



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

CIIE NEW ERA
新时代 共享未来
SHARED FUTURE

虹桥国际经济论坛
HONGQIAO INTERNATIONAL
ECONOMIC FORUM

CIIE 2025

Media Coverage and Influence Report



CIIE

China International Import Expo Bureau
Beijing People Online Network

CII E **NEW ERA**
SHARED FUTURE
新时代 共享未来

Preface

The Eighth China International Import Expo (CIIE) was held in Shanghai from November 5 to 10, 2025. This year, the successful convening of the fourth plenary session of the 20th Central Committee of the Communist Party of China focused on expanding high-level opening-up, reflecting the emphasis placed on openness by the CPC Central Committee with President Xi Jinping at its core. This sent a strong signal of China's commitment to open cooperation and mutual benefits. The Eighth CIIE was the first major economic diplomacy event following the plenary session. Successfully hosting this expo is a concrete action to promote and implement the guiding principles of the plenary session and an important initiative to further expand the "circle of friends" in trade and economics.

To provide a comprehensive, panoramic, and multi-dimensional presentation of the expo's media coverage, and to scientifically and professionally assess its influence both domestically and internationally, the "CIIE 2025: Media Coverage and Influence Report" (hereafter referred to as the "Report") has been compiled. The Report consists of eight chapters, aiming to fully demonstrate the overall media coverage of this year's expo through objective data, visualized charts, rich content, and professional analysis. It covers various aspects including the Country Pavilion, Corporate Pavilion, HongQiao International Economic Forum, specialized supporting activities, cultural exchange activities, and services.

The Report highlights three key aspects: Firstly, **Enhanced Scientific Approach**: The research team has continuously refined its methods, professionally and comprehensively evaluating the communication aspects of the expo. They have scientifically optimized the communication influence assessment model and calculated the communication influence index, further enhancing the report's value. Secondly, **Increased Internationalization**: The report is grounded in the unique positioning of the CIIE, striving for an international perspective in its content, data sources, and research methods, moving towards the standards of international professional research reports. Thirdly, **More Cutting-Edge**: The expo continues to promote the sharing of innovative achievements, attracting widespread attention. The

Report combines qualitative and quantitative methods to present a multi-dimensional view of the communication dynamics in major sections such as exhibitors, exhibitor organizing groups, exhibits, and the HongQiao International Economic Forum. It also introduces the "CIIE Stars" category, highlighting participants with outstanding communication influence throughout the year.

The Report shows that the Eighth CIIE had a significant communication impact, with a total reach of over 6 billion impressions, showcasing numerous highlights both domestically and internationally.

Domestic Communication: The expo's communication is characterized by high intensity, long duration, and wide channels. It demonstrates a "year-round, multi-peak" pattern, with mainstream media at its core, and social media and information platforms working together to form a communication matrix. Monitoring data shows that related topics on social platforms accumulated approximately 3 billion views; reports from various levels and types of media garnered over 2 billion reads; and the total volume of information across the internet exceeded 2.4 million items.

International Communication: The influence continues to grow, reflecting the foundational theme of insisting on openness to the world. Media outlets such as Reuters, Associated Press, Bloomberg, Wall Street Journal, Agence France-Presse, Deutsche Presse-Agentur, Financial Times, ANSA, Kyodo News, Yonhap News Agency, and Lianhe Zaobao frequently reported on the CIIE. The related content reached nearly 100 countries and regions, covering approximately 1.2 billion overseas audience interactions, with over 45,000 pieces of information generated abroad.

The CIIE balances China's needs with the world's expectations, and the Report contributes to this effort. Published for eight consecutive years, the Report has accumulated extensive data and research experience, becoming an important channel for understanding the communication dynamics of the CIIE. It has garnered widespread attention and recognition, supporting the documentation of the CIIE's communication trajectory and showcasing China's high-level practice of opening-up to the world.

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01. Communication Overview

Communication Highlights at a Glance	
Total Communication Volume	Over 6 billion views
Domestic Communication Volume	Over 5 billion views
International Information Volume	Over 1 billion views

(I) Domestic Communication

1.Communication Data: High Engagement Across Multiple Channels

This year's CIIE generated over 6 billion views, predominantly from domestic social media and news platforms. Several topics gained significant attention on platforms like Weibo and Douyin, with total views

exceeding 3 billion. On the first day of the 8th CIIE, the "Online Tour of CIIE" session on Douyin attracted over 8 million visits and received more than 2 million comments. Related topics also trended on platforms such as Kuaishou, Toutiao, and Baidu, capturing widespread attention.

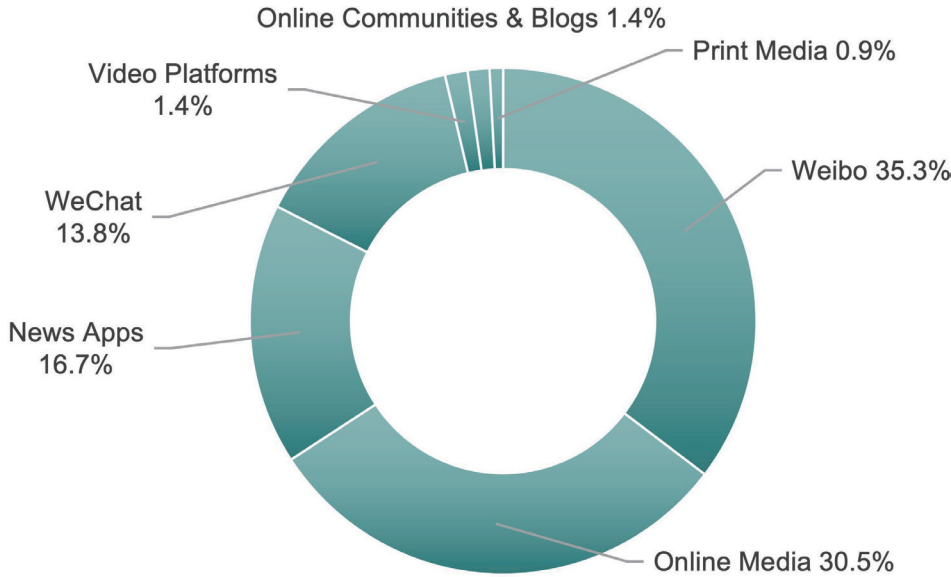


Figure: Distribution of Domestic Communication Channels

There were approximately 2.46 million related pieces of information¹ shared across the internet, utilizing a multi-channel matrix of "web, newspaper, app, microblog, and video", establishing a comprehensive media communication framework that ensures full coverage and reach. Central media outlets such as People's Daily, Xinhua News Agency, and China Central Television meticulously set up special columns and sections on key

and new media channels, creating a powerful synergy in authoritative communication.

This year, People's Daily and its online platform published 2,468 articles, Xinhua Daily Telegraph and Xinhuanet published 3,234 articles, and CCTV released 3,728 pieces, including 24 segments on "Xinwen Lianbo" (News Broadcast).

¹ Information is from the "Zhongyun" platform of the People's Daily Online Public Opinion Data Center, monitoring period from January to November 2025.

The "Xi Speaks" column by the People's Daily New Media Center released a short video titled "The Chinese Market is So Big, Welcome Everyone to Take a Look," revisiting President Xi Jinping's iconic invitation from his keynote speech, highlighting China's image as an open and inclusive major power. The video garnered over 15 million views. People's Daily Online's "Interpreting the CIIE Through Economic and Daily Life Perspectives" column launched a short video titled "Understanding the Certainty Behind the Global Appointment," with related topics receiving nearly 2 million views. The "Ambassadors to China at the CIIE" series by Haiwainet explored the CIIE from the perspectives of various foreign ambassadors in China, accumulating over 10 million views.

Xinhua News Agency launched a large-scale integrated media live broadcast titled "The Eight-Year Appointment, Advancing Together" for the CIIE, attracting 1.54 million views. The 24th edition of Xinhua's "China Economic Roundtable," a large-scale multimedia interview program, invited guests from the political and business sectors who participated in the CIIE to discuss the new opportunities the Chinese market brings to the global economy, reaching over 8.6 million views.

CCTV launched a special program titled "Guests from the Sea", while China National Radio aired a multimedia live broadcast called "Exploring Treasures with

Jinbao". The media program "Look at CIIE in This Way" has garnered over 12 million views. CCTV's Chinese International Channel presented a special report, "Direct Access to CIIE", and the Agricultural and Rural Channel featured "From Global Farms to Chinese Tables", focusing on the "Global South Agricultural Sustainable Development Dialogue" parallel session, which is a new parallel session held this year, and showcasing global agricultural products and specialties at the expo. The CCTV Video platform launched "Viewing the World from a Macro Perspective", featuring in-depth conversations with international experts, and covered the release of the new book 2025 "CIIE Stories". The documentary short "Journey to CIIE: Your Story" has attracted over 4.2 million views. The Workers' Daily collaborated with Shanghai's model workers to host three live streams titled "Model Workers and Craftsmen Take You to Explore CIIE," with a total viewership of 1.6 million. Douyin E-commerce invited over 20 brands and 25 well-known personalities, including hosts Li Xiaomeng, Zhou Zhou, Fang Qiong, Hu Bing, and "Foreigner Chris", to conduct live broadcasts. The total viewership for the entire expo is expected to exceed 170 million. Additionally, over 60,000 promotional sites across Shanghai carried out comprehensive, 24/7 public service promotions, reaching an audience of over 100 million people.

Communication Data at a Glance

Total Communication Volume	Over 5 billion impressions
Social Media Platforms & News Websites	Over 3 billion impressions
Central Media Matrix	Over 1 billion impressions
Local and Industry Media Matrix	Over 1 billion impressions
Total Online Information Volume	Approximately 2.46 million items

Representative High-Impact Communication Data

Douyin hashtag "The 8 th China International Import Expo"	Cumulative views of 260 million
Douyin e-commerce-related livestreams	Cumulative views of over 170 million
Douyin hashtag "The Amazing CIIE"	Cumulative views of 130 million
Shanghai-related promotional campaigns	Cumulative audience reach of over 100 million
Weibo hashtag "The 8 th China International Import Expo"	Cumulative reads of over 75.679 million
Xinhua News Agency-related videos	Cumulative views of 42 million
Overseas Network series "Ambassadors to China @ You at the CIIE"	Cumulative reads of over 10 million
Douyin "CIIE Virtual Expo Tour" online special	Over 8 million visits, with more than 2 million interactive comments



Figure: Special Reports by People's Daily Online, Xinhuanet, CCTV.com, China News Service, China.org.cn, National Business Daily Online, and Yicai



Figure: CGTN Immersive Expo Tour Live Broadcast — "Global Premium Products Right Before Your Eyes"

2.Communication Cycle: Year-Round Promotion to Establish the "Main Communication Channels"

The promotional efforts for the CIIE are maintained throughout the year, ensuring continuous and consistent exposure. By regularly releasing official and authoritative information, public interest is both sustained and guided. This strategy is marked by significant milestones that

drive peaks in attention, along with concentrated bursts of coverage during the expo itself. In the lead-up to the event, official platforms such as the CIIE website and social media channels collaborate to report on a series of high-quality and frequent promotional activities. These efforts consistently highlight the expo's key features, effectively building anticipation and setting the stage for the successful hosting of the 8th CIIE.

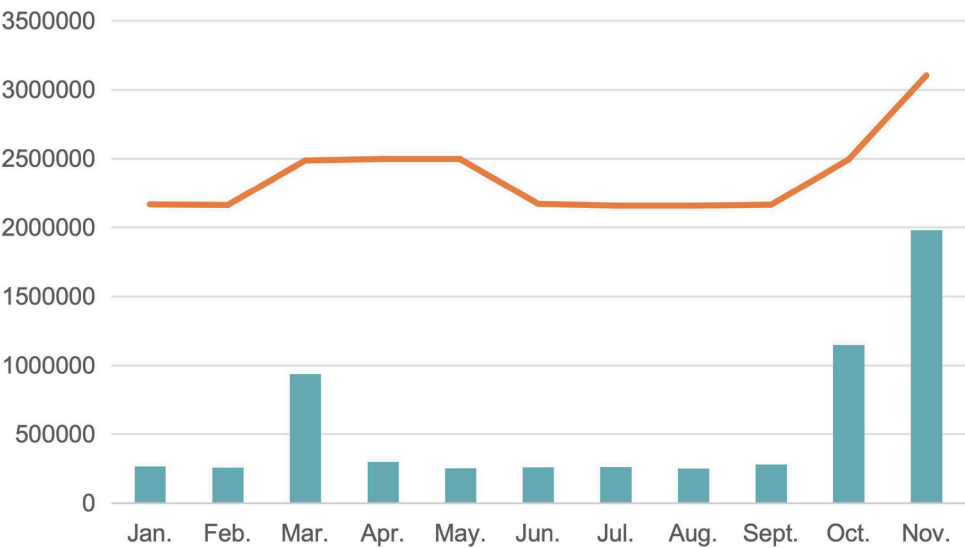


Figure: Trend in Information Volume (January–November 2025)

Phase One: From January to March, preparations for the 8th CIIE progressed smoothly. Media coverage mainly focused on Premier Li Qiang's government work report, where he emphasized the importance of holding major exhibitions, such as the CIIE, with high quality, and highlighted the progress made in organizing the 8th CIIE.

January: The Report on the Media Coverage and Influence of the Seventh China International Import Expo was released. The preparation for the 8th HongQiao International Economic Forum kicked off. Promotional events for the 8th CIIE were held in Denmark and Germany, where numerous companies expressed their desire to enhance brand recognition and expand into the Chinese market through their participation.

February: The 2025 Action Plan for Stabilizing Foreign Investment was officially unveiled. Zhu Bing, director of the Ministry of Commerce's department of foreign investment administration, mentioned at a State Council policy briefing that the CIIE would play an even

more vital role as a platform, alongside other promotional activities, such as those for free trade zones. Promotional events for the 8th CIIE were held in Malaysia and Melbourne, with the Chinese ambassador praising the CIIE for helping China import high-quality products from overseas. Highlights from the 7th CIIE were featured in the 2025 CCTV Spring Festival Gala.

March: Premier Li Qiang once again stressed the importance of organizing major exhibitions like the CIIE in the government work report. The 8th CIIE signed exhibition contracts for more than 60% of its planned space. Promotional events for the 8th CIIE took place in Canada, Thailand, Brazil, Sweden, Vietnam, Laos, and Malta. Malaysia's Trade Development Agency signed a memorandum of understanding with the CIIE Bureau during a promotional event. The "CIIE Goes Local" event series was also launched in Wuhan, Hubei. Several products and signed agreements from the 7th CIIE were successfully implemented.

Phase Two: From April to June, with just 200 days remaining before the 8th CIIE, media coverage focused on exhibition agreements, promotional events, investment roadshows, and pre-expo matchmaking sessions.

April: The 8th CIIE entered its 200-day countdown, with over 300 exhibitors announced. Promotional events for the 8th CIIE were held in Ecuador and Belgium. A special matchmaking session for the Consumer Goods and Trade in Services exhibition areas was held as part of the "CIIE Service·Consumer Season". Pre-expo events were also organized for dairy products and agricultural goods.

May: Promotional events for the 8th CIIE took place in Chile, Qatar, Cuba, Portugal, Ireland, and Norway. Investment roadshows were hosted in Nanchang, Jiangxi, while matchmaking sessions were held in Chongqing.

June: The Permanent Mission of China to the United Nations, together with the CIIE Bureau, held a global development seminar at the UN Palais des Nations on the theme "CIIE in Action: Contributing to the 2030 Sustainable Development Agenda". This marked the first time "CIIE Stories" were presented at the United Nations. Promotional events for the 8th CIIE were held in Paris, France, and investment roadshows took place in Suzhou and Linyi. Matchmaking sessions were also held in Harbin, Heilongjiang, and registration for professional visitors opened both domestically and internationally.

Phase Three: From July to August, as the 8th CIIE entered its 100-day countdown, a series of successful promotional activities took place.

July: The 8th CIIE entered its 100-day countdown, and a press conference was held. Over 50 countries and international organizations confirmed their participation in the Country Pavilion. The Corporate Pavilion had already signed contracts for over 330,000 square meters of space. The HongQiao Forum Secretariat released the event's thematic topics and held an explanation session. The six exhibition areas and the Innovation Incubation Special Section announced their themes: the Medical Equipment and Healthcare Products Exhibition Area focused on "Healthy China, Beautiful Life"; the Automobiles and Smart Mobility Exhibition Area centered around "Travel, Infinite Possibilities"; the Intelligent Industry and Information Technology Exhibition Area was themed "Equipping the Future Together"; the Consumer Goods Exhibition

Area emphasized "Higher Quality, Better Life"; the Food and Agricultural Products Exhibition Area was themed "From Global Farms to Chinese Tables"; the Service in Trade Exhibition Area highlighted "Connecting Industries, Connecting China"; and the Innovation Incubation Special Section focused on "Entering New Tracks in China". The recruitment for the 9th CIIE officially began. The 8th CIIE also started accepting applications for supporting activities. Promotional events were held in Morocco, and investment roadshows took place in Tianjin, Hunan, Hebei, and Sichuan. The Future Mobility sub-section of the Automobile and Smart Mobility Exhibition Area was promoted, and the second pre-expo matchmaking event was held.

August: the first organizational meeting for the 8th HongQiao International Economic Forum took place. The third pre-expo supply-demand matchmaking session for the 8th CIIE was successfully held, and a CIIE roadshow was conducted in Shenyang, Liaoning.

Phase Four: From September to October, the countdown to the 8th CIIE hit the 50-day and then the 30-day mark. Exhibits began arriving in Shanghai in large numbers and cleared customs, signaling the final sprint in preparations.

September: With 50 days to go before the 8th CIIE, the list of participating Country Pavilion institutions was announced, and the floor plans for each exhibition area were officially released. The first batch of exhibits successfully cleared customs. A CIIE roadshow was held in Nanjing, media registration for the 8th CIIE opened, and registration for the HongQiao Forum began.

October: With 30 days remaining until the 8th CIIE, the first batch of exhibits arrived in Shanghai via ocean freight and entered the exhibition halls. The schedule for centralized contract signings was announced, and the initial list of speakers for the HongQiao Forum's parallel sessions was released.

Phase Five: In November, the 8th CIIE opened, generating over 1.4 million pieces of information. Premier Li Qiang attended the opening ceremony of the 8th CIIE and the HongQiao International Economic Forum in Shanghai, delivering a keynote speech that received widespread acclaim. Leaders from various countries and heads of international organizations spoke at the opening ceremony, emphasizing the expo's role in showcasing

China's openness, inclusiveness, and leadership as a major global player. During the expo, media coverage focused on the debut of new products, technologies, and services, alongside reports on a variety of supporting activities. After the expo concluded, the intended transaction amount reached a record high, with the CIIE's spillover effects continuing to manifest and the platform's role further strengthened. These aspects received sustained media attention, keeping the expo's momentum alive.

3.High-Frequency Buzzwords: Building Reputation to Elevate Gold Brand

From media reports and related discussions, "high-level opening-up", "shared development opportunities", "super-large-scale market", and "global cooperation and openness" have become the "gold brand" of the CIIE. The eighth CIIE is the first major economic and diplomatic event held after the successful convening of the Fourth Plenary Session of the 20th Central Committee of the Communist Party of China, attracting participation from 155 countries, regions, and international organizations, with 4,108 enterprises from overseas exhibiting. It aims to respond to global development uncertainties with the certainties of the Chinese market, continuously solidifying and deepening the consensus on open cooperation. "First debut, first showcase, first exhibition" and "innovative investment" have emerged as new buzzwords. This year, 461 new products, technologies, and services were showcased, with more companies hoping to

use the CIIE as a "fast track" for entering the Chinese market and to establish cooperation with upstream and downstream enterprises in the industry to better delve into the Chinese market. "Global South" and "HongQiao Forum" are consistently high-frequency keywords. For the first time, a dedicated area for products from the least developed countries was created at this year's CIIE, further expanding and upgrading the existing African products section, establishing a "cross-border e-commerce platform". The HongQiao Forum initiated discussions on "enhancing the economic resilience of the Global South" and "sustainable agricultural development in the Global South," releasing the 2025 World Openness Report and the latest World Openness Index, focusing on how openness aids the industrialization process in the Global South. Cultural exchange and mutual learning activities were vibrant. The CIIE is not only a platform for economic and trade cooperation but also an important stage for the exchange and mutual learning of civilizations, with an exhibition area for cultural exchanges exceeding 38,000 square meters, significantly enhancing the influence and spillover benefits of cultural exchange platforms. "Sustainable development" garnered significant attention. This year's CIIE emphasized "green", "zero-carbon", and "sustainable" approaches throughout, achieving 100% green energy usage for the exhibition. Numerous participating companies showcased new achievements in green development, establishing "sustainable development" as an important consensus.

**Mutual Learning
Hongqiao Forum
Innovation Investment
Global Open Cooperation
Shared Development Opportunities
High-Standard Opening-Up
Super-Large-Scale Market
Debuts and First Launches
Sustainable Development
Global South**

Figure: High-Frequency Keywords

4. Media Coverage: Amplifying Impact to Express "Strongest Voice"

In terms of mainstream print media, central and local media actively reported on the CIIE, fully showcasing the grand event.

Central-level Newspapers	Information Volume (pieces)	Local Newspapers	Information Volume (pieces)
People's Daily	250	Jiefang Daily	464
Xinhua Daily Telegraph	200	Xinmin Evening News	297
Economic Daily	165	Wenhui Daily	291
Guangming Daily	133	Pudong Times	203
China Youth Daily	115	Xi'an Evening News	179
People's Daily Overseas Edition	114	Weifang Daily	155
PLA Daily	86	Inner Mongolia Daily	154
Securities Times	66	Shanxi Daily	151
Workers' Daily	64	Xizang Daily	110
CPPCC Daily	61	Guangzhou Daily	109

Figure: Top 10 mainstream Newspapers by CIIE coverage volume

Both People's Daily and Xinhua Daily Telegraph reported more than 200 articles each, significantly influencing public opinion. Articles like "China's Open Development: Opportunities and Confidence for the World, from the CIIE to the Free Trade Port", "This Blueprint Shows Us China's New Opportunities in the Future", "Moving Toward a Better Future Through Openness

and Sharing", and "From the 8th CIIE, We See China's Economy Roaring Forward" attracted widespread media attention and were frequently re-shared.

The Economic Daily, Guangming Daily, China Youth Daily, and People's Daily Overseas Edition also published special sections, with each reporting over 100 articles.

Local media, particularly from Shanghai, showed strong performance with Jiefang Daily, Wenhui Daily, Xinmin Evening News, and Pudong Times each publishing over 200 articles, covering the continued success of the

CIIE from multiple perspectives. Local outlets like Xi'an Evening News, Weifang Daily, Inner Mongolia Daily, Shanxi Daily, Xizang Daily, and Guangzhou Daily also paid significant attention to the event.



Figure: Reports from People's Daily, Xinhua Daily Telegraph, Guangming Daily, and China Youth Daily



Figure: Reports from Jiefang Daily, Xinmin Evening News, and Wenhui Daily

In terms of mainstream news websites, central-level news websites leveraged their influence and public appeal to lay a solid foundation for positive public opinion regarding the smooth holding of the CIIE. The media outlets listed reported more than 1,000 articles each, with People's Daily Online, Xinhuanet publishing over 3,000 articles, and China News Service publishing over 2,000. Articles like "From the 'East Meets West' to 'Global Opportunities': The High-Level Open Practices of the CIIE" and "The New Consumption Trends and Big Opportunities

at the CIIE" were re-shared more than 600 times. Local news websites also focused on showcasing the diverse appeal of the CIIE, further expanding its promotional reach and exposure. Shanghai-based media led the public discourse by capitalizing on their local information advantage, with The Paper publishing over 3,000 articles, and Shanghai Observer publishing over 2,000. Other regional media, such as Top News, Jingchu Net, and Yunnan Net, each published more than 1,000 articles.

Central Media	Volume (pieces)	Local Media	Volume (pieces)
People's Daily Online	3753	thepaper.cn	3440
Xinhuanet	3675	Shanghai Observer	2221
Chinanews.com	2088	topnews.com	1618
China.com.cn	1637	cnhubei.com	1342
China Economic Net	1621	Yunnan.cn	1250
Guangming Net	1252	Qianlong.com	728
cnr.cn	1249	yangtse.com	724
CRI Online	1208	eastday.com	665
hubpd.com	1139	Knews	661
CCTV.com	1085	fjsen.com	620

Figure: Top 10 Mainstream News Websites by Number of Articles



Figure: Articles reported by People's Daily Online and Xinhuanet



Figure: Articles reported by The Paper

In the realm of new media, the Xinhua News Agency app had the largest number of articles, surpassing 3,000. The Xinhuanet app, China National Radio app, People's Daily app, and CCTV News app each published over 1,000 articles. Among local media, Shanghai-based platforms maintained their momentum, with Shanghai Observer app leading significantly, publishing over 1,000 articles. The Beijing Youth Daily app, Nanfang Plus app, Top News app, and Beijing Daily app also strongly

promoted the CIIE, highlighting its role in advancing global trade and economic cooperation, with each publishing over 500 articles. Both central and local media outlets made full use of new media technologies, such as cloud livestreaming, on-site exploration videos, and VR interactivity, to comprehensively spread the promotional content. These efforts allowed the grand scale of the CIIE to be more intuitively and vividly displayed, enhancing the effectiveness of the publicity.

Central Media New Media Platform	Information Volume (items)	Local Media New Media Platform	Information Volume (items)
Xinhua News Agency app	3,552	Shanghai Observer app	1,587
Xinhua Net app	1,848	Beijing Youth Daily app	657
CNR News app	1,608	Nanfang Plus app	607
People's Daily app	1,471	Top News app	598
CCTV News app	1,274	Beijing Daily app	577
Economic Daily app	978	Yangcheng Evening News app	484
China News Service (CNS) app	915	Dongfang Toutiao app	459
People's Daily Online app	629	The Paper app	407
Global Times app	619	Shaanxi Toutiao app	331
China.org.cn app	513	Jiemian News app	304

Figure: Top 10 New Media Platforms by Information Volume



Figure: Screenshots of reports from People's Daily app and Xinhua News Agency app



Figure: Screenshots of special reports from CCTV News app, The Paper app, and Shanghai Observer

In terms of television media, CCTV led by a significant margin, with over 1,400 news reports related to the CIIE aired throughout the year. These reports provided panoramic, multi-angle, and in-depth coverage, amplifying the "CIIE Voice". As the local broadcaster in Shanghai, Shanghai Media Group aired more than 600

reports, spreading the dynamic energy of the CIIE through live broadcasts, special reports, and various other forms. Other television networks, such as Phoenix Television, and TV and radio channels in Jiangsu, Guangxi, Beijing, Guangdong, Zhejiang, and Hubei, also provided significant coverage of the event.

Media	Information Volume (pieces)
CCTV	1493
Shanghai Media Group	686
Phoenix TV	53
Jiangsu TV	37
Guangxi Radio and Television	32
Beijing Radio and Television	27
Guangdong Radio and Television	23
Zhejiang Radio and Television	21
Hu Bei Satellite TV	13
China Education Television	10

Figure: Top 10 Television Media by Information Volume



Figure: Reports from Xinwen Lianbo (CCTV's flagship news program)



Figure: Screenshots of CCTV Special Program: Guests From the Sea



Figure: Screenshots of CCTV Agricultural and Rural Channel: From Global Farms to Chinese Tables



Figure: Screenshots of reports from CCTV News Channel, CCTV International Channel, and CCTV Finance Channel



Figure: Screenshots of Shanghai Oriental Television reports

In terms of industry media, economic and financial media outlets have actively reported on CIIE-related topics. The International Business Daily led the field with more than 200 reports. The Financial Times app and China Economic News published over 50 reports

each, ranking second and third, respectively. Industry publications like China Industrial and Commercial Times and China Economic Herald also contributed significantly with their own reports.

Media	Information Volume (items)
International Business Daily	250
Financial News app	68
China Financial & Economic News	51
China Industry & Commerce Times	40
China Economic Herald	33
CAAC Journal	26
China Quality Daily	26
China Business Journal	25
China Business Newspaper	22
China Reform Daily	18

Figure: Top 10 Industry Media by Information Volume



Figure: Screenshots of reports from International Business Daily and China Quality Daily

In terms of social media and short video platforms, during this year's CIIE, several related topics on platforms like Weibo and Douyin (TikTok in China) garnered over 10 million views, with the top trending topics accumulating over

2.2 billion views in total. On platforms such as Kuaishou, Toutiao, and Baidu, multiple CIIE-related topics also made it to trending lists, attracting widespread attention from various sectors of society.

No.	Topic	Host	Information Volume	Platform
1	The 8 th CIIE	-	260 million views	Douyin
2	The Amazing CIIE	-	130 million views	Douyin
3	The 8 th CIIE	@China International Import Expo	75.68 million views	Weibo
4	Slimming Booth at the CIIE	@Southern Weekly	67.94 million views	Weibo
5	China International Import Expo	@CCTV News	49.02 million views	Weibo
6	CIIE	-	39.99 million views	Weibo
7	Global Flavors at the Shanghai CIIE	@Sanke Video	32.17 million views	Weibo
8	Running into Friends Over 2 Billion Years Old at the Shanghai CIIE	@XiaoYang Video	32.16 million views	Weibo
9	The Cutting-Edge Tech at the CIIE	@Jushi Video	32.02 million views	Weibo
10	The 8th CIIE in 2025	@Dongfang Finance	31.62 million views	Weibo
11	CIIE Stories	-	30 million views	Douyin
12	Focusing on the 8 th CIIE	@Xinhua News	27.38 million views	Weibo
13	Treasure Shopping at the Shanghai CIIE	@021 Video	24.49 million views	Weibo
14	What's at the CIIE?	-	9.23 million views	Douyin
15	The 8th China International Import Expo	-	4.52 million views	Douyin

Figure: High-Heat Topics on Social Media Platforms

(II) Overseas Communication

1. Communication Data: Reaching Nearly 1.2 Billion Overseas Audiences

Overseas Communication Data Overview	
Audience Reach	Nearly 1.2 billion people
Foreign Media Live Stream Coverage	Over 1 million views
Overseas Social Platforms	Approximately 570,000 interactions
Reach Scope	Nearly 100 countries and regions
Overseas Media	Nearly 100 outlets
Chinese Diplomats' Promotion	Over 50 diplomats

This year, CIIE-related overseas media reports exceeded 45,000, reaching nearly 1.2 billion audiences across nearly 100 countries and regions. Prominent international media outlets such as Reuters, AP, Bloomberg, The Wall Street Journal, AFP, DPA, the Financial Times, Ansa News, Kyodo News, Yonhap News, Singapore's Lianhe Zaobao, and others closely followed the event. In Hong Kong, Macao, and Taiwan regions, media outlets like the South China Morning Post, Macau Daily, and United Daily News actively reported on the event. Regionally, the U.S., Philippines, Malaysia, and Hong Kong, Macao, and Taiwan regions saw higher volumes of coverage.

2.Communication Trends: Multi-Peak Communication Throughout the Year

As the CIIE gained increasing attention overseas, the volume of media coverage remained high throughout the year. Major milestones, such as the 100-day countdown and the first batch of sea-shipped exhibits being dispatched, saw clear spikes in information volume. In November, with the official opening of the 8th CIIE, the information volume reached its peak for the year.

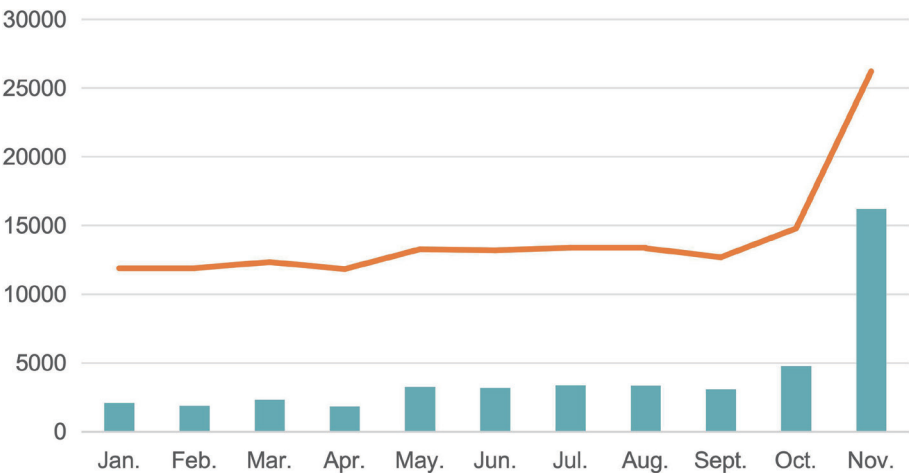


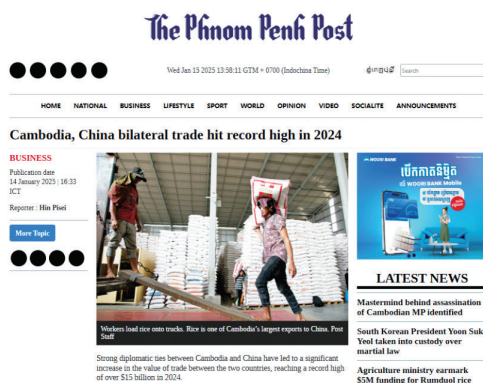
Figure: Overseas Information Volume Trend from January to November 2025 (Information Volume: Pieces)

Phase 1: From January to April, the achievements and results of the 7th CIIE were widely reported by overseas media. The overseas promotional activities for the 8th CIIE were launched globally, creating a positive atmosphere for the event's overseas promotion.

In January, the Philippine News Agency reported that Francisco Laurel, the Agriculture Secretary of the Philippines, praised the country's agricultural export efforts, noting that the Philippines achieved nearly \$1.6 billion in transactions at the 7th CIIE. The Phnom Penh Post reported that in 2024, Cambodia's bilateral trade with China reached \$15 billion, a historic high. Lim Heng, Vice-President of Cambodia Chamber of Commerce, pointed out that to promote bilateral trade, Cambodia participated in the 7th CIIE, showcasing more than 100 high-quality products, including rice, cashews, and honey. Australian Chinese Daily reported that more than 70 companies from New South Wales participated in the CIIE in 2024, marking a record high. The New Zealand Dominion Post reported that the New Zealand brand Tracel made its debut in the Chinese market at the 7th CIIE. Its CEO was

interviewed by multiple Chinese media outlets and gained significant attention from Chinese consumers on platforms like Xiaohongshu. The Trinidad and Tobago Guardian reported that in 2024, China-Trinidad and Tobago bilateral cooperation achieved significant practical results. For the fourth consecutive year, T&T businesses participated in the CIIE and successfully secured historic deals. Serbia's Lightning News reported that the Serbian Chamber of Commerce and the Serbian Development Agency would organize Serbian food enterprises to participate in the CIIE this year.

In February, Brazil's Capital Economico reported that Mato Grosso State made a remarkable appearance at the 7th CIIE, showcasing high-quality agricultural products such as meat, which attracted widespread attention. Malaysia's The Star reported that a promotional event for the 8th CIIE was held in Malaysia. During the event, Malaysia's External Trade Development Corporation signed a memorandum of understanding with the China International Import Expo Bureau.



The Phnom Penh Post



Brazil's Capital Economico



The Star



Philippine News Agency

In March, Slovenian Evening News reported that the Slovenia-China Business Council would organize a trade delegation to participate in the CIIE this year and meet with relevant institutions. Belarusian News Agency reported that Belinterexpo, an exhibition company, announced it would organize companies to participate in the CIIE, showcasing Belarus's development potential in international markets. Malaysia's Sin Chew Daily reported that the Malaysian Chinese Association issued an announcement opening registration for exhibitors at the 8th CIIE. The Nation Thailand reported that a seminar for the 8th CIIE was held in Bangkok, with representatives from many Thai companies and institutions attending to engage in exchanges. Italy's Sicilia Report reported that Eddie Tamayo, Director of the Sicily Regional Production Activities Department, met with a delegation from the CIIE organizer. South American Overseas Chinese News reported that the promotional event for the 8th CIIE was held in São Paulo, Brazil, where Mato Grosso State signed a contract confirming its participation.

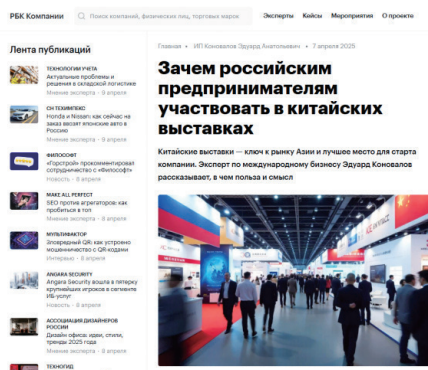
In April, Russian Business Consulting Journal published an article stating that the CIIE focuses on imported goods and services, presenting a great opportunity for Russian exporters to expand into the Chinese market. Kazakhstan News Agency reported that during his visit to China, Kazakhstan's Minister of Trade and Integration, Arman Shakkaliyev, visited the Kazakhstan pavilion at the CIIE to learn about its operations. Thailand's Headline News reported that Thailand's Department of International Trade Promotion would organize promotional activities for Thai durian products, including actively organizing companies to participate in the CIIE. Cambodia's Khmer Times reported that the Cambodian Ministry of Commerce called on businesses to actively participate in the 8th CIIE. Malaysia's Nanyang Siang Pau reported that the Malaysian Chinese Association held a promotional event for the CIIE's Malaysia Pavilion, urging businesses to register enthusiastically.



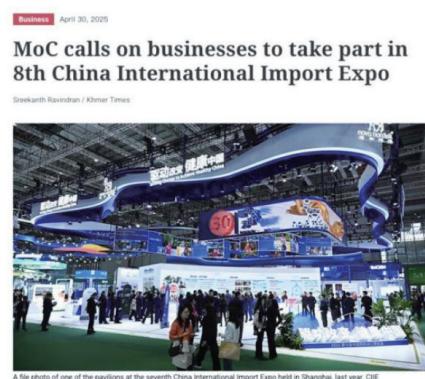
The Nation Thailand



Sicilia Report



Russian Business Consulting Journal



Khmer Times

Phase 2: From May to September, as overseas exhibitors begin their preparations, and with the 8th CIIE entering the 100-day countdown, the overseas communication momentum for the event gradually heats up. During this phase, the average monthly information volume exceeded 3,000 articles.

In May, Azerbaijan Trend News Agency reported that the Azerbaijan Export and Investment Promotion Agency would actively support local food exporters in participating in the 8th CIIE and other major international exhibitions to promote national products and brands. Ecuador's El Comercio reported that a promotional event for the 8th CIIE was held in Chile, with many local businesses and institutions participating. Bulgarian News Agency reported that Bulgarian Vice Prime Minister Zafirov, during his visit to China, inspected the preparations for Bulgaria's participation in the CIIE. Slovenia Times reported that the Slovenian Investment Agency would continue efforts to expand the Chinese market, showcasing innovative and sustainable products at this year's CIIE to increase the visibility of the country and its businesses in China. Uganda New Vision reported that the CIIE opened the door for Ugandan coffee to enter the Chinese market, with Ugandan companies signing multiple agreements with Chinese buyers during the 2023 CIIE. Turkey's

Textilegence reported that the Aegean Leather and Leather Products Exporters' Association was actively organizing companies to participate in the 8th CIIE.

In June, Australia's Winetitles reported that the South Australian Government announced an investment of \$5 million to support local exporters participating in trade exhibitions such as the CIIE. Vietnam's Industry and Trade Newspaper reported that Vietnam's Ministry of Industry and Trade expressed support for businesses to actively participate in international exhibitions such as the CIIE. Rwanda New Times reported that Rwandan coffee opened the Chinese market through the 7th CIIE, with the Ministry of Agriculture of Rwanda signing a strategic cooperation memorandum with China's coffee brand Kudi. Malaysia's Sin Chew Daily reported that the Malaysian Chinese Association, in collaboration with the Sarawak Chinese Chamber of Commerce and Industry, held a promotional event for the 8th CIIE. Kenya Business Daily reported that China, through platforms like the CIIE and other initiatives, is increasing support for the least developed countries. Busan Daily reported that the Busan City Government planned to focus on high-quality local consumer goods and actively support businesses in participating in this year's CIIE. Turkey's Dünya Newspaper reported that a promotional event for the 8th CIIE was held in Turkey.



Uganda New Vision

In July, Russia's TASS News Agency reported that the Corporate Pavilion for the 8th CIIE had already signed contracts for exhibition space exceeding 300,000 square meters. Latin American News Agency reported that over 50 countries and international organizations had confirmed participation in the Country Pavilion at the 8th CIIE. Morocco's Barlamane Website



Turkey's Dünya Newspaper

reported that a promotional event for the 8th CIIE was held in Morocco, with representatives from nine national industry associations participating. Hong Kong's South China Morning Post reported that at the pre-exhibition supply and demand matching event for the 8th CIIE, several exhibitors indicated they would present new varieties of fruit.

In August, Honduras' "Proceso.hn" Website reported that China had already purchased 7,200 tons of white shrimp from Honduras this year, and Honduras would send a delegation to participate in the 8th CIIE. Argentina's FM 89.9 Radio Website reported that the Export Promotion Agency of Salta Province would organize companies to participate in the 8th CIIE. Kazakhstan International News Agency reported that Kazakhstan's Minister of Trade and Integration, Shakkaliyev, held a meeting with the Chinese delegation and emphasized that events like the CIIE are an important platform for promoting Kazakhstan's products.

In September, Argentina's "Report Asia" Website reported that the Executive Director of the Argentina-China Production, Industry, and Trade Chamber (Argentine-Chinese Chamber of Commerce) stated that the chamber had participated in the CIIE in recent years and aimed to establish connections with partners. Turkey's Işık Newspaper reported that Aegean exporters would participate in the CIIE under the leadership of the Aegean Exporters' Association. Pakistan's Daily

Parliament Times reported that a promotional event for the 8th CIIE was held in Islamabad, Pakistan. Brazil's First Time News Website reported that the Mato Grosso State Investment Promotion Agency was strengthening its cooperation with China and would expand its participation in the CIIE. Belarusian News Agency reported that the Belarusian Chamber of Commerce and Industry was actively preparing for the Country Pavilion at the CIIE, with a large number of enterprises already registered. Thailand's News Agency reported that Thailand's Ministry of Commerce would continue promoting trade cooperation at all levels and support Thai businesses in participating in the CIIE and other major Chinese exhibitions. Morocco's Economic Newspaper reported that the Moroccan Food Export Coordination Committee was actively preparing for participation in the 8th CIIE. Colombia's Republican Newspaper reported that the Director of Colombia's Trade, Investment, and Tourism Bureau, Caballero, announced that Colombia would participate as the guest of honor at the 8th CIIE.



Barlamane



South China Morning Post



ReporteAsia



Daily Parliament Times

Phase 3: From October November, the information volume rose sharply. In November alone, the number of media reports exceeded 15,000, reaching the annual peak.

In October, in the run-up to the opening of the 8th CIIE, a wide range of international media published preview reports highlighting key exhibition features. These outlets included The Australian; the Latin American News Agency; Azerbaijan Trend News Agency; the UAE News Agency (WAM); The Business Times (Singapore); The Citizen (Tanzania); Večernje novosti (Serbia); 24ur (Slovenia); The Herald (Zimbabwe); Malaysia's National News Agency (Bernama); the Belarusian News Agency; and Hong Kong's South China Morning Post, among many others.

On November 5, the 8th CIIE officially opened.



Reuters



Bloomberg

After the Expo closed, media attention continued to focus on the outcomes achieved by participants. Sputnik News Agency reported that Russian exporters achieved impressive results at this year's CIIE. According to the Russian Export Center, signed agreements and contracts totaled more than USD 65 million, with transactions exceeding USD 150 million. Malaysia's National News Agency (Bernama) reported that transactions concluded at the Malaysia International Halal Showcase (MIHAS) pavilion reached MYR 3.2 billion. The Philippine News Agency reported that fruit exporters from the Davao region generated USD 6.4 million in sales at the 8th CIIE. Colombia's Republican Newspaper reported that 29 Colombian companies and institutions participated in this year's CIIE, a record high. Colombia was also named the Guest Country of Honor for the 2025 CIIE, reflecting China's trust in and recognition of Colombia. The Kazinform International News Agency reported that more

Chinese Premier Li Qiang attended the opening ceremony of the 8th CIIE and the HongQiao International Economic Forum and delivered a keynote speech. The event attracted extensive coverage from dozens of leading international media organizations, including Reuters, Bloomberg, Yonhap News Agency, Jiji Press (Japan), Russia's TASS News Agency, Malaysia's National News Agency (Bernama), Deutsche Welle, the Modern Diplomacy website (Europe), the Belarusian News Agency, Brazil 247 News, The Business Times (Singapore), Thairath, the Latin American News Agency, Ta Kung Pao (Hong Kong), TDM – Teledifusão de Macau, and United Daily News (Taiwan).

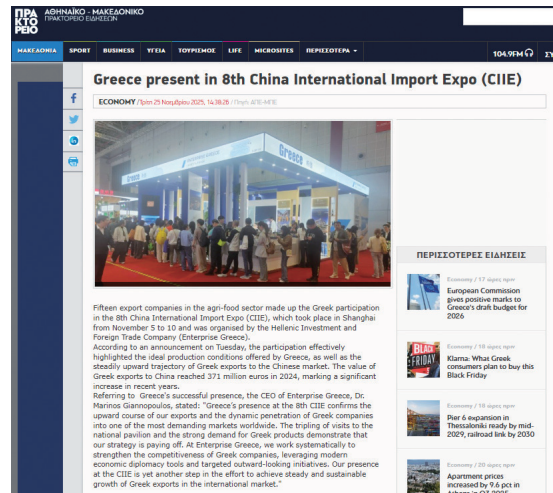
than 100 Kazakh enterprises participated in this year's CIIE, marking a record exhibition scale. According to the Kazakhstan Trade Promotion Agency, contracts signed by Kazakhstan at the CIIE in recent years have totaled USD 306.5 million. Uganda's Nile Post reported that the CIIE provided a major boost to Uganda's coffee industry, with Ugandan coffee exporters concluding deals worth UGX 10.62 billion (approximately USD 3 million). The Athens–Macedonian News Agency quoted Marinou Giannopoulos, CEO of Enterprise Greece, as saying that visitor numbers to the Greek national pavilion rose significantly compared with previous editions, demonstrating strong demand in the Chinese market for Greek products. Dong-A Ilbo Sports (South Korea) reported that companies from Seongnam City conducted 112 business negotiations at the CIIE, signing contracts worth approximately USD 9.7 million (about KRW 14.1 billion), with total export consultation outcomes amounting to USD 26.22 million

(about KRW 38.2 billion). The website of South Africa's Department of Trade, Industry and Competition stated that the CIIE created strong business opportunities for South African companies. The CEO of the Aluminium Federation of South Africa (AFSA) noted that the expo helped establish connections with Chinese clients, paving the way for further cooperation. Tehran Times reported that during the CIIE, Iranian and Chinese companies signed multiple memoranda of understanding and agreements covering sectors such as oil, natural gas, and food. Wen Wei Po (Hong Kong) reported that the Hong

Kong Trade Development Council (HKTDC) led 54 Hong Kong companies to the expo, facilitating more than 1,000 business matchmaking sessions. The Hong Kong Food Pavilion achieved over one million online views through livestreaming, significantly enhancing the visibility of Hong Kong brands on the Chinese mainland. Macao Daily Times reported that the Macao Trade and Investment Promotion Institute (IPIM) facilitated approximately 1,200 business matchmaking meetings during the CIIE, helping Macao enterprises expand into global markets.



Kazinform International News Agency



Athens-Macedonia News Agency (AMNA)



The Dong-A Sports



Philippine News Agency

3. Communication Highlights: Stronger Momentum in Proactive Outreach

(1) Live Coverage by China's International Media Generates Strong Response

CGTN of China Media Group (CMG) launched ten immersive livestreams titled "Global Products Imported Right Before Your Eyes" on its official website and overseas social media platforms. The series offered global audiences a virtual tour of the CIIE, enabling them to experience the event online. Within three hours of going live, overseas viewership exceeded one million, with multiple keywords ranking at the top of search results on Google, Bing, and Yahoo. CGTN's multilingual services—including Thai, Arabic, and Georgian—produced coverage in the official languages of the Guest Countries of Honor, effectively conveying the CIIE experience to audiences

in those countries. A short-video series titled "Jason's CIIE Adventures", hosted by American presenter Jason, showcased hands-on experiences with green technologies such as carbon-neutral equipment and biodegradable materials, explaining the concept of sustainable development to global audiences. In addition, influencers producing content in Arabic, Greek, Esperanto, Polish, and other languages delivered diverse livestream coverage—ranging from pavilion tours and human-machine interaction to demonstrations of robotic capabilities—vividly presenting the CIIE's innovation dynamism and market opportunities to audiences worldwide. Xinhua News Agency also livestreamed tours of multiple exhibition areas on its overseas social media platforms, generating over 100,000 views.



CGTN foreign host livestream from the expo



Xinhua reporters livestream pavilion tours

(2) Chinese Diplomats Overseas Promote CIIE and Expand Global Reach

Throughout the year, voices promoting the CIIE from Chinese diplomats stationed overseas have been consistently present in international public opinion arenas. According to incomplete statistics, since the beginning of this year, more than 50 Chinese ambassadors and diplomats have introduced and promoted the CIIE through nearly 100 overseas media outlets, significantly expanding the expo's international communication reach. These media outlets include

The Irish News, ANSA (Italy), The Copenhagen Post (Denmark), Forum (Poland), The Daily Sun (Bangladesh), The National (Papua New Guinea), Daily News (South Africa), The Bahamas Forum, Armenpress (Armenia), Thai Rath (Thailand), Jornal de Angola (Angola), Tehran Times (Iran), Andina News Agency (Peru), La Prensa (Honduras), Bulgarian National Radio, The National (UAE), Fiji National Television, El Diario (Mexico), The Pakistan Observer, Parliamentary Gazette (Czech Republic), and Capital (Ethiopia), among others.



The Irish News



Tehran Times

Feng Biao: Směřujeme k „patnácté pětiletce“. Čína s otevřenějším postojem sdílí s celým světem nové příležitosti

05.11.2025 16:10 | Komentář

Neдавно úspěšně skončilo čtvrté plenární zasedání 20. Ústředního výboru Komunistické strany Číny, které projednalo a schválilo „Návrh Ústředního výboru KS Číny na vypracování patnáctého pětiletého plánu národního hospodářského a sociálního rozvoje“ (dále jen „Návrh“).



Foto: Velvyslanectví České lidové republiky
Popisek: Velvyslanec České lidové republiky v České republice Feng Biao

Parliamentary Gazette



Capital

(3) The CIIE's Overseas Media Matrix Effect Continues to Expand

The CIIE maintains an active presence across six major overseas social media platforms—Facebook, X, LinkedIn, Instagram, YouTube, and TikTok—providing accessible channels for international audiences to follow and understand the expo. Through frequent postings and

proactive engagement with influential institutions and individuals, the CIIE has continued to enhance its global visibility and recognition. So far this year, the combined follower base of the CIIE's overseas social media matrix has reached approximately 2.179 million, with total post interactions amounting to around 570,000.



Interaction with Colombian President Gustavo Petro on X



Interaction with the UAE Minister of Foreign Trade on LinkedIn



Interaction with the Chinese Embassy in the Solomon Islands on Facebook



Posts on Instagram

02. Special Features

(1) CIIE Stories: Bringing CIIE's Development Opportunities to Life Through Vivid Narratives

At-a-Glance Communication Metrics for "CIIE Stories"	
Global Call for CIIE Stories (since launch)	Total global reach: nearly 2.6 billion views; Cases published: over 220; Coverage: 62 countries and regions
2025 CIIE Stories – Total reach	approximately 180 million views
2025 CIIE Stories – Number of reports	about 15,000 items
Documentary short film A Journey to the CIIE · Your Story	Total views at home and abroad: over 4.2 million
Weibo topic "The CIIE Journey Brings Opportunities Together Across Mountains and Seas"	Reads: over 3.14 million
Overseas social media platforms	Total views: over 2.5 million
Weibo topic "Release of the 2025 CIIE Stories New Book"	Reads: over 2.10 million
Xinhua News Agency micro-documentaries	Views: over 1.145 million
New book launch event CIIE Stories	Total views of related articles: over 400,000
People's Daily App coverage	Reads: over 363,000
WeChat Official Account articles	Cumulative reads: over 230,000; Posts: more than 100

This year, the vivid, engaging, and richly grounded "CIIE Stories" have continued to lead communications, with the IP delivering a series of widely noted highlights. The latest volume of CIIE Stories is carefully structured around four thematic sections—"Easing Development Bottlenecks and Opening Doors to Opportunity", "Pooling Strength for Cooperation and Building Bridges to Prosperity", "Harnessing the Power of Innovation and Driving the Engine of the Future", and "Pursuing Shared Benefits and Painting a Vision of Harmony". Through these chapters, the book systematically curates treasured moments from the CIIE's journey, raising the "sails of openness" through compelling storytelling. Since the official launch of the Global Call for CIIE Stories, more than 220 cases have been published, covering 62 countries and regions, with a total global reach of nearly 2.6 billion views. By weaving warm, human-centered narratives with a broad global perspective, these stories continue to write a practical chapter of "global sharing". Since the beginning of this year, approximately 15,000 pieces of information related to CIIE Stories have been generated, with a total reach of about 180 million views. Weibo topics such as "The CIIE Journey Brings Opportunities Together Across Mountains and Seas" and "Release of the 2025 CIIE Stories New Book" have accumulated nearly 5.3 million reads. The official WeChat account has published more

than 100 related posts, with cumulative reads exceeding 230,000. Meanwhile, "The Amazing CIIE" entered the trending lists on Kuaishou and Douyin, reaching peak rankings of No. 2 and No. 3, respectively.

During the CIIE, CIIE Stories became a widely followed topic across the internet. People's Daily published a series of articles, including "Africa's 'Tree of Life' Bears the Fruit of Win-Win Cooperation," "Small Dried Fruits Bring Big Cooperation," and "The CIIE Makes the 'Capital of Ham' Even More Prosperous," illustrating how the CIIE provides valuable opportunities for enterprises from around the world to enter the Chinese market and showcase innovative products. These articles were reposted more than 600 times across online platforms. An article on the People's Daily app titled "Defining Good Coffee Together with the Chinese Market" recorded 363,000 reads. Xinhua News Agency released the micro-documentary "CIIE Stories of Three Latin American Exporters," which garnered 1.145 million views. On Douyin, netizens enthusiastically participated in relay challenges under hashtags such as "CIIE Stories" and "The Amazing CIIE," sharing videos of their experiences and telling their own CIIE stories, generating 160 million additional views. On Weibo, @CCTV Video released the documentary short "A Journey to the CIIE · Your Story," which achieved 2.68 million views.



Image: Screenshot from media report



央视频

25-11-5 21:30 来自 微博视频号

+关注

【#进博之旅让机遇跨越山海相逢#】安第斯山脉的风、马达加斯加的香料、白沙瓦的骆驼皮灯.....进博之旅，以开放之姿，共造幸福图景，让全球好物在此汇聚，让机遇跨越山海相逢。展馆里的一次相遇，可能就是合作的开端。展台前的驻足交流，都是双向奔赴的起点。进博的舞台，新的故事一直在上演↓（央视频号：央视频发布） [央视频的微博视频](#)



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62

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Image: Screenshots of media coverage

Promotion of the New CIIE Stories Book. On November 8, the launch event for the 2025 edition of CIIE Stories, themed "A Journey to the CIIE · Your Story", was held at the National Exhibition and Convention Center (Shanghai). The latest Chinese-English editions of CIIE Stories were officially released. Following the launch, platforms including the People's Daily app, the Xinhua News app, CCTV News Channel, and the CCTV News app published reports such as

"Launch of the 2025 CIIE Stories New Book," "8th CIIE | 2025 Chinese-English Edition of CIIE Stories Released at the 'Four-Leaf Clover'", and "Chinese-English Editions of CIIE Stories Released, with Global Reach Nearing 2.6 Billion". These reports highlighted how the CIIE Stories series documents the "open" footprints of enterprises, institutions, and individuals, with related articles generating over 400,000 views.



Image: Screenshots of coverage on the new CIIE Stories book



Image: Screenshots of coverage on the new CIIE Stories book

Overseas Promotion of CIIE Stories. To actively promote CIIE Stories abroad—moving from "telling stories" to "resonating with audiences" and aligning with international organizations to form a coordinated external communication force—the CIIE's overseas social media accounts released posters and multimedia content on platforms such as LinkedIn, X, Facebook, and Instagram, achieving over 2.5 million views in total. The content attracted likes, comments, and shares from major trade institutions and enterprises across multiple countries, further expanding the reach of CIIE Stories. For example, from January 14 to January 20, posts related to CIIE Stories across the CIIE's six overseas social media

platforms received attention and interaction from official accounts such as the Ministry of Commerce, the World Trade Centers Association Dublin, and the International Trade Centre (ITC). On January 15, the "Exquisite Flavors at the CIIE" episode of CIIE Stories was released across all overseas platforms, generating over 84,000 views and more than 6,022 interactions. On February 17, the Zambia edition of CIIE Stories achieved over 3,270 views across all platforms. On September 19, the Australia-focused traffic edition surpassed 20,000 views. In November, the documentary short "A Journey to the CIIE · Your Story" vividly presented new stories from the CIIE stage, with more than 4.2 million views at home and abroad.



Image: CIIE Stories posters released on overseas social media platforms

(II) CIIE Columns: All Sectors of Society Discuss CIIE's Shared Vision

This year, the CIIE launched a series of dedicated columns—including "Leaders on the CIIE", "Ambassadors on the CIIE", "Foreign Business Voices on the CIIE", and "Global Perspectives on the CIIE". These columns focus on heads of international organizations, officials from foreign government agencies, foreign experts, and professional visitors from both within and outside China who participate in the expo. Through vivid accounts of their unique experiences and genuine impressions, the columns present "voices of the CIIE" from diverse perspectives, showcasing China's vivid practice of embracing the world with an open and inclusive mindset. The official WeChat account curated three dedicated collections—"Ambassadors on the CIIE", "Foreign Business Voices on the CIIE", and "Global Perspectives on the CIIE"—featuring more than 30 posts in total and generating 35,000 reads. In addition, the CIIE launched the "CIIE Spotlight" column for the first time this year, previewing key highlights and must-see features across different sections of the expo. The official WeChat account created nine themed collections—"CIIE Spotlight Posters", "CIIE Spotlight: CIIE-NOVA", "CIIE Spotlight: CIIE-MOVE", "CIIE Spotlight: CIIE-LIFESTYLE", "CIIE Spotlight: CIIE-SERVICE", "CIIE Spotlight: CIIE-TECH", "CIIE Spotlight: CIIE-FOOD", "CIIE Spotlight: CIIE-HEALTH", and "CIIE Spotlight: Country Pavilion". These collections together featured 65 posts, with total reads reaching 73,000.

Political leaders and exhibitors from multiple countries gave media interviews introducing the companies and products showcased from their respective countries, affirming that the CIIE has become an important platform for strengthening international economic cooperation. For example, CCTV's High-Level Interview featured Mark Brown, Prime Minister of the Cook Islands, with the video receiving 720,000 views on Weibo. The Xinhuanet app published "'CIIE Insider' Profile | Nicolas Hieronimus of L'Oréal Group: A 'Full-Time Participant' at All Eight CIIEs, Pursuing 'Infinite' Beauty Together with the

CIIE", which recorded 500,000 views. National Business Daily launched the "Up Close with the CIIE" series, interviewing Anna, President of Henkel Greater China; Yu Feng, President of Honeywell Greater China; and Gong Wenhao, Senior Director of Coronary Intervention and Structural Heart Valves, Boston Scientific China, among other exhibitors. These interviews highlighted how companies leverage the CIIE as a national-level platform to demonstrate their firm commitment to the Chinese market and their achievements in localization.

Meanwhile, several Chinese ambassadors and diplomats published signed articles in major overseas media outlets, fully affirming the CIIE's role in helping all parties expand cooperation space and making important contributions to China's pursuit of high-level opening up, while conveying China's positive message of sharing development opportunities with the world. For instance, Zhang Hanhui, Chinese Ambassador to Russia, published a signed article titled "The US Economy Cannot Cure Internal Illness with External Prescriptions" in Arguments and Facts, stating that China is firmly advancing high-level opening up and continuously expanding imports. He noted that since 2018, China has successfully hosted the CIIE for seven consecutive years, reducing its overall tariff level to 7.3 percent, among the lower levels globally. Hua Yafang, Chargé d'Affaires ad interim of the Chinese Embassy in Romania, published a signed article titled "Building Friendship Together, Seeking Development Together" in Romania's Nine O'Clock News, noting that an increasing number of high-quality products are entering the Chinese market through platforms such as the CIIE, enriching people's daily lives. Wang Yu, Consul General of China in Sydney, published a signed article titled "At a Time of Trade Wars, China's Open Market Will Bring Opportunities to Australia" in The Australian Financial Review, expressing welcome for more Australian companies to participate in the 8th CIIE and experience a real, multidimensional, and comprehensive China.

“进博红人”名片 | 欧莱雅集团叶鸿慕：八届“全勤生”，与进博共赴“无限”美

新华网客户端 2025-11-07 11:01:32 50万



央视新闻 02月28日 21:32 来自 微博直播平台

【正在播出】#总台专访库克群岛总理# 日前，库克群岛总理布朗在黑龙江哈尔滨接受#总台高端访谈#专访。从热带岛屿来到冰雪世界，跨越40℃温差，这次访华之旅给他留下了哪些特别感受？当过运动员、教练、体育部长，体育对他的政治理念有怎样的影响？看！央视新闻的微博直播



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汉高中华区总裁安娜：拥抱“中国速度”，以本土研发与全球网络驱动创新...

11-12 17:48



霍尼韦尔中华区总裁余铎：研发本土化实现敏捷创新，将“中国研发”服...

11-11 13:09



波士顿科学中国区冠脉介入及结构心脏瓣膜事业部高级总监龚文浩：AI技术...

11-10 19:17

Images: Interview video screenshots from Xinhuanet, China Media Group (CCTV), and National Business Daily

03 Country Pavilion

At-a-Glance Communication Metrics for Country Pavilion

Xinhua News app – related coverage	Cumulative views: over 4.5 million
CCTV News app – related coverage	Cumulative views: over 1.2 million
CCTV News Channel – High-Level Interview (related coverage)	Cumulative views: over 800,000
Related Weibo topics	Total interactions: over 550,000
China News Service – related coverage	Cumulative reads: over 400,000
All online platforms	Total information items across channels: approximately 62,000
CGTN – related videos	Cumulative views: over 57,000

The Country Pavilion, a key component of the CIIE, saw participation this year from 67 countries, regions, and international organizations, covering a total exhibition area of 30,000 square meters. Each participant showcased distinctive booth designs and innovative presentation formats, highlighting industries and sectors that reflect strong development momentum and significant cooperation potential, while also presenting the outcomes of bilateral and multilateral cooperation. A total of 17 African countries took part in the Country Pavilion, collectively presenting a wide range of high-quality African specialty products. This year also

marked the first-ever "Sister Cities Joint Exhibition". Nanjing and Stuttgart, Germany, as the first pair of sister cities to participate, jointly presented the "Nanjing–Stuttgart Sister Cities Exhibition Celebrating 30 Years of Friendship and Cooperation". Under the theme "Twin Cities, Shared Craftsmanship · A Win-Win Future", the exhibition systematically reviewed three decades of fruitful cooperation between the two cities, spanning industrial collaboration and people-to-people exchanges, and demonstrated Nanjing's steady efforts to deepen practical cooperation with Germany, with Stuttgart serving as a key anchor.

(I) Country Pavilion: A Renewed Gathering with Multiple Highlights, Showcasing Economic, Trade, and Cultural Appeal

This year, information related to the CIIE Country Pavilion exceeded 62,000 items across platforms. At the 8th CIIE, six countries—Sweden, the United Arab Emirates, Georgia, Colombia, Nigeria, and Thailand—served as Guest Countries of Honor. All six sent high-level delegations, actively promoting their competitive industries and organizing National Pavilion Day events. Except for Thailand, the other five countries served as Guest Countries of Honor for the first time.

Exhibits and activities at the Country Pavilion were rich and diverse, with media providing comprehensive coverage through text, images, videos, and livestreams. The Xinhua News App released videos such as "CIIE

Walk | Feeling the Vibrant 'Circle of Friends' at the Country Pavilion" and "8th CIIE | Country Pavilion Draws Strong Crowds", which together garnered over one million views. The CCTV News App published reports including "Let's Go! Check In at the CIIE Country Pavilion and Feel the Sincerity of Countries from Around the World", "67 Countries and International Organizations Gather: Four Major Highlights of the CIIE Country Pavilion", and "What Hidden Gems Are in the CIIE Country Pavilion? A Reporter's 'Treasure Hunt' Tour". People's Daily published multiple articles such as "67 Countries and International Organizations Participate in the 8th CIIE Country Pavilion; Six Serve as Guest Countries of Honor—Moving Forward

Together on an Open Global Stage", using a mix of text, images, and videos to present the exhibition in full. Related articles accumulated nearly 1.2 million reads. On Weibo, @CGTN and @The Paper livestreamed programs including "A Global 'Adventure' in One Stop! CGTN Takes You on a Virtual Tour of the 2025 CIIE Country Pavilions" and "CIIE Discovery | A Time-Travel Journey Through the

Country Pavilion", with total views reaching 57,000. As one of the Guest Countries of Honor, Georgia drew particular attention. The CCTV News Channel's High-Level Interview aired an exclusive interview with Georgian Prime Minister Irakli Kobakhidze, attracting 112,000 livestream viewers, while the Weibo topic "CMG Exclusive Interview with the Georgian Prime Minister" recorded 711,000 reads.

(II) China Pavilion: Seeing Development, Building Confidence, and Anticipating Technological Innovation

The China Pavilion at the 8th CIIE, themed "New Development of China, New Opportunities for the World", highlighted China's latest achievements during the 14th Five-Year Plan period in deepening comprehensive reform and advancing high-level opening up. A total of 570 exhibits were displayed—a record high. Major technological achievements in high-end manufacturing, aerospace, and artificial intelligence made their debut, including the CR450, the world's fastest high-speed train, AI-powered marine equipment, naked-eye 3D displays of 6G application scenarios, the Beijing E-Town Champion Series robots, a scale model of a lunar research station and Chang'e-5 and Chang'e-6 lunar soil samples, and brain-computer interface technologies. Economic Daily and Science and Technology Daily published articles such as "'China's Innovation Exceeds Expectations'—Observations from the China Pavilion at the 8th CIIE" and "Full of a Sense of Technology, Packed with Visitors—The China Pavilion Presents an 'Innovation Report Card'", noting that from major national technological achievements demonstrating hard power to innovations closely linked to daily life, the pavilion was infused with the power of cutting-edge technology, bringing frontier innovation from "viewing at a distance" to "immersive experience".

The China Pavilion received extensive coverage from more than 20 major media outlets, including People's

Daily Online, Xinhua News Agency, China Media Group (CCTV), Oriental Television, The Paper, and Wenhui Daily. Through livestreams, video reports, graphic features, and guided tours by well-known hosts, the pavilion was promoted comprehensively, generating over 16,000 information items across the internet. The CCTV News Channel aired multiple on-site reports, such as "The 8th CIIE Opens: Reporter Visits the China Pavilion—Technology Brings Infinite Possibilities" and "Non-Invasive Brain-Computer Interfaces Enable Movement by Thought", offering multidimensional presentations of China's innovation capacity and development momentum. Videos released on the Xinhua News App, including "CIIE Walk | Experiencing the Charm of Innovative Development at the China Pavilion" and "Major-Country Technologies at the China Pavilion Demonstrate Extraordinary Achievements", accumulated 2.105 million views. On social media, @CCTV.com posted videos showcasing experiences with the CR450 train model, interactive sand-table installations, and the world's first manned near-Earth aircraft, attracting 30,000 views. Related Weibo topics such as "World's Fastest High-Speed Train Model Appears at the CIIE China Pavilion" and "570 Exhibits at the CIIE China Pavilion—A Record High" generated around 500,000 reads.



Image: Screenshots of China Pavilion media coverage

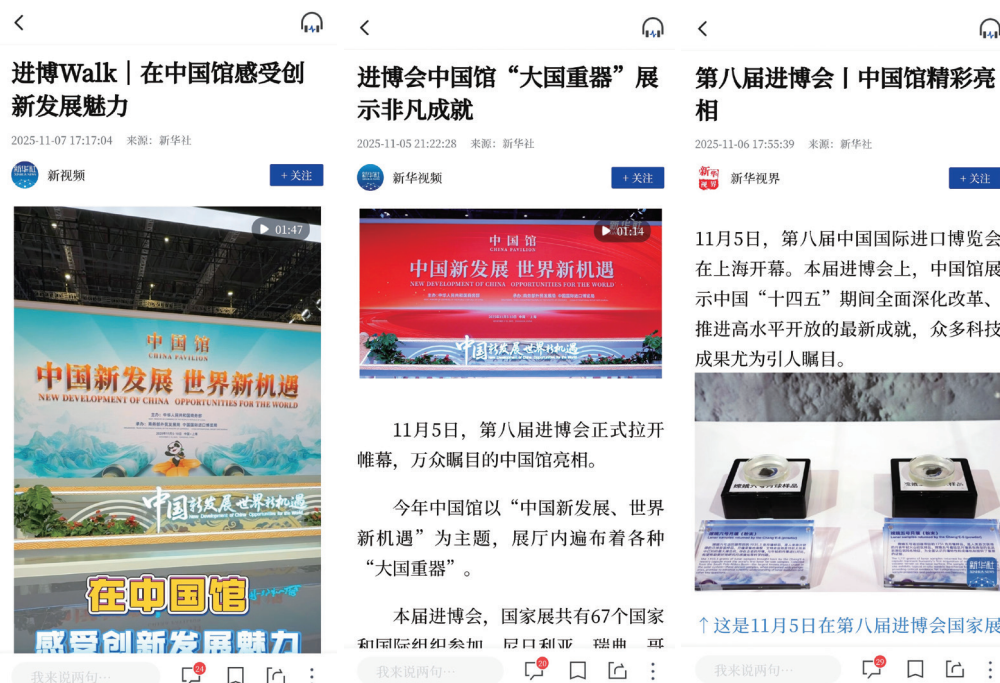


Image: Screenshots of China Pavilion media coverage

(III) Booth Activities: Deep Interaction, Strong Commitment, and a Shared Vision of Cooperation

Interactivity at the Country Pavilion was further enhanced this year, with over 20 participants organizing approximately 280 booth activities. These events not only showcased national images, cultural characteristics, and comprehensive strengths, but also brought participating countries closer to Chinese consumers. An article by Consumer Daily Online, "Spotlight on the CIIE | An Economic and Trade Gala Plus a Cultural Feast: The Dual Appeal of the Country Pavilions", noted how arts and cultures from around the world converged at the exhibition. Through distinctive booth designs and innovative displays, participants highlighted industries and sectors with strong development levels and cooperation potential. Shanghai Observer published reports such as "Nonstop Shows All Day at the CIIE Country Pavilion | Up Close", "Travel the World in One Second! Immersive Experiences at the CIIE Country Pavilion", and "Top Global Products Gather at the CIIE Country Pavilion", noting that in addition to specialty foods and cultural exhibits, the exhibition featured numerous interactive experiences. Countries including Uganda, Georgia, Cambodia, the UAE, Fiji, and Venezuela presented traditional dances, folk music, and performances with national instruments.

Xinmin Evening News livestreamed "Virtual Tour of the CIIE Country Pavilion," offering a direct view of the diverse booth activities. The Paper livestreamed "CIIE Discovery | A Time-Travel Journey Through the Country Pavilion: From the World's Fastest High-Speed Train to the Amazon Rainforest," which recorded 47,000 views on Weibo. China News Service published "Songs, Dances, and Drums Add Energy: Country Pavilion Bustles with Visitors at the 8th CIIE", with over 400,000 reads. The Country Pavilion also placed strong emphasis on industrial matchmaking. Organizing agencies from 14 countries, including Norway, Belarus, Georgia, Armenia, Uzbekistan, Azerbaijan, Kyrgyzstan, Brazil, Argentina, Vietnam, Mongolia, Thailand, Iran, and Sri Lanka, not only presented national images at the Country Pavilion but also organized outstanding domestic enterprises to participate in the Enterprise Exhibition. The CCTV Chinese International Channel aired "CIIE Country Pavilion: 67 Countries and International Organizations Share the Stage as Technology and Culture Dance Together". Xinhua News Agency released the video "Russian Country Exhibitors: Discovering China's Vast Market and New Opportunities at the CIIE", which achieved over 1.5 million views.

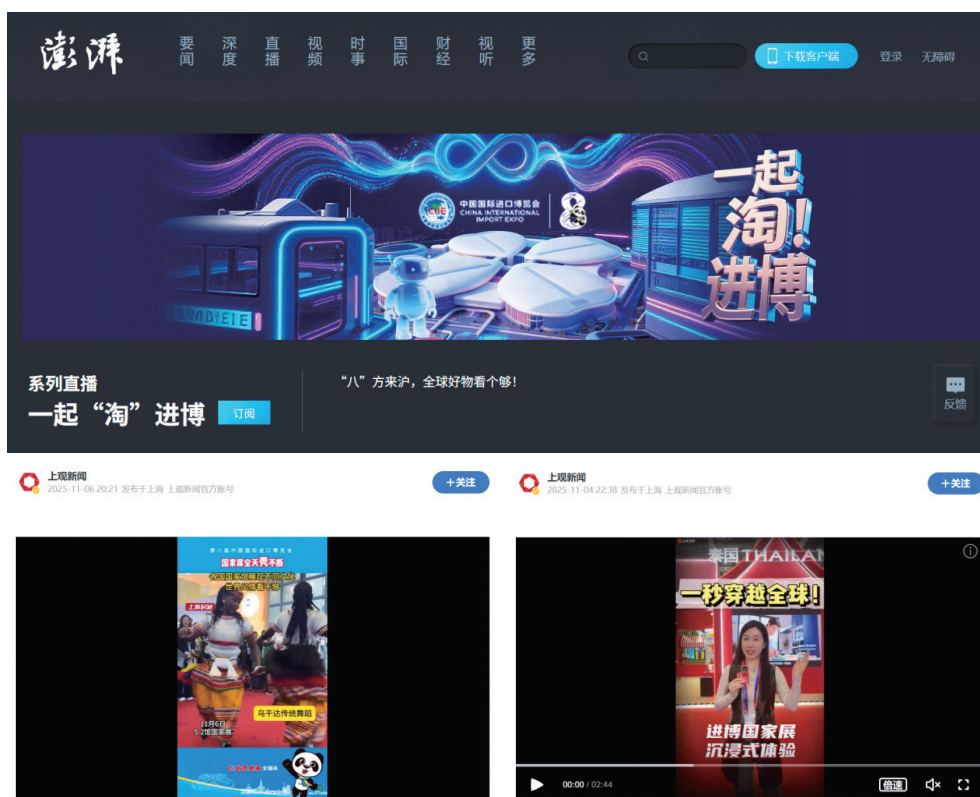


Image: Screenshots of coverage by The Paper and Shanghai Observer

04. Corporate Pavilion

(I) Exhibition Areas

This year's CIIE actively promoted practical cooperation among all participants. The Corporate Pavilion was further expanded, with a total exhibition area exceeding 367,000 square meters. Building on last year's participation of 3,496 companies, more than 600 additional enterprises joined this year's expo. A total of 290 Fortune Global 500 companies and leading enterprises took part, setting new historical records for both exhibition area and number of exhibitors. In total, 43 trade missions and more than 700 sub-missions were organized to attend the expo for business negotiations and procurement. The number of registered professional visitors reached 449,500.

In terms of exhibition planning, greater emphasis was placed on forward-looking and trend-setting themes. The Corporate Pavilion was structured around six major sections—Medical Equipment and Healthcare Products, Automobiles and Smart Mobility, Intelligent Industry and Information Technology, Consumer Goods, Food and Agricultural Products, and Trade in Services—along with a dedicated Innovation Incubation Special Section. The exhibition also actively responded to emerging consumption trends such as the "ice-and-snow economy" and the "silver economy", and introduced innovative highlight areas including the "CIIE Sports Park" and the "International Automotive Culture Exhibition Area".

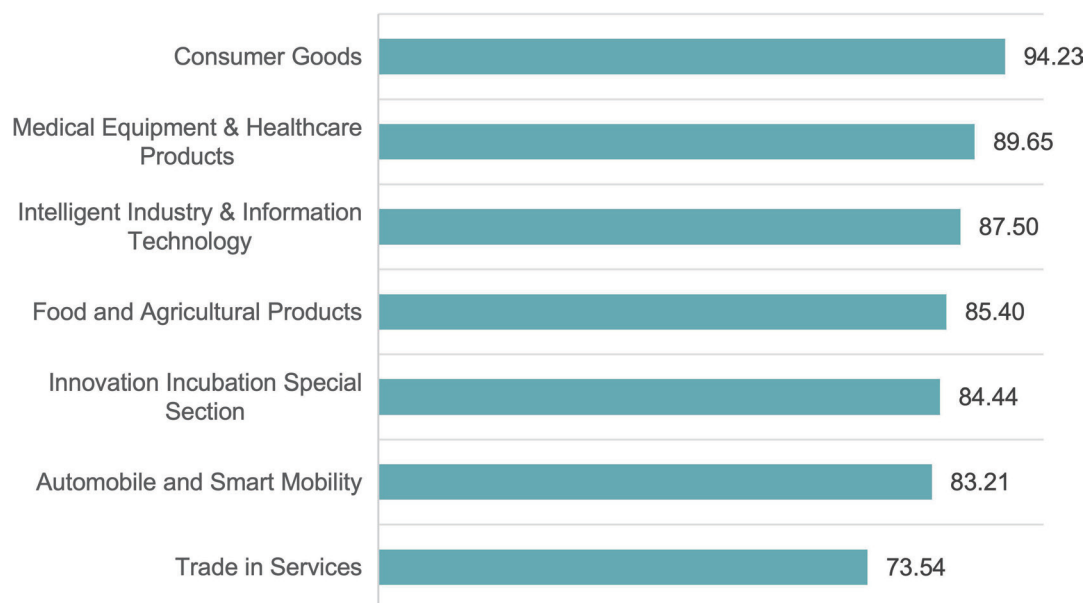


Figure: Communication Influence Index of the Six Exhibition Areas and the Innovation Incubation Special Section

(II) Exhibitors

1. Communication Influence Index of 8th CIIE — Top 100 Exhibitors

At the 8th CIIE, 4,108 enterprises from 138 countries and regions participated, bringing together leading global companies from across industries. The world's top ten industrial electrical companies and the four major global grain traders continued their participation, while numerous multinational healthcare companies made high-profile appearances with medical products targeting chronic diseases and rare disease treatments. Leading enterprises from multiple niche sectors participated for the first time, and US companies maintained the largest exhibition area for the seventh consecutive year. Together, these facts underscore the international community's strong confidence in China's economy and the continuously expanding communication impact of the CIIE.

The CIIE's influence among countries of the Global South further increased. Enterprises from 123 partner countries participated, representing a year-on-year increase of 23.1%. The number of companies from least developed countries reached 163, up 23.5% year on year. With full implementation of the zero-tariff policy on 100 percent of tariff lines for African countries with diplomatic relations with China, the number of participating African enterprises increased by 80% year on year, generating a positive international response.

Through comprehensive monitoring and analysis of communication data for all participating enterprises, the "Exhibitor Communication Influence Index" was calculated. The results are presented below:

No.	Exhibition Area	Exhibitor	Communication Influence Index
1	Consumer Goods	L'Oréal*	29.40
2	Consumer Goods	Panasonic*	28.84
3	Automobiles & Smart Mobility	Volkswagen Group*	28.73

¹ "CIIE ever-present exhibitors" refers to enterprises or institutions that have participated continuously in every edition of the CIIE from the 1st through the 8th.

4	Automobiles & Smart Mobility	Tesla	28.70
5	Medical Equipment and Healthcare Products	Bayer*	28.45
6	Food & Agricultural Products	Theland	28.31
7	Intelligent Industry and Information Technology	Siemens*	28.28
8	Intelligent Industry and Information Technology	Sony	28.24
9	Automobiles & Smart Mobility	Toyota Motor	28.23
10	Medical Equipment and Healthcare Products	Medtronic*	28.22
11	Medical Equipment and Healthcare Products	Sanofi*	28.16
12	Intelligent Industry and Information Technology	Qualcomm*	28.13
13	Medical Equipment and Healthcare Products	Roche*	28.09
14	Intelligent Industry and Information Technology	AMD	28.08
15	Automobiles & Smart Mobility	Michelin	28.07
16	Consumer Goods	IKEA*	28.06
17	Automobiles & Smart Mobility	BMW*	28.06
18	Medical Equipment and Healthcare Products	AstraZeneca*	28.05
19	Intelligent Industry and Information Technology	Honeywell*	28.05
20	Medical Equipment and Healthcare Products	Siemens Healthineers*	28.04
21	Medical Equipment and Healthcare Products	Novo Nordisk*	28.03
22	Consumer Goods	Shiseido	28.02
23	Intelligent Industry and Information Technology	OMRON*	28.02
24	Intelligent Industry and Information Technology	Schneider Electric*	28.01
25	Intelligent Industry and Information Technology	Intel	28.01
26	Medical Equipment and Healthcare Products	Johnson & Johnson*	27.98
27	Intelligent Industry and Information Technology	Samsung*	27.91

28	Medical Equipment and Healthcare Products	Pfizer	27.87
29	Consumer Goods	LEGO*	27.82
30	Food & Agricultural Products	Danone*	27.81
31	Consumer Goods	Kao*	27.58
32	Food & Agricultural Products	Cargill*	27.55
33	Food & Agricultural Products	CP Group*	27.48
34	Intelligent Industry and Information Technology	Hexagon	26.95
35	Intelligent Industry and Information Technology	ABB*	26.71
36	Medical Equipment and Healthcare Products	GE Healthcare*	26.60
37	Medical Equipment and Healthcare Products	Novartis*	25.74
38	Medical Equipment and Healthcare Products	Philips*	25.66
39	Medical Equipment and Healthcare Products	Boston Scientific	25.12
40	Automobiles & Smart Mobility	Nissan	24.94
41	Trade in Services	SGS Group	24.71
42	Consumer Goods	lululemon	24.51
43	Medical Equipment and Healthcare Products	Boehringer Ingelheim	24.39
44	Food & Agricultural Products	Louis Dreyfus Company*	24.08
45	Consumer Goods	MUJI	24.05
46	Automobiles & Smart Mobility	Bosch	24.01
47	Trade in Services	KPMG	24.00
48	Consumer Goods	Nike	23.80
49	Medical Equipment and Healthcare Products	Abbott	23.79
50	Automobiles & Smart Mobility	Mercedes-Benz*	23.36
51	Medical Equipment and Healthcare Products	Fosun Pharma*	23.24
52	Intelligent Industry and Information Technology	Dow*	23.05

53	Intelligent Industry and Information Technology	Nippon Paint	22.78
54	Food & Agricultural Products	Nestlé*	22.74
55	Consumer Goods	Estée Lauder	22.73
56	Consumer Goods	Johnson Health Tech	22.51
57	Intelligent Industry and Information Technology	Johnson Controls	22.42
58	Medical Equipment and Healthcare Products	MSD	22.35
59	Intelligent Industry and Information Technology	Airbus	22.33
60	Automobiles & Smart Mobility	Honda*	22.32
61	Medical Equipment and Healthcare Products	GSK	22.32
62	Medical Equipment and Healthcare Products	Eli Lilly	22.27
63	Automobiles & Smart Mobility	Ford *	21.61
64	Trade in Services	Swire Group	21.42
65	Consumer Goods	LVMH	21.40
66	Medical Equipment and Healthcare Products	Organon	21.35
67	Medical Equipment and Healthcare Products	Gilead Sciences	21.13
68	Consumer Goods	Kering	21.02
69	Consumer Goods	Hästens	21.01
70	Intelligent Industry and Information Technology	Rockwell Automation	20.98
71	Medical Equipment and Healthcare Products	Amway	20.96
72	Consumer Goods	Procter & Gamble	20.95
73	Intelligent Industry and Information Technology	ZEISS*	20.84
74	Trade in Services	EY*	20.81
75	Consumer Goods	Amorepacific*	20.48
76	Consumer Goods	Fast Retailing (UNIQLO)	20.31
77	Food & Agricultural Products	Zespri*	20.21

78	Intelligent Industry and Information Technology	3M*	20.04
79	Medical Equipment and Healthcare Products	EssilorLuxottica*	20.02
80	Intelligent Industry and Information Technology	Kärcher*	19.80
81	Medical Equipment and Healthcare Products	doTERRA*	19.73
82	Consumer Goods	adidas	19.54
83	Intelligent Industry and Information Technology	Henkel	19.42
84	Intelligent Industry and Information Technology	Alfa Laval	19.34
85	Consumer Goods	Richemont	19.21
86	Intelligent Industry and Information Technology	Rio Tinto	18.79
87	Medical Equipment and Healthcare Products	Elekta*	18.77
88	Intelligent Industry and Information Technology	Brother*	18.76
89	Intelligent Industry and Information Technology	ASML	18.75
90	Food & Agricultural Products	Walmart	18.50
91	Intelligent Industry and Information Technology	SCHOTT*	18.47
92	Consumer Goods	SYR*	18.35
93	Trade in Services	PwC*	18.18
94	Trade in Services	Deloitte*	18.15
95	Food & Agricultural Products	ADM	18.15
96	Intelligent Industry and Information Technology	Mitsubishi Electric*	18.09
97	Intelligent Industry and Information Technology	Toshiba*	17.99
98	Intelligent Industry and Information Technology	Emerson*	17.84
99	Food & Agricultural Products	Syngenta	17.76
100	Food & Agricultural Products	a2 Milk Company	17.31

2. Communication Influence Index of 8th CIIE — CIIE Stars

Since the beginning of 2025, the CIIE has continued to attract broad attention from all sectors. Exhibitors have actively engaged in communication and outreach, generating multiple waves of publicity throughout the year, which has further highlighted the CIIE's influence and catalytic effect. Exhibitors widely recognize that the purpose of hosting the CIIE is to expand opening up and turn China's vast market into shared opportunities for the world.

To comprehensively reflect exhibitors' communication performance over the course of the year, this report introduces the "CIIE Stars" category. By systematically monitoring and analyzing relevant information throughout the year, an "Annual Communication Influence Index" has been calculated. The results are presented below:

2025 CIIE Stars		
No.	Exhibitor	Communication Influence Index
1	L'Oréal	94.29
2	Siemens	93.90
3	Volkswagen Group	93.56
4	Bayer	92.96
5	Toyota Motor	92.80
6	Qualcomm	91.83
7	Panasonic	90.12
8	Medtronic	90.05
9	LEGO	90.03
10	Roche Pharmaceutical	89.67

3. Communication Influence Index of 8th CIIE — Top 10 Exhibitors by Exhibition Area

Stakeholders from across society closely followed exhibitor participation in the six exhibition areas and the Innovation Incubation Special Section. Based on collected data and relevant information, a Communication Influence Index was calculated. The results are as follows:

Medical Equipment and Healthcare Products		
No.	Exhibitor	Communication Influence Index
1	Bayer	28.45
2	Medtronic	28.22
3	Sanofi	28.16
4	Roche Pharmaceutical	28.09
5	AstraZeneca	28.05
6	Siemens Healthineers	28.04
7	Novo Nordisk	28.03
8	Johnson & Johnson	27.98
9	Pfizer	27.87
10	GE HealthCare	26.60

In the Medical Equipment and Healthcare Products Exhibition Area, Bayer ranked first with a Communication Influence Index of 28.45. According to People's Daily Online, Bayer showcased its three major business divisions—Prescription Pharmaceuticals (including Imaging Diagnostics), Consumer Health, and Crop Science—presenting 26 featured exhibits. These included five global debuts, eight China debuts, and 13 CIIE debuts, highlighting the company's strong commitment to the innovation potential of the Chinese market.

Medtronic ranked second with a score of 28.22. Xinhua News Agency reported that, reflecting its firm confidence in the Chinese market, Medtronic brought more than 100 innovative products to this year's CIIE, including one global debut, one Asia-Pacific debut, and five China debuts. To date, 33 "flagship products" that were first unveiled by Medtronic at the CIIE have been successfully commercialized in the Chinese market.

Automobiles and Smart Mobility		
No.	Exhibitor	Communication Influence Index
1	Volkswagen Group	28.73
2	Tesla	28.70
3	Toyota Motor	28.23
4	Michelin	28.07
5	BMW	28.06
6	Nissan	24.94
7	Bosch	24.01
8	Mercedes-Benz	23.36
9	Honda	22.32
10	Ford	21.61

In the Automobiles and Smart Mobility Exhibition Area, Volkswagen Group ranked first with a Communication Influence Index of 28.73. According to Xinhua News Agency, CARIAD, the software subsidiary of Volkswagen Group (China), has established a joint venture, Carizon, with Horizon Robotics, a company specializing in intelligent driving technologies. The joint venture will independently design and develop system-level computing solutions in China to provide strong support for the Group's advanced driver-assistance systems (ADAS) and autonomous driving systems. Volkswagen Group firmly believes that designing and developing in China will further strengthen its long-term innovation capabilities.

Tesla ranked second with a Communication Influence Index of 28.70. People's Daily reported that on November 5, Tesla debuted its flagship product—the Cybercab autonomous electric vehicle—at the CIIE automotive exhibition area, marking the model's Asia-Pacific debut. Tao Lin, Global Vice President of Tesla, stated that the company chose the CIIE for the debut because it is an important platform for international cooperation and innovation exchange. Tesla hopes to use the CIIE platform to showcase its cutting-edge technologies and innovation capabilities in artificial intelligence, smart manufacturing, and green energy.

Intelligent Industry and Information Technology		
No.	Exhibitor	Communication Influence Index
1	Siemens	28.28
2	SONY	28.24
3	Qualcomm	28.13
4	AMD	28.08
5	Honeywell	28.05
6	OMRON	28.02
7	Schneider	28.01
8	Intel	28.01
9	Samsung	27.91
10	Hexagon	26.95

In the Intelligent Industry and Information Technology Exhibition Area, Siemens ranked first with a Communication Influence Index of 28.28. According to Xinhua News Agency, visitors to the Siemens booth could experience the charm of "AI + Industry" at every turn: smart assembly equipment reduced the time required to build a brake production line by nearly half; the integration of hardware and software made industrial control as intuitive and easy to operate as a claw machine; and an AI-powered immersive R&D platform allowed users to complete designs simply by speaking commands.

SONY ranked second with a Communication Influence Index of 28.24. Economic Daily reported that at this year's CIIE, Sony globally debuted its haptic immersive natural space, "INSECTOPIA", which integrates ultra-wide LED screens, a custom haptic feedback floor, and a seated vibration system, while synchronously controlling wind effects and lighting. The installation allows visitors to experience nature from the microscopic perspective of an insect.

Consumer Goods		
No.	Exhibitor	Communication Influence Index
1	L'Oréal	29.40
2	Panasonic	28.84
3	IKEA	28.06
4	Shiseido	28.02
5	LEGO	27.82
6	Kao	27.58
7	lululemon	24.51
8	MUJI	24.05
9	Nike	23.80
10	Estée Lauder	22.73

In the Consumer Goods Exhibition Area, L'Oréal ranked first with a Communication Influence Index of 29.40. According to People's Daily, L'Oréal, which has participated in the CIIE for eight consecutive years, demonstrates its strong confidence in the Chinese market through new products and innovative collaborations. "The CIIE is not only a bridge for economic and trade exchanges but also conveys to the world China's concept of shared opportunities and common development," said Nicolas Hieronimus, CEO of L'Oréal Group. The company has already secured tickets for the 9th CIIE in advance.

Panasonic ranked second in this exhibition area. People's Daily Overseas Edition reported that at Panasonic's booth in the Consumer Goods area, AI-powered smart home appliances were prominently displayed. Tetsuro Homma, Global Vice President of Panasonic Holdings Corporation and General Representative of the Group in Northeast Asia, stated, "The company is applying generative AI technology to home appliances and smart home products to meet the evolving consumer demands of the Chinese market."

Food and Agricultural Products		
No.	Exhibitor	Communication Influence Index
1	THELAND	28.31
2	DANONE	27.81
3	Cargill	27.55
4	CHAROEN POKPHAND GROUP	27.48
5	Louis Dreyfus Company	24.08
6	Nestlé	22.74
7	Zespri	20.21
8	Walmart	18.50
9	ADM	18.15
10	Syngenta	17.76

In the Food and Agricultural Products Exhibition Area, Theland ranked first with a Communication Influence Index of 28.31. According to People's Daily, Theland, which has participated in the CIIE for seven consecutive years, has consistently launched new products, analyzed market trends, and expanded its network. Roy Van Den Hurk, the chief executive officer of Theland, stated, "Theland has grown alongside the CIIE. We remain optimistic about the Chinese market and confident in the value of the CIIE."

Danone ranked second in this exhibition area with a Communication Influence Index of 27.81. Economic Daily reported that Danone, participating in the CIIE for eight consecutive years, showcased over 130 innovative research products under the theme "Caring for the Whole Life Cycle, Creating a Healthy and Better Future Together", covering the nutritional needs of people at different stages of life. Xie Weibo, President of Danone China, North Asia, and Oceania, stated, "China is Danone's second-largest market globally and is also a key market for launching the next chapter of our Renewed Danone strategy, moving toward a future of health and nutrition."

Trade in Services		
No.	Exhibitor	Communication Influence Index
1	SGS	24.71
2	KPMG	24.00
3	Swire Group	21.42
4	EY	20.81
5	PwC	18.18
6	Deloitte	18.15
7	Standard Chartered Bank	16.31
8	VALE	16.25
9	FEDERAL EXPRESS	16.15
10	HSBC	15.73

In the Trade in Services Exhibition Area, SGS Group ranked first. International Business Daily reported that, as a long-standing "old friend" of the CIIE, SGS showcased four major thematic sections at this year's event under the theme "Quality Made Visible, Trust Without Borders": the new-consumption era, sustainable growth, digital trust, and a new journey for going global.

KPMG ranked second. According to a report by Xinhuanet, Jiang Liqin, head of clients and markets for KPMG China, noted that multinational companies are no longer satisfied with simply bringing products into the Chinese market. Instead, they are increasingly confident about aligning their core strengths with China's long-term goals in areas such as sustainable development, thereby achieving genuine resonance and synergy.

Innovation Incubation Special Section		
No.	Exhibitor	Communication Influence Index
1	IA ROBOTICS	16.19
2	L'Oréal BIG BANG Beauty Tech Open Innovation Program	16.08
3	WAT Medical	15.16
4	SCNTREALM TECHNOLOGY	14.60
5	Entrepreneur Groundwork Guide LTD UK	12.75
6	Venture Cup China	12.36
7	EGO International Innovation Center	11.56
8	Bailian Innovation Center	10.18
9	Brazil Center	10.07
10	Austrian Chinese Music Association	9.65

In the Innovation Incubation Special Section, Yunfan Robot ranked first with a Communication Influence Index of 16.19. According to China.com.cn, Yunfan Robot showcased a power embodied intelligent robot featuring dual-arm coordination with a payload capacity of 30 kilograms, capable of easily lifting two 5-liter barrels of bottled water. Designed for industrial applications, the robot's dual-arm system supports a combined load of up to 30 kilograms, while its mobile chassis delivers a battery life of more than six hours.

L'Oréal BIG BANG Beauty Tech Open Innovation Program ranked second, with a Communication Influence Index of 16.08. China Economic Net reported that the world-renowned beauty group L'Oréal made its eighth consecutive appearance at the CIIE under the theme "Infinite Beauty, Radiating Worldwide". In the Innovation Incubation Special Section, L'Oréal unveiled 19 winning companies selected this year from its L'Oréal BIG BANG Beauty Tech Open Innovation Program, highlighting the latest outcomes of its open innovation initiatives.

4. Communication Influence Index of 8th CIIE — Top 15 Exhibition Groups

By bringing together otherwise dispersed overseas enterprises, exhibition groups help companies jointly explore the Chinese market, thereby further amplifying their overall communication impact. People's Daily Overseas Edition published an article titled "Exhibition Organizers from Multiple Countries Remain Optimistic about the CIIE — We Are 'Returning Participants' and Also 'Fellow Travelers'", noting that, in addition to individual exhibitors, exhibition organizers from many countries have appeared at the CIIE in the form of organized delegations. These organizers include official trade promotion agencies, chambers of commerce, and industry associations from various countries. By consolidating scattered overseas enterprises into sizable exhibition groups, they enable companies to enter the Chinese market collectively. Many exhibition organizers have led

delegations to the CIIE for consecutive years, casting a "vote of confidence" in China's vast market through concrete actions. Several organizers have emphasized that, beyond lowering barriers to participation, they also provide end-to-end services, ranging from business matchmaking to market promotion, helping enterprises arrive well prepared and pursue the Chinese market with precision. Innovative promotional approaches, such as livestream e-commerce, are increasingly becoming a preferred option for many exhibition groups to engage consumers. Through comprehensive monitoring and analysis of communication activities related to all exhibition groups, a "Communication Influence Index for Exhibition Groups" has been calculated. The results are presented below:

No.	Exhibitor Group	Popularity
1	International Trade Centre (ITC)	★★★★★
2	Brazilian Trade and Investment Promotion Agency (Apex-Brasil)	★★★★★
3	Singapore Business Federation (SBF)	★★★★★
4	Hong Kong Trade Development Council (HKTDC)	★★★★★
5	AmCham Shanghai	★★★★★
6	Swiss Centers	★★★★★
7	The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM)	★★★★★
8	CANADA INTERNATIONAL TRADE PROMOTION SOCIETY	★★★★★
9	Australian Trade and Investment Commission (Austrade)	★★★★★
10	Malaysia External Trade Development Corporation (MATRADE)	★★★★★
11	Japan External Trade Organization (JETRO)	★★★★★
12	Italy China Council Foundation (ICCF)	★★★★★
13	Association of Exporters (ADEX)	★★★★★
14	Russian Export Center (REC)	★★★★★
15	CHINA CHAMBER OF COMMERCE IN NEW ZEALAND	★★★★★

(III) Exhibits

At the 8th CIIE, a total of 461 representative new products, technologies, and services were showcased. Among them, 201 made their global debut, 65 were first exhibited in Asia, and 195 were introduced in China for the first time. These innovations spanned industries such as biomedicine, green and low-carbon technologies, and intelligent industry and information technology, helping the Chinese market further become a global testing ground, application hub, and profit center for innovation.

Based on comprehensive media coverage, the number of global debuts, regional first exhibitions, and China premieres continued to grow, covering sectors including consumer goods, industrial equipment, and food products. Humanoid robots demonstrating new applications in work and daily life attracted large audiences. Notable first debuts included Tesla's autonomous electric vehicles, Siemens Healthineers' new angiography system, and EssilorLuxottica's Nuance Audio innovative hearing glasses, which drew widespread attention. Other highlights included: Abbott introduced over ten new products making their debut or first exhibition; Boston Scientific showcased its intravascular ultrasound system for the first time, with local production piloted in Shanghai; Danish Nilfisk brought its large-scale integrated cleaning machines for the first time and

reached cooperation intentions with enterprises such as Ansteel; Air Nutri exhibited a blue portable slow-wave sleep device attracting many visitors; Honeywell launched smart building solutions for the first time at multiple CIIEs, now widely applied in office buildings, hotels, and factories across China; HRC, a composite materials solutions provider, debuted global structural design and manufacturing technologies; Bayer Crop Science introduced nine new corn seed varieties for the first time at this CIIE; L'Oréal launched 26 new products, the largest scale in CIIE history. Over the past eight years, global high-quality products have continuously emerged at CIIE. Through the expo, agricultural products such as pine nuts from Afghanistan, sesame from Tanzania, and kiwano from Ecuador entered the Chinese market on a large scale for the first time. Companies such as Danone and Nestlé made their global debut of baby formula and healthy snacks specifically for the Chinese market, expanding opportunities in niche segments. Popular products such as French Charolais beef and Korean cod sausages have gained increasing recognition among consumers. By establishing partnerships, integrating high-quality R&D resources, and leveraging the CIIE, more and more products are accelerating their market entry in China.

No.	Exhibit	Communication Influence Index
1	Tesla Autonomous Electric Vehicle (Tesla Cybercab)	78.93
2	Blueberries from Peru	71.59
3	L'Oréal Debut: Dr.G – South Korea's First Dermatology-Grade Skincare Brand	70.30
4	Boston Scientific Orbera365 Endoscopy-Guided Gastric Balloon	68.80
5	Samsung AI Home Solutions	67.21
6	ClickCopilot Companion Robot	67.13
7	Yihai Kerry Gold & Blue Plant Sterol Protein Milk	67.08
8	Yingkang High-Speed Centrifuge	66.28

9	Toyota & Pony.ai L4 Autonomous Robotaxi	66.03
10	Panasonic Alpha G5 Four-Tube Full Heat Pump Washer-Dryer Combo	65.66
11	IKEA Frösda 2026 Chinese New Year Collection	65.12
12	Philips AI-Driven Smart Lighting Solutions	64.74
13	Becton Dickinson Hernia Support Pants	64.63
14	Medtronic Inceptiv Rechargeable Closed-Loop Spinal Cord Stimulator	64.50
15	Cargill Next-Generation Liquid Frying Oils	64.35
16	EssilorLuxottica Smart Glasses with Stellest 2.0 Lenses	64.25
17	SYR Household Dual-Tank Central Water Softener	63.24
18	Becton Dickinson Fuma Closed Needle-Protection IV Catheter	63.06
19	INCAIER International Healthcare Solar Vaccine Refrigerator	63.02
20	EssilorLuxottica Nuance Audio Innovative Hearing Glasses	62.85

(IV) Trade Mission

This year's CIIE facilitated highly practical and efficient exchanges between exhibitors and buyers, yielding fruitful negotiations and contract signings. The media actively reported on the activities of the trade missions. For example, People's Daily noted that "at the 8th CIIE, the 'buyer delegation' consisted of 43 trade missions and more than 700 sub-delegations", and "nearly 200 purchasers from central enterprises, the National Health Commission, and related local trade missions participated in over 70 centralized signing events."

A comprehensive review and assessment show that the Shanghai Trade Mission, Trade Mission of Central SOEs, Zhejiang Trade Mission, and Beijing Trade Mission attracted the most attention. Media coverage

primarily highlighted:"The Shanghai Trade Mission had 120,000 registered purchasers, further strengthening precise supply-demand matching and promoting on-site procurement transactions." "Nearly 100 central enterprises organized over 20,000 participants, forming 58 specialized sub-delegations for business matching. The 'shopping lists' of central enterprises at CIIE reflect that these enterprises are accelerating the cultivation of new productive forces and promoting deep integration of artificial intelligence with traditional industries." "On its first day, the Zhejiang Trade Mission signed contracts worth 14.5 billion RMB." "The Beijing Trade Mission, with over 1,600 enterprises, used the CIIE to identify partners and facilitate new collaborations."

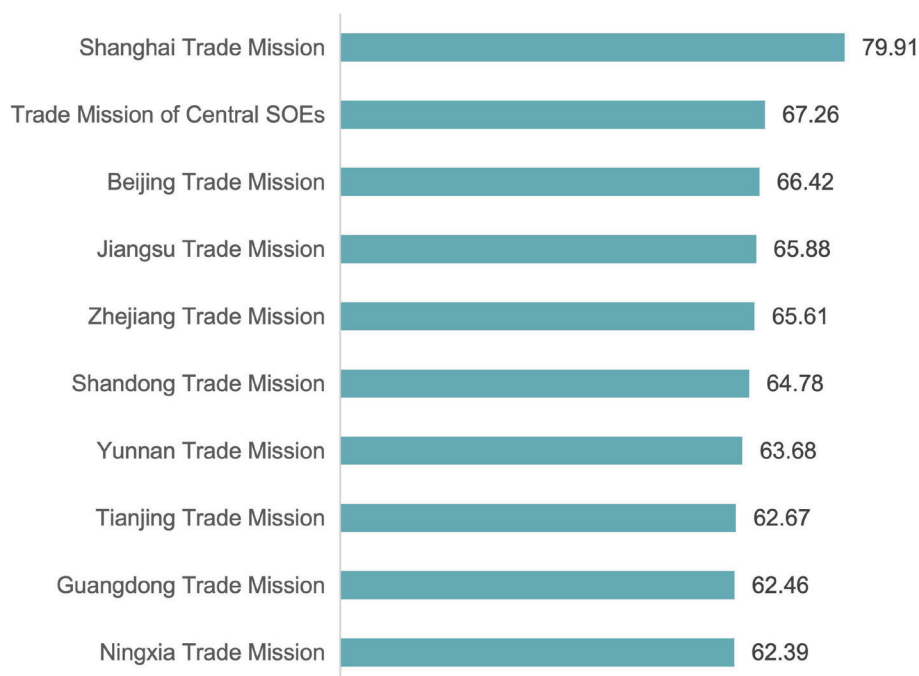


Figure: Communication Influence Index — Top 10 Trade Missions

05. HongQiao International Economic Forum

(I) Overall Communication Performance

The 8th HongQiao International Economic Forum (HQF) was held under the theme "Opening Up for New Opportunities, Collaborating for a Shared Future". The Forum featured one main forum, 25 parallel sessions, as well as a number of closed-door meetings. The release of the World Openness Report 2025 and the World Openness Index sparked extensive attention and in-depth discussion among experts and scholars worldwide. For the first time, total forum registrations exceeded 10,000 participants. More than 450 prominent figures from political, business, and academic circles took part in the discussions, including eight Nobel Prize laureates and other leading scholars. The Forum's communication impact coalesced around five major buzzwords:

Buzzword: Openness. The World Openness Report 2025, released at the 8th HongQiao International Economic Forum, highlights that emerging markets and developing economies are accelerating their pace of opening up, advancing regional economic and trade cooperation, deepening South–South cooperation, and promoting inclusive and mutually beneficial economic

globalization, thereby injecting new momentum into global development. Across online platforms, approximately 11,000 related items of information were generated. Major Chinese media outlets including People's Daily, People's Daily Overseas Edition, Guangming Daily, People's Daily Online, and Xinhuanet provided extensive coverage. People's Daily published "The 8th HongQiao International Economic Forum Held—Contributing Wisdom to Building an Open World Economy", while Guangming Daily published "Pursuing Development Through Openness and Connectivity", both elaborating on the significance of openness. Xinhua News Agency's article "Encountering CIIE | Intellectual Exchange at the HongQiao Forum" recorded over 2.5 million views.

Buzzword: Innovation. Central-level media outlets including Xinhua News Agency, People's Daily, Guangming Daily, and People's Daily Online released more than 200 reports related to innovation. Xinhua's article "The 8th CIIE | Openness · Innovation · Cooperation—Listening to the 'HongQiao Voice'" achieved over 2.55 million views.

Buzzword: Reform. Centered on the theme "Opening Up for New Opportunities, Collaborating for a Shared Future," the Forum organized the main forum and the "1+4" thematic parallel sessions, where participants conducted in-depth discussions on new approaches to reforming the global economic governance system, contributing insights toward building an open world economy. At the parallel session on "Global Trade Reconstruction and WTO Reform", participants exchanged views on the impact of current trade volatility, opportunities and challenges arising from global trade restructuring, and reform of the World Trade Organization. Related Weibo topics recorded over 20,000 reads.

Buzzword: Cooperation. This year's HongQiao Forum placed revitalizing multilateral cooperation in a prominent position, focusing on issues such as global trade restructuring, resilience of industrial and supply chains, and deeper cooperation among Global South

countries. Executives from multinational corporations and industry experts offered recommendations aimed at advancing global openness and cooperation and promoting global health development. Their views were widely reported by People's Daily, PLA Daily, Guangming Daily, Xinhuanet, and other major media outlets.

Buzzword: Sustainability. For the first time, the HongQiao Forum held dedicated discussions on "Enhancing Economic Resilience in the Global South" and "Sustainable Agricultural Development in the Global South". Through insightful speeches and active interaction among participants, the HongQiao Forum generated strong momentum for openness, cooperation, and shared innovation, adding new dimensions and value to the concept of win-win cooperation. The Weibo topic "Dialogue on Sustainable Agricultural Development in the Global South" recorded 653,000 reads.

(II) Communication Performance of parallel sessions

No.	Sub-Forum	Host	Popularity
1	Press Conference on World Openness Report 2025 & International Symposium on World Opening-Up	Institute of World Economics and Politics, Chinese Academy of Social Sciences; HongQiao International Economic Forum Research Center	★★★★★
2	Global Trade Reconstruction and WTO Reform	Ministry of Commerce of the People's Republic of China	★★★★★
3	Seminar on the World Trade Report 2025 and Launch of Its Chinese Edition	Ministry of Commerce of the People's Republic of China	★★★★★
4	Open Trade and Security-based Development	Ministry of Commerce of the People's Republic of China	★★★★★
5	International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting	Ministry of Commerce of the People's Republic of China; State Administration for Market Regulation; World Intellectual Property Organization; Global Alliance for Trade in Services	★★★★★
6	Deepening Global South Cooperation Towards Shared Prosperity: Agricultural Sustainable Development in the Global South	Ministry of Commerce of the People's Republic of China	★★★★★

7	High-Quality Development of Artificial Intelligence Industry	Ministry of Industry and Information Technology of the People's Republic of China; Ministry of Commerce of the People's Republic of China	★★★★★
8	Cooperation in Humanoid Robotics Innovation and Development	Ministry of Industry and Information Technology of the People's Republic of China; Ministry of Commerce of the People's Republic of China	★★★★★
9	Intelligent Manufacturing Empowering Chinese Modernization	Ministry of Industry and Information Technology of the People's Republic of China; Ministry of Commerce of the People's Republic of China	★★★★★
10	Compliance-driven Collaborative Growth in Global Manufacturing	Ministry of Industry and Information Technology of the People's Republic of China; Ministry of Commerce of the People's Republic of China	★★★★★
11	Global Drug Safety Governance and China's Drug Regulatory Innovation	National Medical Products Administration; HongQiao International Economic Forum Secretariat	★★★★★
12	Forum on the 10th Anniversary of China-Australia Free Trade Agreement	Ministry of Commerce of the People's Republic of China	★★★★★
13	Fostering Resilient Global Industrial and Supply Chains through Open Cooperation among Enterprises	State-owned Assets Supervision and Administration Commission of the State Council; Ministry of Commerce of the People's Republic of China	★★★★★
14	Financial Fluidity Fostering Global Cooperation Across Industrial and Supply Chains: Propelling Global Economic and Trade Development through Finance	Ministry of Commerce of the People's Republic of China; Shanghai Municipal People's Government	★★★★★
15	Financial Fluidity Fostering Global Cooperation Across Industrial and Supply Chains: Ensuring Stable and Smooth Global Industrial and Supply Chains through Finance	Ministry of Commerce of the People's Republic of China	★★★★★
16	Financial Fluidity Fostering Global Cooperation Across Industrial and Supply Chains: Facilitating Cross-Border Trade's Resilience through Maritime Trade Finance	Ministry of Commerce of the People's Republic of China	★★★★★
17	Deepening Global South Cooperation Towards Shared Prosperity: Building Multilateralism to Enhance Economic Resilience of the Global South	UN Trade and Development (UNCTAD); Ministry of Commerce of the People's Republic of China	★★★★★
18	Youth in Action: Driving Technological Innovation	Ministry of Commerce of the People's Republic of China; UN International Children's Emergency Fund (UNICEF)	★★★★★

19	AI-driven Digital Economy Innovation	Ministry of Commerce of the People's Republic of China; Zhejiang Provincial People's Government; International Trade Centre (ITC)	★★★★★
20	International Cooperation in AI Standards for Empowering Industrial Upgrades	Ministry of Commerce of the People's Republic of China; State Administration for Market Regulation (Standardization Administration of the People's Republic of China)	★★★★★
21	Promoting Green Trade Liberalisation and Accelerating the Global Green Transition	Ministry of Commerce of the People's Republic of China	★★★★★
22	High-quality Development of New Types of Energy Storage Accelerates Global Energy Transition	National Energy Administration; Ministry of Commerce of the People's Republic of China	★★★★★
23	Free Trade Zones Driving Industrial Innovation and Global Trade	United Nations Industrial Development Organization (UNIDO); Ministry of Commerce of the People's Republic of China	★★★★★
24	Resilience and Innovation: High-Quality International Agricultural Trade Amid External Uncertainties	Ministry of Agriculture and Rural Affairs of the People's Republic of China; Ministry of Commerce of the People's Republic of China	★★★★★
25	Revitalising Consumption: Global Sharing of China's Market Opportunities	Ministry of Commerce of the People's Republic of China	★★★★★
26	Silver Economy: Fostering New Drivers for Economic Development	National Development and Reform Commission; Ministry of Commerce of the People's Republic of China; United Nations Population Fund (UNFPA)	★★★★★
27	Pudong and the World: Forging a Path to Openness, Shaping a New Industrial Landscape	Shanghai Municipal People's Government; Ministry of Commerce of the People's Republic of China	★★★★★
28	Sub-Forum on Building HongQiao International Opening-up Hub & HUB Conference 2025	Shanghai Municipal People's Government; Ministry of Commerce of the People's Republic of China	★★★★★
29	"Invest in China" — Special Event Presenting Pilot Free Trade Zones	Ministry of Commerce of the People's Republic of China	★★★★★

Table: Communication Popularity of HongQiao Forum parallel sessions

06. Other Events

(I) Communication Performance of Side Events

At this year's CIIE, more than 80 on-site side events were held, covering policy briefings, business matchmaking and signing ceremonies, investment promotion, industry seminars, and product launches, among other formats. Major media outlets, including People's Daily, Xinhua

News Agency, and China Media Group (CMG), provided extensive coverage, generating strong communication impact. Based on an analysis of media attention across various channels, the communication popularity of these side events is as follows:

No.	Name	Organizer (s)	Popularity
1	Trade and Investment Matchmaking Conference of the 8th China International Import Expo	China International Import Expo Bureau, National Exhibition and Convention Center (Shanghai), Bank of China	★★★★★
2	VIP Buyers Selection Event of the 8th China International Import Expo	CHINA INTERNATIONAL IMPORT EXPO BUREAU, NATIONAL EXHIBITION AND CONVENTION CENTER (SHANGHAI), INDUSTRIAL AND COMMERCIAL BANK OF CHINA	★★★★★
3	2025 Shandong–Multinationals Industrial Ecosystem Partnership Conference	Shandong Provincial People's Government	★★★★★
4	New energy vehicle Ecological Development Forum	China Pacific Property Insurance Co., Ltd.	★★★★★
5	Shanghai International Conference for the Promotion of Elderly Care Industry and Finance	Bank of Communications Co.,Ltd./ Shanghai Pudong New Area Government/China Silver s Industry Association	★★★★★
6	International Bancassurance Summit	China Pacific Life Insurance Co., Ltd.	★★★
7	Policy Symposium on the Optimization and Development of China's Dairy Sector in the New Era	China Chamber of Commerce of I&E of Foodstuffs, Native Produce and Animal By-Products (CFNA); China International Import Expo Bureau; National Exhibition and Convention Center (Shanghai); CIIE Enterprise Alliance Dairy Industry Committee	★★★
8	China Europe CEO Summit	Industrial and Commercial Bank of China(ICBC)	★★★

9	China Time-honored Brand International Exchange Activity & The 5th China Time-honored Brand Innovation and Development Conference	Ministry of Commerce of the People's Republic of China	★★★
10	U.S.–China Agricultural Trade Cooperation Forum	U.S.Soybean Export Council, U.S. Grains Council, China Chamber of Commerce, Imp&Exp of Foodstuff, Native Produce and Animal Products	★★★
11	Brands Bring Better Future for the world-Global Forum for Brand Equity Strategists	China News Development Co., Ltd.	★★★
12	Embracing China, Embracing Opportunities	All-China Federation of Returned Overseas Chinese	★★★
13	The 7 th Shanghai International Arbitration Forum	Shanghai Municipal Bureau of Justice, Council for the Promotion of International Trade Shanghai, Shanghai Arbitration Association	★★★
14	Signing Ceremony of Procurement of Large Retail Purchaser Alliance of Shanghai Trading Group	Bailian (Group) Co., Ltd	★★★
15	Empowering through Innovation, Uniting via Openness: High-Level Dialogue on Open Cooperation of Shanghai SOEs	Shanghai State-owned Assets Supervision and Administration Commission	★★★
16	2025 (6th) Carbon Neutrality and Green Investment Conference and (4th) Zero Carbon Cities Forum	The Investment Association of China	★★★
17	2025 Haidian District "Two Zones" Investment Promotion Conference in the Yangtze River Delta	Haidian District People's Government of Beijing Municipality	★★★
18	Opening Ceremony of International Year of Cooperatives Celebration & China-Central Asia Trade Promotion Conference	INTERNATIONAL COOPERATIVE ALLIANCE	★★★
19	Healthy Shanghai CIIE Studio	Chenxin Culture Communication Co.,LTD	★★
20	Greet CIIE Drive the Growth Global Cooperation Seminar	CHINA CONSTRUCTION BANK SHANGHAI BRANCH	★★
21	The 8 th China International Import Expo Sustainable Consumption Forum	China International Import Expo Bureau, National Exhibition and Convention Center (Shanghai)	★★
22	Future Mobility and Global Development Forum	LanJing News	★★
23	The 16 th China International Meat Conference	China Chamber of Commerce of I&E of Foodstuffs, Native Produce and Animal By-Products	★★

24	High-Level Opening-Up of Lin-gang Special Area: The Mission and Practice of the Pilot Free Trade Zone	The Administrative Committee of the Lin-gang Special Area of China (Shanghai) Pilot Free Trade Zone, National Exhibition and Convention Center (Shanghai), China International Import Expo	★★
25	UAE-China Trade and Economic Cooperation Conference	Embassy of the United Arab Emirates in China	★★
26	Forum on Aging Finance: Converging Forces for a Silver-Hair Future	Changjiang Pension Insurance Co., Ltd.	★★
27	International Trade Intellectual Property Protection Exchange Conference (Special Session for the CIIE)	Shanghai Minhang District Justice Bureau	★★
28	"Invest in Xinjiang" Investment Promotion and Industrial Cooperation Conference	Xinjiang Trading Group	★★
29	Conference of Decoding International Green Trade Policy and the Case Study	China International Import Expo, National Exhibition and Convention Center (Shanghai), China Customs Brokers Association, CIIE Enterprise Alliance Specialized Committee on Low Carbon Energy and Environmental Protection Technologies	★★
30	ESG and Sustainability Leadership Theme Event	China Sustainability Tribune	★★

(II) People-to-People Exchange

The 8th CIIE focused on enhancing the influence and spillover effects of its cultural exchange platform. Cultural exchange activities were comprehensively upgraded. Building on the exhibition of China Time-honored Brands, intangible cultural heritage, national pedestrian streets, and tourism resources, the expo for the first time featured four distinctive themed zones: CIIE Gourmet Festival, CIIE Premium Collection, CIIE Arts Festival, and Charming Sister Cities. Special cultural performances were newly developed to promote deep integration of cultural exchange with business, tourism, and exhibition activities.

At the same time, this edition of CIIE expanded cooperation with foreign provinces and cities, with Canada's Saskatchewan Province and Almaty in

Kazakhstan participating for the first time. New collaboration themes with domestic and international sister cities were introduced, creating distinctive joint exhibition booths that provide a comprehensive platform for sister cities and further broaden the channels for international cooperation and cultural mutual learning. In a "Twin-Cities Joint Exhibition" format, four pairs of sister cities—Nanjing & Stuttgart (Germany), Lhasa & Kathmandu (Nepal), Dezhou & Esztergom (Hungary), and Chongqing & Düsseldorf (Germany)—participated together, showcasing the diversity and richness of sister-city exchanges. The main highlights of the communication and coverage are as follows:

China Time-honored Brands Exhibition Area	
Popularity	★★★★★
Selected Reports	<p>Hunan Daily: The China Time-honored Brands International Exchange Activity and the 5th China Time-honored Brands Innovation and Development Conference will be held during the 8th China International Import Expo. The 2025 Annual Development Report of China Time-honored Brands released at the event shows that in 2024, China Time-honored Brands enterprises achieved over RMB 2 trillion in operating revenue, more than RMB 350 billion in profits, and over RMB 50 billion in overseas revenue, demonstrating strong market value and brand vitality.</p> <p>Guangming Daily: The CIIE prominently showcases China Time-honored Brands, further serving as a window for provinces and cities to display their unique charm and expand trade and economic cooperation. From cuisine and cultural creativity to intangible cultural heritage and modern applications, from local to international—here, culture acts as a bridge, creating a series of captivating symphonies connecting people.</p>

Intangible Cultural Heritage Exhibition Area	
Popularity	★★★★★
Selected Reports	<p>People's Daily: At the 8th CIIE, Sheng Yiyuan, a nationally recognized representative inheritor of tin carving, held a "Mini Heritage Class" in the Vibrant Zhejiang exhibition hall, personally guiding visitors in tin carving techniques. The on-site display of tin artworks, combining practical use with artistic beauty, attracted numerous foreign businesses to stop and engage in discussions.</p> <p>China Medical News: During the 8th CIIE, stepping into the Traditional Chinese Medicine Intangible Heritage Lounge in the Cultural Exchange Zone, visitors were immediately immersed in the rich aromas and cultural essence of Chinese medicine. Here, the intangible heritage of traditional Chinese medicine is presented with greater openness and confidence, setting sail for a new journey. With its unique value and charm, traditional Chinese medicine is writing a new chapter of "going global" on the CIIE stage.</p>

Charming Sister Cities Exhibition Area	
Popularity	★★★★★
Selected Reports	<p>Xinhuanet: The Charming Sister Cities zone, a brand-new highlight of cultural exchange at this year's CIIE, showcased for the first time the fruitful outcomes of local collaborations between China and foreign cities. Four pairs of sister cities—including Nanjing (China) & Stuttgart (Germany) and Lhasa (China) & Kathmandu (Nepal)—participated together in a Twin-City Joint Exhibition, collectively presenting the diverse and vibrant exchanges between these sister cities.</p>

CIIE Gourmet Festival	
Popularity	★★★★★
Selected Reports	<p>Eastday: The CIIE Gourmet Festival leverages local exhibition booths and city reception lounges to create a three-dimensional layout, with a central fixed dining area complemented by temporary tasting stations. Representative local delicacies—including Suzhou hairy crabs, Inner Mongolian lamb shumai, traditional Xinjiang naan, and Hunan marinated duck—are showcased together, allowing domestic and international guests to enjoy a one-stop tasting experience of regional specialties at the expo.</p>

CIIE Premium Collection	
Popularity	★★★
Selected Reports	<p>Xinhuanet: The CIIE Premium Collection focuses on high-quality local specialty products. Within the four themed cultural exhibition areas of each province and city, dedicated display zones were set up to showcase time-honored Chinese brands, intangible cultural heritage handicrafts, geographical indication products, and premium rural specialties. Featured highlights included Wuzhou artificial gemstones from Guangxi and Mongolian-certified premium products from Inner Mongolia, fully demonstrating the charm and cultural heritage of China's regional industries.</p> <p>Jilin Daily: For the fourth consecutive year, Jilin Province participated in the CIIE cultural exchange activities, contributing to the creation of the "CIIE Premium Collection" and establishing a showcase area for Jilin's high-quality foreign trade products. The exhibition focused on sectors including automotive and parts, equipment manufacturing, optoelectronics, biomedicine, and agricultural products. Participating enterprises included China FAW, CRRC Changchun, Changguang Satellite, Jilin Chemical Fiber, Xida Electronics, and other derivative companies, presenting new products and technologies. In total, 21 well-known Jilin specialty enterprises showcased over 100 products, highlighting the province's development achievements.</p>

CIIE Arts Carnival	
Popularity	★★★
Selected Reports	<p>Eastday: The CIIE Arts Carnival centers on the Humanities Stage at the Central Plaza and has achieved four major upgrades in functionality, content, influence, and spillover effects. It has newly established three main functional platforms: promotion and announcement, cultural performances, and special events, integrating brand launches, cooperation signings, city promotions, media communication, and international cultural exchanges. This high-level cultural exchange platform now serves as a key channel for regional promotion. Activities such as the Shanghai Trade Mission's "first contract" signing, Guangdong time-honored brand launches, and cultural and tourism promotions from multiple provinces have been held consecutively, vividly demonstrating the synergy and spillover effects of integrating commerce, tourism, and culture.</p>

Hongqiao International Urban Reception Room Exhibition Area	
Popularity	★★★
Selected Reports	<p>Zhengzhou Daily: The 8th CIIE featured a dedicated "Urban Reception Room" exhibition area, within which the Xuchang Pavilion of Henan Province was located. Signature Henan brands such as Rebecca and Pangdonglai were showcased at the Xuchang Pavilion, drawing large crowds of visitors.</p> <p>Xi'an Net: At the 8th CIIE, more than 200 Chinese and international cultural performances were held in succession at the Central Plaza. The Hongqiao International "Urban Reception Room" highlighted local customs and traditions, creating a space where different civilizations meet, understand each other, and engage in mutual learning.</p>

07. Service and Support

(1) Cooperative Enterprises

Quanyangquan Beverages
Luckin Coffee
Bank of Communications
Bank of China
Industrial and Commercial Bank of China
Wuliangye
China Eastern Airlines
China COSCO Shipping Corporation
NIO China Post
China Pacific Insurance

Figure: High-Frequency Keywords in Cooperative Enterprises Coverage

Bank of China: Over the past eight years, Bank of China has continuously supported the growth and success of the CIIE. At the 8th CIIE, the bank launched ten key services on-site, including "Hello, China 3.0", the CIIE Alliance with Bank of China, and CIIE Consumption Promotion initiatives. It hosted the "Finance Empowering Global Trade and Economic Development" parallel session of the HongQiao International Economic Forum and co-hosted the Trade and Investment Matchmaking Conference for the eighth consecutive year, continuing to provide a precise matchmaking platform for enterprises. For the first time, Bank of China set up a dedicated cross-border e-commerce service zone to inject financial

momentum into new foreign trade business models. Coverage appeared in outlets such as People's Daily and CNR.

Industrial and Commercial Bank of China (ICBC): As a comprehensive partner of the CIIE, ICBC upgraded and launched the "8th CIIE Global Exhibitor Financial Service Program" and hosted the China-Europe CEO Summit. The ICBC Shanghai Branch's "Clover Appointment" CIIE Youth Volunteer Service Team reconvened, adding volunteers from the Shanghai Yangtze River Delta Integrated Demonstration Zone Branch, Zhejiang Yangtze River Delta Integrated Demonstration Zone Branch, and Suzhou Yangtze River Delta Integrated

Demonstration Zone Branch, forming a three-dimensional service matrix of "branch + Shanghai offices + Yangtze River Delta". Media coverage included People's Daily and Xinhuanet.

China Pacific Insurance (CPIC): As a senior partner and designated insurance provider of the CIIE, CPIC offered a one-stop, integrated insurance and risk management solution covering property, life, and health insurance. On the first day of the expo, CPIC's 1,000-square-meter Smart Health and Wellness Pavilion debuted in the Medical Equipment and Healthcare Products Exhibition Area, featuring three high-level forums, providing a quality platform for industry exchanges and cooperation. Media coverage included People's Daily and Securities Times Online.

Bank of Communications: As a "senior supporting enterprise" participating continuously in the CIIE, Bank of Communications provided comprehensive financial services and solutions across the entire trade chain. Through the integration of "finance + technology + scenarios", the bank demonstrated its financial capability to empower global trade. Coverage appeared in People's Daily and Xinhuanet.

China Post: As a senior partner and designated delivery service provider for the 8th CIIE, China Post fully integrated into the global trade event by offering comprehensive services and diversified business demonstrations, showcasing the modernization of postal services. Starting from September 24, China Post launched the CIIE credential delivery service, efficiently handling an average of 20,000 shipments per day, and successfully completed all deliveries by October 30. At the CIIE exhibition halls, China Post provided full-service support ranging from logistics and delivery to cultural product sales and cross-border solutions. Coverage appeared in China Post News and China Economic Net.

China COSCO Shipping Corporation: Since the first CIIE, COSCO Shipping has served as a "guardian" for eight consecutive years, ensuring thousands of international exhibits are delivered safely to the expo.

Company representatives stated that they will continue to leverage big data and deep learning algorithms to optimize shipping routes, achieving "lower costs and faster delivery" and ensuring efficient intercontinental transport. Coverage appeared in Xinhuanet and Shanghai Observer.

China Eastern Airlines: At the signing ceremony for central enterprise trade missions, China Eastern Airlines, as the first signing central enterprise, signed 19 procurement contracts with 15 suppliers from nine countries and regions, totaling USD 1.211 billion. The one-year booth transaction amounted to USD 330 million, up 23.3% from the previous year, marking the highest one-year booth transaction in CIIE history for China Eastern. Coverage appeared in China News Service and Civil Aviation Network of China.

Wuliangye: Wuliangye has participated in the CIIE for eight consecutive years as a senior partner and Diamond Member of the HongQiao International Economic Forum. At this edition, Wuliangye's exclusive Cultural Experience Center was upgraded. Coverage appeared on CCTV Video and Sichuan Economic Daily.

Luckin Coffee: At the 8th CIIE, Luckin Coffee participated in multiple national pavilions, including Brazil and Indonesia, demonstrating achievements in coffee trade and cultural collaboration. Coverage appeared in Beijing Business Today and China Economic News Network.

Jilin Forest Industry Group – Quanyangquan Beverages: Designated as the "Official Water of the 8th CIIE", the brand attracted many attendees. Coverage appeared on China Jilin Net.

NIO: NIO's models, including the ES8, ONVO L90, and L60, were designated official vehicles of the 8th CIIE, providing participants with safe, comfortable, green, and intelligent transportation services. This marks the third consecutive edition in which NIO models were designated official CIIE vehicles, and the first time ONVO brand models were chosen for a national-level major event. Coverage appeared on the People's Daily app.

(II) Service Support



Smart Customs Clearance
Smart Network
Traffic Support
Volunteer Services
Food and Catering
Accommodation Services
Departure Tax Refunds

Figure: High-Frequency Buzzwords in Service Support

Volunteer Services: Xinhua Daily Telegraph reported that a total of 3,865 volunteers participated in the 8th CIIE. For the first time, nine Shanghai universities jointly established a multilingual volunteer talent pool and formed the CIIE Multilingual Volunteer Alliance. This year, 129 multilingual volunteers were recruited, covering 12 languages, including German, French, Spanish, Russian, and Arabic.

Traffic Support: China National Radio reported that traffic support at this year's CIIE focused on the overall objectives of "precise support, orderly operation, and safety and reliability". Measures included improving user convenience, enhancing the utilization efficiency of transportation facilities, and amplifying the spillover effect of CIIE traffic. During the exhibition, the total two-way passenger flow reached 1.4 million, with an average daily two-way transport of 233,000, up 5% from the previous edition, and a peak single-day two-way flow of 326,000 passengers.

Food and Catering: China News Service reported that the "Trade Mission Home" at the 8th CIIE featured a fully upgraded service model, allowing exhibitors and

participants to focus on negotiations and procurement, with dining services receiving positive feedback.

Accommodation Services: China Youth Daily reported that at the end of October, Shanghai conducted specialized training to enhance the quality of tourism and accommodation services in preparation for CIIE. Some hotels launched "Culture + Tourism + Accommodation" themed services, offering programs such as "movie-themed afternoon tea" and "Ping Tan cultural experience", allowing guests to enjoy cultural experiences amid their busy schedules.

Smart Network: People's Posts and Telecommunications News reported that Qingpu District's integrated digital service platform for CIIE represents the comprehensive application of government digital urban management and an integrated command system in large-scale cross-department operations. The platform includes six modules—Command System, CIIE Metrics, CIIE Alerts, Event Analysis, CIIE Applications, and CIIE Eye—each containing multiple digital indicators. Covering the 10-square-kilometer core CIIE area, the system monitors urban traffic, environment, and safety, providing staff with

timely, accurate, and comprehensive information to enable early detection and response.

Departure Tax Refunds: China News Service reported that during the 8th CIIE, a centralized "buy-and-refund-on-the-spot" tax refund service point was launched for the first time on-site. This provided efficient and convenient tax refund services to global exhibitors and foreign visitors. The service point was staffed with multilingual professionals and provided tax refund envelopes in multiple languages, including English, Japanese, and Korean, assisting travelers throughout the application, pre-authorization, and processing steps.

Smart Customs Clearance: Xinhua News Agency reported that to improve the customs experience for foreigners, Shanghai Airport border inspection authorities continuously optimized duty schedules and independently developed a "precise duty assistance system" to analyze passenger flow in real time and dynamically adjust inspection lanes. During peak periods, additional lanes were opened in advance. A new model of "pre-screening for inbound foreigners + pre-approval for transit applications + simultaneous processing of entry and transit" was implemented, significantly reducing passenger waiting times.

08. Conclusion

The 8th CIIE demonstrated remarkable communication influence, achieving the goal of continued success and attracting widespread attention both domestically and internationally. Against the backdrop of deepening media integration and the strong reach of new media, mainstream coverage continued to expand, highlighting CIIE's growing industry and societal impact.

Having been held for eight consecutive years, CIIE reflects evolving media patterns through the changing

forms of reporting. Many media outlets combined long- and short-form content, broke down complex stories into bite-sized pieces, and emphasized micro-planning and fragmented dissemination to build user engagement and strengthen communication impact.

Media at all levels collaborated to produce a wide array of reports in diverse styles and lively language. These reports not only conveyed CIIE's high-level significance in depth but also creatively told the CIIE story through small, focused angles and multiple perspectives. Short videos full of interest, information, and emotional value captured eye-catching moments at exhibition booths, enriched reporting content, and showcased the expo's highlights from multiple layers and angles.

In the era of mobile internet, enhancing communication power requires new skills, while increasing influence still demands substantive value. In Expo communications, it is necessary both to actively study social media recommendation algorithms and produce content aligned with user behavior, and to uphold principles while innovating, building interactive platforms, and continuously amplifying the expo's comprehensive effects.

The expo has increasingly focused on enabling development. First, it introduced new traffic channels by establishing the "Cross-Border E-Commerce Preferred Platform" and "Cross-Border E-Commerce Service Zone," and by holding targeted "VIP Buyers Selection Events" for e-commerce platforms and new retail channel operators. Second, it leveraged the "Digital CIIE" platform for intelligent matchmaking, supporting precise connections between overseas exhibits and the Chinese market. Third, it introduced resources from internationally renowned professional exhibitions to share exhibitor resources and amplify effects, providing exhibitors and buyers with a more precise and efficient experience.

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.



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