites and mobile news apps by CIIE coverage volume (Unit: pieces)

In terms of local media, Shanghai media fully leverage their local advantages and actively engage in all-media coverage. Among them, thepaper.cn published more than 3,000 reports, and Jiefang Daily's affiliated news website, Shanghai Observer, has a news volume exceeding 2,000 reports. Eastday.com, Xinmin Evening News, and Wenhui Daily all have news volumes exceeding 1,000 reports. Local media such as Southern PLUS, Young Pai, Knews, and Beijing Daily have also paid significant attention to the CIIE, with related news volumes all exceeding 600 reports.

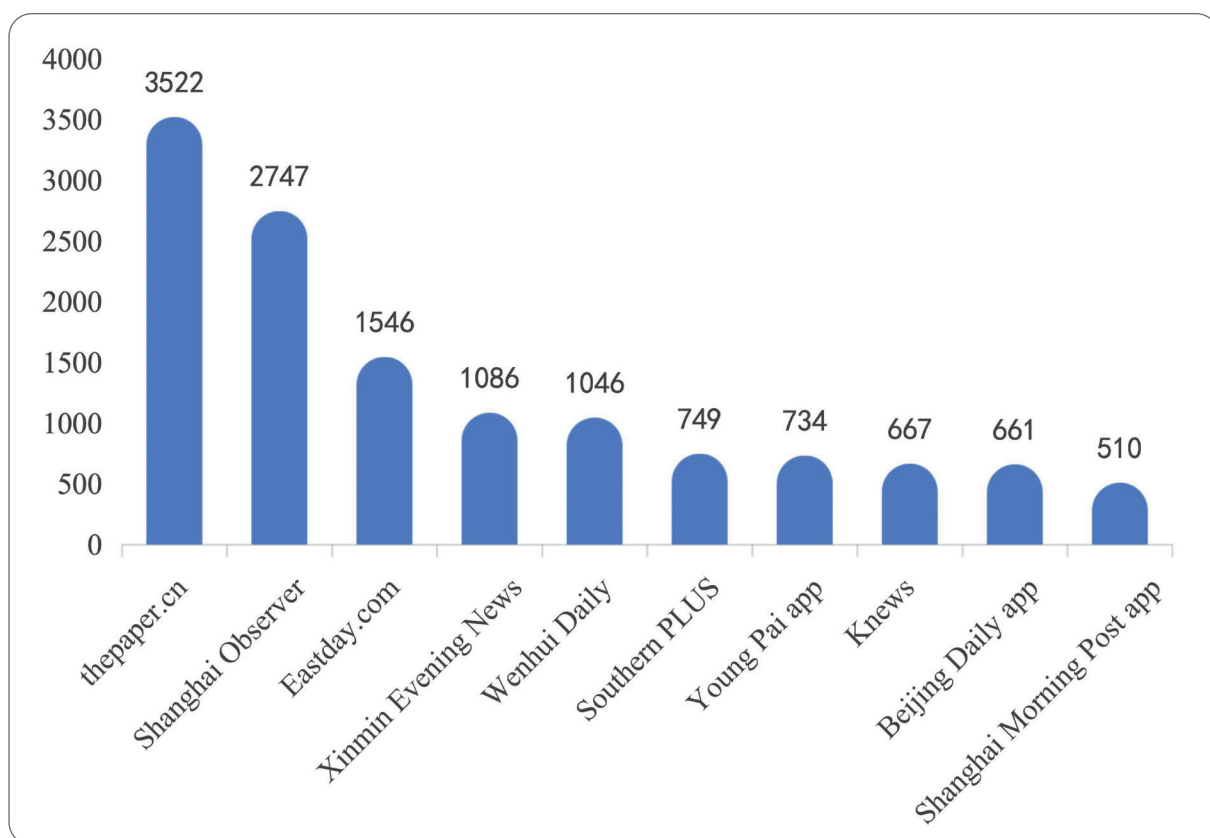


Figure 1.12: Top 10 local media organizations by CIIE coverage volume (Unit: pieces)

In terms of industry media, among the 89 industry media outlets listed in the "List of Internet News Information Source Units" by the Cyberspace Administration of China, International Business Daily has the highest information volume, exceeding 350 reports. Media outlets such as China Business Herald, China Industry News Network, Consumer Daily Online, China Economic Herald Network, and others all have information volumes exceeding 100 reports.

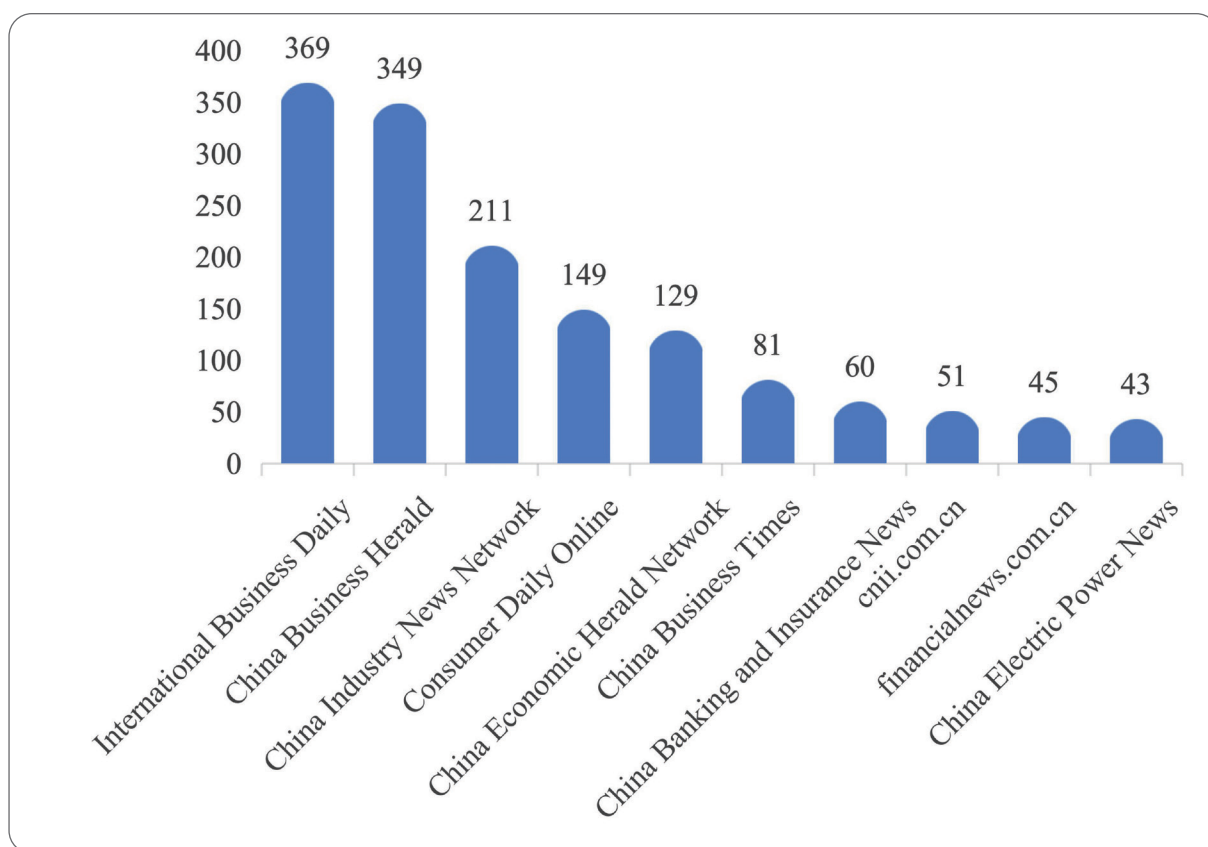


Figure 1.13: Top 10 industry media by CIIE coverage volume

(II) Improved quality and effectiveness in overseas communication

1. Communication data: total information volume reaches a new high

Since the beginning of this year, the number of overseas media reports related to the CIIE has reached nearly 45,000, reaching nearly 1.2 billion overseas audiences in nearly 100 countries and regions. Noteworthy foreign media outlets including the Associated Press, Bloomberg, Reuters, Agence France-Presse, Deutsche Presse Agentur, ANSA (Italy), Kyodo News (Japan), Yonhap News Agency (South Korea), Antara News Agency (Indonesia), Financial Times (UK), and Lianhe Zaobao (Singapore) have demonstrated high-frequency coverage. Media outlets in the Hong Kong, Macao, and Taiwan regions, such as South China Morning Post, Macau Daily Times, and Taiwan's

China Times News Network, have actively covered the event. Media entities in regions like the United States, Japan, the Philippines, France, and the Hong Kong, Macao, and Taiwan areas have notably contributed to the substantial reports surrounding the CIIE.

2. Communication trend: year-round popularity is gradually intensified as the expo approaches

Overseas communication has shown a sustained high level of interest throughout the year. In the first half of the year, the CIIE garnered attention at various major diplomatic occasions. Simultaneously, the global promotion activities of the 7th CIIE were successively carried out in multiple countries, with Chinese diplomatic missions actively supporting and promoting the event, leading to increased overseas communication heat. During the expo, the volume of overseas communication reached its peak.

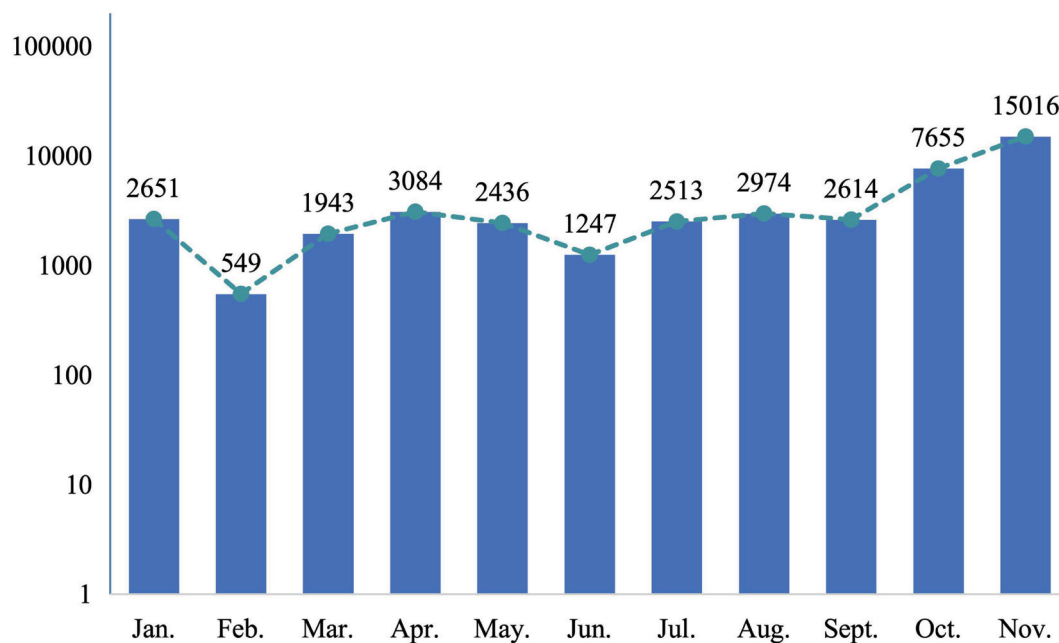


Figure 1.14: Trend of overseas media coverage from January to November 2024 (Unit: pieces)

Phase one:

January to February, the media coverage on the 6th CIIE continued, with overseas media focusing on the significant achievements of CIIE participants. Meanwhile, promotion events for the 7th CIIE were held in Malaysia, Thailand, Vietnam, boosting the international visibility of the CIIE.

In January, Zimbabwean news site NewsDay reported that participation in the 6th CIIE would boost its exports to Asia, according to the latest report from the Zimbabwe Trade Development and Promotion Agency. The Kazinform International News Agency reported that with the assistance of the Kazakhstan Trade Policy Development Center, Kazakh companies participated in the 6th CIIE and reached multiple agreements. The Soviet Belarusian newspaper reported that the Belarus National Pavilion at the 6th CIIE garnered widespread attention and signed numerous cooperation agreements during the expo. The Argentine *Ámbito Financiero* reported that the Uruguay's National Meat Institute (INAC) unveiled its brand identity at the 6th CIIE, aiming to promote and expand its presence in the international market. The Phnom Penh Post in Cambodia published an article by Chinese Counsellor Zhong Jie, stating that Cambodia's agricultural exports to China saw a significant increase in 2023, with Cambodian products actively promoted at important exhibitions like the CIIE and cross-border e-commerce

platforms, yielding positive results. The Ming Pao Daily in Canada reported that Yang Shu, Consul General of China in Vancouver, mentioned at a reception held at the consulate that several British Columbia companies that participated in the 6th CIIE had achieved fruitful results. The Vietnam News Agency reported that Le Hoang Thai, Deputy Director of the Trade Promotion Agency under the Vietnamese Ministry of Industry and Trade, stated at a promotion event in Vietnam that the CIIE holds significant influence, and the Trade Promotion Agency will actively organize Vietnamese companies to participate in the 7th CIIE. The Sin Chew Daily in Malaysia reported that Deputy Minister of Investment, Trade, and Industry of Malaysia, Liew Chin Tong, pointed out at a promotion event in Malaysia that the CIIE has become an important platform for Malaysian companies to access the Chinese market, effectively promoting trade relations between the two countries and benefiting their people.

In February, the Irish broadcaster RTE reported that an Irish whiskey distillery was actively exploring the continuously expanding Chinese market, with some products making their debut in China at the CIIE. The Philippine Business Mirror website reported that Chinese Ambassador to the Philippines Huang Xi congratulated the Philippines on setting a new record in transaction volume at the 6th CIIE during a Lunar New Year reception at the embassy.

Что касается Азиатского региона, то ключевым событием для всех наших экспортеров станет участие в одном из самых масштабных ежегодных выставочных событий в КНР — седьмой Китайской международной выставке импорта China International Import Expo в Шангае с 5 по 20 ноября 2024-го. Помимо Китая, экспозиции Made in Belarus будут организованы в Сингапуре, Малайзии, Республике Корея и Вьетнаме.



ФОТО МАКСИМ КОЗЛОВСКИЙ

Soviet Belarusian newspaper

RTE

NEWS SPORT ENTERTAINMENT BUSINESS LIFESTYLE CULTURE PLAYER TV RADIO

EKO integrated Services, who are The Shed Distillery's distribution partners in China, say there is enormous potential for the Leitrim brand as the country actively focuses on accelerating high-quality imports.



Chinese Ambassador He Xiangdong was at the Shed Distillery today

EKO Integrated Services first showcased Drumshanbo Gunpowder Irish Gin in China last November at the China International Import Expo.

Irish broadcaster RTE

Vietnam+ Tổng Việt English Français Español 中國 Pусский

KINH TẾ / KINH DOANH

Hội chợ CIIE 2024: Giúp doanh nghiệp mở rộng kênh phân phối tại Trung Quốc

Hội chợ CIIE 2024 đem lại lợi ích thiết thực cho các doanh nghiệp Việt Nam tham gia trong việc xuất khẩu hàng hóa chính ngạch, mở rộng kênh phân phối sản phẩm tại thị trường Trung Quốc.

Đức Duy - 16/01/2024, 16:08



Bộ phận Cục xúc tiến Thương mại và pho Trung Quốc ký biên bản hợp tác. (Ảnh: Đức Duy/Vietnam+)



Ngày 16/1, tại Hà Nội, Cục Xúc tiến Thương mại (Bộ Công Thương) phối hợp với Ban Tổ chức Hội chợ Quốc tế Nhập khẩu Trung Quốc tổ chức giới thiệu thông tin Hội chợ Quốc tế Nhập khẩu Trung Quốc lần thứ 7-CIIE 2024.

CIIE 2024 là một trong những sự kiện có ý nghĩa kinh tế, chính trị quan trọng của Trung Quốc, có sức ảnh hưởng lớn, được truyền thông, quảng bá mạnh mẽ, thu hút đông đảo khách hàng nhập khẩu chuyên nghiệp đến từ khắp các tỉnh, thành của Trung Quốc.

Ông Lê Hoàng Tài, Phó Cục trưởng Cục Xúc tiến Thương mại cho biết tại kỳ Hội chợ CIIE 2023, nhận lời mời từ Ban tổ chức Hội chợ Trung Quốc và đây cũng là lần thứ hai Bộ Công Thương tổ chức Việt Nam tham gia Hội chợ CIIE với vai trò Quốc gia khách mời danh dự. Đoàn Việt Nam do Phó Thủ tướng Chính phủ Trần Hồng Hà dẫn đầu đã tham gia các nội dung chính của Hội

ĐỌC NHIỀU

1. Cải đầu thế giới mới phân bổ cấp độ tăng phần cuối tuần

2. [Photo] Tổng thống Indonesia thăm nhà máy VinFast Hải Phòng

3. FPT chính thức "lên sàn" sang thị trường vốn thông đi động Việt Nam

4. Indonesia mời Việt Nam hợp tác phát triển ngành công nghiệp xe điện

5. Hai thương hiệu vàng trong nước dần chiếm lĩnh mạnh theo thế giới



Vietnam News Agency

国内 | 全国综合
发布: 8:30pm 22/01/2024 696点
刘镇东 港口博览会
中国进出口博览会 (马) 推介会 | 刘镇东: 吸引更多投资 打造高端制造及服务产业国

第七届中国国际进口博览会推介会 (马来西亚)
The 7th China International Import Expo Promotion Event (Malaysia)

签约仪式
Signing Ceremony

薛成海 (前排左起) 和陆镇东代表签约并交换文件。前排左起为见证人孙高福、欧阳玉洁、刘镇东及尹成业。(薛成海摄)

《吉隆坡22日讯》投资、贸易及工业部副部长刘镇东说, 政府旨在使马来西亚成为高端制造业和服务业的目的, 以吸引更多外国直接投资和国内投资。

他说, 大马在1997年前曾是亚洲高端制造业国家, 现在有必要重新关注, 并争取重获这一地位。

刘镇东今天出席由中国国际进口博览会及国家会展中心 (上海) 主办的“第七届中国国际进口博览会 (马来西亚) 推介会”上致词时说, 目前被视为高端制造业, 例如电气电子、航空业、医疗器材、制药和化学品都是发展的重点。

Sin Chew Daily

Figure 1.15: Screenshots of some overseas media reports about CIIE

Phase two:

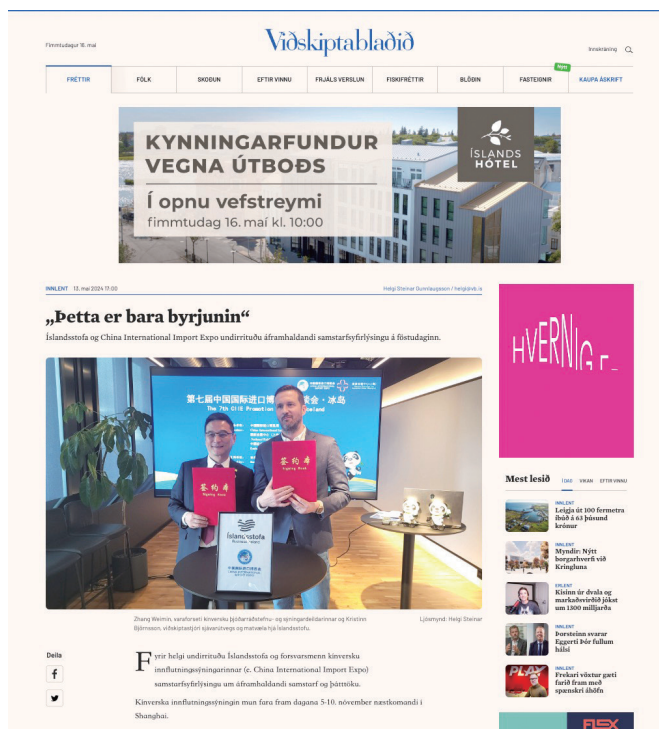
From March to June, with an average of over 2000 pieces of information per month, the CIIE visibility from overseas gradually increased. The CIIE garnered attention at various major diplomatic occasions, and multiple governments and business associations were actively organizing companies to participate in the 7th CIIE. Overseas promotion activities for the CIIE were held in multiple countries across Asia, Africa, and South America.

In April, The Nation in Thailand reported that Lin Chuqin, Chairman of the Thai-Chinese Chamber of Commerce, stated that the chamber is inviting Thai companies to participate in the 7th CIIE. The South Korean Kookmin Ilbo reported that the Gyeongsangnam-do Provincial Government was recruiting enterprises to participate in the CIIE to help small and medium-sized enterprises in the consumer goods and agricultural products sectors expand into the Chinese market.

In May, Egypt News Net reported that Chinese President Xi Jinping attended the opening ceremony

of the 10th Ministerial Conference of the China-Arab States Cooperation Forum and delivered a keynote speech. President Xi Jinping stated that China welcomes Arab countries to actively participate in the China International Import Expo and is willing to expand imports of non-energy products, especially agricultural products, from Arab countries. The Khmer Times in Cambodia reported that the Cambodian Ministry of Commerce issued a statement urging local companies to actively participate in the 7th CIIE. The Andes News Agency of Peru reported that Julio Perez Alvan, president of the Peruvian Association of Exporters (ADEX), emphasized the importance of participating in the CIIE at a promotional event, hoping to diversify Peru's exports to China. Media outlets such as the Namibian Press Agency, Africanews, Business Iceland, The Seoul Shinmun, NEWSPIM in South Korea, and Italy's Il Sole 24 Ore all covered the promotion events of the 7th CIIE.

In June, the Malaysian New Straits Times reported that during Chinese Premier Li Qiang's visit to Malaysia, a joint statement was issued stating that China welcomes Malaysia to continue expanding its exports to China through platforms like the CIIE. The Turkish Doğan News Agency reported that Jak Eskinazi, coordinator chairman of the Turkish Aegean Exporters' Association, called on local enterprises at a promotional event to use the CIIE platform to bring quality products into the Chinese market.



Business Iceland



SABC News

Figure 1.16: Screenshots of some overseas media reports about CIIE

Phase three:

From July to September, the information volume related to CIIE remained stable, with an average of over 2700 reports per month. The voice of the CIIE continued to rise in the international public opinion arena. The CIIE was included in multiple bilateral documents between China and foreign countries, and many foreign countries actively prepared for participation. Chinese diplomats continued to issue "CIIE invitations".

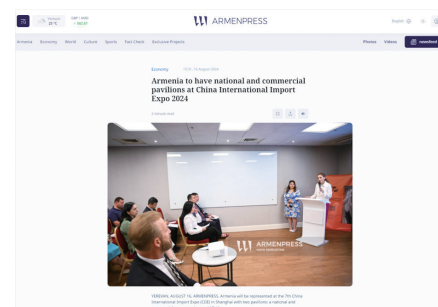
In July, the Azeri-Press Agency (APA) reported that Chinese leaders met with Azerbaijani leaders in Astana and announced the establishment of a strategic partnership between the two countries. The "Joint Statement" issued by both sides indicated that China welcomes Azerbaijan to actively participate in major events such as the CIIE. The Bangladesh Sangbad Sangstha reported that Bangladesh and China issued a joint statement announcing the elevation of Sino-Bangladeshi relations to a "comprehensive strategic partnership". The "Joint Statement" stated that both sides agreed to strengthen trade promotion cooperation, with China welcoming Bangladesh to participate in events such as the CIIE. The Monaco Tribune reported that the Monaco Economic Committee released its autumn activity schedule and will participate in the CIIE with the assistance of the Monaco Embassy in China. The Agenzia Nazionale Stampa Associata reported that Paolo Bongioanni, Commissioner for Commerce, Agriculture, Food, and Parks in the Piedmont Region of Italy, expressed efforts to promote local food and wine into the Chinese market and plans to organize companies to participate in the 2025 CIIE. The Sri Lankan Daily Mirror website reported that Chinese Ambassador to Sri Lanka Qi Zhenhong recently stated during an event that Sri Lankan enterprises are welcomed to actively participate

in important events such as the CIIE to expand into the Chinese market. The first channel of Georgian Public Broadcasting aired an interview with Chinese Ambassador to Georgia Zhou Qian in the "Business Partners" segment, where he expressed support for the two countries' businesses to strengthen connections and welcomed Georgian enterprises to participate in important events like the CIIE. The Moroccan ALDAR website published an article by Chinese Ambassador to Morocco Li Changlin, welcoming Morocco to fully utilize the CIIE to promote high-quality Moroccan products and expand exports to China.

In August, Assabah reported that the Tunisian Confederation of Citizen Enterprises issued a statement calling on local enterprises to participate in this year's CIIE. The US World Journal website reported that the San Francisco Bay Area Committee held a consultation meeting on the CIIE aimed at enhancing local American enterprises' awareness of the CIIE. The Armenian News Agency reported that the Chairman of the Armenian International Affairs Relations Association introduced in a recent event that Armenia will send representatives to attend the 7th CIIE and participate in the Country and Business exhibitions. The Serbian Alo! website reported that the head of the Serbian Chamber of Commerce stated that they will organize enterprises to participate in the CIIE, creating opportunities for Serbian products such as wine to enter the Chinese market. The Trinidad and Tobago Newsday published an article by Chinese Ambassador to Trinidad and Tobago Fang Qiu, stating that Trinidadian enterprises have participated in the CIIE for two consecutive years, and with the 7th CIIE approaching, China warmly welcomes active participation from the Trinidadian government and enterprises.



Georgian Public Broadcasting



Armenian News Agency

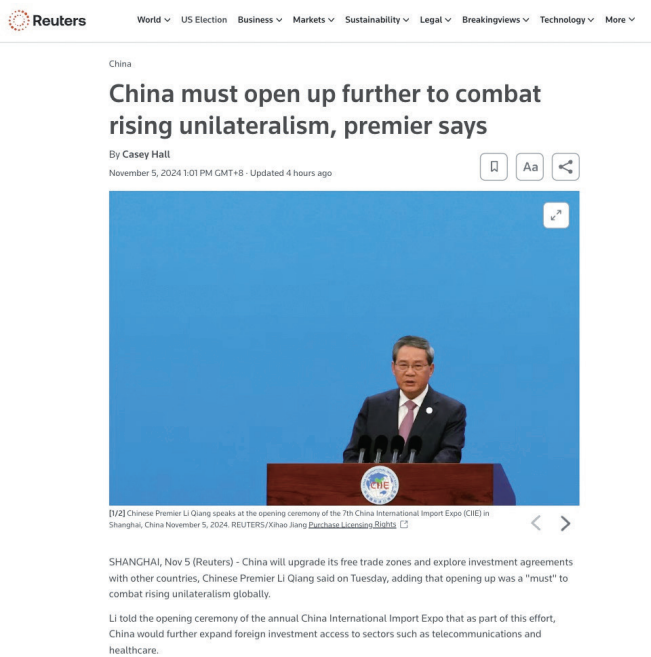
Figure 1.17: Screenshots of some overseas media reports about CIIE

Phase Four:

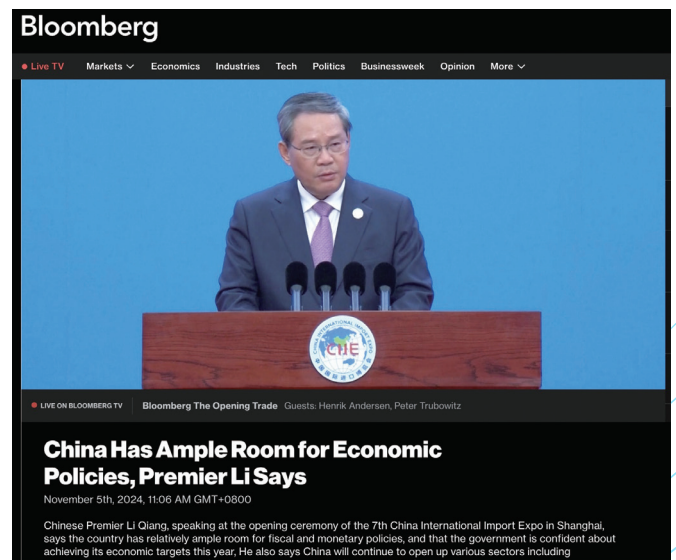
From October to November, there was a rapid growth in CIIE information volume, with an average of over ten thousand pieces per month. Notable coverage from Australian Chinese Daily, Argentina's

Clarín, Singapore's Lianhe Zaobao, Malaysia's Sin Chew Daily, and the Belarusian Telegraph Agency previewed the attendance of a group of senior political figures at the 7th CIIE. Canada's Sing Tao Daily and Tanzania Daily News reported on the Chinese

consulates hosting farewell events for local exhibitors attending the 7th CIIE. The opening of the 7th CIIE marked the peak of information flow for the year, exceeding 15,000 pieces of news that month. Chinese Premier Li Qiang attended the opening ceremony of the 7th CIIE and the Hongqiao International Economic Forum, delivering a keynote speech that garnered widespread attention from foreign media.



Reuters



Bloomberg

Figure 1.18: Screenshots of some overseas media reports about CIIE

3. Communication highlight: increased overseas interaction

Throughout the year, mainstream foreign media maintained a strong focus on the CIIE, with both domestic and international media playing pivotal roles in promoting the international communication of the event. Concurrently, the CIIE's six overseas social media platforms (Facebook, X, LinkedIn, Instagram, YouTube, TikTok) were active, providing a gateway for overseas audiences to learn about and engage with the CIIE. During this edition of the CIIE, Malaysian Prime Minister Anwar Ibrahim, Chinese Deputy Foreign Minister Hua

Chunying, and Foreign Ministry Spokesperson Lin Jian praised the event on the X platform, attracting significant attention. China Global Television Network (CGTN) drew a global audience of 180,000 views to the live broadcast of the opening ceremony on X. Additionally, the CIIE's six major overseas social media platforms posted frequently through 12 official accounts, actively engaging with various public figures, consulates, exhibitors, and overseas business associations, resulting in over 50 million views and more than 2 million interactions over the course of the year.

02. Communication of CIIE Stories

(I) Brand effects continuously amplify, vivid stories spark empathy

In 2024, CIIE stories continue to showcase authentic interactions and vivid scenes between exhibitors from various countries and the Chinese market. Since the global collection campaign of "CIIE Stories" began, over 7,000 video works have been collected, with more than 180 stories released, totaling nearly 2.5 billion views. This year, topics such as "CIIE Stories 2024", "The journey of an avocado at the CIIE," and "CIIE Stories from the least developed countries" have accumulated over 2 million reads on Weibo; on Douyin, topics like "CIIE Stories" and "magical CIIE" have garnered an additional 350 million views, becoming a long-term "IP" for the domestic and international dissemination of the expo; "listening to the ambassador of Rwanda Tell CIIE Stories" made it to the hot search list on the video website Bilibili, reaching as high as third place.



Figure 2.1: CIIE special column of China News Service



Figure 2.2: Hot search list on Bilibili

(II) Enhanced communication planning with high-quality content

During the event, "CIIE Stories" once again became a hot topic of attention across the entire internet. 17 key articles were promoted across all platforms by the Cyberspace Administration of China, with hundreds of media outlets covering content related to "CIIE Stories," resulting in an overall dissemination exceeding a billion views. Among them, "Anticipating: CIIE's old friends anchoring new opportunities" was reposted by 99 media outlets with a total online readership of 14.41 million; "From 'first-time visitors' to 'returning visitors': using CIIE as a medium, China and the world are engaging in common pursuits" was reposted by 85 media outlets with a total online

readership of 12.45 million; and "Overseas Chinese businesses and CIIE: a tale of mutual growth" was reposted by 78 media outlets with a total online readership of 15.62 million. The new book "CIIE Stories" received significant attention. On November 8th, the the latest bilingual edition of "CIIE Stories" was released at a launch event themed "'Sharing Opportunities, Everlasting Progress'" as scheduled. This marks the third consecutive year that "CIIE Stories" has been released during the CIIE period. Media outlets such as China News Service actively covered the event, with nearly 1,500 related articles published domestically and almost 500 published overseas, accumulating a total dissemination of over 350 million views and approximately 1 million interactions.

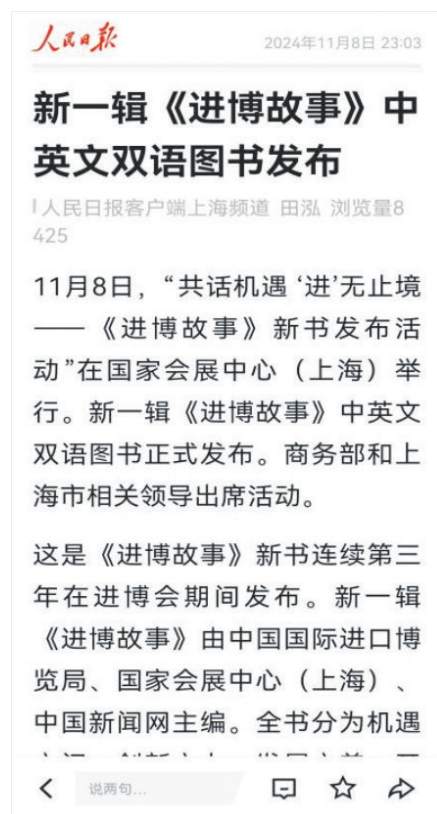


Figure 2.3: Relevant reports and event poster

(III) Expand global communication, bridge domestic and international influence

The "CIIE Stories" initiative continues to proactively speak to a global audience and actively engage with international organizations to amplify its international presence. Overseas social media accounts of the CIIE released teaser posters for the global solicitation launch of "CIIE Stories" on four major platforms: LinkedIn, Facebook, X, and Instagram. These posts garnered over 210,000 total views, reached more than 152,000 individuals, and generated over 16,000 interactions. The content of "CIIE Stories" reached nearly 400 key global media outlets and close to a hundred overseas Chinese-language media, covering an audience of over 20 million people. One in-depth article, "From 'sharing a table' to 'owning a 60-square-meter booth,'" was translated into multiple languages including English and Norwegian. After being distributed by Norway's sole news agency, the Norwegian News Agency, it was subsequently picked up and shared by 60 European media outlets, reaching an estimated

audience of around 9 million. The press release for the "CIIE Stories" event was featured on over 400 media websites, including the Associated Press, Bazinga, Fox News, CBS, and Yahoo, accumulating over 10 million reads. The key articles such as 'Mutual Achievements between Overseas Chinese Businesses and the CIIE' and 'Achieving a 'Triple Jump' in the 'Four-Leaf Clover' have been shared and disseminated by nearly a hundred Chinese-language media outlets including USACNNNews, Philippine Dragon Media Network, The Chinese Commercial News, Qwitaly, Olian News, Chinese Herald in Japan, and New Zealand China News Agency, covering key Chinese and overseas Chinese audiences in over 30 countries and regions. In addition, well-known media producers from Poland, Justyna Szpakowska, from the United States, Xingyue PKU Lila, from Belgium, Tobias, and dozens of international friends have shared their CIIE stories with the world from an affable and sincere perspective, sparking widespread attention, with a cumulative viewing count exceeding 35 million.

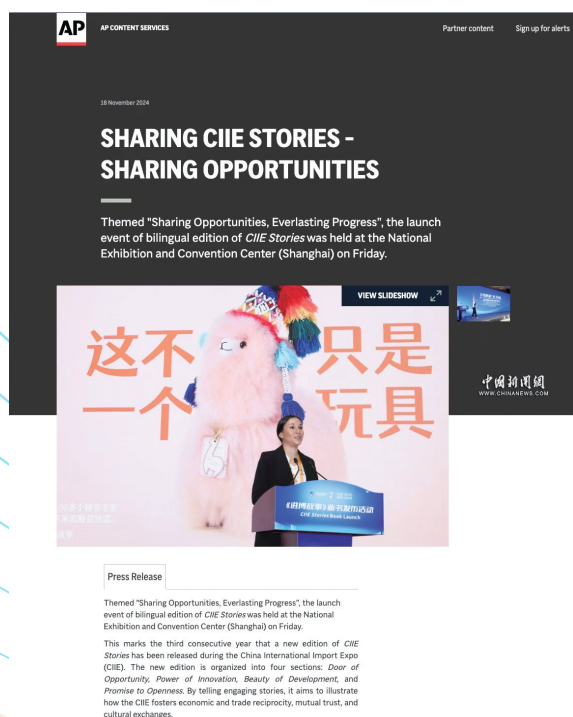


Figure 2.4: Screenshots of AP (Associated Press) and Norwegian News Agency publishing CIIE Stories



Figure 2.5: Screenshots of the CIIE official overseas media account's posts on LinkedIn

03. Communication of Comprehensive Country Exhibition

The 7th CIIE's Comprehensive Country Exhibition continues to serve as an important platform for showcasing the comprehensive image of various countries and expanding opportunities in trade and investment. A total of 77 countries and international organizations participated in the event. France, Malaysia, Nicaragua, Saudi Arabia, Tanzania, and Uzbekistan served as guest countries of honor. Xinhua News Agency reported that the 7th CIIE also provided support for the participation of 19 least developed countries. people.cn reported that new faces continued to join, including Benin, Burundi, Lesotho, Madagascar, Namibia, Norway, Slovakia, as well as the United Nations Children's Fund participating in the Comprehensive Country Exhibition for the first time.

(I) The Country Exhibition embodies profound conception and showcases international cooperation from multiple perspectives

The information related to the Country Exhibition at the 7th CIIE exceeded 99,000 pieces, with "Chinese opportunities" and "cultural exchange" becoming frequently mentioned terms in reports. The participation of countries and international organizations was extensive, featuring a diverse range of specialty products and captivating pavilion activities that attracted significant media attention. Through various forms such as images, videos, and live broadcasts, the Country Exhibition was comprehensively and multi-dimensionally presented. For instance, Xinhuanet

published an article titled "The 7th CIIE: Dazzling Country Exhibition," showcasing the rich and colorful activities at various country booths and scenes of continuous visitor flow. CCTV Financial Channel aired a program titled "Focus on CIIE: Country Exhibition Welcomes Guests from All Directions, 'Old Friends' Collaborate to Write a New Chapter of Win-Win Cooperation," reporting on the participation of 77 countries and international organizations at the CIIE Country Exhibition, all gathered to embrace the CIIE commitment. Xinhua News Agency's live broadcast "Expanding the CIIE 'Friend Circle,' Enjoying Global Goodies at the Comprehensive Country Exhibition" attracted 547,000 viewers, effectively enhancing the influence of the Country Exhibition. On social media platforms, enthusiastic discussions among netizens were observed, with Weibo topics such as "Number of participating countries and companies at CIIE exceed



Figure 3.1: Xinhuanet's reports on the CIIE Country Exhibition

previous editions," "Exploring the pavilion of the guest countries at the 7th CIIE," "New partners of the CIIE," and "Madagascar participating in CIIE Country Exhibition for the first time" accumulating over 4.83 million reads. The TikTok hashtag #CIIEInvitation# garnered 150 million views.

2024 also marks the 60th anniversary of the establishment of diplomatic relations between China and Tanzania, Tunisia, and Zambia. The three countries actively participated in the Country Exhibition, becoming an important part of the series of activities celebrating the anniversary of diplomatic relations. Media interviews with representatives of participating countries showcased stories of how the CIIE continues to empower economic and trade cooperation between China and Africa. Publications such as "People's Daily Overseas Edition" featured an article titled "This Year, CIIE Supports the Participation of 37 Least Developed Countries in the Country Exhibition and Business Exhibition - Listening to the Stories of the Least Developed Countries at CIIE," while "PLA Daily" published an article titled "'Chinese Market Will Bring Us More Opportunities' - African Voices at the CIIE Country Exhibition," highlighting examples from multiple countries like the Solomon Islands, Tanzania, Rwanda, Benin, Zambia, Madagascar, and Lesotho, showing how these nations have entered the Chinese market through the CIIE, with more African specialty products reaching households across China. These vivid examples demonstrate China's concrete actions in sharing development opportunities with the least developed countries.

(II) The China Pavilion showcases development achievements from multiple dimensions

The China Pavilion, themed "Advance Chinese modernization and jointly pursue global development and prosperity," focuses on further comprehensively deepening reform, and concentrates on exhibiting the historic achievements of China's economic and social development. The China Pavilion highlights the development of new quality productive forces, becoming a popular exhibition hall for visitors and media coverage, with over 27,000 pieces of reports circulating online.

Several media outlets have pointed out that the China Pavilion comprehensively showcases the latest achievements in promoting the Chinese path to modernization and advancing high-level opening-up. An article in People's Daily titled "Experiencing technological development achievements at the China Pavilion" notes that visitors to the CIIE China Pavilion can witness not only the impressive achievements in technological development but also experience the enhancement of cultural soft power, fostering confidence in the bright prospects of the Chinese path to modernization. Xinhua Daily Telegraph's article "Witnessing the handshake between the Chinese Path to Modernization and the World at the China Pavilion" highlights that several foreign exhibitors have praised the China Pavilion for providing them with a window to understand China's future development trends.

New media communication highlights are abundant, with media utilizing visual technology to create and release special reports, live broadcasts of exhibition tours, and other creative products, comprehensively showcasing the highlights of the China Pavilion's exhibits. They actively set hot topics to stimulate public participation and discussion. CCTV News Channel of China Media Group aired "New technologies and products at the 7th China International Import Expo showcasing achievements in the Chinese Path to Modernization," while Xinhua News Agency released "60-second visit to the CIIE China Pavilion," introducing new products, services, and technologies in the China Pavilion through short videos. Related Weibo topics such as "60-second visit to the CIIE China Pavilion," "Full technological sensation at the CIIE China Pavilion," and "CIIE China Pavilion becomes a popular check-in spot" accumulated over 15 million views. The Xinhua News Agency app launched a series

of exhibition tour videos titled "The beauty of mutual commitment is right at the China Pavilion" and "What's inside the China Pavilion," with views exceeding 2 million. CNR Business Radio aired a special report titled "direct access to the CIIE," presenting "Exploring the China Pavilion and experiencing the charm of major national strategic equipment and high-end products," inviting professionals to provide detailed introductions to the highlights of each exhibit and the technology innovation stories behind them. People's Daily and China Economic Net actively published articles such as "High content of 'new quality productive forces' - abundant highlights at the 7th CIIE China Pavilion" and "Dazzling highlights at the CIIE China Pavilion," using a multi-angle approach with image galleries to report on the China Pavilion.



Figure 3.2: Video reports on exploring the CIIE

(III) Diverse highlights at pavilions

At this CIIE, participating countries and international organizations attach great importance to their Country Exhibition platforms, integrating their pavilion designs with their respective cultures, ethnic characteristics, and modern technologies. The pavilion feature physical exhibits, cultural and tourism recommendations, as well as unique culinary experiences and the sale of featured products, showcasing rich historical heritage while enabling audiences to understand the unique advantages of each country in different fields. With over 200 unique pavilion activities, featuring specialty product promotions, ethnic song and dance performances, and handicraft displays, visitors can immerse themselves in exotic customs all in one place. The following are the top ten pavilion activities in terms of popularity.

Table 3.1 Top 10 Country Exhibition pavilions activities with significant communication influence at the 7th CIIE

No.	Booth Activity	Country	Popularity
1	From French Farm to Chinese Table: Reflections and Exploration of Sustainable Agricultural Foods	France	★★★★★
2	Thai Massage Experience, Live Muay Thai Performance and Teaching Experience, Thai Cooking Demonstration, Thai Fruit Sampling	Thailand	★★★★★
3	Iran Day (Trade and Innovation Showcase)	Iran	★★★★★
4	Salvadoran Gastronomic Experience	El Salvador	★★★★★
5	Uruguayan Tango Performance	Uruguay	★★★★★
6	Opening Ceremony of Cambodian Pavilion	Cambodia	★★★★★
7	Moomin Interactive Performance	Finland	★★★★
8	Nicaraguan Tourism Promotion and Video Presentation, Nicaraguan Beverage Tasting, Nicaraguan Business Exchange, Nicaraguan Folk Dance Performance	Nicaragua	★★★★
9	Polish International Chess Tournament	Poland	★★★★
10	Uruguayan Investment Environment Introduction	Uruguay	★★★★

Media outlets at all levels have deployed a comprehensive multi-channel approach to showcase the rich cultural allure of various countries. Xinhua News Agency app unveiled "VR panorama takes you through Country Exhibition," offering an innovative and immersive interactive experience that faithfully recreates the lively scenes of over 70 booths, garnering a viewership of 667,000. The Paper published an article titled "Distinctive country pavilions at the CIIE: What 'highlights' do they bring?" spotlighting the unique products and activities of pavilions from Trinidad and Tobago, France, Malaysia, and Saudi Arabia. Xinmin Evening News, Shanghai Observer, and other platforms have released exhibition tour videos like "Jiang Jiang Trio | Exploring the Country Exhibitions at the CIIE: No English? No Problem!" and "CIIE Tour | diverse delights showcased: Country Exhibition is visually stunning, culinary delights, and entertaining," offering a captivating glimpse into the diverse and lively booth activities.

04. Communication of Enterprise & Business Exhibition

(I) Business Exhibition

The six exhibition areas and the Innovation Incubation Special Section of the 7th CIIE have all shown high communication influence. The Intelligent Industry and Information Technology Exhibition Area received the most attention, primarily because it focuses on developing new quality productivity. For the first time, the Intelligent Industry and Information Technology Exhibition Area has set up a special section for new materials, covering high value-added products such as electronic materials, biological materials, and special materials, which have effectively attracted attention from various sectors. Additionally, the Innovation Incubation Special Section showcased 360 innovative projects from 34 countries and regions, providing support for the development of small and medium-sized enterprises as well as startups. The specific communication influence index of the six exhibition areas and the Innovation Incubation Special Section is as follows:



Figure 4.1: Communication Influence Index of the six exhibition areas and the Innovation Incubation Special Section

Data Description: The Exhibition Area Communication Influence Index (EACII) is an indicator that comprehensively presents the communication effectiveness of each exhibition area based on online communication data. The data is sourced from various channels across the entire internet monitored by the People's Daily Online Public Opinion Data Center and is normalized through processing with 100 as the maximum value for standardization, resulting in the EACII index.

The 7th CIIE's Business Exhibition Area, which covers more than 360,000 square meters, has attracted significant attention. According to People's Daily, the business exhibition continues to maintain its super-large scale of over 360,000 square meters, with 3,496 exhibitors from 129 countries and regions participating, surpassing the previous year in both the number of countries (regions) and companies. The number of Fortune Global 500 companies and industry leaders participating the 7th CIIE reached 297, setting a new historical record. Participating companies from the United States, Japan, Germany, France, the United Kingdom, and other countries continue to lead in terms of exhibition scale.

The Intelligent Industry and Information Technology Exhibition Area showcases cutting-edge technologies and has established a new materials special section for the first time. An article in the Overseas Edition of People's Daily points out that the Intelligent Industry and Information Technology Exhibition Area focuses on three major themes: science and technology, industry, and environmental protection. The science and technology theme area has set up a new materials special section for the first time, further enhancing the integrated circuit sector's industrial chain and upgrading the artificial intelligence experience zone. An article in Guangming Daily states that the Intelligent Industry and Information Technology Exhibition Area has established a new materials special section for the first time. The section garnered significant popularity upon its debut, with Fortune Global 500 and industry-leading companies from countries such as the United States, Japan, Germany, and Singapore presenting their "first exhibitions" and "debut performances."

The Medical Equipment and Healthcare Products Exhibition Area highlights "cutting-edge," "technological," and "innovative" aspects. An article on China National Radio's website mentions that the Medical Equipment and Healthcare Products Exhibition Area brings together numerous cutting-edge medical technologies and innovative products. Industry giants are showcasing their global debut products,

demonstrating the latest achievements and innovative capabilities in the medical technology field. Xinhua News Agency reports that this year's CIIE will gather the top 10 global medical equipment companies and 11 Fortune 500 pharmaceutical companies, with a plethora of eye-catching product debuts.

The Food and Agricultural Products Exhibition Area bustled with popularity, and the African Products Special Section was expanded and upgraded. An article by People's Daily states that the Food and Agricultural Products Exhibition Area is undoubtedly one of the most popular areas, with queues forming in front of some of the popular booths as visitors sample specialty foods from different countries and regions. Here, one can experience a "world tour for the taste buds" without leaving the country. An article in Guangming Daily notes that in this year's CIIE Food and Agricultural Products Exhibition Area, visitors from around the world gather in front of various booths, showcasing a wide variety of traditional cheeses, aromatic hand-brewed coffees, flavorful Spanish hams, an array of specialty fruits, and more, making it a feast for the eyes.

The Consumer Goods Exhibition Area presents new products, reflecting the "new trends" in consumption. An article on China National Radio's website states that the exhibition area for consumer goods at this year's CIIE covers an area of over 80,000 square meters and features over 700 companies from more than 70 countries and regions. Here, consumers can not only see novel and diverse products but also perceive the "new trends" in consumption.

The Automobile Exhibition Area exudes a sense of technology, with a keen anticipation for green travel. An article in People's Daily points out that the Automobile Exhibition Area at this year's CIIE is themed "Infinite Possibilities for Future Mobility." It showcases new vehicle models from car manufacturers and the latest achievements from exhibitors in areas such as autonomous driving, low-altitude economy, and new energy storage (vehicles), providing people with more possibilities for future travel. An article in Xinhua Daily Telegraph states that in the "Future Low-Altitude Travel"

section of the Automobile Exhibition Area, concepts like "flying taxis" and "flying cars" are becoming a reality, offering new choices for future travel.

The Trade in Services Exhibition Area enhances the "experiential feel" and adds more "value." An article in Xinhua Daily Telegraph points out that while many exhibits in the Trade in Services Exhibition Area may be "invisible," the on-site experience is equally enriching, with high value. At the 7th CIIE, top service trade enterprises such as the four major accounting firms, foreign banks, European ports, and shipping companies have brought distinctive services, vividly showcasing China's efforts to expand high-level opening-up.

The Innovation Incubation Special Section sees a dual enhancement in scale and quality. Xinhua Daily Telegraph reports that Wu Zhengping, deputy director-general of the China International Import Expo Bureau, mentioned that the Innovation Incubation Special Section has achieved a dual enhancement in scale and quality this year. This year's CIIE has upgraded the Innovation Incubation Special Section, focusing for the first time on curating four major tracks: digital economy, green and low-carbon, life sciences, and manufacturing technology. People's Daily states that the Innovation Incubation Special Section showcases 360 innovative projects from 34 countries and regions, providing support for the development of small and start-up enterprises.

(II) Exhibitors

At the 7th CIIE, both new and old friends have shown significant communication influence, with "old friends" continuing to attract attention, "new friends" showcasing various highlights and "full-attendance exhibitors" receiving attention. Based on comprehensive online communication data, exhibitor communication impact has resulted in the formation of five major rankings: the "Top 100 exhibitors with comprehensive communication influence at the 7th CIIE," the "Top 10 exhibitors with significant communication influence," as well as the "Top 10 exhibitors with communication influence" and the "Top 30 full-attendance exhibitors with communication influence" in each of the six exhibition areas and in the Innovation Incubation Special Section, the "Top 30 exhibition groups with communication

influence", and the Top 30 full-attendance exhibitors with communication influence.

1. Top 100 exhibitors with comprehensive communication influence at the 7th CIIE

This 7th CIIE has brought together numerous top global enterprises, including 297 Fortune Global 500 and industry-leading companies, marking a historic high. The exhibitors represent a wide range, with 1,585 companies from 104 countries involved in the Belt and Road Initiative, 1,106 companies from 13 Regional Comprehensive Economic Partnership (RCEP) countries, and 132 companies from 35 least developed countries. By analyzing the attention each exhibitor received across various media outlets, the communication heat of the top 100 exhibitors in this category was calculated, as detailed below:

Table 4.1: Top 100 exhibitors with comprehensive communication influence at the 7th CIIE

No.	Exhibitor	Exhibition Area	Popularity
1	L'Oréal	Consumer Goods	29.84
2	Panasonic	Consumer Goods	28.26
3	Bayer	Medical Equipment and Healthcare Products	27.03
4	Shiseido	Consumer Goods	26.02

5	Siemens	Intelligent Industry and Information Technology	25.98
6	Samsung	Intelligent Industry and Information Technology	25.69
7	Sanofi	Medical Equipment and Healthcare Products	25.68
8	Volkswagen Group	Automobile	25.62
9	Michelin	Automobile	25.54
10	Toyota Motor	Automobile	25.53
11	Medtronic Inc	Medical Equipment and Healthcare Products	25.52
12	LEGO	Consumer Goods	25.45
13	Qualcomm	Intelligent Industry and Information Technology	25.43
14	Carl Zeiss AG	Intelligent Industry and Information Technology	25.31
15	Nippon Paint	Intelligent Industry and Information Technology	25.26
16	Milk New Zealand Dairy Limited	Food and Agricultural Products	25.23
17	Schneider Electric	Intelligent Industry and Information Technology	25.22
18	The Estée Lauder Companies Inc.	Consumer Goods	25.21
19	Roche	Medical Equipment and Healthcare Products	25.20
20	Danone	Food and Agricultural Products	25.16
21	Johnson & Johnson	Medical Equipment and Healthcare Products	25.13
22	BMW	Automobile	25.12
23	Novartis	Medical Equipment and Healthcare Products	25.10
24	Pfizer	Medical Equipment and Healthcare Products	25.09
25	Merck Sharp & Dohme	Medical Equipment and Healthcare Products	25.04
26	Honeywell	Intelligent Industry and Information Technology	25.02
27	Swire Group	Trade in Services	24.58
28	Lululemon	Consumer Goods	24.33
29	Philips	Medical Equipment and Healthcare Products	24.28
30	Abbott	Medical Equipment and Healthcare Products	24.23
31	Novo Nordisk	Medical Equipment and Healthcare Products	24.22
32	IKEA	Consumer Goods	24.04
33	GE Healthcare	Medical Equipment and Healthcare Products	23.58
34	Fast Retailing (Uniqlo)	Consumer Goods	23.04
35	Siemens Healthineers	Medical Equipment and Healthcare Products	22.97
36	Mercedes-Benz	Automobile	22.92
37	Sony	Intelligent Industry and Information Technology	22.89
38	LVMH	Consumer Goods	22.82

39	GE Vernova	Intelligent Industry and Information Technology	22.63
40	Nike	Consumer Goods	22.56
41	Pepsi	Food and Agricultural Products	22.30
42	Kao	Consumer Goods	22.23
43	Fosun Pharma	Medical Equipment and Healthcare Products	22.12
44	Honda	Automobile	22.09
45	Nestlé	Food and Agricultural Products	22.05
46	FANCL	Consumer Goods	22.00
47	Siemens Energy	Intelligent Industry and Information Technology	21.86
48	Procter & Gamble	Consumer Goods	21.72
49	Omron	Intelligent Industry and Information Technology	21.47
50	AstraZeneca	Medical Equipment and Healthcare Products	21.42
51	Takeda Pharmaceutical	Medical Equipment and Healthcare Products	21.15
52	Cathay Pacific Airways	Trade in Services	20.55
53	Cargill	Food and Agricultural Products	20.51
54	KPMG	Trade in Services	20.37
55	Beiersdorf	Consumer Goods	20.01
56	3M	Intelligent Industry and Information Technology	19.95
57	Boehringer Ingelheim	Medical Equipment and Healthcare Products	19.78
58	Nissan	Automobile	19.76
59	SGS	Trade in Services	19.68
60	Merck (Germany)	Intelligent Industry and Information Technology	19.61
61	Amorepacific	Consumer Goods	19.56
62	Hexagon	Intelligent Industry and Information Technology	19.30
63	Deloitte	Trade in Services	18.84
64	AMD	Intelligent Industry and Information Technology	18.69
65	SCHOTT	Intelligent Industry and Information Technology	18.67
66	Airbus	Intelligent Industry and Information Technology	18.57
67	INVISTA	Intelligent Industry and Information Technology	18.44
68	PricewaterhouseCoopers	Trade in Services	18.40
69	Johnson Controls	Intelligent Industry and Information Technology	18.38
70	Organon	Medical Equipment and Healthcare Products	18.32

71	Ernst & Young	Trade in Services	18.30
72	Dole	Food and Agricultural Products	18.27
73	Eli Lilly	Medical Equipment and Healthcare Products	18.17
74	Fonterra	Food and Agricultural Products	18.01
75	Synopsys	Intelligent Industry and Information Technology	17.51
76	Dow	Intelligent Industry and Information Technology	17.50
77	Becton Dickinson	Medical Equipment and Healthcare	17.40
78	Kose	Consumer Goods	17.21
79	SK Group	Intelligent Industry and Information Technology	17.16
80	Bright Food International Limited	Food and Agricultural Products	17.08
81	Volvo Car	Automobile	17.06
82	Amway	Medical Equipment and Healthcare Products	16.86
83	Heraeus	Intelligent Industry and Information Technology	16.79
84	Oishi	Food and Agricultural Products	16.58
85	GlaxoSmithKline	Medical Equipment and Healthcare Products	16.39
86	Yamaha Motor	Automobile	16.34
87	GOODFARMER FRESH FRUIT TRADING CORP.	Food and Agricultural Products	16.10
88	Standard Chartered Bank	Trade in Services	16.01
89	MUJI	Consumer Goods	15.91
90	Lesaffre Group	Food and Agricultural Products	15.80
91	InterContinental Hotels Group	Trade in Services	15.70
92	VALE	Trade in Services	15.69
93	ASML	Intelligent Industry and Information Technology	15.57
94	DuPont	Intelligent Industry and Information Technology	15.37
95	Ford Motor Company	Automobile	15.34
96	ASICS	Consumer Goods	15.33
97	Rio Tinto Group	Intelligent Industry and Information Technology	15.11
98	CHAROEN POKPHAND GROUP CO.,LTD.	Food and Agricultural Products	15.04
99	Louis Dreyfus Company B.V.	Food and Agricultural Products	14.98
100	Orion Corp.	Food and Agricultural Products	14.92

2.Top 10 exhibitors with significant communication influence at the 7th CIIE

According to the Exhibitors' Important Communication Influence Index, companies such as L'Oréal, Michelin, Siemens, Panasonic, Medtronic, Nippon Paint, Schneider Electric, Theland, Bayer, Shiseido, and others have high popularity. Reports from central news units such as People's Daily, Xinhua News Agency, and China Central Television significantly enhance the influence of exhibitors. By analyzing the attention of important media to exhibitors, the top 10 communication influence index rankings are as follows:

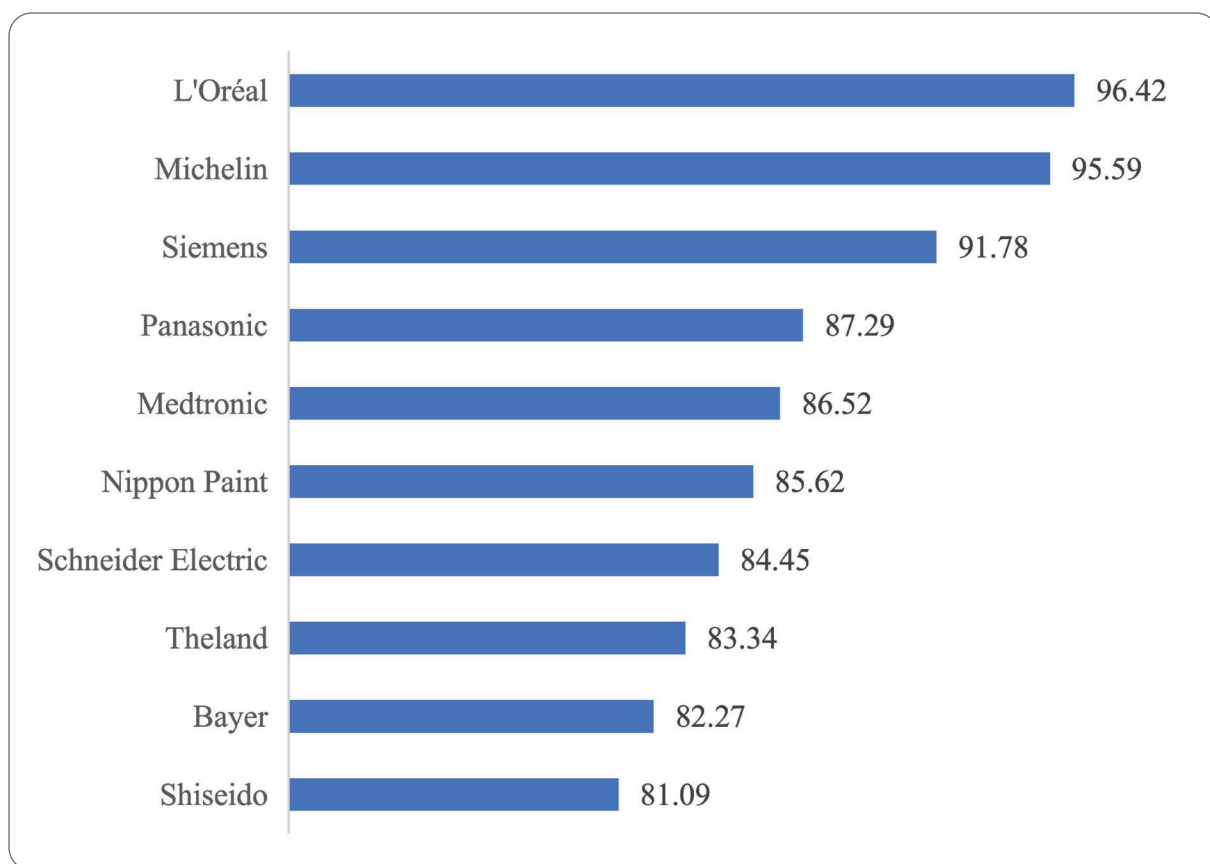


Figure 4.2: Top 10 exhibitors with communication influence at the 7th CIIE

Data description: Exhibitors' Important Communication Influence Index (EICII) is an indicator based on comprehensive online communication data, presenting the exhibitors' communication effectiveness in important media channels. The data is sourced from the People's Daily Online Public Opinion Data Center database, comprising five monitoring sites: "Central-level newspapers," "Central-level news websites," "Central-level news Apps," "TV videos," and "traditional videos," classified according to the "List of Internet News Information Source Units." In the calculation, data from the five monitoring sites are aggregated as important media coverage data. Through standardization with 100 as the maximum value, the EICII index is obtained.

L'Oréal ranks highest in popularity. An article from China Economic Net states that at this year's CIIE, L'Oréal has introduced several products making their debut in China and globally. Jean-Paul Agon, chairman of L'Oréal Group, mentioned, "L'Oréal has evolved from an exhibitor at the CIIE to an 'investor,' and further upgraded to a 'partner.' The 'spillover effect' of the CIIE has been instrumental in our development, strengthening our confidence in the Chinese market and driving us to continuously increase our investment in China." Agon also mentioned that L'Oréal has already reserved its "ticket" for the 8th CIIE.

Michelin ranks second in popularity. An article from People's Daily reports that the representative of Michelin, which participated in the CIIE for the fourth time, expressed that through the CIIE, Michelin can more directly and extensively understand customer and consumer needs, drive the implementation of innovative outcomes, and collaboratively build a greener, more efficient, and smarter industrial ecosystem.

Siemens ranks third in popularity. An article from Xinhua Daily Telegraph mentions that in terms of enhancing the level and resilience of the industrial supply chain, Siemens' answer lies in "digital-real integration." Xiao Song, global executive vice president of Siemens and chairman of Siemens China, stated that through deep integration of the digital and real worlds,

it is possible to effectively shorten the research and development cycle, save costs, and increase production capacity.

Panasonic ranks fourth in popularity. An article from Xinhua Daily Telegraph reports that Tetsuro Homma, executive vice president of Panasonic Holdings Corporation and group chief executive for China and Northeast Asia, mentioned that China is one of the most important overseas markets for Panasonic. Over the past three years, Panasonic Group has continuously increased its investment in China, establishing a total of 17 new bases. Benefiting from China's high-level opening-up, especially in terms of institutional openness, Panasonic has been able to concentrate its production capacity in China to better serve its global production network.

Medtronic ranks fifth in popularity. An article from People's Daily mentions that this year Medtronic is focusing on medical fields such as cardiology, vascular, surgical, and neuroscience, showcasing seven new products at the 7th CIIE. Alex Gu, senior vice president of Medtronic, stated that the strong "spillover effect" of the CIIE platform has accelerated the entry of innovative medical products into the Chinese market and facilitated broader dissemination of cutting-edge medical technologies through the CIIE.

3.Top 10 exhibitors with communication influence in each of the six exhibition areas and the Innovation Incubation Special Section

Analyzing the media coverage given to exhibitors in the six exhibition areas of the 7th, the top 10 exhibitors with the highest communication heat were identified as follows:

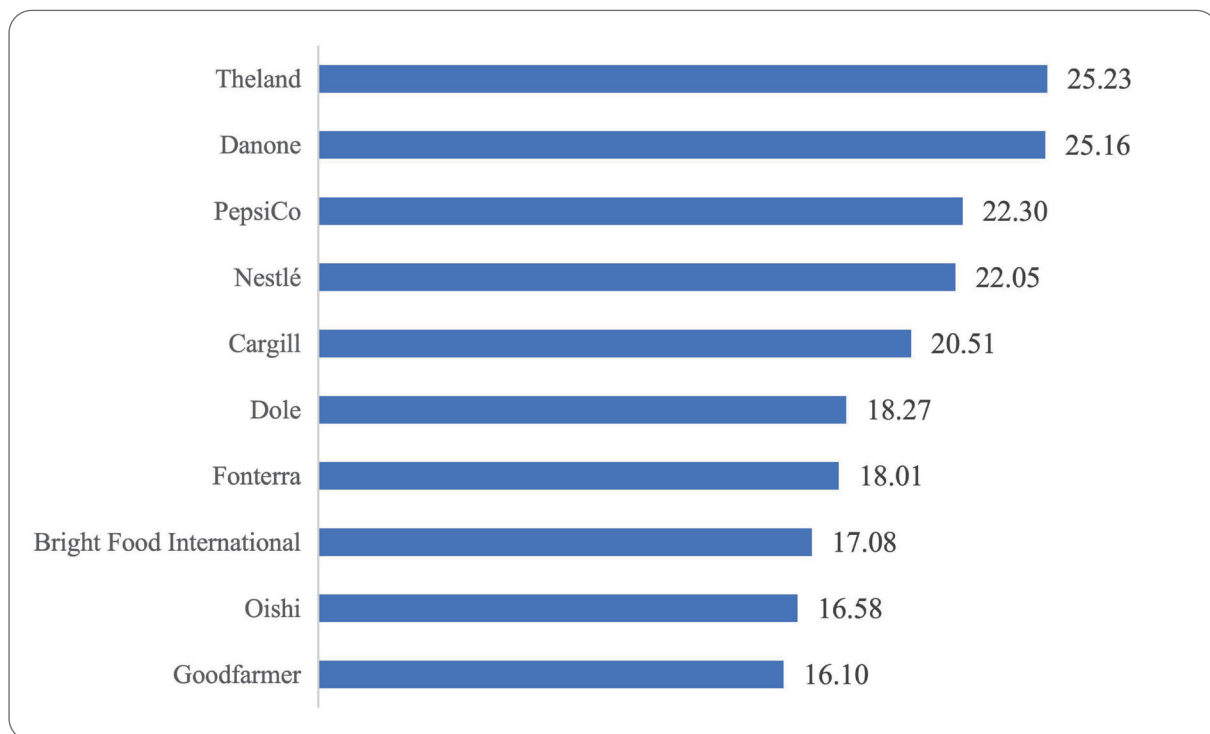


Figure 4.3: Top 10 exhibitors with communication influence in the Food and Agricultural Products Exhibition Area

In the Food and Agricultural Products Exhibition Area, Theland ranks first with a popularity score of 25.23. An article in the People's Daily Overseas Edition pointed out that Shen Wenhao, CEO of Theland Asia Pacific Region, introduced that this year the company's booth focused on green and low-carbon themes, launching the 4.0A2 full-chain low-carbon milk. This milk has achieved carbon reduction in areas such as pasture sources, transportation, and factory processing throughout the entire chain, for example, by using hydrogen-powered milk tankers, making it more environmentally friendly.

Danone ranks second with a popularity score of 25.16. An article in Economic Daily mentioned that Danone, which has participated in the CIIE for seven consecutive sessions, has newly established an open research center in the Chinese market and invested in two specialized nutrition factories. At this year's CIIE, Danone released the world's first infant formula milk powder containing "3D MFGM" - the Aptamil ESSENSIS NEO series.

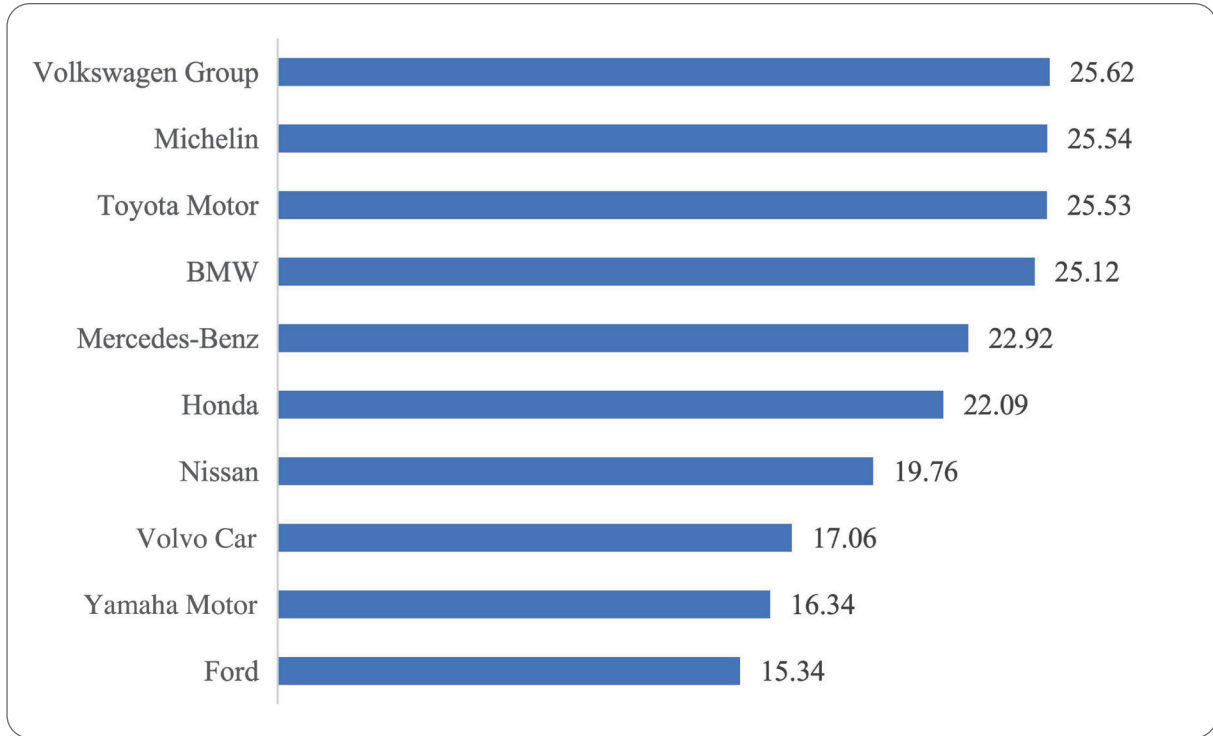


Figure 4.4: Top 10 exhibitors with communication influence in the Automobile Exhibition Area

In the Automobile Exhibition area, Volkswagen Group ranks first with a popularity score of 25.62. An article in the International Financial News stated that Volkswagen Group, a seven-time CIIE participant, showcased six innovative pure electric models and one classic fuel model under the theme "40 Years Volkswagen in China, Never Stop" with its brands under Volkswagen, Audi, and Porsche.

Michelin ranks second with a popularity score of 25.54. An article in Guangming Daily mentioned that at the 7th CIIE, Michelin introduced green tires with a sustainable material composition of up to 71%, making their Asian debut. This initiative continues Michelin's "sustainable story" with the CIIE.

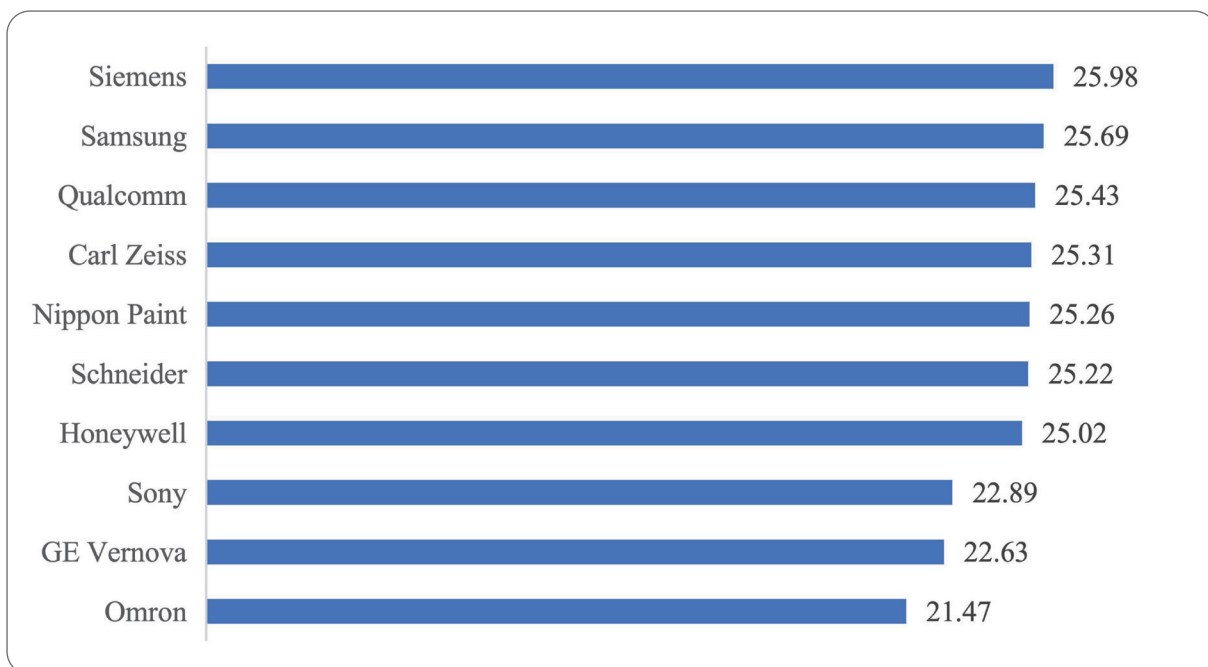


Figure 4.5: Top 10 exhibitors with communication influence in the Intelligent Industry and Information Technology Exhibition Area

In the Intelligent Industry and Information Technology Exhibition Area, Siemens ranks first with a popularity score of 25.98. According to People's Daily, at the Siemens booth in the Intelligent Industry and Information Technology Exhibition Area, a cocktail-making robot recommended a drink to customers through voice interaction. In less than two minutes, it was prepared by a robotic arm. This showcased Siemens' "Workflow Canvas" tool kit, demonstrating industrial process automation capabilities through robot-assisted soft drink mixing.

Samsung ranks second with a popularity score of 25.69. Xinhua News Agency reported that tech giant Samsung has participated in the CIIE for seven consecutive years. At the 7th CIIE, with "AI for All" as its core concept, Samsung showcased its latest innovations in various fields such as smart home, display technology, and semiconductor technology, demonstrating its determination and strength in continuously deepening its presence in the Chinese market and promoting industrial upgrading.

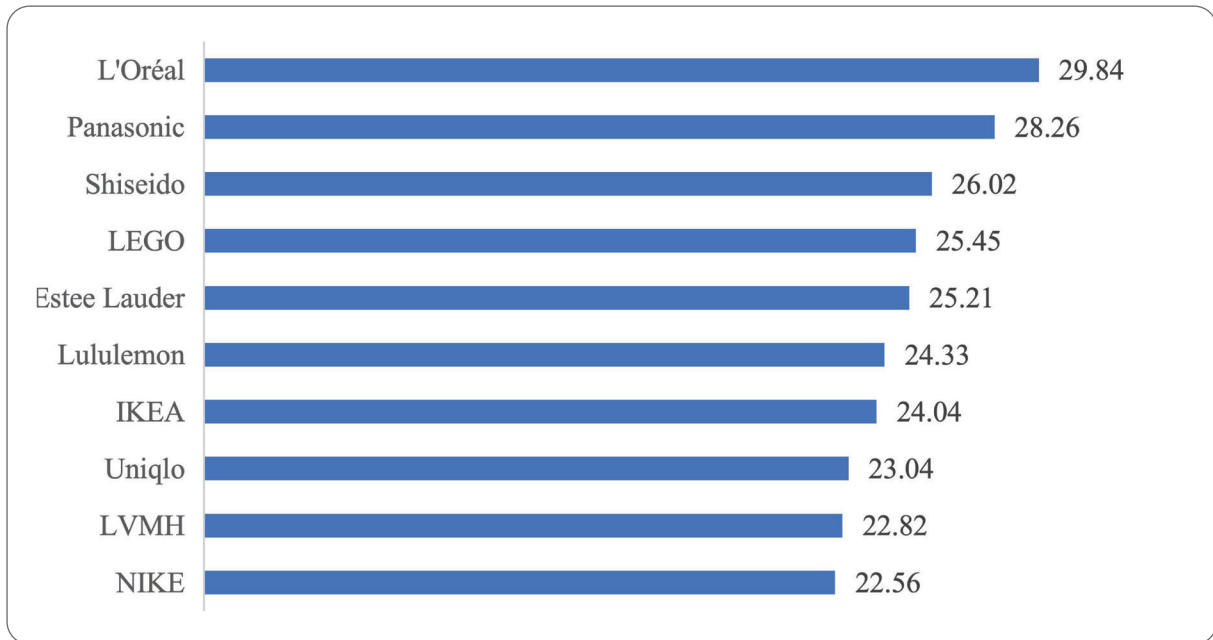


Figure 4.6: Top 10 exhibitors with communication influence in the Consumer Goods Exhibition Area

In the Consumer Goods Exhibition Area, L'Oréal ranks first with a popularity score of 29.84. An article from People's Daily Overseas Edition pointed out that at this year's CIIE, L'Oréal's main booth showcased over 220 exhibits from 21 brands, including new beauty technology, new products from various brands, and the latest research results in group skin science. Nicolas Hieronimus, CEO of L'Oréal, stated that L'Oréal continuously introduces updated technologies and better products based on the needs of Chinese consumers, which is also a significant reason for establishing our research and development center in China.

Panasonic ranks second with a popularity score of 28.26. According to an article from Global Times, at the 7th CIIE, Panasonic adopted the slogans "Guardian Care Without Boundaries, Body and Mind at Ease" and "Green Intelligence Manufacturing, Creating the Future" to showcase its fruitful achievements in the three main pillars of business: health intelligent living spaces, mobility, and smart manufacturing. Through high-quality, delicate, and sleek booth designs, Panasonic comprehensively presented its accomplishments in these areas.

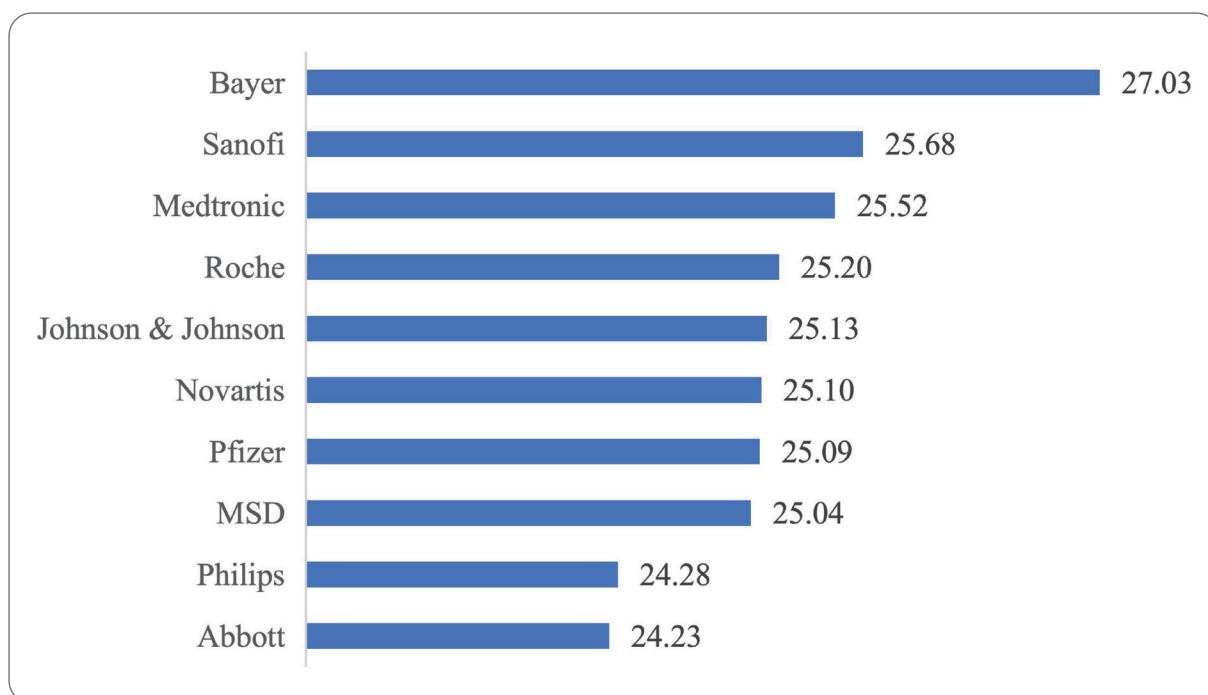


Figure 4.7: Top 10 exhibitors with communication influence in the Medical Equipment and Healthcare Products Exhibition Area

In the Medical Equipment and Healthcare Products Exhibition Area, Bayer ranks first with a popularity score of 27.03. An article on People's Daily Online mentioned that life science company Bayer set a new record for the total exhibition area of its booth, showcasing innovative products and solutions in the fields of cardiovascular, ophthalmology, oncology, and women's health to bring more hope to patients.

Sanofi ranks second with a popularity score of 25.68. An article in China Youth Daily pointed out that the French company Sanofi presented its global R&D pipeline containing 12 potential blockbuster products and seven revolutionary innovations in the field of immunology at the 7th CIIE. Their star product in the field of immune inflammation, Dupixent, debuted with a new indication for chronic obstructive pulmonary disease (COPD).

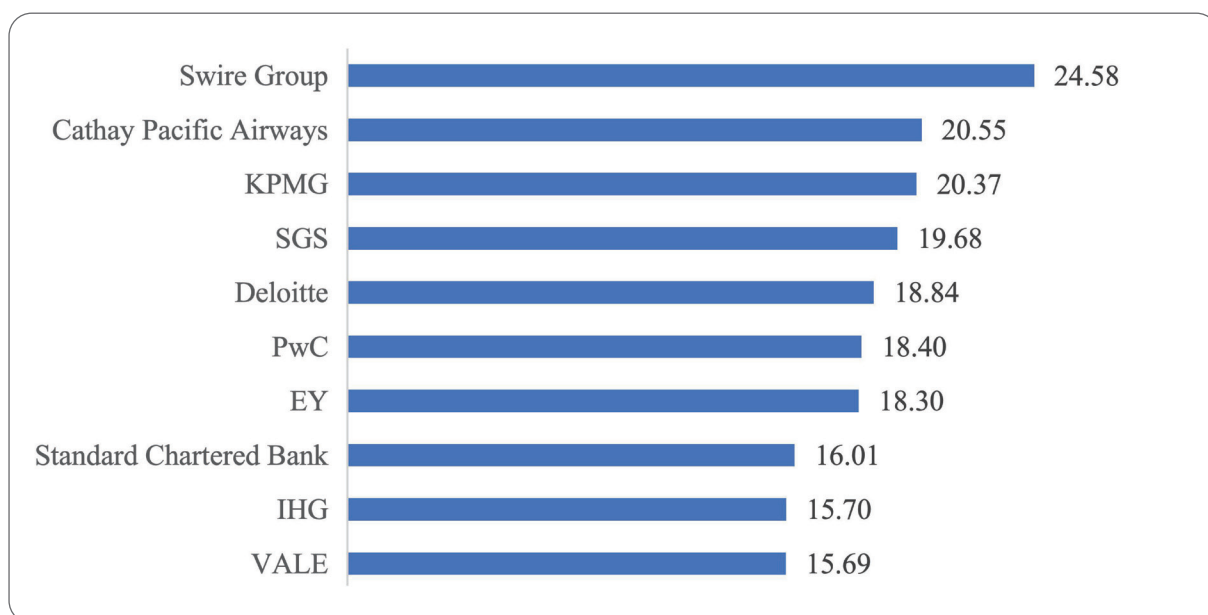


Figure 4.8: Top 10 exhibitors with communication influence in the Trade in Services Exhibition Area

In the Service Trade Exhibition Area, Swire Group ranks first with a popularity score of 24.58. An article in Xinhua Daily Telegraph referred to Swire Group as the "newcomer of CIIE," making its debut this year by showcasing several new investment projects in the Chinese mainland, including "Beijing Taikoo Li".

Cathay Pacific Airways ranks second with a popularity score of 20.55. An article in China Tourism News pointed out that during the CIIE, Cathay Pacific Airways brought its "Cathay Business" and "Premium Economy Class" cabins to the event, allowing both Chinese and foreign visitors to experience comfortable airline seats. The general manager of customer experience and design at Cathay Pacific Airways stated that in the future, the "Cathay Business" cabin will gradually be introduced on other routes and long-haul flights, with continuous innovation in onboard signature meals, aiming to transform Cathay Pacific flights into a showcase for high-quality Chinese products.

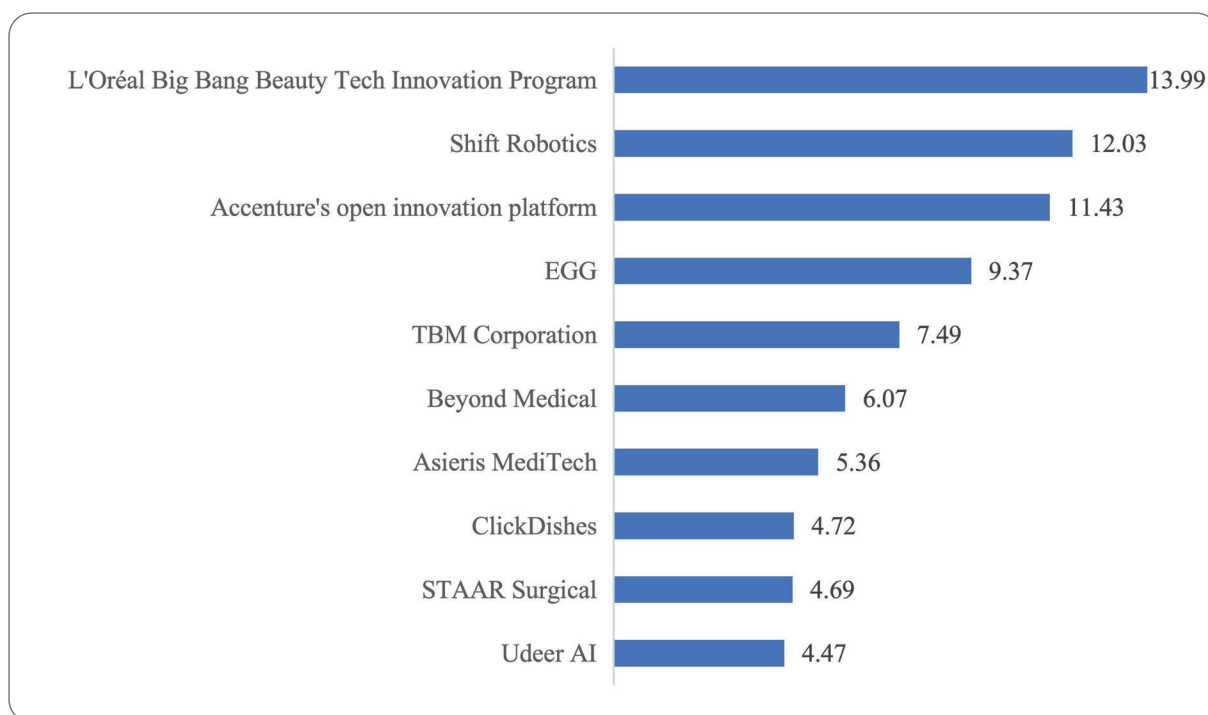


Figure 4.9: Top 10 exhibitors with communication influence in the Innovation Incubation Special Section

In the Innovation Incubation Special Section, L'Oreal ranks first with a popularity of 13.99. According to an article by Xinhua News Agency, as an international innovation platform integrating project displays, capital connections, and market expansion, the scale of the Innovation Incubation Special Section at this CIIE has achieved new breakthroughs. For the first time, it focuses on curating four major tracks: digital economy, green low-carbon, life sciences, and manufacturing technology, showcasing approximately 360 innovative projects. At this CIIE, L'Oreal exhibited over 220 items from 21 brands, including new beauty tech and skincare science research results from multiple brands, demonstrating a strong confidence in the Chinese consumer market through concrete actions.

Shift Robotics ranks second with a popularity of 12.03. According to an article by People's Daily, in the Innovation Incubation Special Section, the US startup Shift Robotics made its debut, showcasing the smart power shoes "Moon walker". These shoes use intelligent algorithms to adapt to the user's walking gait, enabling faster and more effortless walking.

4. Top 30 overseas organizations with communication influence at the 7th CIIE

Overseas exhibitor organizing institutions are an important force in the Enterprise and Business Exhibition of the CIIE. At the 7th CIIE, nearly 70 institutions and agencies organized nearly 1,500 small and medium-sized enterprises to participate, with an exhibition area exceeding 47,000 square meters. The exhibition area for small and medium-sized enterprises has increased compared to the previous session. Among them, approximately 100 companies from 30 of the least developed countries continued to enjoy free booth policies. Media coverage from various angles has been enthusiastic and positive. By collecting information from various channels, the communication popularity of the top 30 exhibitor organizing institutions in this section has been calculated, as detailed below:

Table 4.2: Top 30 exhibition groups with communication influence at the 7th CIIE

No.	Institution	Popularity
1	The American Chamber of Commerce in Shanghai	★★★★★
2	Singapore Business Federation	★★★★★
3	Japan External Trade Organization	★★★★★
4	The Associated Chinese Chambers of Commerce and Industry of Malaysia	★★★★★
5	The Standard Bank of South Africa Limited	★★★★★
6	Swiss Centers Group	★★★★★
7	State of Mato Grosso	★★★★★
8	Russian Export Center	★★★★★
9	PortugalFoods	★★★★★
10	Innovation Norway	★★★★★
11	Korea International Trade Association	★★★★★
12	Hong Kong Trade Development Council	★★★★★
13	Venture Cup China	★★★★★
14	Thai-Chinese Chamber of Commerce	★★★★★

15	Ghana Export Promotion Authority	★★★★★
16	China Chamber of Commerce in New Zealand	★★★★★
17	Canada International Trade Promotion Society	★★★★★
18	Confederation of Danish Industry	★★★★★
19	Vietnam Trade Promotion Agency under the Ministry of Industry and Trade	★★★★★
20	International Trade Centre (Vietnam Trade Promotion Agency)	★★★★★
21	The Australian Trade and Investment Commission	★★★★
22	Brazilian Trade and Investment Promotion Agency	★★★★
23	Akademie Deutscher Weltmarktführer ADWM	★★★★
24	Department of Jobs, Skills, Industry and Regions	★★★★
25	Instituto de Promocao de Carne Bovina da Argentina (IPCVA)	★★★★
26	Ruokatieto Yhdistys ry	★★★★
27	Belarusian Chamber of Commerce and Industry	★★★★
28	Chinese Chamber of Commerce in Italy	★★★★
29	INSTITUTO NACIONAL DE CARNES (INAC) - URUGUAY	★★★★
30	Moscow Department of External Economic and International Relations	★★★★

5. Top 30 full-attendance exhibitors with communication influence at the 7th CIIE

The "full-attendance exhibitors" at the 7th CIIE have attracted attention, reflecting the enduring confidence of foreign businesses in the Chinese economy. According to People's Daily, the Enterprise and Business exhibition continues to maintain an enormous scale of over 360,000 square meters, with 3,496 exhibitors from 129 countries and regions participating. Among them, 297 exhibitors are Fortune Global 500 and industry leaders, reaching a historic high. A total of 186 enterprises and institutions have become "full-attendance exhibitors" for all seven editions, showcasing the new heights of openness at the 7th CIIE. The Top 30 Full-attendance Exhibitors with Communication Influence are as follows:



Figure 4.10: Top 30 full-attendance exhibitors with communication influence at the 7th CIIE



Figure 4.11: Top 30 full-attendance exhibitors with communication influence at the 7th CIIE

(III) Exhibits

At the 7th CIIE, a multitude of new products made their debut. This year, multinational enterprises brought 450 new products, technologies, and services for their first unveiling, including over 100 global premieres, 40 Asia debuts, and more than 200 first-time showcases in China, actively supporting the "debut economy" and igniting new consumer momentum. People's Daily, Xinhua News Agency, CCTV, Guangming Online, and other media outlets provided multi-faceted coverage. A range of products representing the development direction of new quality productive forces premiered, spanning various cutting-edge technological fields such as medical devices, high-end equipment, advanced agricultural technologies, and the low-altitude economy.

1. Top 50 exhibits by communication popularity at the 7th CIIE

By reviewing the attention given by media to various products, the communication popularity of the top 50 exhibited products in fields mainly related to healthcare, energy, technology, and other areas has been statistically compiled. The specifics are as follows:

Table 4.3: Top 50 exhibits by communication popularity at the 7 th CIIE			
No.	Exhibit	Exhibitor	Popularity
1	Moon Rover non-inflatable Tires	Michelin	47.51
2	World's first smart power shoes that allow people to walk at running speed - "Moon walker"	Shift Robotics	36.08
3	"Asia's debut" direct air capture (DAC) technology model	GE Vernova	35.75
4	Snapdragon 8 Elite	Qualcomm	31.45
5	Global debut of Nippon Paint photocatalytic coating	Nippon Paint	31.18
6	VE25-100 eVTOL (electric vertical takeoff and landing aircraft) 1:1 cabin	Essence Value	28.33
7	71% sustainable material tires	Michelin	26.65
8	First offline exhibition of intelligent cockpit simulator driven by high-performance local electronic electrical architecture CEA	Volkswagen	25.64
9	"AirLight Pro" optical hair dryer	L'Oreal	23.64
10	First display of cutting-edge technology in the green and low-carbon field with recyclable fan blades as carriers	Siemens Energy	23.14

11	World's first "dual ultra-high field" top research MRI platform	Siemens Healthineers	23.06
12	China's debut of "micro brain imaging" high-end research MRI SIGNA MAGNUS	GE Healthcare	22.42
13	Millimeter wave radar transceiver	Shuji Kondoh	22.24
14	world's first once-weekly basal insulin Awiqli®(insulin icodec)	Novo Nordisk	21.77
15	Aptamil Essensis Neo	Danone	21.57
16	World's First Dual Chamber Leadless Pacemaker System, AVEIR DR	Abbott	20.77
17	new-generation intravascular ultrasound system, AVVIGO+ MAH	Boston Scientific	20.20
18	Bartender robot	Siemens	19.79
19	Global debut of Helena Rubinstein's new beauty device	L'Oreal	19.53
20	Recyclable high-performance running shoes "Nimbus Mirai"	ASICS	18.69
21	Electric three-wheeled concept car TRICERA	Yamaha Motor	18.57
22	MITRIS RESILIA mitral valve	Edwards Lifesciences	17.76
23	three new generation commercial aircraft models A220, A330neo and A350	Airbus	16.74
24	semiconductor gas detector Midas S1	Honeywell	16.71
25	MAZOR XC spine surgery smart surgical robot	Medtronic	16.64
26	Vehicle-mounted electric compressor	Panasonic	16.29
27	4.0 high-protein high-calcium multivitamin milk powder	Theland	16.10
28	Global premiere of next-generation transcatheter aortic valve replacement system Evolut FX+	Medtronic	15.50
29	OLAY wrinkle black tube essence	Procter & Gamble	15.13
30	Global premiere of low-carbon high-performance pressure transmitter P-500 series products	ABB	14.46

31	Multi-purpose premium paper Paperline Green	Asia Pulp & Paper (APP)	13.68
32	ACUVUE® OASYS MAX MULTIFOCAL contact lenses	Johnson & Johnson	13.49
33	Precision nylon grinding disc for rough machining	3M	13.42
34	FORPHEUS table tennis robot	Omron	13.39
35	Floor tactile feedback technology	Sony	12.92
36	Radiosurgery robot ZAP-X	Synopsys	12.68
37	Paper film transplanter	Mitsubishi Heavy Industries	12.48
38	bZ3 all-electric welfare car model	Toyota	11.94
39	All-New Modoo Smart Passive Fetal Monitor	E3A Healthcare	11.48
40	Integrated simulation OR1 operating room	Karl Storz	10.89
41	Malaysian Musang King durian	Joyvio	10.67
42	"Magnetic knife" new V2 model	Fosun Pharma	10.30
43	World's first targeted nerve regulation weight loss bracelet	Beyond Medical	9.49
44	New type of maskless exposure device	Nikon	8.81
45	108-inch micron-level transparent self-luminous display (transparent MicroLED)	Samsung	8.55
46	Happiness brain pressure management system	Air Nutri Solution	8.11
47	High-warmth mainland China limited edition ice and snow down jacket	Uniqlo	7.97
48	Three-dimensional snapshot monitoring system	Hexacon	7.91
49	Dupilumab Solution for injection	Sanofi	7.70
50	New Ultimune Power Infusing Serum	Shiseido	7.58

2. Top 30 most watched new product launch events at the 7th CIIE

By sorting out the attention status of various media on all exhibited products, the dissemination popularity of the top 30 new product launch events has been statistically compiled, primarily focusing on fields such as food, healthcare, beauty, and more. The Specifics are as follows:

Table 4.4: Top 30 most watched new product launch events at the 7 th CIIE		
No.	New Product Launch Events	Popularity
1	Launch of New Product Series in China by Yamaha Motor Co., Ltd.	28.61
2	Theland 4.0 Product Portfolio Upgrade & Global Launch of 4.0 A2 Full-Supply -Chain Low-Carbon Milk	23.69
3	Smart Technology Shapes A Cleaner and Joyful Life: Global & Asian Launch of Kärcher New Products	22.29
4	Global Debut at the CIIE of the World's First Weekly Insulin Injection, Novo Nordisk's Insulin Icodec, in China	19.79
5	Michelin 71% Sustainable Material Tire Asia Premiere	18.51
6	Alcon Eye Care Products Launch	18.42
7	World's first-ever Random Controlled Research with Plano Spectacle Lenses Designed for Myopia Prevention – Using Essilor® Stellest™ Lenses	17.28
8	Global Premiere of Varian Innovative Solution of Hyperfractionated Radiotherapy for Breast Cancer Guided by Surface Optics	17.04
9	World Debut of "Double Ultra-High Field" Research MRI Platform from Siemens Healthineers	15.84
10	Debut of Sanofi New Products in Immunology	15.75
11	KOSÉ Unveils Customized Beauty Product Service Powered by iPS Cell Research - Global Launch	14.79
12	Miraculous Innovation of Hair Treatment! Pantene launches NEW Pro-Vitamin Essence in China	14.16
13	Panasonic Releases Habitat Experiment Results for the First Time in the World to Contribute to Better Life	13.91

14	World Premier of Takeda's Hemophilia B Gene Therapy	13.56
15	China Debut of ASICS NOVABLAST 5 Running Shoe	12.30
16	Protein Shake (Lychee & Rose Flavor): Herbalife's First Protein Shake with Real Rose Petals	12.08
17	Bausch + Lomb Makes Its Grand Debut with Three Innovative Products at the China International Import Expo!	11.99
18	ABBOTT LAUNCHES FREESTYLE LIBRE 2 CONTINUOUS GLUCOSE MONITORING SYSTEM AND DELIVERS GLUCOSE RELIABILITY AND ACCURACY FOR DIABETES CARE	11.56
19	HEXAGON High Reflective Defect Detection Solutions Global Launch	11.39
20	The Asia's First Launch of TEMPUR Form™	10.92
21	Global Debut: PwC Gen-AI Application Accelerator Platform Solution	10.61
22	Johnson & Johnson Showcases Healthcare Innovations at the 7 th CIIE	9.79
23	DuPont Series New Products China Premiere	8.79
24	NEUEMANN KLINIK The Integrated Solution For "Active Health And Aging Technology Response", Encompassing Evaluation, Intervention, And Assessment Of Chronic Disease Exercise Intervention - Global Launch	8.76
25	2024 [Mootaa & CIIE] Co-branded Concentrated Gel Pipe Unclogging Agent Global Debut	7.73
26	Eucerin Spotless Brightening Pro Aesthetic Crystal Booster Serum (2.0) & Range Global Debut	7.70
27	Global Launch of Joyvio Snow Mountain Cherries and Joyvio Malaysia Musang King Durian	7.26
28	FANCL Group New Products Launch Event	7.13
29	Huawei x Johnson TX-5C Global Launch Event	6.33
30	The Cultural Elegance Pavilion: A Spirit of Transmission by Richemont	5.83

(IV) Trade Missions

According to Xinhua Daily Telegraph, a total of 39 government trade missions and four industry trade missions, totaling 780 sub-missions, attended the event for procurement, targeting high-quality products and services worldwide, and are looking forward to returning with fruitful results. The top 10 trade missions with the most significant communication influence are as follows:

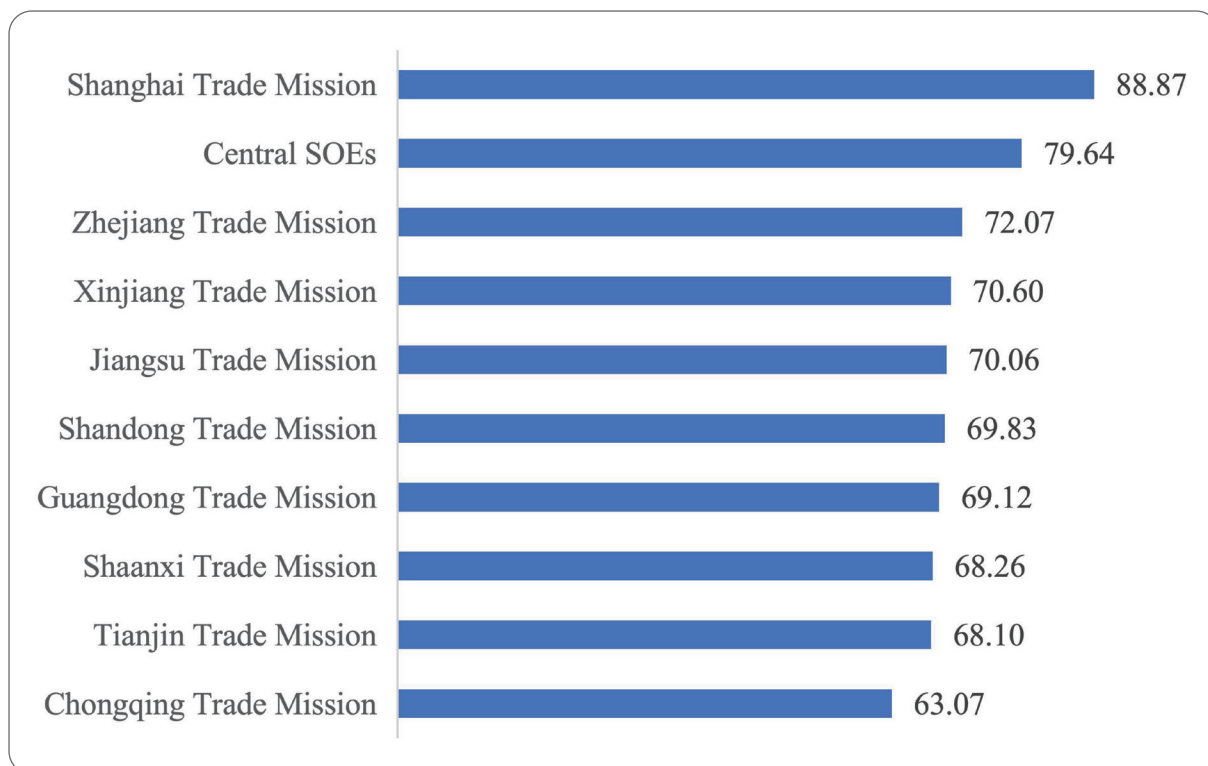


Figure 4.12: Top 10 trade missions with communication influence at the 7th CIIE

Shanghai Trade Mission stands out in popularity. People's Daily app reported that on the opening day of the 7th CIIE, the Shanghai Trade Mission held its first-day activities at the National Exhibition and Convention Center (Shanghai). HIWIN Motion Control and System Technology, as a buyer, signed a procurement order with exhibitor Hiwin Technologies Corp, marking the first successful deal in Qingpu at the 7th CIIE. According to The Paper, the Shanghai Trade Mission at this CIIE achieved a record high in on-site procurement transactions, forming a procurement alliance that covers both online and offline channels. The alliance, composed of cross-border e-commerce, retailers, trade service providers, and exhibition and sales platforms, had a total of over 110,000 purchasers.

Central State-Owned Enterprises (SOEs) garner attention with significant procurement. An article in the People's Daily Overseas Edition titled "Central SOEs continue to place orders at CIIE" highlights the procurement trends among Central SOEs at this year's event. Officials from the State-owned Assets Supervision and Administration Commission of the State Council outlined three key features of this year's procurement list: a strong emphasis on technological innovation, a further diversification of high-end, intelligent, and eco-friendly product categories, and a strategic focus on ensuring security

through procurement agreements for essential bulk commodities like oil, gas, minerals, wheat, and soybeans to guarantee a stable supply of food and energy resources. In alignment with the goal of enhancing quality of life, Central SOEs have increased their purchases of premium daily consumer goods, food and agricultural products, medical devices, and healthcare items. The Xinhua News Agency's piece, "Central SOEs elevate standards through CIIE procurement," reveals that approximately 2,000 industry professionals from nearly 1,400 Central SOEs and their subsidiaries will participate in the event for networking, negotiations, and purchases. The procurement strategy of Central SOEs underscores the importance of "enhancing quality through innovation," with a focus on incorporating advanced technological elements.

With a particular focus on high-end equipment, new materials, marine engineering technologies, biotechnology, and other forefront sectors, 35 Central SOEs will dispatch 57 professional teams to explore the expo. These teams will pay special attention to the debut and presentation of groundbreaking products for in-depth professional scrutiny, leveraging global innovative resources to foster deeper collaborations in technological innovation and drive the successful transformation of scientific achievements.

05. Communication of Hongqiao International Economic Forum

(I) "Openness, International, Interactive, High-end, Professional" are high-frequency buzzwords

The 7th Hongqiao International Economic Forum (hereinafter referred to as HQF) continues to champion openness, emphasizing its role in "promoting global openness and cooperation and improving global economic governance". 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" were organized at the 7th HQF.

In terms of overall communication, approximately 70,000 related reports about this edition of the HQF were generated, resulting in five major buzzwords:

Buzzword 1: "Openness." Reports such as "Premier Li Qiang attends the opening ceremony of the 7th China International Import Expo and Hongqiao International Economic Forum and delivers a keynote speech" and "The '*World Openness Report 2024*' highlights China's significant achievements in expanding its opening-up" garnered the highest news coverage. Phrases like "high-level opening up," "economy," and "inclusive" became frequent buzzwords in media coverage. Central-level news media such as People's Daily, Xinhua News Agency, CCTV News, Guangming Daily, and Economic Daily collectively published over 260 related reports. CCTV News app aired the multimedia interview program "Hongqiao Global Perspectives", where hosts engaged in in-depth discussions with political, business, and academic guests from various sectors of the 7th HQF, attracting widespread attention.

Buzzword 2: "International." Regarding the involvement of international organizations, parallel sessions jointly hosted by organizations such as the UN Trade and Development (UNCTAD), the United Nations Industrial Development Organization (UNIDO), United Nations International Children's Emergency Fund (UNICEF), United Nations Population Fund (UNFPA), and the World Intellectual Property Organization (WIPO) received active coverage from multiple media outlets. Regarding foreign guests, several foreign political dignitaries and leaders of international organizations participated in exchanges, and their viewpoints were widely reported by the media. International hot topics such as new energy storage and artificial intelligence garnered significant attention. Regarding foreign media coverage, numerous well-known international media outlets such as Reuters, Associated Press, TASS, Bloomberg, The Wall Street Journal, Financial Times, Le Figaro, and Ta Kung Pao extensively covered the opening ceremony of the 7th CIIE and HQF.

Buzzword 3: "Interactive." The CIIE & HQF GALA has established a high-end dialogue and exchange platform for the international political, business, academic, and media communities, facilitating interactive communication and cooperation for attendees. CCTV News featured reports like "Special Report: When Chinese Opportunities Knock" and "Guests Arriving Successively for the Imminent Opening Ceremony," while CGTN showcased "China International Import Expo: A behind-the-scenes glimpse of the CIIE opening ceremony gala." An article on the People's Daily app highlighted the enhanced nature of this year's CIIE & HQF GALA, emphasizing the creation of a "social golden period" for pre-opening ceremony interactions. By leveraging the collective expertise of guests from political, business, and academic realms, a communication platform was forged to delve into trade

and investment prospects. The event garnered over a thousand posts, and related Weibo topics accumulated over 140,000 views.

Buzzword 4: "High-end." The flagship report "*World Openness Report 2024*" and other related professional reports have provided beneficial references and cutting-edge guidance for various industries, attracting high attention from media outlets at all levels. Seven top scholars such as Nobel, Turing Award and Fields Medal Laureates spoke at the parallel sessions, garnering significant attention from media. The speakers also included leaders of international organizations, international industry associations, Fortune Global 500 companies and industry leaders, academicians, and chief experts of think tanks, effectively highlighting the dissemination effect and expanding the influence of the HQF.

Buzzword 5: "Professional." Multiple high-quality parallel sessions delve into specific topics and fields, showcasing heightened professionalism and depth. The HQF also fully leveraged its unique advantage of being held in tandem with the CIIE, innovatively launching group tour activities for forum guests to explore the expo. The innovative settings and formats foster mutual enhancement between the "exhibition" and the "forum," enabling two-way empowerment and stimulating in-depth discussions on industry topics across diverse sectors. CCTV's "Xinwen Lianbo" aired a news segment titled "Multiple Parallel Sessions held at the 7th CIIE Hongqiao International Economic Forum," featuring six parallel sessions such as "Industrial Development and Sustainable Cities: Innovative and Inclusive Synergy Strategy" and "Sustainable Development of Global South and China-Africa Cooperation." Media outlets like Xinhuanet live-streamed several parallel sessions, among which parallel session on "Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading" drew over 2 million views.

Based on the specific communication outcomes, the Press Release and International Symposium on *World Openness Report 2024*, the "Invest in China" — Special Event Presenting Pilot Free Trade Zones, and the parallel session on "Sustainable Development of Global South and China-Africa Cooperation" ranked among the top three. Each event attracted attention from different perspectives, achieving significant communication effects.

Table 5.1: Communication influence of parallel sessions at the 7th Hongqiao International Economic Forum

No.	Parallel sessions	Popularity
1	Press Release and International Symposium on <i>World Openness Report 2024</i>	★★★★★
2	"Invest in China" — Special Event Presenting Pilot Free Trade Zones	★★★★★
3	Sustainable Development of Global South and China-Africa Cooperation	★★★★★
4	Artificial Intelligence Empowering New Industrialization	★★★★★
5	A Shared Silver Economy: New Opportunities in an Aging Society	★★★★★

6	Sustainable Trade amid Climate Change	★★★★★
7	Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading	★★★★★
8	Deepening Cooperation on Industrial and Supply Chains for High-Quality Development of Enterprises	★★★★★
9	China and 30 Years of the WTO: History and Evolution	★★★★★
10	Further Improving the Capacity of the Hongqiao International Opening-up Hub and Fully Fostering New Quality Productive Forces	★★★★★
11	International Cooperation on Standards for High-Quality Development of the Manufacturing Industry	★★★★★
12	The Future of Global New Energy Vehicles	★★★★★
13	Digital Finance Boosting Global Economic and Trade Development	★★★★★
14	Globalization and Youth Development: Creating A Shared Better Future	★★★★★
15	Pudong and the World: High-Standard Institutional Opening-Up for New Development Opportunities	★★★★★
16	New Energy Storage Driving Future Energy Transformation	★★★★★
17	Industrial Development and Sustainable Cities: Innovative and Inclusive Synergy Strategy	★★★★★
18	International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting	★★★★★
19	High-standard Opening up of Financial Sector Promoting High-Quality Development of Trade and Investment	★★★★★
20	Global Drug Safety Governance and China's Drug Regulatory Innovation	★★★★★

(II) Topics of parallel sessions and guests’ viewpoints ignite coverage hits

1. Press Release and International Symposium on *World Openness Report 2024*

As one of the parallel sessions of the 7th HQF, the Press Release and International Symposium on *World Openness Report 2024* took place on November 5, 2024, at the National Exhibition and Convention Center (Shanghai) and featured the continued release of the *World Openness Report*, the flagship publication of the HQF, alongside the World Openness Index. The event aimed to provide valuable insights and recommendations for advancing a universally beneficial and inclusive economic globalization, contributing Chinese wisdom to building an open world economy. The conference was hosted by the Institute of World Economics and Politics of the Chinese Academy of Social Sciences and the Research Center for Hongqiao International Economic Forum.

Press Release and International Symposium on <i>World Openness Report 2024</i>			
Popularity	★★★★★		
Buzzwords	Openness	Science	International
	Authority	Index	Nobel Prize in Economics
Prominent Media	People's Daily Overseas Edition, Xinhuanet, CCTV, China Economic Network, etc.		
<p>Selected Reports:</p> <p>People's Daily Overseas Edition published an article titled "Expanding Cooperation List, Growing Open Cake," stating that during the current China International Import Expo, the HQF released the "<i>World Openness Report 2024</i>" to the public. The report highlights China's significant achievements in expanding its openness. From 2008 to 2023, China's openness index increased from 0.6789 to 0.7596, a growth of 11.89%, ranking among the top globally. In 2023, China's openness index ranked 38th among 129 economies, up one place from 2022.</p> <p>China Economic Network published an article titled "Increasingly Strong 'Digital' Pulse, 'Green' Leadership Gradually Evident," stating that the "<i>World Openness Report</i>" shows that in 2023, the estimated world openness index was 0.7542, a decrease of 0.12% compared to the previous year and a 0.38% decrease from 2019, indicating a noticeable trend of oscillating contraction. The world's social openness index increased by 1.7%, but the economic openness index decreased by 0.2%, and the cultural openness index decreased by 2.4%.</p>			

2. "Invest in China" — Special Event Presenting Pilot Free Trade Zones

This event focused on representative industries developing new quality productive forces in the nine pilot free Trade Zones along the Yangtze River Economic Belt, including Shanghai, Jiangsu, Zhejiang, Anhui, Hubei, Hunan, Chongqing, Sichuan, and Yunnan Province. It aimed to provide a platform for enterprises, business associations, and free trade zones to deepen cooperation. During the event, the nine free trade zones jointly launched the "Initiative on Interactive Development of the PFTZs along the Yangtze River Economic Belt". The event was hosted by the Ministry of Commerce of the People's Republic of China.

"Invest in China" — Special Event Presenting Pilot Free Trade Zones			
Popularity	★★★★★		
Buzzwords	Investment in China	Yangtze River Economic Belt	Free Trade Zone
	Open Cooperation	Special Promotion	Initiatives
Prominent Media	Xinhua Daily Telegraph, China Economic Network, etc.		
<div>Selected Reports:</div> <p>Xinhua Daily Telegraph published an article titled "<i>Initiative for Coordinated Development of Yangtze River Economic Belt Free Trade Zones</i>", stating that the "<i>Initiative for Coordinated Development of Yangtze River Economic Belt Free Trade Zones</i>" has been launched. Promoting the coordinated development of free trade zones in provinces and cities along the Yangtze River is a key lever to better leverage the pioneering role of free trade zones in institutional innovation.</p> <p>China Economic Network published an article titled "Expanding Opening-up to Unleash Surging Energy," stating that Cecilia Ugaz Estrada, managing director of the Directorate of Strategic Planning, Programming at the United Nations Industrial Development Organization, expressed at an event that China is at the forefront of promoting open cooperation, injecting confidence into the global economy. The free trade zones have demonstrated positive effects, attracting global enterprises to invest in China.</p>			

3. Parallel Session on Sustainable Development of Global South and China-Africa Cooperation

The purpose of this session, themed as "Sustainable Development of the Global South and China-Africa Cooperation", is to convene policy makers and academia to discuss the challenges and constraints for the Global South in advancing sustainable development and reflect on the opportunities and policy strategies to achieve the 2030 Agenda, including through promoting South-South Cooperation. The parallel session was held by the Ministry of Commerce of the People's Republic of China and the UN Trade and Development (UNCTAD).

Parallel Session on Sustainable Development of Global South and China-Africa Cooperation			
Popularity	★★★★★		
Buzzwords	Southern Development	China-Africa Cooperation	South-South Cooperation
	Sustainable Development	Global South	Least Developed Countries
Prominent Media	People's Daily, Xinhua Daily Telegraph, china.com.cn, etc.		
<p>Selected Reports:</p> <p>People's Daily published an article titled "Building Open Consensus and Conveying Cooperation Confidence," stating that this year's HQF has set up a special parallel session on "Sustainable Development of Global South and China-Africa Cooperation," discussing the development opportunities and challenges faced by the Global South. Participants believe that China's concrete actions support the development of the Global South and provide experience and confidence for South-South cooperation.</p> <p>Xinhua Daily Telegraph published an article titled "How China-Africa High-level Cooperation Leads a New Chapter of Modernization in the Global South," stating that during the parallel session, participants discussed the challenges faced by the Global South in advancing the path of sustainable development and considered strategic opportunities to achieve the United Nations' 2030 Sustainable Development Agenda through promoting South-South cooperation.</p>			

4. Parallel Session on Artificial Intelligence Empowering New Industrialization

In the process of new industrialization, artificial intelligence (AI) technology, as a core driving force, deeply integrates advanced manufacturing technology, profoundly changing the face and means of the manufacturing industry. Against this backdrop, this session gathered prestigious scholars and business leaders from around the globe to conduct a comprehensive assessment of the current development of artificial intelligence, explore new industrial applications of artificial intelligence, and look ahead to the path of transformation towards high-end, intelligent, and green manufacturing. The parallel session is hosted by the Ministry of Industry and Information Technology and the Ministry of Commerce of the People's Republic of China.

Parallel Session on Artificial Intelligence Empowering New Industrialization			
Popularity	★★★★★		
Buzzwords	Artificial Intelligence	New Industrialization	AI
	Green	High-end	Data Model
Prominent Media	People's Daily, Xinhua News Agency, China News Service, etc.		
<p>Selected Reports:</p> <p>People's Daily reported that Irakli Nadareishvili, Deputy Minister of Economy and Sustainable Development of Georgia, stated that artificial intelligence brings industry innovation, economic growth, and improvements in people's livelihoods. In the future, it is necessary to improve relevant infrastructure and policies to promote better innovation and benefit everyone through cooperation.</p> <p>Xinhua News Agency's report highlighted the forum's focus on the new industrialization process, emphasizing artificial intelligence technology as the primary driving force. This technology deeply integrates advanced manufacturing techniques, leading to a profound transformation in the manufacturing industry. The forum brought together top executives from leading companies and distinguished scholars from both domestic and international arenas to conduct a thorough evaluation of the current advancements in artificial intelligence. Notably, keynote speeches were delivered by Joseph Sifakis, the recipient of the 2007 Turing Award and a foreign academician of the Chinese Academy of Sciences, as well as Zhang Jianwei, a foreign academician of the Chinese Academy of Engineering.</p>			

5. Parallel Session on A Shared Silver Economy: New Opportunities in an Aging Society

This session focused on how to share new opportunities of global population aging through cooperation and sharing, exchanges and mutual learning, innovation and empowerment, and policy support, so as to promote the high-quality development of the silver economy and inject new impetus into global open development. The session was jointly hosted by the National Development and Reform Commission, the Ministry of Commerce of the People's Republic of China, and the United Nations Population Fund.

Parallel Session on A Shared Silver Economy: New Opportunities in an Aging Society			
Popularity	★★★★★		
Buzzwords	Silver Economy	Aging Population	City
	Age-Friendly	Consumption	Track
Prominent Media	People's Daily Online, Xinhuanet, CCTV.com, China News Service, etc.		
<p>Selected Reports:</p> <p>CCTV.com published an article titled "What New Opportunities Does an Aging Society Bring? Hongqiao International Economic Forum Focuses on the 'Silver Economy'," stating that the forum released the "2024 Index of Chinese City Capacity to Actively Respond to Population Aging". This marks the third consecutive year of releasing this index report, aimed at promoting the enhancement of society's capability to actively address the aging population through a "city check-up" approach.</p> <p>Xinhuanet's article "New Paths, New Explorations, Jointly Discussing Opportunities for the Development of the Silver Economy" quoted Vice President Lv Xiaoli of the China National Committee of Aging as saying that China has enormous potential in silver consumption. Efforts should be made to enhance the consumption capacity and willingness of the elderly population, increase effective supply of products and services for the silver market, and create an age-friendly consumption environment.</p>			

6. Parallel Session on Sustainable Trade amid Climate Change

The session, themed "Sustainable Trade amid Climate Change", invites top experts, scholars, and industry leaders from various countries and regions to discuss topics such as Green cooperation: Perspectives from China, Europe and U.S.A. ,and Navigating trade and sustainability: Views from the green industries. The event involved in-depth exchanges and communications, culminating in the release of a research report titled "*Sustainable Trade amid Global Climate Change*." The session is organized by the Ministry of Commerce of the People's Republic of China.

Parallel Session on Sustainable Trade amid Climate Change			
Popularity	★★★★		
Buzzwords	Climate Change	Sustainable	Technological Innovation
	International Trade	Green Development	Transformation
Prominent media outlets	People's Daily Online, Xinhuanet, Guangming Online, Economic Information Daily, etc.		
<p>Selected Reports:</p> <p>Economic Information Daily published an article titled "Looking Forward to the Voice of Hongqiao," noting that this year's CIIE has, for the first time, included climate-related topics at the HQF. It focuses on hot topics such as global sustainable trade and industrial green circular development, analyzing the application and challenges of green technology in international trade, as well as how technological innovation can promote environmental sustainability. The research report "Sustainable Trade amid Global Climate Change" will provide forward-looking trend forecasts for governments, businesses, and various sectors of society.</p> <p>Xinhuanet published an article titled "Parallel Session on Sustainable Trade amid Climate Change Held at CIIE," stating that speakers shared solutions for addressing climate change and promoting economic green transformation. They also delved into the critical role of the World Trade Organization (WTO) and others in addressing climate change.</p>			

7. Parallel Session on Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading

Under the theme of "Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading", this parallel session combined venue innovation and experience economy, closely follows the national strategic deployment of expanding domestic demand and promoting consumption. It aimed to explore how to drive the quality upgrade of the consumer market under new circumstances by sharing cutting-edge industry insights and successful case studies. The forum was hosted by the Ministry of Commerce of the People's Republic of China.

Parallel Session on Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading			
Popularity	★★★★		
Buzzwords	Global Consumption Resources	Digitization	Globalization
	Consumer Market	Consumption Upgrading	Confidence
Prominent media	Xinhua Daily Telegraph, Guangming Daily, People's Daily Online		
<p>Selected Reports:</p> <p>Guangming Daily published an article titled "The 7th HQF: Upholding High-level Opening Up, Jointly Promoting Inclusive Economic Globalization," stating that many renowned domestic and international experts and business representatives engaged in in-depth discussions on topics such as "the integrated innovation of global consumption resources" and "the upgrading of consumer experience in the digital age." They enthusiastically discussed the upgrading of Chinese consumption, showing confidence in the Chinese consumer market.</p> <p>Jiefang Daily published an article titled "Full Confidence in the Chinese Consumer Market," mentioning that Jean-Paul Agon, Chairman of L'Oréal Group, stated at the forum, "Government support is crucial in boosting consumer willingness, which will effectively drive consumption upgrading and high-quality development. A series of positive measures introduced by China have filled me with confidence in the Chinese market." Yuan Tao, General Manager of Tempur (China), stated, "Chinese consumers are continuously pursuing a better and healthier life, which gives companies confidence in their development in China."</p>			

8. Parallel Session on Deepening Cooperation on Industrial and Supply Chains for High-Quality Development of Enterprises

This session was joined by representatives of domestic and foreign enterprises, head of international organization, world-renowned scholar and government officials with the theme of Deepening Cooperation on Industrial and Supply Chains for High-quality Development of Enterprises. Focusing on technology, industrial upgrading and industrial ecology, the Parallel Session aims to pool wisdom on how to enhance the resilience of industrial and supply chains, boost the innovation vitality of enterprises and develop new quality productive forces through opening-up and cooperation to pursue the high-quality development of enterprises. The session was hosted by the State-owned Assets Supervision and Administration Commission of the State Council and the Ministry of Commerce of the People's Republic of China.

Parallel Session on Deepening Cooperation on Industrial and Supply Chains for High-Quality Development of Enterprises			
Popularity	★★★★★		
Buzzwords	Industrial Chain	Supply Chain	Digitization
	Integration	Decarbonization	Resilience
Prominent media	Science and Technology Daily, Xinhua Daily Telegraph, CCTV.com, etc.		
<p>Selected Reports:</p> <p>Xinhua Daily Telegraph published an article titled "Making Industrial Chain and Supply Chain 'Gears' Fit Together More Closely and Run Smoother," stating that the global industrial chain and supply chain system have long been interconnected. It is crucial to ensure that the "gears" of the chain's upstream, midstream, and downstream are more tightly integrated and operate smoothly. In-depth discussions were held by both domestic and foreign guests.</p> <p>Science and Technology Daily published an article titled "Building a Resilient Global Industrial Chain and Supply Chain System," mentioning that a new round of technological revolution and industrial transformation is deepening. Continuous technological innovation achievements are emerging, while at the same time, the global industrial chain and supply chain are undergoing accelerated restructuring. Strengthening open cooperation has become a shared expectation of the global business community.</p>			

9. Parallel Session on The WTO at 30 and China: History and Evolution

This session invited high-level government officials, representatives from international organizations, renowned experts and business leaders to review the development of the WTO in the past three decades, exchange views on the prospect of WTO reform and multilateral trading system, and explore China's possible contribution and future role in the WTO. The parallel session is expected to provide more enlightening insights and useful suggestions on making the multilateral trading system more open, inclusive, balanced and beneficial for all, and building an open world economy and a community with a shared future for mankind. The forum is hosted by the Ministry of Commerce of the People's Republic of China.

Parallel Session on China and 30 Years of the WTO: History and Evolution			
Popularity	★★★★		
Buzzwords	World Trade Organization	Economic Globalization	Free Trade
	World Economy	Multilateral Trading System	Multilateral Trade
Prominent media outlet	China Youth Daily, People's Daily Online, Xinhuanet, China National Radio website, etc.		
<p>Selected Reports:</p> <p>People's Daily Online published an article titled "Open China Walking Hand in Hand with the World - Guests from China and Abroad Discuss Challenges and Opportunities of the World Trade Organization," where attendees unanimously agreed that the multilateral trading system with the World Trade Organization at its core is the cornerstone of economic globalization and free trade, playing a crucial role in promoting liberalization and facilitation of global trade and investment, and enhancing the well-being of the people.</p> <p>China Youth Daily published an article titled "Enabling More Businesses and Individuals to Benefit from Global Economic Prosperity," stating that at this year's CIIE, China expressed its firm commitment to uphold the multilateral trading system with the World Trade Organization at its core and support developing countries in better sharing the benefits of globalization.</p>			

10. Parallel Session on Building Hongqiao International Opening-up HUB & HUB Conference
Further Improving the Capacity of the Hongqiao International Opening-up Hub and Fully Fostering New Quality Productive Forces

The Parallel Session on Building Hongqiao International Opening-up Hub & Hub Conference 2024, with the theme "Further Improving the Capacity of the Hongqiao International Opening-up Hub and Fully Fostering New Quality Productive Forces", focused on technological innovation, industrial upgrading, shifts in development models, and institutional innovation. Top experts and scholars from across the globe, as well as industry representatives, converged in Hongqiao for the exchange of ideas to foster shared progress. The session was hosted by the Shanghai Municipal People's Government and the Ministry of Commerce of the People's Republic of China.

Parallel Session on Building Hongqiao International Opening-up HUB & HUB Conference Further Improving the Capacity of the Hongqiao International Opening-up Hub and Fully Fostering New Quality Productive Forces			
Popularity	★★★★★		
Buzzwords	New Quality Productive Forces	Artificial Intelligence	Going Global
	Low-altitude Economy	Advantageous Industries	Vitality
Prominent media	China National Radio website, China News Service, Xinmin Evening News, etc.		
<p>Selected Reports:</p> <p>China National Radio website stated that the construction of the Hongqiao International Opening-up Hub is seen as a microcosm of China's continuous efforts to promote high-level opening-up. In the future, there is great attention and anticipation from both domestic and foreign participants on how to further advance the construction of this opening-up hub, especially in enhancing its radiation capacity and demonstration effect in areas such as technological innovation and green low-carbon initiatives.</p> <p>Xinmin Evening News published an article titled "Integration of Industry and City Extending to High-level Multi-formats," where Professor Jiang Xiaojuan from the University of Chinese Academy of Social Sciences and former Deputy Secretary-General of the State Council, stated that the Hongqiao International Opening-up Hub should further enhance its influence, attractiveness, and radiation power, continuously strengthening its function as an international opening-up hub.</p>			

11. Parallel Session on International Cooperation on Standards for High-Quality Development of the Manufacturing Industry

This session invited heads of the international organizations and academicians, experts and representatives from globally renowned enterprises in manufacturing sector for thematic speeches. In addition, the parallel session included a panel discussion and invited guests from manufacturing enterprises and research institutes participating in CIIE to exchange in depth and explore international standard needs, challenges and future development of intelligent manufacturing. The session was hosted by the Ministry of Commerce of the People's Republic of China and the State Administration for Market Regulation.

Parallel Session on International Cooperation on Standards for High-Quality Development of the Manufacturing Industry			
Popularity	★★★★		
Buzzwords	Chinese Standards	Standardization Development	Manufacturing Industry
	International Organization for Standardization	Standardization Cooperation	Roadmap
Prominent media outlet	People's Daily Overseas Edition, Xinhuanet, China National Radio website, etc.		
<p>Selected Reports:</p> <p>An article in the People's Daily Overseas Edition titled "Contributing Chinese Wisdom to International Standardization Development" stated that officials from the State Administration for Market Regulation expressed that China will continue to deepen standard cooperation with countries around the world, enhance exchanges and mutual learning, jointly improve the international standard system supporting the high-quality development of the manufacturing industry, and promote global economic prosperity and sustainable development.</p> <p>China National Radio website published an article titled "Foreign Language Versions of 337 Chinese Standard Released Today, Involving Over 20 Fields," stating that during the parallel session, the State Administration for Market Regulation (National Standardization Administration) released 337 foreign language versions of national standards and the roadmap for international standardization in smart manufacturing.</p>			

12. Parallel Session on The Future of Global New Energy Vehicles

Representatives from government, industry and universities both domestically and internationally, covering upstream and downstream in the field of new energy vehicles, were invited to review the development process of new energy vehicles, forecast the development trend of them, discuss the technological breakthroughs and bottlenecks in hydrogen, lithium and other types of new energy power, the upgrading of intelligent driving and vehicle-road-cloud integration, and the global environment and policies that will empower the healthy and sustainable development of the industry. The session was hosted by the Ministry of Commerce of the People's Republic of China and the Ministry of Industry and Information Technology.

Parallel Session on The Future of Global New Energy Vehicles			
Popularity	★★★★		
Buzzwords	New Energy Vehicles	Vehicle-Road-Cloud Integration	Intelligent Technology
	Automotive Industry Chain	Low-carbon Transformation	Current Situation and Challenges
Prominent media	Economic Daily, Xinhuanet, People's Daily Online, China National Radio website, etc		
<p>Selected Reports:</p> <p>An article in the Economic Daily titled "Only Through Win-Win Cooperation Can Progress Be Achieved" stated that domestic and foreign guests at the event discussed topics such as new energy vehicle power batteries, advancements in individual vehicle intelligence, and "vehicle-road-cloud integration," looking ahead to industry development trends and exploring a globally open environment and policy empowerment conducive to sustainable industry development.</p> <p>An article on the People's Daily online titled "Over 50 Cities Conduct Road Tests, China's New Energy Vehicles Enter the Era of Intelligent Network Connectivity" mentioned that experts and industry representatives focused on the intelligent development of new energy vehicles, discussing how countries and regions such as China, the United States, Europe, and Japan are accelerating the exploration of networked applications to promote deep integration of automobiles, roads, and urban infrastructure.</p>			

13.Parallel Session on Digital Finance Boosting Global Economic and Trade Development

This session invited guests from the political, academic, and business sectors to discuss topics related to global digital trade and the development trends of digital finance. The session was hosted by the Ministry of Commerce of the People's Republic of China and the Shanghai Municipal People's Government.

Parallel Session on Digital Finance Boosting Global Economic and Trade Development			
Popularity	★★★★		
Buzzwords	Digital Finance	Global Economic and Trade	Digital Economy
	Real Economy	Financial Services	Industrial Innovation
Prominent media	Economic Daily, Xinhuanet, China News Service, etc.		
<p>Selected Reports:</p> <p>An article in the Economic Daily titled "Digital Finance Better Serves Global Economic and Trade" states that in the face of new changes and situations, participants generally believe that one of the key focuses of financial services for the real economy is to fully tap into and leverage the advantages of digital finance to enhance the breadth, precision, and depth of services.</p> <p>An article on China News Service titled "Digital Finance Boosts Global Economic and Trade Development as a 'Cost-Reduction and Efficiency-Increasing Booster'" mentions that Ge Haijiao, Chairman of Bank of China, stated at the parallel session that "digital finance has transitioned from business digitization and channel onlineization to a new stage of assisting industrial innovation and deep integration of industry and finance, becoming a powerful booster for promoting cost reduction and efficiency improvement in international trade."</p>			

14. Parallel Session on Globalization and Youth Development: Creating A Shared Better Future

This session focused on the perspective of youth, delving into the trend of economic globalization and its impact on youth development, along with the opportunities and challenges faced by youth as both groups and individuals. It explored 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 achievement sharing, and leading young people worldwide to demonstrate their sense of responsibility through concrete actions. The session was hosted by the Ministry of Commerce of the People's Republic of China and the United Nations Children's Fund.

Parallel Session on Globalization and Youth Development: Creating A Shared Better Future			
Popularity	★★★★		
Buzzwords	Youth	Development	Opportunities
	New Era	Innovation and Entrepreneurship	Challenges
Prominent media	Guangming Daily, CRI Online, Guangming Net, China News Service, etc.		
<p>Selected Reports:</p> <p>An article published in Guangming Daily, titled "The 7th HQF: Openness Leading New Trends, Cooperation Creating a New Future," states that guests from multiple countries focused on youth issues. They engaged in in-depth discussions on the trends of economic globalization and its impact on youth development, the opportunities and challenges faced by youth groups and individuals in development, and the promotion of global openness and sharing of achievements.</p> <p>An article on CRI Online, titled "Hongqiao International Economic Forum Focuses on Globalization and Youth Development," mentions that at this year's CIIE, the United Nations Children's Fund not only set up an offline exhibition for the first time but also co-hosted a parallel session at the HQF with the Ministry of Commerce titled "Globalization and Youth Development: Sharing a Better Future." The CIIE not only provides a platform for global youth to communicate and cooperate but also reflects China's emphasis and commitment to globalization and youth development.</p>			

15. Parallel Session on Pudong and the World: High-Standard Institutional Opening-Up for New Development Opportunities

This session invited prominent experts and scholars from home and abroad, leaders of international economic organizations, and senior executives of renowned global companies. Through keynote speeches and interactive discussions, participants will explore ways to better, faster, and more proactively align with high-standard international trade rules like CPTPP and DEPA, leveraging Pudong's role as a “test field” for participating in global economic governance, so as to deepen institutional openness and foster new advantages in international cooperation and competition. The session was hosted by the Shanghai Municipal People's Government and the Ministry of Commerce of the People's Republic of China.

Parallel Session on Pudong and the World: High-Standard Institutional Opening-Up for New Development Opportunities			
Popularity	★★★★		
Buzzwords	Shanghai	Pudong	Front Runner
	Hongqiao	Institutionalized Opening-up	Deepening Reform
Prominent Media	Guangming Daily, People's Daily Online, China News Service, etc.		
Selected Reports: <p>People's Daily Online published an article titled "Entrepreneurs Express Confidence in Shanghai at the Pudong and the World Parallel Session," stating that during the 3-hour forum and Pudong promotion period, many entrepreneurs and speakers vividly described the transformation of this city under the theme of opening up to the outside world. This transformation ultimately translated into global confidence in China.</p> <p>China News Service published an article titled "Multinational Company Executives Decode Pudong's 'Attraction,'" stating that at this parallel session, several multinational company executives interpreted Pudong's "attraction." Pudong will further comprehensively deepen reform, further promote institutionalized opening, further optimize the overall environment, strengthen communication with global partners, and push the door of openness, cooperation, and win-win wider open.</p>			

16. Parallel Session on New Energy Storage Driving Future Energy Transformation

This session invited high-level representatives and experts from government agencies, academia, and industry domestically and internationally. Participants engaged in in-depth discussions on topics such as the role of new energy storage in supporting the construction of new power systems, disruptive innovations and market potential of new energy storage technologies, and the carbon-neutral pathways associated with new energy storage in the context of energy transformation. The session was hosted by the Ministry of Commerce of the People's Republic of China.

Parallel Session on New Energy Storage Driving Future Energy Transformation			
Popularity	★★★★★		
Buzzwords	New Energy Storage	Super Battery	Renewable Energy
	New Energy	Clean Energy	Fuel Cells
Prominent media	Xinhua Daily Telegraph, STCN, Xinhuanet, etc.		
<p>Selected Reports:</p> <p>Xinhua Daily Telegraph published an article titled "New Energy Storage: How the 'Super Battery' Drives Future Energy Transformation," stating that by the end of September 2024, China's installed capacity of new energy exceeded 1.2 billion kilowatts, achieving the goal of "reaching an installed capacity of over 1.2 billion kilowatts of wind and solar power by 2030" six years ahead of schedule.</p> <p>STCN published an article titled "From 'Source Follows Load' to 'Source-Grid-Load-Storage': New Energy Storage Drives Future Energy Transformation," noting that focusing on new energy storage technologies, business models, and prospects, industry experts actively shared suggestions. Several experts emphasized that new energy storage is a critical support for achieving carbon peak and carbon neutrality targets. It will foster new industries and business models in the energy sector and has become a key field for countries around the world to occupy new heights in energy strategy and equipment manufacturing.</p>			

17. Parallel Session on Industrial Development and Sustainable Cities: Innovative and Inclusive Synergy Strategy

The session aimed to share best practices and actionable strategies that integrate sustainable practices into urban development while addressing the challenges posed by rapid urbanization. The expected impact is to inspire partnerships that support eco-friendly, resilient, and inclusive urban environments, fostering industrial growth that benefits both people and the planet, ultimately contributing to the achievement of the Sustainable Development Goals (SDGs). The session was organized by the United Nations Industrial Development Organization (UNIDO) and the Ministry of Commerce of the People's Republic of China.

Parallel Session on Industrial Development and Sustainable Cities: Innovative and Inclusive Synergy Strategy			
Popularity	★★★★		
Buzzwords	Industry-City Integration	Urban Construction	Sustainable
	Innovation	Industrial Development	Synergy
Prominent media	Xinhuanet, China News Service, China Economic Net, Jiefang Daily,etc.		
<p>Selected Reports:</p> <p>Economic Daily reported that Jiang Xiaojian, professor at the University of the Chinese Academy of Social Sciences and former Deputy Secretary-General of the State Council, stated at the 7th HQF's parallel session on "Industrial Development and Sustainable Cities: Innovative and Inclusive Synergy Strategy</p> <p>"that industry-city integration is conducive to promoting coordinated development of production and consumption, regional coordination, urban-rural coordination, optimizing resource allocation, and is an important way to achieve industrial upgrading and efficiency improvement and sustainable urban development.</p> <p>Jiefang Daily published an article titled "Achieving Sustainable Urban Industrial Development: What Solutions Can China Contribute?" pointing out that traditional industries and rapid urbanization face many problems. At the parallel session on "Industrial Development and Sustainable Cities: Innovative and Inclusive Synergy Strategy" at the 7th HQF, high-level representatives and experts from international organizations, government agencies, academia, and industry provided solutions from multiple perspectives.</p>			

18. Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting

This session focused on international cooperation in fighting against IPR infringement and counterfeiting, in which representatives from international organizations, embassies and foreign governmental organizations in China, law-enforcement and judicial authorities, associations, as well as enterprises both from domestic and abroad exchanged experiences and practices in order to step up the level of global co-governance in IPR protection. The session was hosted by the Ministry of Commerce of the People's Republic of China, the State Administration for Market Regulation, the World Intellectual Property Organization, and the Global Alliance for Trade in Services.

Parallel Session on International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting			
Popularity	★★★★		
Buzzwords	Intellectual Property Protection	International Cooperation	Technological Innovation
	Combating Counterfeiting and Infringement	Exchange Platform	Institutional Safeguard
Prominent Media	Economic Daily, Legal Daily, Xinhuanet, China National Radio website, etc.		
<div>Selected Reports:</div> <div>Economic Daily published an article titled "What Solutions Can China Contribute to Achieving Sustainable Industrial Development in Cities," stating that Jiang Zengwei, Chairman of the Global Alliance for Trade in Services, emphasized in his opening speech that protecting intellectual property rights and combating counterfeiting and infringement are inevitable requirements to promote technological innovation and human social progress. They are prerequisites for fair trade and institutional safeguards for high-level openness.</div> <div>Legal Daily published an article titled "Strengthening International Cooperation Actively Contributes to Protecting Intellectual Property: 'China's Approach'," stating that representatives from various countries attending the event have expressed their intention to strengthen cooperation with China in protecting intellectual property rights. The director of the International Criminal Police Organization's Capacity Building and Training Directorate stated that intellectual property crime is currently the most harmful and widespread form of crime in international criminal cases. As the world's second-largest economy, it is crucial to strengthen cooperation with China in the enforcement and protection of intellectual property rights.</div>			

19. Parallel Session on High-standard Opening-up of Financial Sector Promoting High-quality Development of Trade and Investment

This session invited high-level representatives from governments, domestic and foreign financial institutions, think-tanks and enterprises, as well as BRBR member institutions to lead cutting-edge discussions, share wisdom and knowledge, to jointly build consensus on openness and outline a blueprint for the future. The session was hosted by the Ministry of Commerce of the People's Republic of China.

Parallel Session on High-standard Opening-up of Financial Sector Promoting High-quality Development of Trade and Investment			
Popularity	★★★★		
Buzzwords	Interbank Cooperation	Open Integration	Financial Services
	High-quality Development	High-level Financial Opening	Trade and Investment
Prominent media	People's Daily, CCTV Live News program, China Economic Network		
<p>Selected Reports:</p> <p>The CCTV Live News program aired a segment titled "High-level Financial Opening Promotes High-quality Development of Trade and Investment." The program reported that representatives at the event engaged in discussions on promoting high-quality development of trade and investment, cross-border use of the Renminbi, and the interconnection of financial markets.</p> <p>An article by China Economic Network titled "Successful Holding of the Parallel session 'High-standard Opening up of Financial Sector Promoting High-Quality Development of Trade and Investment' at the 7th HQF" mentioned that during the event, Industrial and Commercial Bank of China released several significant achievements, including the "Belt and Road" Technological Financial (Investment) Index, initiatives on accelerating the digital transformation of inclusive finance, cross-border e-service solutions for digital finance, and an ESG advisory service system related to the "Belt and Road" interbank cooperation mechanism.</p>			

20. Parallel Session on Global Drug Safety Governance and China's Drug Regulatory Innovation

This session introduced the latest policies of China's drug, medical devices and cosmetics regulatory requirements, update regulatory science development and internationalization progress of drug regulation, carry out dialogues between regulatory authorities and the industry, and facilitate high-quality development of the industry. The session was organized by the National Medical Products Administration and the Secretariat of the HQF.

Parallel Session on Global Drug Safety Governance and China's Drug Regulatory Innovation			
Popularity	★★★★		
Buzzwords	Drug Regulation	Cosmetics Regulation,	Innovative Drugs
	Drug Approval Reform	Regulatory Innovation	Medical Devices
Prominent media	China Pharmaceutical News, Beijing Business Today, China News Service, etc.		
<p>Selected Reports:</p> <p>China Pharmaceutical News published an article titled "Singing the 'Hongqiao Voice' of High-quality Drug Regulation," stating that the forum provides a high-level platform for exchanges, focusing on Chinese regulatory innovation while looking at global drug safety governance. Experts, scholars, industry associations, chambers of commerce, and company representatives from both domestic and international sectors gathered together.</p> <p>Beijing Business Today published an article titled "From 8.8% to 15.7%, Accelerated Increment Brought by Innovative Drug Regulation," stating that the reform of drug regulatory systems has not only increased the efficiency of drug and medical device evaluation and approval but also promoted the rapid development of the pharmaceutical industry. By simplifying approval processes and reducing approval times, the speed of drug and medical device market entry has significantly increased.</p>			

06. Communication of Other Activities

(I) Communication of Supporting Activities

There were approximately 110 supporting activities at this year's CIIE, covering seven major categories including policy interpretation, matchmaking and signing, investment promotion, research releases, and product displays. Key media outlets such as People's Daily, Xinhua News Agency, and China Media Group actively reported on these activities, achieving good dissemination effects. By analyzing the attention given to the supporting activities by various media outlets, the following communication popularity levels were obtained:

Table 6.1 Communication influence index of supporting activities of the 7th CIIE			
No.	Name	Sponsors	Popularity
1	Trade and Investment Matchmaking Conference of the 7th China International Import Expo	China International Import Expo Bureau, National Exhibition and Convention Center (Shanghai), Bank of China	94.71
2	The 17th Belt and Road Eco-Agriculture and Food Safety Forum	State Administration for Market Regulation	68.31
3	Trade and Investment Matchmaking Conference of the 7th China International Import Expo - VIP Buyer Selection Event	China International Import Expo Bureau, National Exhibition and Convention Center (Shanghai), Bank of China	65.89
4	CIIE Enterprise Alliance Conference	China International Import Expo Bureau, National Exhibition and Convention Center (Shanghai)	65.79
5	2024 University Startup World Cup Global Finals	Danish University Alliance, Nordic Innovation Center, Danish Technology Startup Center, etc.	65.73
6	2024 Yangtze River Delta G60 Science and Technology Innovation Valley High-Quality Development Element Docking Conference	The government of nine cities in the Yangtze River Delta G60 Science and Technology Innovation Valley	63.36
7	Promoting High-quality Development of Medical Services with High-level Opening-up	people.cn	63.33

8	2024 Shandong in Dialogue with Multinationals on Supply Chain Cooperation	The People's Government of Shandong Province	62.02
9	2024 Chinese Time-Honored Brand Innovation and Development Conference	Ministry of Commerce	61.88
10	China-Europe CEO Summit	Industrial and Commercial Bank of China	61.82
11	Long-Term Care Insurance Innovation and Development Forum	Fudan University Institute of Insurance Application and Innovation, School of Public Health at Fudan University, China Pacific Life Insurance Co., Ltd.	61.82
12	The 15th China International Meat Conference	China Chamber of Commerce of Import and Export of Foodstuffs, Native Produce and Animal By-Products	61.47
13	Meeting at the CIIE 2024 Nanjing Open Innovation Cooperation Exchange Conference	The People's Government of Nanjing	61.24
14	The 13th China International Oil Trade Conference	Trade Development Bureau of the Ministry of Commerce	61.23
15	2024 Global Trade and International Logistics Forum	China Communications and Transportation Association	61.12
16	"Silk Road E-Commerce" Cooperation Innovation and Development Conference and the Inauguration Ceremony of the 2024 National "Silk Road Cloud Products" E-Commerce Festival	Shanghai Municipal Commission of Commerce, Shanghai Pudong New Area People's Government, Management Committee of Lingang Special Area of China (Shanghai) Pilot Free Trade Zone, Shanghai Hongqiao International Central Business District Administration, Shanghai Qingpu District People's Government, National Exhibition and Convention Center (Shanghai) Co., Ltd., Orient International (Holding) Co., Ltd.	61.05

17	The 7th Global Dairy Industry Cooperation Conference	China Chamber of Commerce of Import and Export of Foodstuffs, Native Produce and Animal By-Products, Dairy Industry Special Committee of the CIIE Enterprise Alliance	60.88
18	U.S.-China Agricultural Trade Cooperation Forum	U.S. Soybean Export Council, U.S. Grains Council, China Chamber of Commerce of Import and Export of Foodstuffs, Native Produce and Animal By-Products	60.80
19	2024 (5th) International Carbon Neutrality and Green Investment Conference	China Investment Association	60.75
20	Centralized Signing Ceremony of POWER CONSTRUCTION CORPORATION OF CHINA Trade Mission	POWER CONSTRUCTION CORPORATION OF CHINA	60.63
21	Centralized Signing Ceremony of the 7th China International Import Expo Shanghai Healthcare Security Administration and the Exchange Conference on Healthcare Security Policies between Government and Enterprises	Shanghai Healthcare Security Administration, China International Import Expo Bureau	60.59
22	Qinghai Key Industry Promotion Conference	Qinghai Provincial Department of Commerce	60.53
23	2024 Shanghai Smart Transportation Forum	Shanghai Municipal Transportation Commission, China International Import Expo Bureau, Tongji University	60.52

24	2024 Trade Digitalization and Cross-Border E-Commerce Development Forum	International Trade Centre, China Electronics Chamber of Commerce	60.51
25	Seminar on Global Industrial Chain Building and Expertise Sharing with Foreign-funded Enterprises	The Export-Import Bank of China	60.49
26	2024 (3rd) Zero Carbon City Summit	China Investment Association	60.48
27	China Huaneng Intelligent High-End Equipment and Service Procurement Signing Event	China Huaneng Group Co., Ltd.	60.45
28	Overseas Chinese Linking the Five Continents - CIIE in Shanghai - Gathering the Strength of the Overseas Chinese Community for High-Level Opening Up	All-China Federation of Returned Overseas Chinese	60.40
29	Conference on High-quality Development of Modern Circulation Enterprises	Ministry of Commerce	60.30
30	The Two-Way Cooperation Forum between the Belt and Road Co-construction Countries and Local Governments	China Association for International Economic Cooperation	60.19

(II) Communication of Cultural Exchanges

The 7th CIIE cultural exchange activities feature the Hongqiao International City "Meeting Room" exhibition area, four major exhibition zones showcasing Chinese time-honored brands, intangible cultural heritage, national-level pedestrian streets, and Chinese tourism. The Central Square also hosts a cultural performance area for both Chinese and foreign cultures, highlighting the unique humanistic and artistic styles from China and around the world. As an important platform for cultural exchange, the people-to-people exchange activities at the 7th CIIE cover an exhibition area exceeding 32,000 square meters, the largest in the history of the event.

The communication popularity is as follows:

Hongqiao International City "Meeting Room"	
Popularity	★★★★★
Selected Reports	<p>People's Daily: At this year's CIIE, the specially designed Hongqiao International City "Meeting Room" exhibition area comprehensively showcases the customs and characteristics of various regions in China, highlighting the cultural concept of sharing beauty and harmony.</p> <p>Economic Daily: The Hongqiao International City "Meeting Room" exhibition area, along with the four major exhibition zones, presents China's rich cultural, economic, and trade stories and local customs to visitors from all directions. Both Chinese and foreign audiences at the scene have been taking out their phones to take photos and videos.</p>

"Chinese Time-Honored Brands" Exhibition Zone	
Popularity	★★★★★
Selected Reports	<p>International Business: Appreciating the unique intangible cultural heritage skills, tasting delicious specialties with distinctive flavors, experiencing the beauty of the integration of tradition and modernity... At the 7th China International Import Expo, Chinese time-honored brands from all over the country gather here, narrating traditional cultural stories.</p> <p>Yangcheng Evening News: Guangdong companies showcase their strength, with 32 Guangdong time-honored brands appearing at the CIIE. Guangdong has set up the Guangdong Cultural Exchange Pavilion at the city meeting room exhibition area of the CIIE for the seventh consecutive year, allowing Guangdong time-honored brands to reach the world through the platform of the CIIE.</p>

"Intangible Cultural Heritage" Exhibition Zone	
Popularity	★★★★★
Selected reports	<p>China.com.cn: The 7th China International Import Expo held in Shanghai introduced rich cultural exchange activities, promoting Sino-foreign exchanges through intangible cultural heritage displays, literary and artistic performances, and other means.</p> <p>Chinese Culture Daily: Cultural exchanges promote mutual learning of civilizations. The CIIE is designed to trade goods and services, exchange culture and ideas. This year's CIIE continues the tradition of previous editions by featuring the four major exhibition zones including the "Intangible Cultural Heritage" zone.</p>

"National Pedestrian Street" Exhibition Zone	
Popularity	★★★★★
Selected reports	<p>Yellow River News Network: In this edition of the CIIE, Shanxi Province set up the Shanxi Province Cultural Exchange Exhibition Hall in the national pedestrian street exhibition zone, with a total area of 405 square meters.</p> <p>Mass News Network: In the national pedestrian street exhibition zone brought by the Shaanxi trade mission and the Shaanxi City Meeting Room Exhibition, numerous time-honored brands, cultural and creative products, regional specialties, and other distinctive exhibits have been showcased, receiving enthusiastic responses from many visitors.</p>

"Chinese Tourism" Exhibition Zone	
Popularity	★★★★★
Selected Reports	<p>China Tourism News: The CIIE is a top platform that connects the world and promotes exchanges. Within the cultural exchange activities, the Chinese tourism exhibition zone has become an important window to showcase the charm of China and enhance the cultural and tourism brands.</p> <p>Tianshan Net: During each year's CIIE, the Xinjiang trade mission organizes two types of exhibition activities, "Chinese Tourism" and "Intangible Cultural Heritage," showcasing the beauty of Xinjiang's culture comprehensively. In this edition of the CIIE, Xinjiang hosted cultural exchange exhibition activities under the theme "Xinjiang is a Good Place."</p>

Sino-Foreign Cultural Performing Arts Zone	
Popularity	★★★★★
Selected Reports	<p>People's Daily: In this edition of the CIIE, over 200 Sino-foreign artistic performances were presented on the Central Square's cultural stage, showcasing the cultural and artistic styles of China and various regions around the world.</p> <p>Xinjiang Daily: Tajik folk songs, Tajik eagle dances, and other artistic performances were showcased in the Sino-Foreign Cultural Performing Arts Zone on the Central Square. This edition of the CIIE is assisting Xinjiang's economy in achieving higher quality development.</p>

07. Communication of Service Assurance

(I) Supporting companies provide quality services and safeguard the smooth operation of CIIE

Industrial And Commercial Bank Of China
 China Post
 Bank Of Communications
Bank Of China
 China Southern Airlines
 China Eastern Airlines
 Wuliangye
 China Cosco Shipping Corporation
 China Pacific Insurance

Figure 7.1: Buzzwords for supporting companies of the 7th CIIE

Bank of China: Bank of China, a longstanding partner of the CIIE, has dedicatedly supported the CIIE for seven consecutive years. At this year's CIIE, Bank of China introduced seven innovative "benefit" services, including "Benefit Chat," "Benefit Exhibition Viewing," "Benefit Procurement," "Benefit Roadshow," "Benefit Marketplace," "Benefit Investment," and "Benefit Finance." These services offer comprehensive support to participants. Additionally, the bank organized a series of trade matchmaking activities, further strengthening trade negotiations and investment connections for participating companies. This initiative has attracted attention from prominent media outlets such as People's Daily, Jiefang Daily, and China Youth Daily.

Bank of Communications: Bank of Communications once again serves as a core supporting enterprise for the 7th CIIE, fully dedicated to ensuring the success of the 7th CIIE. The Bank of Communications Shanghai Branch has made thorough preparations in various areas such as transaction payments, international settlements, cash management, and trade financing, further optimizing service processes to provide exhibitors and professional visitors with a more convenient, efficient, and high-quality package of financial services. This has attracted attention from media outlets such as People's Daily, Securities Times, and National Business Daily.

Wuliangye: As a core supporting enterprise of the CIIE and a "diamond member" of the Hongqiao International Economic Forum, Wuliangye has shone brightly at the CIIE for seven consecutive years, showcasing the unique charm of Chinese liquor to the world and demonstrating the high-quality development achievements of traditional Chinese enterprises in quality adherence and green environmental protection. This has attracted attention from media outlets such as People's Daily and China News Service.

China Post: China Post made appearance at the 7th CIIE's Trade in Service Exhibition Area for the first time as an exhibitor. Its exhibition hall is themed "Advancing Import and Export to Lead the Future of Cross-border Trade," showcasing selected international business products such as China Post products, China Post express, and overseas warehouses. The China Post Group Shanghai Branch set up an CIIE-themed post office and temporary post office within the venue. This has attracted attention from media outlets such as China Communications Press and Xinmin Evening News.

China Pacific Insurance Co (CPIC): From providing 35 billion yuan in property insurance coverage during the first edition to offering a comprehensive "property, life, health" one-stop insurance solution exceeding 1.27 trillion yuan in the seventh edition, China Pacific Insurance (Group) Co., Ltd. has leveraged the collective strength of the entire group to continuously expand coverage, innovate product services, and establish shared platforms. For seven consecutive years, they have provided one-stop financial insurance services at the CIIE, helping amplify the CIIE's spillover effects. Media outlets such as People's Daily and Economic Information Daily have taken notice.

Industrial and Commercial Bank of China: During the 7th CIIE, Industrial and Commercial Bank of China (ICBC) hosted the parallel session on "High-standard Opening up of Financial Sector Promoting High-Quality Development of Trade and Investment" at the 7th Hongqiao International Economic Forum. Additionally, for the sixth year running, they organized the China-Europe CEO Summit and established an

exhibition booth in the Food and Agricultural Products Exhibition Area. ICBC Shanghai Branch introduced the "Four-leaf Clover Commitment" CIIE Youth Task Force, aiming to honor promises, showcase the bank's dedication, and offer unwavering support for this significant event. Noteworthy media outlets like People's Daily, Jiefang Daily, and China Youth Daily have closely followed the bank's "CIIE Stories".

China Eastern Airlines: As a "core supporting enterprise," "buyer," "service provider," and "designated airline carrier" of the CIIE, China Eastern Airlines Group Co., Ltd. has secured multiple rounds of procurement orders. The overall import contract amount, contract signing amount, and one-year booth transaction amount of China Eastern Airlines have all reached the highest levels in the history of the event. Media outlets like People's Daily and Guangming Online have paid attention.

China Southern Airlines: At the signing ceremony of the China Southern Airlines Group's trade mission during the 7th CIIE, as a "core supporting enterprise" and "designated airline carrier," China Southern Airlines Group signed 18 import procurement projects with 15 major international vendors and suppliers in the global aviation services field, including GE Aviation and International Aero Engines, with the transaction amount reaching a recent-year high. Media outlets such as China Daily and Changsha Evening News have monitored these developments..

China COSCO Shipping Corporation: As a core supporting enterprise and designated main venue transport service provider of the CIIE, China COSCO Shipping has participated in the event for seven consecutive years. Its subsidiary, COSCO Shipping & Logistics Supply Chain Management Co., provides exhibition transportation, customs clearance, booth setup and dismantling, as well as domestic and international exhibition item return services for five exhibition halls including the Country Exhibition, Automobile Exhibition Area, and Food and Agricultural Products Exhibition Area, handling approximately 70% of the inbound exhibition items at the CIIE. Media outlets like Xinhua Daily Telegraph and People's Daily Online have paid close attention.

(II) All-round services ensure continued success of CIIE

Catering
Registration
Network Communication
Volunteer Service
Green Exhibition
Security Measures
Transportation
Accommodation

Figure 7.2: Services with high communication popularity

■ Volunteer Service:

People's Daily reported that during the 7th CIIE, 3,488 volunteers, referred to as "Little Leaves," offered their services in 165 roles spanning 9 categories. These included on-site guidance and consultation, exhibition registration management, guest liaison and reception, trade data statistics, and information technology support. Through their efforts, they exemplified the essence of Chinese youth in the modern era to visitors from across the globe.

■ Transportation:

According to Shanghai Observer, the National Exhibition and Convention Center (Shanghai) and its surrounding area have a relatively complete

road network, water system, transportation, and public facilities. Multiple departments have ensured transportation security, providing a total of 14 supporting parking lots with approximately 800 spaces for large vehicles and 3,000 spaces for small vehicles. Additionally, they have collaborated to launch the "Micro Vacation Bus" and explore a new model of integrated development combining public transportation and tourism.

■ Green exhibition:

According to People's Daily, this year's CIIE used a total of 10,000 green passes, amounting to 10 million kilowatt-hours of green electricity, with an estimated reduction in carbon emissions of about 4,200 tons. "Low-carbon CIIE" has become a prominent feature

of the expo. China National Radio reported that green initiatives are increasingly becoming the foundation and highlight of the CIIE. In recent years, the expo has actively embraced the concept of green exhibition management, emphasizing green, low-carbon practices, and sustainable development at every stage.

■ Catering:

As reported by CCTV News, on October 25, 2024, the first group of food safety personnel from the Shanghai Market Supervision Bureau entered the National Exhibition and Convention Center (Shanghai), commencing nearly 20 days of food safety assurance work within the CIIE venue. For the first time, an intelligent mobile monitoring video system was introduced, enabling real-time monitoring from the processing of ingredients to the final meal service, enhancing early warning monitoring, issue tracing, and emergency response capabilities.

■ Network Communications:

People's Posts and Telecommunications News stated that on the opening day, the Shanghai information and communication industry deployed a total of 19,355 support personnel, 356 emergency communication support vehicles, and 64 power generators, providing high-quality and smooth network services to over 600,000 users. The communication network at the CIIE support site operated smoothly overall, with no major unexpected incidents occurring.

■ Security Measures:

As reported by Xinmin Evening News, the Shanghai public security authorities have introduced an innovative in-venue patrol model for the CIIE. They have divided each venue into six sections and deployed 3 to 4 teams comprising police officers, security personnel, and property management staff to maintain order and security throughout the exhibition. Additionally, "One-click alarm" devices have been installed at each specially equipped booth to ensure rapid response and efficient handling of emergencies for exhibitors and visitors. To further strengthen security,

the police have launched the "Sword 2024" inspection and rectification campaign, focusing on resolving risks and hazards effectively.

■ Registration:

As detailed by The Beijing News, the registration management team for the CIIE has implemented a series of measures to streamline the registration processes, boost the utilization of electronic registration, and enhance the availability of parking resources within the designated area. These improvements aim to elevate the overall experience, convenience, and satisfaction of both exhibitors and visitors. Notably, a direct communication mechanism was established by the Shanghai police and the CIIE Bureau. This mechanism includes a dedicated section called "Police-Enterprise Express" in the exhibitor online system and the CIIE customer service hotline. Through these communication channels, exhibitors and visitors have the opportunity to report any issues concerning registration processing, event applications, and venue management. They can receive timely consultations and solutions through the collaborative efforts of the police authority, the CIIE Bureau and the National Exhibition and Convention Center (Shanghai). Furthermore, in a first-time initiative, the Shanghai police, in partnership with the CIIE Bureau, have recognized permanent residence permits for foreigners as valid registration documents.

■ Accommodation:

According to Eastday, the CIIE reception hotels have introduced new measures to elevate service quality, emphasizing "convenience, intelligence, and sustainability" to deliver exceptional accommodation experiences for exhibitors and guests. The online booking system for CIIE reception hotels has been streamlined, with platforms such as Ctrip and Meituan enhancing booking details and service features. They now provide round-the-clock exclusive services and have significantly enhanced payment convenience for international guests.

08. Summary

The 7th CIIE has showcased remarkable communication influence, drawing significant attention from diverse domestic and international sectors. Amid the deepening integration of media and the robust presence of new media communication, mainstream coverage has expanded consistently, underscoring the dual significance of the CIIE in both social and industrial spheres.

Primarily, the influential role of mainstream media communication is clearly evident. Key central media entities like People's Daily, Xinhua News Agency, and China Media Group have dedicated sections, columns, and features across their primary channels. Their array of new media platforms have collectively released tens of thousands of articles, notably enhancing communication guidance and yielding tangible effects. Media at local and industry levels have collaborated to offer a comprehensive overview of the exhibition, delivering specialized and detailed content to shape a multifaceted communication landscape.

Furthermore, the integration of technology has emerged as a prevailing trend in new media communication. Throughout the event, exhibition tour-themed videos have captured significant attention, with live streams and short videos amassing millions of views, continually amplifying the CIIE's reach. Social media platforms have played a pivotal role in

enhancing engagement, with topics related to this CIIE edition trending across multiple platforms and garnering exposure surpassing one billion. Mainstream media have introduced trending topics, while news websites actively disseminate diverse information, collectively enhancing the visibility of the CIIE. Additionally, several media outlets have adopted innovative technologies like AIGC, virtual AR, and real-time rendering to offer a more immersive, tangible, and comprehensive "CIIE experience".

Lastly, overseas social media platforms are forging new frontiers in international communication. Globally recognized media have displayed a keen interest in this CIIE edition, providing coverage that is generally objective and positive. Beyond media coverage, foreign business associations, overseas exhibition organizations, and international corporate executives widely acknowledge the value of the CIIE platform, demonstrating a strong interest in the Chinese market and looking forward to seizing opportunities in China. The influence of overseas social media platforms has expanded further, with posts related to the event on platforms such as X (formerly Twitter), Facebook, Instagram, and Tik Tok generating significant engagement and accumulating a total reading volume exceeding 2.5 million times.

1.Data source and calculation method

The communication data used in this report are sourced from the People's Daily Online Public Opinion Data Center, covering a wide range of channels including online media, print media, forums, blogs, Weibo, WeChat, client applications, videos, and more. The indicator weights utilize the general weight standard for communication popularity from the People's Daily Online Public Opinion Data Center. This standard is based on a comprehensive evaluation of the authority of discourse in various communication channels, audience trustworthiness, audience coverage, originality, and other dimensions. The final popularity value is positively correlated with factors such as the amount of information in each channel and the assigned weights.

2.Index explanation

The Exhibition Area Communication Influence Index (EACII) is an indicator that comprehensively presents the communication effectiveness of each exhibition area based on overall online communication data. The data is sourced from various channels across the entire internet monitored by the People's Daily Online Public Opinion Data Center and is subjected to normalization calculations. By standardizing the data with 100 as the maximum value, the EACII index is derived. The calculation method for specific sections and zones also follows the approach of the "Exhibition Area Communication Influence Index".

The Exhibitors' Important Communication Influence Index (EICII) is an indicator that comprehensively presents the communication effectiveness of exhibitors on important media channels based on overall online communication data. The data is sourced from the People's Daily Online Public Opinion Data Center database, which includes monitoring sites categorized as "Central-Level Newspapers," "Central-Level News Websites," "Central-Level News Apps," "TV Videos," and "Traditional Videos" based on the "List of Internet News Information Sources Units." In the calculation process, data from these five monitoring sites are aggregated as important media coverage data and subjected to normalization calculations. By standardizing the data with 100 as the maximum value, the EICII index is derived. This index is original and developed by the People's Daily Online Public Opinion Data Center based on self-collected data and research experience.

The star rating of exhibition activity communication influence is based on indexed communication data and incorporates the "social evaluation" expertise of the People's Daily Online Public Opinion Data Center to reflect evaluation results in different star ratings. The data is sourced from various channels across the entire internet monitored by the People's Daily Online Public Opinion Data Center and is normalized, with 100 as the maximum value for standardization. Ratings within the [80, 100] range correspond to five stars, [65, 80) to four stars, and [60, 65) to three stars. This index and rating system are original and developed by the People's Daily Online Public Opinion Data Center.

The evaluation systems used in this report are all original and developed by the People's Daily Online Public Opinion Data Center based on self-collected data and research experience.

3. Specific dimension explanation

The quantity of TV and radio coverage refers to the number of times related news is broadcasted by China Central Television (CCTV) and various local TV stations.

The quantity of digital newspaper and magazine coverage represents the number of relevant news articles published by newspapers and magazines at all levels, including both original and reposted articles.

The quantity of online media coverage includes the number of relevant news articles published on media websites, news portals, government websites, and corporate websites. Both original content and reposts are included in the calculation.

The quantity of Weibo coverage refers to the number of Weibo posts containing relevant keywords, excluding comments.

The quantity of WeChat coverage represents the number of relevant news articles published on WeChat public accounts, including both original and reposted articles.

The quantity of client app coverage includes the number of relevant news articles published on various news apps and information aggregation apps, counting both original content and reposts.

The quantity of forum coverage denotes the number of main posts containing relevant keywords published on various online forums, communities, Q&A platforms, etc., excluding replies.

The quantity of blog coverage indicates the number of relevant articles published on various blogging platforms, including both original content and reposts.

4. Disclaimer

All types of online public opinion analysis reports issued by the People's Daily Online Public Opinion Data Center are written based on various publicly available information data on the internet. The center strives to ensure but cannot guarantee the completeness, authenticity, and accuracy of the aforementioned information data. The online public opinion analysis reports provided by the People's Daily Online Public Opinion Data Center are intended solely as reference materials for your organization's public opinion work and do not constitute decision-making recommendations for your organization. Please use your own discretion.

