



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

CIIE NEW ERA
SHARED FUTURE
新时代 共享未来

虹桥国际经济论坛
HONGQIAO INTERNATIONAL
ECONOMIC FORUM

CONNECT GLOBAL

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China International Import Expo Bureau
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Contents



01

CIIE Updates

Exhibition Organizers for 8th CIIE Country Pavilion

CIIE Regular Attendees (Partial List)

Country Pavilion

China Pavilion	9
Thailand	12
United Arab Emirates (UAE)	13
Nigeria	14
Georgia	15
Sweden—Participating as a Guest Country of Honor for the First Time	17
Colombia	19
France Pavilion at the 8th CIIE	20
Kyrgyzstan Makes Its Debut at the CIIE Country Pavilion	21
New Additions to the Country Pavilion	22

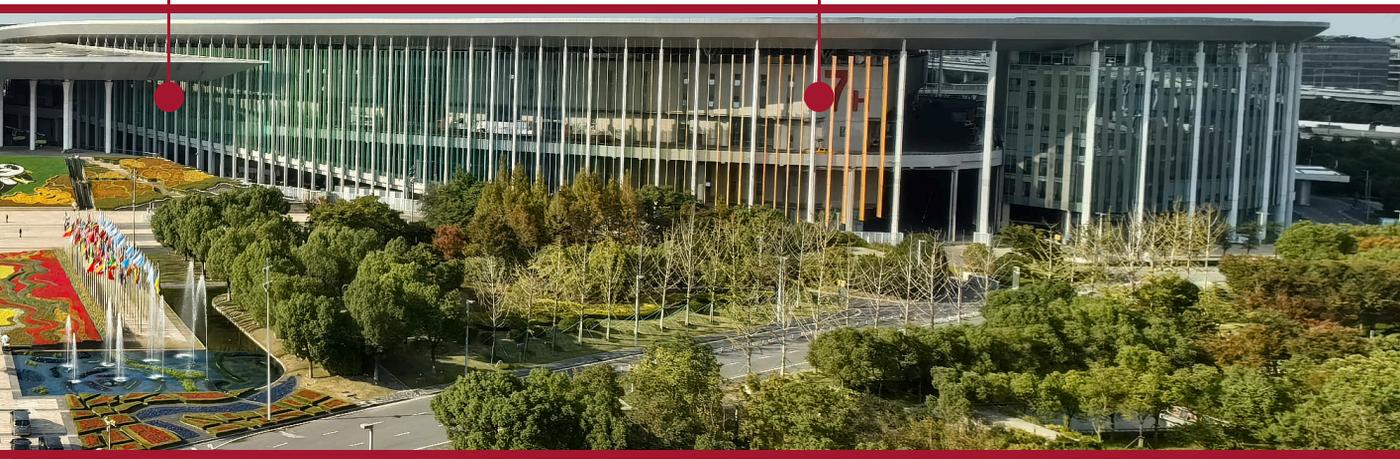
02

CIIE Stories

From "CIIE Baby" to "Hexagonal Warrior" 51

03

Connect Global



Twin-City Exhibition:Nanjing (China) & Stuttgart (Germany)	23
Corporate Pavilion	
CIIE Sports Park	29
International Automobile Culture Exhibition Zone	30
Featured Thematic Events	31
Driving High-Quality Development with New Products, Technologies and Services	32
Supporting SMEs with Concrete Actions	33
Sister-City Cooperation	34
VIP Buyers Selection Event and Buyers' Corridor	35
Hall 4.1 Buyers' Corridor	36
Hongqiao International Economic Forum	
Eight Highlights of the 8th Hongqiao Forum	40
People-to-People Exchanges	
Newly Established "Charming Sister Cities" Exhibition Zone	45
CIIE Trio of People-to-People Exchanges	48
CIIE Culture Night	50

Exhibition Organizers for 8th CIIE Country Pavilion

Argentina Investment and Trade Promotion Agency	Gambia Investment and Export Promotion Agency
Embassy of the United Arab Emirates	LEPL Enterprise Georgia under the Ministry of Economy and Sustainable Development of Georgia
Ministry of Economy of the Republic of Armenia	Enterprise Greece S.A.
Export and Investment Promotion Agency of the Republic of Azerbaijan (AZPROMO)	Ministry of Foreign Affairs of the Republic of Honduras
Export Bahrain	Center for Progress and Development of Iran (CPDI)
Belarusian Chamber of Commerce and Industry	International Trade Centre (ITC)
Agence de Promotion des Investissements et des Exportations (APIEx)	Ministry of Tourism, Commerce, Industry and Cooperative of the Republic of Kiribati
Brazilian Trade and Investment Promotion Agency (Apexbrasil)	State Entity Export Development and Promotion Center "Kyrgyz Export" under the Ministry of Economy and Commerce of the Kyrgyz Republic
Ministry of Commerce, Transport, Industry and Tourism of the Republic of Burundi	Ministry of Industry and Commerce, Laos
Ministry of Commerce of the Kingdom of Cambodia	Ministry for Agriculture, Fisheries and Animal Rights
Dirección General de Promoción de Exportaciones	Economic Development Board Mauritius
ProColombia	Monaco Embassy in China
Ministry of Small and Medium Enterprises and Handicrafts of the Republic of the Congo	Mongolian National Chamber of Commerce and Industry
Business Trade and Investment Board - Cook islands	Investment and Export Promotion Agency of Mozambique
Chamber of Commerce of the Republic of Cuba	Ministry of International Relations and Trade of the Republic of Namibia
Ministry of Energy, Commerce and Industry	Investment and Export Promotion Office (SPIEX)
ProDominicana	Federal Ministry of Industry, Trade and Investment of the Federal Republic of Nigeria
ProEcuador	Niue Vanilla International
INVEST in El Salvador	Innovation Norway
Ministry of Trade and Regional Integration of the Federal Democratic Republic of Ethiopia	Papua New Guinea National Trade Office
Embassy of the Republic of Fiji to China	PROMPERÚ
Business France	

Negus Expo International

Embassy of the Republic of Rwanda in China

Ministry of Internal and Foreign Trade of the Republic of Serbia

Slovak Investment and Trade Development Agency (SARIO)

Ministry of Commerce, Industry, Labour and Immigration of Solomon Islands

Department of Trade, Industry and Competition of the Republic of South Africa

Sri Lanka Export Development Board

Business Sweden

Tanzania Trade Development Authority (TanTrade)

Department of International Trade Promotion

Togolese Center of Exhibitions and Fairs

Embassy of the Republic of Tunisia in China

Ministry of Trade, Industry and Cooperatives of the Republic of Uganda

UNICEF China

Regional Bureau - Asia and the Pacific, UNIDO

URUGUAY XXI - Investment, Exports and Country Brand Promotion Agency

Ministry of Investment, Industry and Trade of the Republic of Uzbekistan

Vanuatu Made

Ministry of People's Power for Foreign Trade of the Bolivarian Republic of Venezuela

Vietnam Trade Promotion Agency (VIETRADE)

World Trade Organization (WTO)

Zambia Development Agency

ZimTrade

01 Export Bahrain




The Kingdom of Bahrain's pavilion at CIEE celebrates sustainability, cultural exchange, and craftsmanship, inviting the global community to explore new avenues of partnership and growth.

02 Belarusian Chamber of Commerce and Industry




We are delighted to participate in the 8th China International Import Expo. We sincerely invite you to visit the Belarus National Pavilion and hope to strengthen cooperation with all partners through the CIEE platform to build a better future together.

03 Brazilian Trade and Investment Promotion Agency (ApexBrasil)




Reuna os melhores produtos do mundo na CIEE. Promove a cooperação entre o Brasil-China via abertura.

04 Ministry of Commerce, Transport, Industry and Tourism of the Republic of Burundi



International economic cooperation, a key to investment and Trade promotion.

07 Chamber of Commerce of the Republic of Cuba



Para Cuba la Exposición Internacional de Importaciones de China, abre un valioso espacio para la conexión y cooperación entre los empresarios de ambas naciones, donde la innovación y la diversificación de las exportaciones cubanas encuentran nuevas oportunidades, fortaleciendo los lazos comerciales y potenciando el desarrollo mutuo en un mundo cada vez más interconectado.

En este evento, la cooperación mutua se convierte en el motor que impulsa el fortalecimiento de las relaciones comerciales, brindando a las empresas cubanas un puente de oportunidades para consolidar alianzas estratégicas y explorar nuevos horizontes en el mercado chino.

05 Dirección General de Promoción de Exportaciones



Con apertura y cooperación, construimos juntos el futuro. Chile desea profundizar la cooperación con China y compartir los logros de la innovación en el escenario de la CIIIE.

06 ProColombia



En el espíritu de Confucio, que enseñaba que a los 40 años se alcanza la madurez y la claridad, celebramos 45 años de amistad entre China y Colombia y deseamos a la CIIIE en Shanghái el mayor de los éxitos como puente de confianza y cooperación.

08 Business France



La France est heureuse de participer à la 8e édition de la China International Import Expo (CIIIE). Le pavillon national français, géré par l'agence Business France, est conçu pour offrir à ses visiteurs une expérience immersive au cœur de Paris.

09 Gambia Investment and Export Promotion Agency



The CIIE is a platform that connects nations, sparking innovation and shaping the future together.

12 Monaco Embassy in China



Join hands to connect global wisdom.

10 Ministry of Tourism, Commerce, Industry and Cooperative of the Republic of Kiribati



CIIE builds bridges of cooperation that connect nations and people.

13 Federal Ministry of Industry, Trade and Investment of the Federal Republic of Nigeria



We are grateful to be invited to participate in the 2025 China International Import Expo. This platform aligns with our commitment to fostering global trade and strengthening international partnerships. We look forward to showcasing Nigeria's vibrant economy, rich culture, and immense potential for investment and collaboration, opening new gateways for shared prosperity and mutual growth.

11 Economic Development Board Mauritius



The Economic Development Board (EDB) Mauritius warmly congratulates the organisers of the 8th China International Import Expo (CIIE) 2025. This flagship event stands as a symbol of China's commitment to global trade and cooperation. Mauritius values the CIIE as an important platform to showcase our products and services, deepen economic ties with China, and strengthen our role as a strategic trade and investment gateway to Africa and beyond.

14 Innovation Norway



On the occasion of this year's China International Import Expo (CIIE), the Norwegian National Pavilion is proud to present the expertise and innovative solutions of distinguished Norwegian businesses and companies. To all participants, partners, and visitors at CIIE, we extend our heartfelt best wishes. May this remarkable event inspire new opportunities, strengthen cooperation, and cultivate partnerships between Norwegian and Chinese enterprises. We look forward to a successful and memorable exhibition, filled with fruitful exchanges and shared progress.

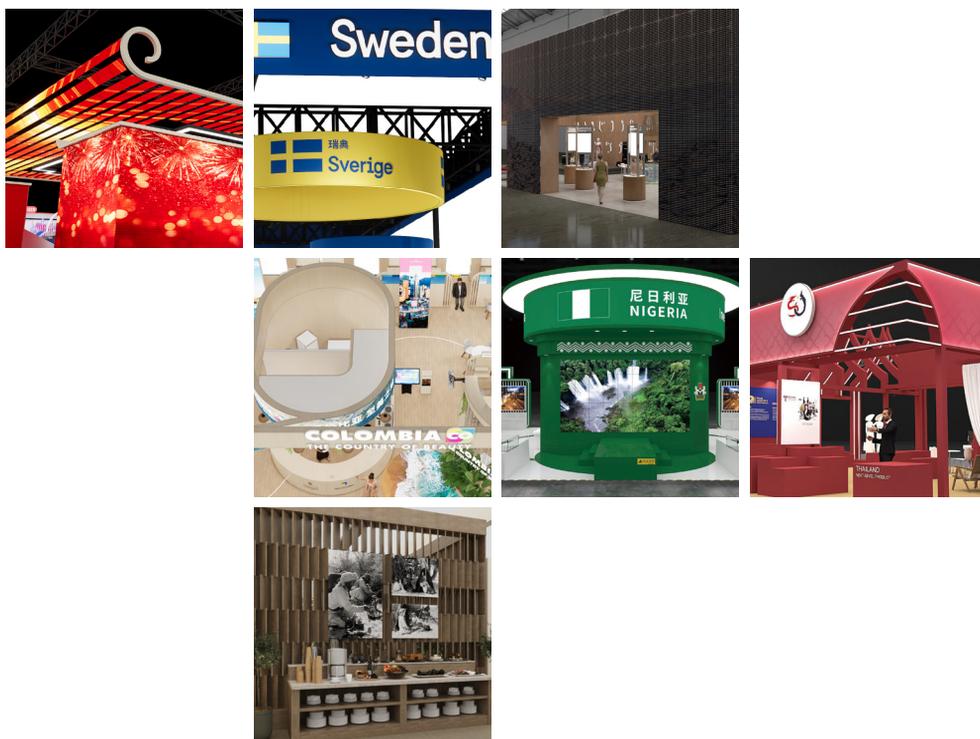
CIIE Regular Attendees (Partial List)

Medical Equipment and Healthcare Products Exhibition Area	Ford
AstraZeneca	Audi
Sanofi	Volkswagen
Bayer	General Motors
Roche Pharmaceuticals	Porsche
Medtronic Inc	Webasto
Johnson & Johnson	Intelligent Industry & Information Technology Exhibition Area
GE HealthCare	Samsung
FOSUN PHARMA	NACHI-FUJIKOSHI CORP.
Koninklijke Philips N.V. Royal Philips.	ZEISS Group
Novartis	Honeywell International
Siemens Healthineers	MITSUBISHI ELECTRIC CORPORATION
Elekta Instrument AB	3M
Olympus Corporation	ABB
BLACKMORES LIMITED	DELL Technologies
EssilorLuxottica	The Dow Chemical Company
Automobile and Smart Mobility Exhibition Area	Schneider Electric
Mercedes-Benz	GE Aerospace
BMW	GE Vernova
Honda	Siemens AG
TOYOTA	Hitachi.,Ltd
Jaguar-Landrover	Qualcomm
Volvo Car	Consumer Goods Exhibition Area
Hyundai Motor Group	Panasonic Holdings Corporation

L'ORÉAL	HSBC Holdings plc
Kao Corporation	Fung Group
IKEA	Vale
Sinar Mas Group, Asia Pulp & Paper Co., Ltd.	Deloitte
LEGO A/S	Nanyang Commercial Bank,Limited
AMOREPACIFIC	Standard Chartered Bank
Rinnai	EY
CARELINE AUSTRALIA PTY LTD	Pacific International Lines
Hans Sasserath GmbH & Co. KG	PwC
Food and Agricultural Products Exhibition Area	NIPPON EXPRESS
FRANCE FORTRESS	Marriott International
CHAROEN POKPHAND GROUP CO.,LTD	EUROGATE GmbH & Co. KGaA, KG
GOODFARMER FRESH FRUIT TRADING CORP.	DP World
Cargill, Incorporated	Marubeni Corporation
Nestle S.A.	IHG Hotels & Resorts
FONTERRA CO-OPERATIVE GROUP LIMITED	Exhibition Organizers
Namchow Food Group (Shanghai) Co., Ltd	Hong Kong Trade Development Council
Dole Asia Holdings Pte. Ltd	Singapore Business Federation
Danone	The Korea International Trade Association (KITA)
Wilmar International Limited	Japan External Trade Organization
Zespri International Limited	AEGEAN EXPORTERS' ASSOCIATIONS
Lesaffre Group	Development Agency Of Serbia
Milk New Zealand Dairy Limited	Swiss Centers Group SA
Louis Dreyfus Company B.V.	The Brazilian Trade and Investment Promotion Agency (Apex-Brasil)
MCG	Fundacion Argentina para la Promocion de Inversiones y Comercio Internacional
Trade in Services Exhibition Area	CHINA CHAMBER OF COMMERCE IN NEW ZEALAND

Country Pavilion

As an essential component of the 8th China International Import Expo (CIIE), the Country Pavilion upholds the vision of a shared future for mankind. Over 60 countries across five continents and four international organizations have been invited to make full use of the platform to showcase their national images and distinctive industries. The exhibition aims to deepen practical international economic and trade cooperation, enhance mutual understanding among civilizations, and foster shared development opportunities for a better future. This year, six countries will serve as Guest Countries of Honor — Sweden, the United Arab Emirates, Georgia, Colombia, Nigeria, and Thailand — further strengthening the role of the Expo as a platform for economic diplomacy. The event will also debut a "Twin-City Exhibition," introducing new highlights. The China Pavilion, themed "New Development of China, New Opportunities for the World," will illustrate how China's growth brings benefits and opportunities to the world.



China Pavilion

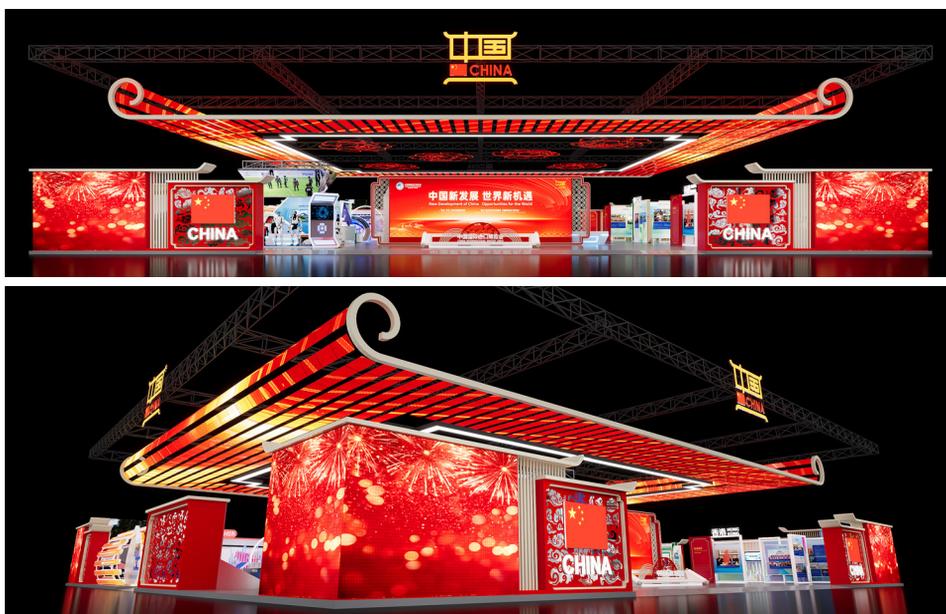
Theme: New Development of China, New Opportunities for the World

Exhibition Sections:

- Advancing High-Quality Development — showcasing China's comprehensive national progress, achievements in poverty reduction, and improved living standards.
- Sharing a Future with a Super-Sized Market — highlighting China's vast market scale, growth potential, and global opportunities.
- Embracing High-Level Opening-Up — presenting stronger momentum and achievements in China's openness.
- Building a Community with a Shared Future for Mankind — demonstrating China's contribution to global economic governance and high-quality Belt and Road cooperation.
- Hong Kong, Macao, and Taiwan Pavilion Area.

Exhibition Content:

- the CR450 high-speed train model
- a lunar research station mockup and Chang'e-5 lunar samples
- 6G scenario displays (with naked-eye 3D models)
- a brain-computer interface platform
- nanopore gene sequencers, humanoid robots and more.



These exhibits span key sectors such as advanced manufacturing, aerospace, new-generation information technology, artificial intelligence, biotechnology, new energy, and new materials. The Hong Kong, Macao, and Taiwan area will highlight initiatives that support these regions in leveraging their strengths to enhance growth momentum, as well as the steady progress and deepening integration of cross-Strait economic cooperation.

CIIE NEW ERA
SHARED FUTURE

Guest Country of Honour
Thailand
Awaits You at the CIIE

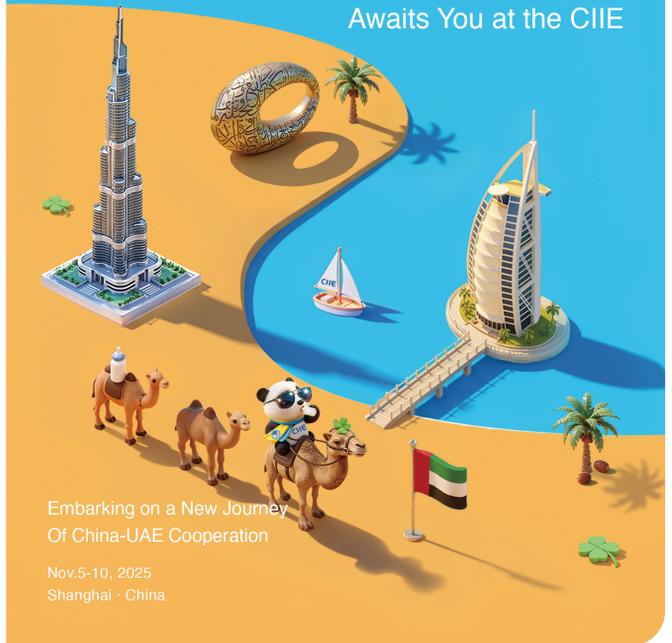


Sailing in coconut breezes
Paddles beat on the Menam river

Nov.5-10, 2025
Shanghai · China

CIIE NEW ERA
SHARED FUTURE

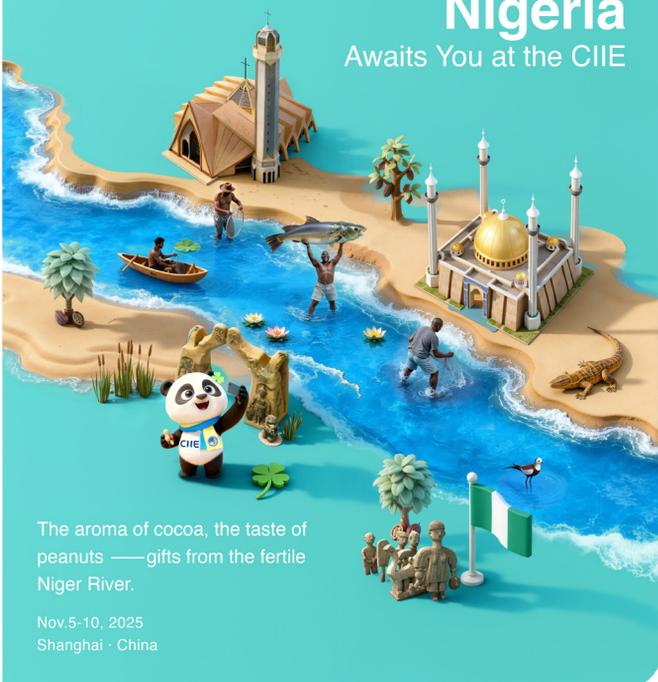
Guest Country of Honour
United Arab Emirates
Awaits You at the CIIE



Embarking on a New Journey
Of China-UAE Cooperation

Nov.5-10, 2025
Shanghai · China

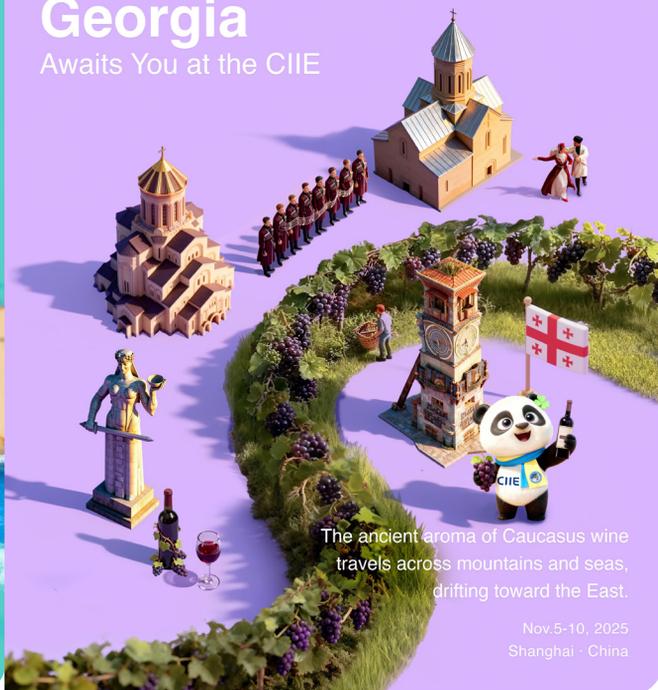
Guest Country of Honour
Nigeria
Awaits You at the CIIE



The aroma of cocoa, the taste of peanuts — gifts from the fertile Niger River.

Nov.5-10, 2025
Shanghai · China

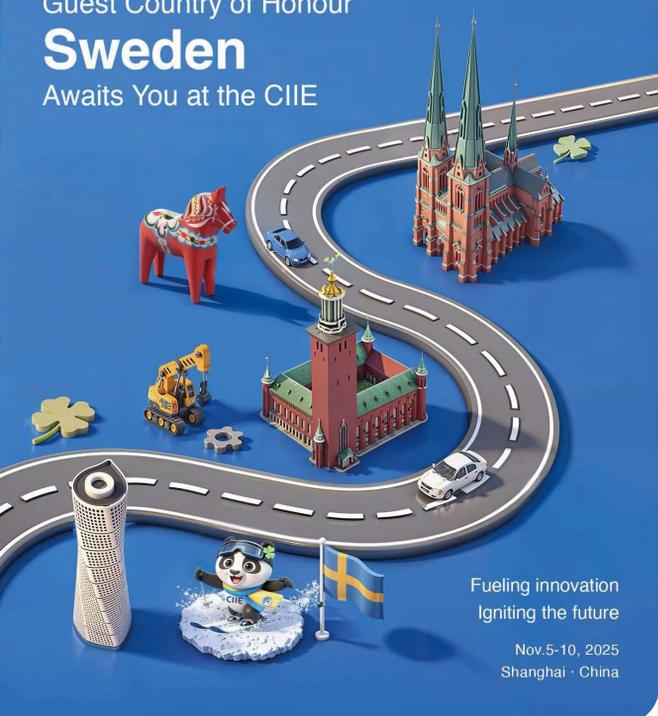
Guest Country of Honour
Georgia
Awaits You at the CIIE



The ancient aroma of Caucasus wine travels across mountains and seas, drifting toward the East.

Nov.5-10, 2025
Shanghai · China

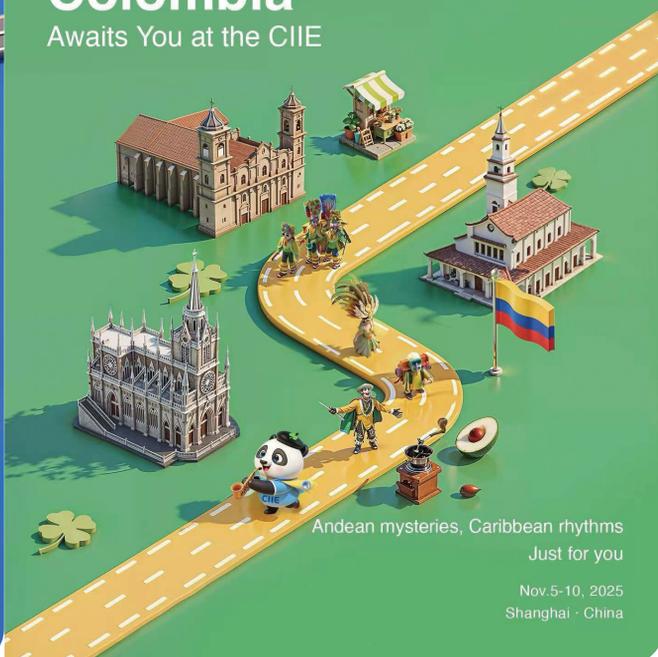
Guest Country of Honour
Sweden
Awaits You at the CIIE



Fueling innovation
Igniting the future

Nov.5-10, 2025
Shanghai · China

Guest Country of Honour
Colombia
Awaits You at the CIIE



Andean mysteries, Caribbean rhythms
Just for you

Nov.5-10, 2025
Shanghai · China

Thailand

Theme: Connection — 50 Years of China–Thailand Relations, Building the Future Together

Exhibition Sections:

Inspired by the Thai cultural symbol "Sala Thai," the pavilion integrates exhibition, business exchange, and cultural interaction into one multifunctional space.

Exhibition Content:

It offers an immersive experience of Thailand's multi-faceted charm — from its agricultural roots ("Thai Rice") and culinary delights ("Thai Flavors") to fashion, design creativity, and tourism opportunities ("Thai Experience").



United Arab Emirates (UAE)

Theme: Showcasing Industrial Strength and Development Vitality

Exhibition Sections:

The UAE Pavilion draws inspiration from traditional architecture and local color aesthetics, creating a culturally distinctive and visually appealing space that embodies the nation’s core values of hospitality, openness, and innovation.

Exhibition Content:

Through photos, models, and multimedia displays, visitors can explore the country's evolution from heritage to modernity, including iconic landmarks such as the Museum of the Future. Major enterprises in finance and logistics will present their latest advancements, highlighting the UAE's role as a leading regional economic hub.



Nigeria

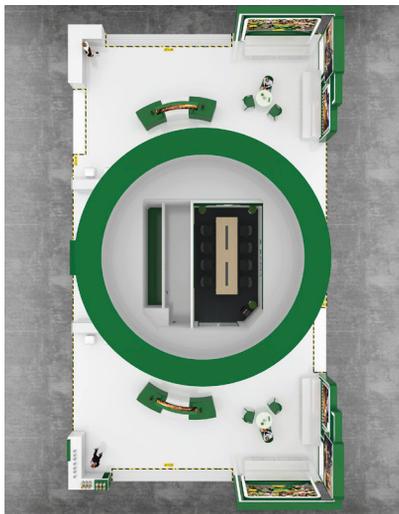
Theme: Invest in Nigeria

Exhibition Sections:

The Nigerian Pavilion features a cultural experience zone, highlighting the country's rich diversity through vibrant national costumes and detailed displays.

Exhibition Content:

Exhibits emphasize Nigeria's resource endowments and dynamic economy, with representative samples of lithium, lead-zinc, and iron ores, as well as high-quality agricultural exports such as sesame, gum arabic, cashews, and shea butter.



Georgia

Theme: A Cultural Treasure and Vibrant Business Hub at the Crossroads of Eurasia

Exhibition Sections:

Blending tradition with modernity, the Georgian Pavilion presents its ancient alphabet, winemaking heritage, and performing arts. An open kitchen offers authentic cuisine to share the warmth and hospitality of Georgia.

Exhibition Content:

The pavilion highlights Georgia's position as a strategic Eurasian logistics hub, outlining its free trade agreements, favorable tax policies, and investor-friendly environment — demonstrating its potential as a reliable partner and emerging economic power.

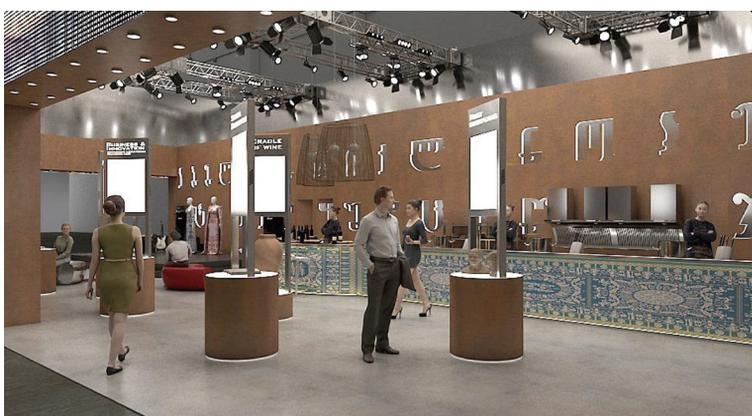
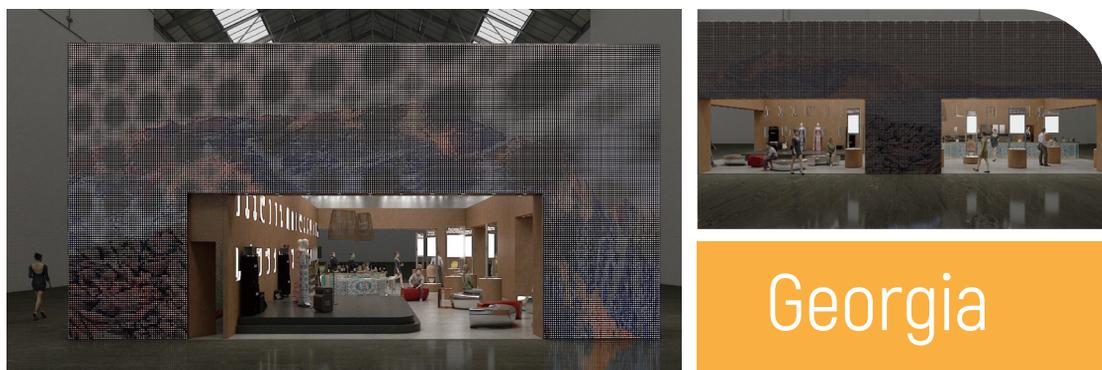


Situated at the crossroads of Europe and Asia, Georgia will join the 8th CIIE for the first time as a Guest Country of Honor. Through the CIIE Country Exhibition, Georgia will showcase its breathtaking landscapes, rich culture, and renowned cuisine and wines, inviting visitors to experience the country's distinctive charm.

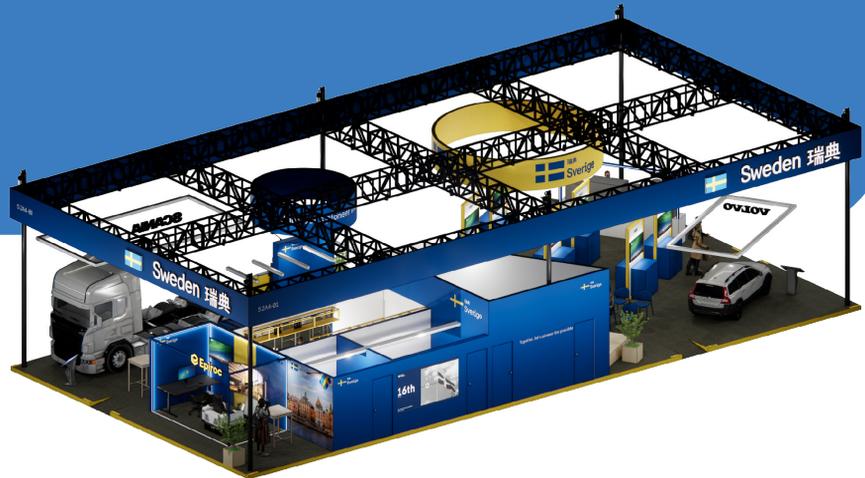
Organized by Enterprise Georgia, the pavilion will feature a diverse array of exhibits: the Qvevri, a UNESCO-listed traditional wine vessel; a Dmanisi hominin facial reconstruction, revealing traces of ancient civilization; the national epic "The Knight in the Panther's Skin"; and the Georgian folk song "Chakrulo", included on NASA's Voyager Golden Record. Together, these highlights celebrate Georgia's deep cultural heritage and creative spirit.

Interactive experiences will add to the immersion — live cooking in an open kitchen, vibrant music and dance performances, and authentic wine tastings will offer visitors a full sensory journey through Georgia.

Since the China–Georgia Free Trade Agreement took effect in 2018 — China's first FTA in the Eurasian region — bilateral cooperation has deepened steadily. At this year's CIIE, Georgia will further promote its welcoming investment environment and dynamic industries, seeking to expand trade and partnership with China and beyond.



Sweden



Sweden — Participating as a Guest Country of Honor for the First Time

Theme: Co-creating Possibilities Together

Exhibition Sections:

The Swedish Pavilion features a minimalist Nordic design inspired by IKEA's modern aesthetics, creating a space that balances beauty and function. Interactive green technology zones and a special "Fika" café corner invite visitors to enjoy traditional Nordic pastries and experience the Swedish philosophy of "Lagom" — just the right balance in life.

Exhibition Content:

Leading enterprises will present cutting-edge achievements in green technology, digitalization, and advanced manufacturing. SKF, the global leader in bearing technology, will display smart bearings, IoT applications, and oil recycling systems. Mining giant Epiroc will showcase remote-controlled mining equipment, while Scania, known as the "King of the Road," will highlight its innovations in heavy-duty transportation.

Located on the Scandinavian Peninsula, Sweden exudes the quiet elegance of a Nordic gentleman — harmoniously blending nature, industry, and lifestyle into a distinctive balance. This year, Sweden joins the 8th CIIE as a Guest Country of Honor for the first time, under the theme "Creating Opportunities Together." Its national pavilion will invite visitors into an immersive experience where technology and daily life meet.

The aroma of Fika coffee mingles with the hum of smart bearings; in a minimalist setting, remotely operated mining machines run steadily. This is not a contrast between life and industry, but a vivid expression of Sweden's "Lagom" philosophy — achieving balance between comfort and efficiency, sustainability and innovation.

This year also marks the 75th anniversary of diplomatic relations between China and Sweden. Sweden, one of the first Western countries to establish ties with the People's Republic of China, returns to the CIIE Country Exhibition after six years — and for the first time as Guest Country of Honor.

Organized by Business Sweden, the pavilion will feature leading Swedish enterprises showcasing cutting-edge achievements in green technology, digitalization, and advanced manufacturing. Industry giants such as SKF, the world leader in bearing technology, will present intelligent bearings and oil-recycling systems; Epiroc will demonstrate remote-controlled mining equipment; and Scania, known as the "King of the Road," will display innovations in heavy transport. Long-time CIIE partners including Elekta, Ericsson, Hexagon, and Alfa Laval will also participate, highlighting Sweden's industrial strength, sustainability leadership, and long-standing commitment to the Chinese market.



Colombia

Theme: Showcasing Colombia's Rich Natural Resources

Exhibition Sections:

Incorporating Amazon rainforest elements, the Colombian Pavilion immerses visitors in tropical greenery with water curtain installations and lush plant arrangements.

Exhibition Content:

More than 80 entrepreneurs from various industries will showcase premium coffee, fine chocolate, jewelry, leather goods, and artisan crafts that embody Colombia's cultural vibrancy.



France Pavilion at the 8th CIIE



The aroma of coffee, perfume, and freshly baked bread fills the air, while elegant Haussmann façades and grand Mansard roofs evoke the timeless charm of Paris. This is the experience awaiting visitors at the France Pavilion in the 8th CIIE.

Following its appearance as a Guest Country of Honor last year, France returns to the CIIE with renewed enthusiasm—demonstrating both its strong recognition of the Expo's value and its firm commitment to deepening economic, trade, and cultural ties with China.

Designed with classic Haussmann-style architecture, Parisian stone pavements, and iconic Mansard rooftops, the pavilion recreates an immersive French streetscape, allowing visitors to feel the authentic "heartbeat of Paris."

Over ten leading French enterprises and institutions from sectors including beauty, industry, food, wine and spirits, healthcare, energy, logistics, and innovation will showcase the excellence of Made in France—its craftsmanship, expertise, and sustainability.

Throughout the exhibition, the France Pavilion will host a range of lively events: an opening ceremony, Arkema Innovation Day and roundtable, Le Cordon Bleu culinary demonstrations, and several product launches—offering visitors a vibrant and multisensory journey into the French art de vivre.

Building on the remarkable results achieved at the 7th CIIE, French participants have seen both stronger partnerships and greater brand visibility. With full confidence in China's dynamic market, France's return this year reaffirms its long-term commitment to cooperation and mutual growth.

部分法国企业 LOGO

注：按照首字母排序



Kyrgyzstan Makes Its Debut at the CIIE Country Pavilion



Kyrgyzstan, a friendly neighbor and trusted partner of China, joins the CIIE Country Pavilion for the first time this year after seven consecutive years of participating in the Corporate Pavilion. Its debut presents both the majestic beauty of the Tianshan Mountains and the strong potential for Silk Road cooperation.

With its signature red-domed pavilion, Kyrgyzstan offers visitors a rich display of ethnic culture and craftsmanship. Exhibits range from pure natural honey and fruit preserves to finely crafted wool and leather goods, handmade herbal soaps, and traditional Central Asian beverages such as vodka, cognac, and beer. Together, these showcase the country's green, high-quality industries and the many opportunities for collaboration they represent.

According to Urmat Takirov, Director of the Kyrgyz Export Promotion Center, this participation is an important opportunity to deepen the China–Kyrgyzstan Comprehensive Strategic Partnership and strengthen practical cooperation in trade and investment. He warmly invites visitors to explore the pavilion and discover Kyrgyzstan's outstanding exporters and unique products.

In his remarks earlier this year, President Xi Jinping emphasized China's readiness to expand trade and investment cooperation with Kyrgyzstan and to import more high-quality Kyrgyz products under the Belt and Road Initiative. Kyrgyzstan's debut at the Country Pavilion reflects its strong commitment to further engaging the Chinese market and enhancing bilateral economic ties through the CIIE platform.



New Additions to the Country Pavilion

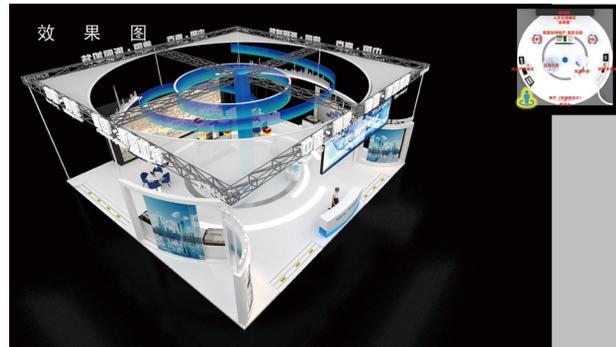
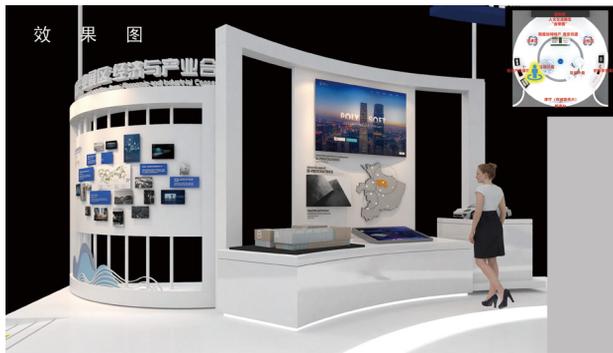
For the first time, the "CIIE Art Kaleidoscope: Children's World" — an international youth art micro-exhibition — will bring together artworks from young talents across more than ten participating countries, including France, the UAE, and Sweden. With innocence and creativity, these young artists vividly depict the harmony and beauty of cultural exchange.



Twin-City Exhibition: Nanjing (China) & Stuttgart (Germany)

Themed "Crafting Together, Winning the Future", the joint exhibition marks the 30th anniversary of the sister-city partnership between Nanjing and Stuttgart. Divided into four sections — City Image, Economic & Industrial Cooperation, Innovation for the Future, and Cultural Exchange — it serves as an integrated platform for exhibition, interaction, and experience.

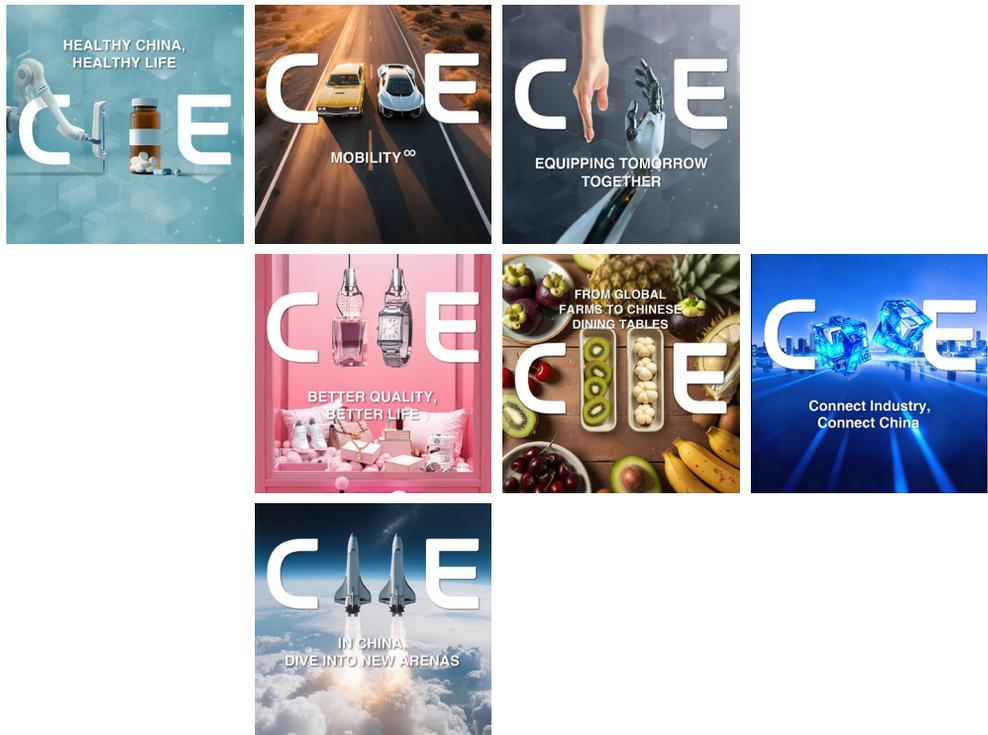
Highlights include a "Friendship Wall" recounting the two cities' shared history, displays of leading industries, ESG and hydrogen technology cases, and immersive experiences combining digital art and intangible cultural heritage from both cities — illustrating their achievements and vision of collaboration, innovation, and mutual prosperity.



Corporate Pavilion

The Corporate Pavilion of the 8th CIIE will cover an exhibition area over 367,000 square meters. A total of 4,108 companies from 138 countries and regions have confirmed participation, presenting over 461 new products, technologies, and services. Among them are 290 Fortune 500 companies and industry leaders worldwide, featuring major sectors such as pharmaceuticals and medical devices, future mobility, artificial intelligence, new materials, premium consumption, vegetable seed industry, and logistics and transportation. More than 80 overseas chambers of commerce and associations from over 50 countries and regions will organize the participation of nearly 2,000 small and medium-sized enterprises (SMEs). The exhibition areas of institutions from multiple countries including Malaysia, Canada, Brazil, and New Zealand have increased significantly.

The exhibition will consist of six major exhibition areas and one special section, with stronger focus on innovation, branding, and leadership in global trends.



CIIE-Health: Healthy China, Healthy Life

Halls 1.1, 1.2, and 2.2

The Medical Equipment and Healthcare Products Exhibition Area, with the theme “Healthy China, Healthy Life,” brings together leading global medical technologies, highlighting breakthroughs in innovative drug and medical device development, biomedical technology, and cross-disciplinary digital healthcare solutions. The exhibition aims to foster the development of new healthcare productivity and advance the “Healthy China 2030” strategy.



Scan the QR code to learn more



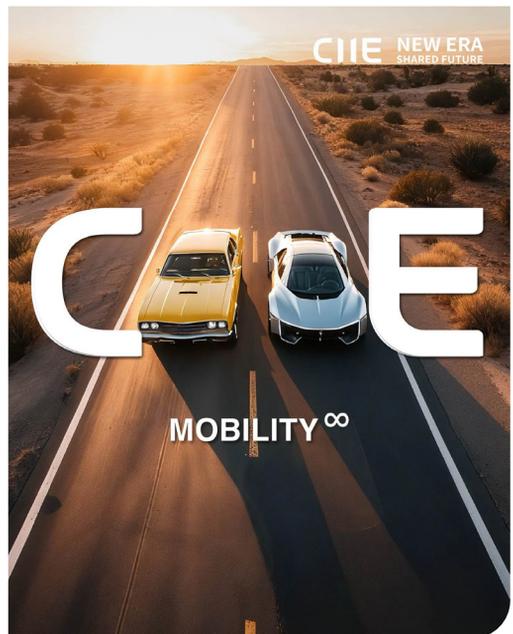
CIIE Move: Mobility ∞

Hall 2.1

Themed "Mobility ∞ (Infinity)," the Automobile and Smart Mobility Exhibition Area highlights the latest achievements in smart, green, and sustainable mobility. It comprehensively showcases the core competitiveness of foreign automakers and mobility service providers, striving to build a global platform for gathering resources in the mobility industry.



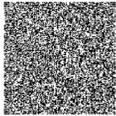
Scan the QR code to learn more



CIIE Tech: Equipping Tomorrow Together

Halls 3 and 4.1

Guided by the theme "Equipping Tomorrow Together," the Intelligent Industry and Information Technology Exhibition Area focuses on five special sections: Digital Industrial Automation, Low-carbon Energy and Environmental Protection Technology, Integrated Circuits, Artificial Intelligence, and New Materials. Global leaders will showcase advanced equipment and frontier technologies driving innovation and sustainable growth, empowering the industries with new products and new technologies.



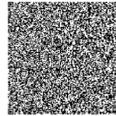
进博聚光灯
CIIE Spotlight

Scan the QR code to learn more

CIIE Lifestyle: Better Quality Better Life

Halls 5.1, 6.1, and 6.2

With the theme "Better Quality, Better Life," the Consumer Goods Exhibition Area focuses on "innovative" living, "cutting-edge" technology, and "the latest" trends. It aims to become a global hub for international trends, a gathering place for world-renowned brands, and a premier launchpad for new products. By actively attracting foreign national iconic brands, it promotes lifestyles characterized by health, beauty, comfort, and quality, fulfilling people's aspirations for a better life.



进博聚光灯
CIIE Spotlight

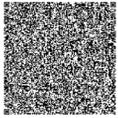
Scan the QR code to learn more



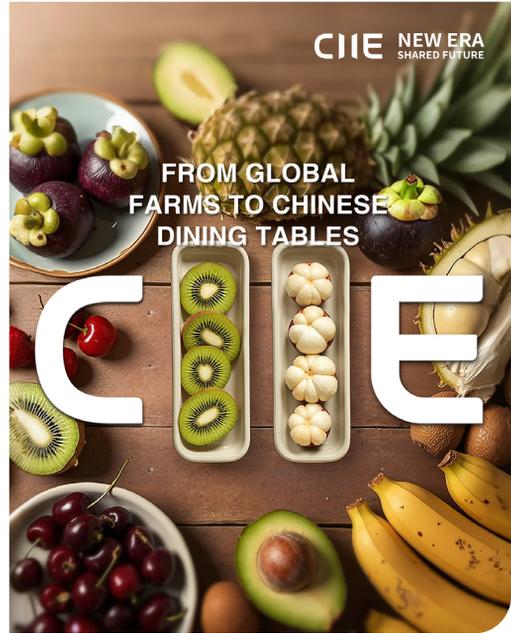
CIIE Food: From Global Farms to Chinese Dining Tables

Halls 7.1, 8.1, and 8.2

Themed "From Global Farms to Chinese Dining Tables," the Food and Agricultural Products Exhibition Area serves as a gateway for high-quality global agri-food enterprises entering the Chinese market. It focuses on premium healthy foods, geographical indication products, and rare specialty items. Through integrated displays of the entire agri-food value chain — from production to consumption — it highlights trends of consumption upgrade, technological innovation, and sustainability, creating a comprehensive platform for product showcasing, trade matching, policy interpretation, and trend release.



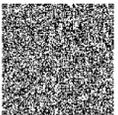
Scan the QR code to learn more



CIIE Services: Connect Industry, Connect China

Hall 7.2

Under the theme "Connect Industry, Connect China," the Trade in Services Exhibition Area attracts high-quality global professional service providers, comprehensive service providers, and service industry clusters. It showcases smarter, more precise, and specialized service offerings, empowering enterprises, industrial chains, and ecosystems in China and beyond. By fostering global connectivity, it aims to jointly create a promising future.



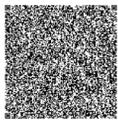
Scan the QR code to learn more



CIIE NOVA: In China, Dive into New Arenas

Hall NH

The Innovation Incubation Special Section (CIIE-NOVA), themed "In China, Dive into New Arenas," focuses on three core elements—technology, capital, and market—to foster an open, diversified, and sustainable innovation ecosystem. It provides global startups and talents with sci-tech resources and collaboration opportunities to tap into the Chinese market.



Scan the QR code to learn more



CIIE Sports Park

Hall 6.2, Zone C

Located within the Sports and Outdoors Section of the Consumer Goods Exhibition Area, the CIIE Sports Park features two themed zones — a Sports Interaction Zone and an Ice & Snow Experience Zone. Facilities include basketball and football areas, table tennis tables, VR skiing simulators, and simulated ice hockey and curling fields. The initiative actively supports China's national policy on developing the ice-and-snow industry, promotes a civilized and healthy lifestyle, enhances public awareness and skills in weight management, facilitates collaboration across the sports industry, and stimulates the potential of sports consumption.



CIIE NEW ERA
SHARED FUTURE
CIIE Spotlight

Hack Your Metabolism at CIIE.

The CIIE 2025 supports the national "Year of Weight Management" campaign, bringing together leading global innovations in weight-control technologies and products to help advance the Healthy China initiative.

International Automobile Culture Exhibition Zone

Hall 2.1 Area A

The Automobile and Smart Mobility Exhibition Area will feature the International Automobile Culture Exhibition Zone under the theme "A Century of Evolution Between Cars and People." This zone will comprehensively demonstrate the core competitiveness of foreign automobile manufacturers through brand heritage, supply-chain strength, and regulatory compliance. As the key showcase for the century-long charm of automobiles, it will display 11 classic cars of great historical and collectible value from brands such as Ferrari, Rolls-Royce, Lamborghini, and Porsche. Visitors can retrace the evolution of automobiles and experience their enduring appeal across a century of industrial progress.



COOPER



F40



Ferrari 250GT



Ferrari 348TB



Jaguar E-Type



Porsche 911S



Porsche 944Turbo



Rolls Royce 4050 HP Phantom II



Rolls Royce Phantom I Boat Tail



Lamborghini

Featured Thematic Events

Concours Mondial de Bruxelles (CMB)

8.2 C7-05

For the first time, the Concours Mondial de Bruxelles (CMB)—known as the "Oscars of the wine world" and one of the three most prestigious global wine competitions—will make its debut at the 8th CIIE.

The event will feature masterclasses, tasting sessions, and industry talks, offering a comprehensive exploration of the wine world—from the terroir and traditions of grape growing, to the intricacies of winemaking, and the art and techniques of professional tasting.



At the venue of the Concours Mondial de Bruxelles 2025

AI Experience Zone 4.0

3H B1-01

The upgraded AI Experience Zone expands application scenarios to showcase the latest in humanoid robotics and AI-powered esports. For the first time, it will feature the Asia Champions Cup Esports Exhibition Matches, Asia's premier international esports event, promoting the growth of China's gaming and esports industries. The zone will also present humanoid robot showcases, including mecha combat from the World Robot Competition and boxing performances by Unitree robots, offering visitors an immersive glimpse into the future of AI and human-machine collaboration.



Driving High-Quality Development with New Products, Technologies and Services

Hall 2.1 Area A



The special live program CIIE New Product Launch will be broadcast over four consecutive days, presenting global debuts, Asian premieres, and China first launches. Eighty-five Fortune 500 companies and leading industrial players worldwide will participate, while 137 exhibitors will unveil over 200 latest products, technologies, and services. The showcases span all six major exhibition areas as well as the Innovation and Incubation Zone, demonstrating the Expo's role in fostering high-quality development through innovation.

Supporting SMEs with Concrete Actions

Cross-Border E-Commerce Selection Platform

Located in Hall 7.1 of the Food and Agricultural Products Exhibition Area, this platform integrates display, trading, logistics, and fulfillment functions to form a complete "Front Exhibition – Central Warehouse – Back-End Factory" ecosystem. It helps overseas SMEs enter the Chinese market efficiently and supports the dual goal of "Global Goods Enter China, Chinese Consumption Links the World." Three core sections are planned: (1) a central stage for digital demonstrations and multi-purpose launch events with movable audience seating; (2) a live-stream zone for the "Platform Empowerment + Cross-Border Selection" matrix, where top e-commerce platforms and import logistics providers will participate; (3) a financial services area staffed by Bank of China experts to offer cross-border settlement and trade-finance consulting.

Cross-Border E-Commerce Service Area

Within the Consumer Goods Exhibition Area (Halls 6.1 and 6.2), leading cross-border e-commerce platforms such as Tmall Global, VIPSHOP, and Douyin E-commerce Global will establish dedicated sections to offer international exhibitors a full range of solutions, spanning brand registration, marketing promotion, and logistics support. This creates a smooth, seamless transition from exhibits to products.

Asia–Africa Featured Products Zone

For the first time, the 8th CIIE will include a Special Asia–Africa Products Zone for least-developed and African countries. Located in Hall 8.1 of the Food and Agricultural Products Exhibition Area, the zone will offer free stage space for product launches, signing ceremonies, cultural shows, and culinary presentations, showcasing the Expo's inclusiveness as a global shared platform. Dedicated buyer routes will lead targeted trade missions to the zone for face-to-face negotiations, helping boost transactions and enhance participant benefits.

Sister-City Cooperation

The Corporate Pavillion will feature independent pavilions from overseas provinces, states, and cities, showcasing distinctive local enterprises and products. These efforts aim to deepen practical cooperation and strengthen sister-city ties with China.



Mato Grosso, Brazil



Niigata Prefecture, Japan



Ho Chi Minh City, Vietnam



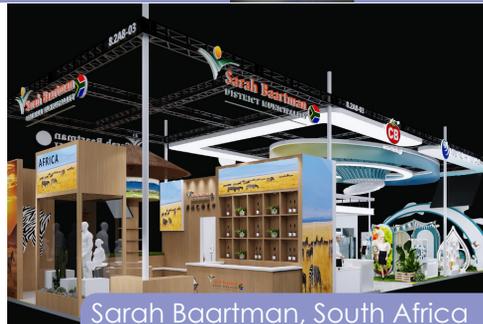
Almaty, Kazakhstan



Quebec, Canada



Saskatchewan, Canada



Sarah Baartman, South Africa

第八届中国国际进口博览会重要采购商选品会

VIP Buyers Selection Event of the 8th China International Import Expo

重要采购商选品会排期表

Schedule of VIP Buyers Selection Event

商超便利店选品会 Supermarkets & Convenience Stores Selection Event	11月6日 10:00-12:00 Nov.6 10:00-12:00
第八届中国国际进口博览会重要采购商选品会和中签约仪式——华资专场 VIP Buyers Selection Event and Signing Ceremony of the 8 th China International Import Expo—China Resources Special Event	11月6日 14:00-17:30 Nov.6 14:00-17:30
电商平台选品会 E-commerce Enterprises Selection Event	11月7日 10:00-12:00 Nov.7 10:00-12:00
新零售渠道选品会 New Retailing Distributor Enterprises Selection Event	11月8日 10:00-12:00 Nov.8 10:00-12:00
餐饮企业选品会 Catering Enterprises Selection Event	11月8日 14:00-16:00 Nov.8 14:00-16:00

注：以上为部分采购商名单（排名不分先后），信息如有变更，以现场为准。 Note: The above is a partial list of buyers (in no particular order). Please refer to the on-site updates if there are any changes in this information.

采购商长廊 Buyers' Zone 8.2 馆 HALL

排名不分先后，以现场展示为准 Ranking is in no particular order, subject to on-site display.

VIP Buyers Selection Event and Buyers' Corridor

The VIP Buyers Selection Event of the 8th CIIE will take place from Nov 6 to 8 in Hall 8.2 of the National Exhibition and Convention Center (NECC) (Shanghai). Focusing on agri-food, consumer goods, and health products, it will host specialized activities for supermarkets, e-commerce platforms, new retail channels, and catering enterprises. A dual online-offline matchmaking model will be adopted; online, the "Digital CIIE" platform will collect buyer demands and exhibitor lists for intelligent pairing; offline, a "Procurement Demand Wall" and designated buyer seating areas will facilitate multiple one-on-one meetings, especially for SMEs and delegation participants to connect directly with the Chinese market.

A Buyers' Corridor will run concurrently, featuring 20 selected premium buyers showcasing their profiles and procurement needs throughout the Expo period.

Hall 4.1 Buyers' Corridor

For the first time, the 8th CIIE will establish a Central State-Owned Enterprises (SOEs) Buyers' Corridor in Hall 4.1, inviting 14 major central enterprises with strong procurement demand and significant influence. The corridor will set up exclusive zones for buyers to showcase cooperation results, innovation cases, and procurement plans via panels and digital screens. It will also organize dedicated industry sessions covering automotive, steel, industrial equipment, petrochemicals, aviation, and construction to promote supplier-buyer matchmaking and deepen pragmatic economic and trade cooperation.



入驻企业

中国石化 SINOPEC GROUP



中国石化作为中国最大的成品油和石化产品供应商，业务涵盖油气勘探开发、炼油、化工、成品油销售及分销等领域，致力于推动能源化工可持续发展与绿色低碳转型，是一家集上中下游于一体、具备完整产业链的国际化综合能源化工公司。

进博风采

前七届进博会，中国石化积极组织参会，成果丰硕，采购品类丰富，涵盖原油、化工品等多领域，签约规模逐届递增。借助进博会平台，中国石化与全球众多知名企业建立长期稳定合作关系，不断拓展国际合作网络，同时还积极推动能源转型与绿色发展，与合作伙伴探索新能源、新技术合作，助力构建可持续能源供应体系，彰显大型能源企业的责任担当与积极作为。

中国海油 CNOOC



中国海洋石油集团有限公司是中国最大的海上油气生产运营商，主要业务板块覆盖油气勘探开发、专业技术服务、炼化与销售、天然气及发电、金融服务等，并积极开展海上风电等新能源业务。

进博风采

作为进博会“全勤生”，中国海油通过进博会平台不断扩大国际合作成果，前七届进博会，累计实现与来自20余个国家和地区的数十家国际供应商签订了多项进口合同和协议，合作内容涵盖原油、天然气、深水油气装备、先进技术服务等多个领域。中国海油还借助进博会链接全球资源，通过与国际能源伙伴深化合作，引进关键技术、推动本土产业链升级，为保障能源安全、践行高水平对外开放贡献力量。

东风汽车 DONGFENG MOTOR



东风汽车集团有限公司前身是始建于1969年的第二汽车制造厂，公司业务涵盖全系列商用车、乘用车、新能源汽车及关键总成，拥有“东风”、“岚图”、“东风奕派”、“东风风神”、“东风纳米”等自主品牌，并与日产、本田等建有重要合资企业。

进博风采

东风汽车积极参与进博会，对标世界先进技术、把握产业前沿趋势，积极关注并探寻在智能芯片、软件定义汽车、氢燃料电池及高端装备等领域的国际创新成果，嫁接全球顶尖资源，赋能自身赛道的技术突围与产业升级。

中国一汽 FAW



中国一汽诞生于1953年，是国有特大型汽车企业集团，拥有五大国内生产基地，产品出口102个国家和地区，销量规模始终位列中国汽车行业第一阵营。未来，中国一汽将继续加快战略转型和高质量发展，矢志成为用创新的产品和服务不断创造价值的世界一流移动出行科技公司。

进博风采

中国一汽连续七年参加进博会，除大宗原材料、飞机整机以外，成交金额连续位列央企成交第一名，持续为进博会“越办越好”贡献力量。中国一汽以进博会平台为依托，积极履行使命担当，探索汽车行业发展新方向，带动上下游产业链协同发展，为实现中国汽车强国梦而不断努力。

中国长安汽车 CHANGAN



中国长安汽车成立于2025年7月，总部位于重庆，业务范围涵盖汽车整车及零部件、汽车销售、金融及物流服务、摩托车业务等，覆盖汽车全产业链。拥有阿维塔、深蓝、长安启源三大数智新能源汽车品牌。

进博风采

往届进博会，长安汽车积极组团参会交流对接。通过进博会平台，长安汽车积极寻求在智能座舱、自动驾驶、芯片与软件等领域的国际前沿技术与解决方案，为打造深蓝、阿维塔等智能电动品牌注入创新动能，诠释中国汽车产业在开放中创新的发展范式。

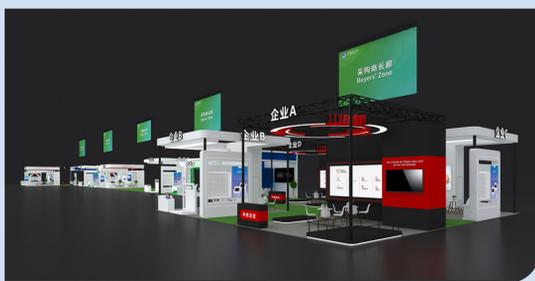
中国国际进口博览会 CHINA INTERNATIONAL IMPORT EXPO

采购商长廊 Buyers' Zone 4.1 HALL

中国石化 SINOPEC
 中国海油 CNOOC
 中国一汽 FAW
 东风汽车 DONGFENG MOTOR
 BAOWU 中国宝武
 中国东方航空 CHINA EASTERN
 中国南方航空 CHINA SOUTHERN
 通用技术 GENERTEC
 华闻 China Resources
 中国长安汽车 -CHANGAN-
 中国交建 CHINA COMMUNIQUE CONSTRUCTION
 中国电建 POWERCHINA
 中国能建 ENERGY CHINA
 中国电气装备 China Electrical Equipment

4.1H

List of buyers



Hongqiao International Economic Forum

The 8th Hongqiao International Economic Forum (Hongqiao Forum) will be held from Nov 5 to 10, 2025, at the NECC (Shanghai). As an international public platform promoting global openness and improved economic governance, the Forum observes global trends from an open perspective and fosters consensus for building an open world economy and a community with a shared future for mankind.

Global leaders from government, business, academia, and media will gather at the 8th Hongqiao International Economic Forum under the theme "Opening Up for New Opportunities, Collaborating for a Shared Future." The forum will further advance the Global Governance Initiative and contribute "Hongqiao Wisdom" to the world economy. This year's forum features a Main Forum (the Opening Ceremony of the CIIE and HQF), and parallel sessions under "1+4" sections, i.e. the Press Release and International Symposium on World Openness Report 2025 and four thematic sections — Opening-up for Cooperation, Opening-up for Innovation, Opening-up for Development and Opening-up for Sharing. In total, 25 high-level parallel sessions and several closed-door meetings will be held.

Confirmed speakers include Nobel laureates Joseph Stiglitz, Thomas Sargent, Michael Spence, Michael Levitt, and Steven Chu, along with Professor Jeffrey Sachs of Columbia University and Kishore Mahbubani, former senior diplomat of Singapore. Executives from Fortune Global 500 companies and leading innovators will also join the discussions.

No.	Topic of parallel sessions	Organizers	Date	Venue
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	Nov 5, Afternoon	4.2 Hall Rotunda, National Exhibition and Convention Center (Shanghai)
2	Global Trade Reconstruction and WTO Reform	Ministry of Commerce of the People's Republic of China	Nov 5, Afternoon	Conference room C002, 3rd floor, Office building C, National Exhibition and Convention Center (Shanghai)
3	Forum on the 10th Anniversary of China-Australia Free Trade Agreement	Ministry of Commerce of the People's Republic of China	Nov 5, Afternoon	4.2 Hall A2, National Exhibition and Convention Center (Shanghai)
4	Seminar on the World Trade Report 2025 and Launch of Its Chinese Edition	Ministry of Commerce of the People's Republic of China	Nov 6, Morning	Conference room C003, 3rd floor, Office building C, National Exhibition and Convention Center (Shanghai)
5	Open Trade and Security-based Development	Ministry of Commerce of the People's Republic of China	Nov 5, Afternoon	Conference room A002, 3rd floor, Office building A, National Exhibition and Convention Center (Shanghai)
6	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	Nov 6, Morning	4.2 Hall A2, National Exhibition and Convention Center (Shanghai)
7	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	Nov 6, Morning	4.2 Hall A1, National Exhibition and Convention Center (Shanghai)
8	Financial Fluidity Fostering Global Cooperation Across Industrial and Supply Chains	Ministry of Commerce of the People's Republic of China, Shanghai Municipal People's Government,	Nov 5, Afternoon	4.2 Hall B1, National Exhibition and Convention Center (Shanghai)
	Propelling Global Economic and Trade Development through Finance	Ministry of Commerce of the People's Republic of China	Nov 7, Morning	4.2 Hall A1, National Exhibition and Convention Center (Shanghai)
	Ensuring Stable and Smooth Global Industrial and Supply Chains through Finance	Ministry of Commerce of the People's Republic of China	Nov 6, Afternoon	4.2 Hall D2, National Exhibition and Convention Center (Shanghai)
9	Deepening Global South Cooperation Towards Shared Prosperity	UN Trade and Development (UNCTAD), Ministry of Commerce of the People's Republic of China	Nov 5, Afternoon	Conference room B001, 3rd floor, Office building B, National Exhibition and Convention Center (Shanghai)
	Building Multilateralism to Enhance Economic Resilience of the Global South	Ministry of Commerce of the People's Republic of China	Nov 6, Afternoon	4.2 Hall Rotunda, National Exhibition and Convention Center (Shanghai)
10	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	Nov 5, Afternoon	Conference room B002, 3rd floor, Office building B, National Exhibition and Convention Center (Shanghai)
11	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	Nov 5, Afternoon	4.2 Hall D2, National Exhibition and Convention Center (Shanghai)
12	Youth in Action: Driving Technological Innovation	Ministry of Commerce of the People's Republic of China, UN International Children's Emergency Fund(UNICEF)	Nov 6, Morning	Conference room A002, 3rd floor, Office building A, National Exhibition and Convention Center (Shanghai)
13	AI-driven Digital Economy Innovation	Ministry of Commerce of the People's Republic of China, Zhejiang Provincial People's Government, International Trade Centre(ITC)	Nov 5, Afternoon	4.2 Hall E, National Exhibition and Convention Center (Shanghai)

No.	Topic of parallel sessions	Organizers	Date	Venue
14	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	Nov 6, Morning	4.2 Hall C2, National Exhibition and Convention Center (Shanghai)
15	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)	Nov 5, Afternoon	4.2 Hall C2, National Exhibition and Convention Center (Shanghai)
16	Promoting Green Trade Liberalisation and Accelerating the Global Green Transition	Ministry of Commerce of the People's Republic of China	Nov 6, Afternoon	Conference room A002, 3rd floor, Office building A, National Exhibition and Convention Center (Shanghai)
17	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	Nov 5, Afternoon	4.2 Hall D1, National Exhibition and Convention Center (Shanghai)
18	Free Trade Zones Driving Industrial Innovation and Global Trade	UN Industrial Development Organization (UNIDO), Ministry of Commerce of the People's Republic of China	Nov 5, Afternoon	Conference room C003, 3rd floor, Office building C, National Exhibition and Convention Center (Shanghai)
19	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	Nov 6, Morning	4.2 Hall C1, National Exhibition and Convention Center (Shanghai)
20	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	Nov 5, Afternoon	4.2 Hall C1, National Exhibition and Convention Center (Shanghai)
21	Revitalising Consumption: Global Sharing of China's Market Opportunities	Ministry of Commerce of the People's Republic of China	Nov 6, Afternoon	4.2 Hall A2, National Exhibition and Convention Center (Shanghai)
22	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)	Nov 6, Afternoon	4.2 Hall A1, National Exhibition and Convention Center (Shanghai)
23	Global Drug Safety Governance and China's Drug Regulatory Innovation	National Medical Products Administration, Hongqiao International Economic Forum Secretariat	Nov 6, Morning	4.2 Hall Rotunda, National Exhibition and Convention Center (Shanghai)
24	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	Nov 6, Morning	4.2 Hall D2, National Exhibition and Convention Center (Shanghai)
25	Sub-Forum on Building Hongqiao International Opening-up Hub	Shanghai Municipal People's Government, Ministry of Commerce of the People's Republic of China	Nov 6, Morning	4.2 Hall D1, National Exhibition and Convention Center (Shanghai)
26	Roundtable for Foreign-invested Enterprises (Closed-Door Roundtable)	Ministry of Commerce of the People's Republic of China	Nov 5, Afternoon	
27	The Road to Growth: Exploring New Engines for US Businesses in China (Closed-Door Roundtable)	US-China Business Council, Hongqiao International Economic Forum Secretariat, Shanghai municipal Commission of Commerce	Nov 6, Afternoon	Conference room C003, 3rd floor, Office building C, National Exhibition and Convention Center (Shanghai)
28	"Invest In China"—Special Event Presenting Pilot Free Trade Zones	Ministry of Commerce of the People's Republic of China	Nov 6, Afternoon	4.2 Hall D1, National Exhibition and Convention Center (Shanghai)
29	Global Drug Safety Governance and China's Drug Regulatory Innovation(Closed-Door Roundtable on Pharmaceuticals and Medical Devices)	National Medical Products Administration, Hongqiao International Economic Forum Secretariat	Nov 6, Afternoon	North 03, 23-meter-high Exclusive Meeting Area, National Convention Center (Shanghai)
30	Global Drug Safety Governance and China's Drug Regulatory Innovation(Closed-Door Roundtable on Cosmetics)	National Medical Products Administration, Hongqiao International Economic Forum Secretariat	Nov 6, Afternoon	South 03, 23-meter-high Exclusive Meeting Area, National Convention Center (Shanghai)

Eight Highlights of the 8th Hongqiao Forum

1. A Theme in Tune with the Times, Advancing Openness and Cooperation

Under the overarching theme "Opening-up for New Opportunities, Collaborating for a Shared Future," global political, business, academic, and media leaders will engage in in-depth discussions on global governance initiatives, contributing "Hongqiao Wisdom" to world economic development.

The 8th Forum coincides with the 80th anniversary of the United Nations (UN). Amid accelerated changes unseen in a century, the world's governance system and trade order are undergoing profound adjustments. The Forum's agenda responds to these challenges and reflects the spirit of the times: reviewing the year's economic landscape, analyzing global governance dilemmas, and exploring the way forward. Facing an uncertain world, the Forum will uphold true multilateralism and call for joint efforts to safeguard an open, cooperative global order. ●●●

2. Diverse and Forward-Looking Agenda

Centered on the sections of "Opening-up for Cooperation – Reinvigorating Multilateral Cooperation", "Opening-up for Innovation – Digital Intelligence Empowerment", "Opening-up for Development – Green and Sustainable Development", and "Opening-up for Sharing – A More Open China", the 8th HQF will feature 25

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1 Theme: Aligned with the Times, Openness
Drives Progress

**Opening Up for New Opportunities
Collaborating for a Shared Future**



Assessing the Present
Dissecting Governance
Dilemmas at the Crossroads



Envisioning the Future
Addressing the Era's Question of
"Which Path Forward?"

Dynamic Practice for Global Governance Initiative

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2 Agenda:
High-impact, Frontier, and Widely Covered

Integrating Wisdom



Hotspot Topics
Trade Security
Supply Chain Resilience
Global South
.....



New Frontiers
AI
Humanoid Robots
Smart Manufacturing
.....



Key Issues
Green Development
Boosting Consumption
Silver Economy
.....

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parallel sessions and several closed-door roundtables. These events will explore both the macro-level, top-down design and frontier industry practices.

The agenda integrates inputs from government departments, international organizations, partners, universities, media, and CIIE exhibitors, drawing over 100 proposals. Meetings in Europe and South America have gathered delegates from more than 20 international organizations and 80 countries or economies. Discussions will cover trade security, supply-chain resilience, and the Global South, along with frontier topics such as AI, humanoid robots, digital economy, and intelligent manufacturing. Continuing themes include green transition, IP protection, consumption revitalization, youth development, agricultural trade, finance, and the silver economy. ●●●

3. World-Class Line-Up of Speakers

The Forum is expected to bring together over 400 speakers from governments, international organizations, and leading businesses and academic institutions, with nearly 10,000 participants. Nobel Laureates Joseph Stiglitz, Michael Spence, Thomas Sargent, Steven Chu, Michael Levitt, along with other distinguished scholars such as Jeffrey Sachs and Kishore Mahbubani will join the dialogues, setting a new record. Renowned Chinese experts such as Jiang Xiaojun, Zhang Yuyan, and Yu Miaojie, along with representatives from the WTO, UNCTAD, UNIDO, ITC, UNICEF, UNFPA, ISO, IEC, and INTERPOL, and executives from AstraZeneca, BHP, Louis Dreyfus, Qualcomm, and Bank of China will also attend. New faces such as Friendship Award recipient John Ross, former UN chief economist Hamid Rashid, Hong Kong Trade Development Council Chairman Frederick Ma, Unitree Robotics CEO Wang Xingxing; Victor Gao, Esq., Vice President of the Center for China and Globalization (CCG); Professor Jin Keyu of The Hong Kong University of Science and Technology will make their first appearance. ●●●

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3 Guests:
Renowned Scholars and Rising Talents Unite

Record High!
About 10 Nobel Laureates and
Top Scholars will Participate

Gather together!
Prominent Scholars
Executives and More
Both New and Returning

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中国国际贸易进口博览会
CHINA INTERNATIONAL
IMPORT EXPO

虹桥国际经济论坛
HONGQIAO INTERNATIONAL
ECONOMIC FORUM

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4. Release of Flagship Reports and Key Achievements

The Forum will remain a major launch platform for authoritative reports and standards, providing fresh insights into global economic governance.

The flagship World Openness Report 2025 marks its fifth anniversary with a comprehensive upgrade, tracking new trends and challenges in openness. It serves as a "barometer" of China's high-level opening and a "benchmark" for global openness. For the first time, a Nobel Laureate in Economics will lead the drafting of a dedicated chapter. Another chapter will be co-authored by a professional team from UNIDO together with Chinese experts. The Openness Index will extend back to 1990, offering a broader historical view. Other reports to be released include AI national standards (in foreign languages) by the State Administration for Market Regulation, the latest FTZ development report by the Chinese Academy of Commerce, and joint studies on trade security and sustainable development by UNIDO and think tanks. ●●●

5. Extensive Networking and Interactive Opportunities

The Forum will continue to serve as a hub for dialogue and cooperation among governments, businesses, and academia. A high-profile pre-session networking event before the Opening Ceremony will facilitate exchange among VIP guests and media. Participants can register,

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4 Outcomes:
Landmark Releases, Upgraded in Scope



Flagship Report
"World Openness Report 2025"
Fully Upgraded



Joint Release of Authoritative Research
Government Agencies
International Organizations
Universities

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5 Networking: Sufficient, Seamless Exchanges,
Interaction without Borders



Prime Time!
High-end Pre-Opening
Ceremony Event



Anytime Access!
One-stop Interaction
Scheduling



Non-stop Exchange!
All-day Continuous
Interaction

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browse information, and message speakers through the Hongqiao Forum module on the "CIIE" WeChat Mini Program and App for seamless interaction. Engagement will span all stages of the Forum — pre-forum meetings, Q&A sessions during forums, and post-forum discussions — enhancing participant experience and connectivity. ●●●

6. Integration Between Exhibition and Forum

Leveraging its synergy with the CIIE, the Forum will deepen the integration between "exhibition" and "forum." Industry experts will be invited to tour CIIE pavilions, and selected parallel sessions will host targeted visits for speakers and delegates. Conversely, exhibitors will be invited to participate in parallel sessions such as "International Cooperation in AI Standards for Empowering Industrial Upgrades", bridging industry and policy dialogue. Close meetings including roundtables for foreign-invested enterprises and sectoral dialogues on pharmaceuticals and cosmetics will facilitate candid communication and pragmatic dialogue between government departments and businesses. ●●●

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6 Exhibition & Forum: Synergized, Mutually Reinforcing, Seamlessly Integrated

To the Exhibitions!
Inviting Experts for
Onsite Inspection

To the Forum!
Arranging Exhibitor
Participation and
Interaction

Open Dialogue!
Fostering In-Depth
Government-Business
Exchange

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For the latest information, please check updates.

7. Professional Authority and Global Collaboration

This year's Forum brings together eight national ministries and commissions and six international organizations as joint hosts of

parallel sessions, with nearly 20 universities, think tanks, business associations, financial institutions, and media partners undertaking sessions. Key organizers include the Ministry of Commerce, National Development and Reform Commission, Ministry of Industry and Information Technology, State-owned Assets Supervision and Administration Commission, National Energy Administration, and State Administration for Market Regulation, along with UNCTAD, UNIDO, UNICEF, UNFPA, ITC, and WIPO. Supporting institutions include CASS National Global Strategy Think Tank, Chinese Academy of Sciences institutes, Renmin University's Chongyang Institute, the CCG, and major media such as CMG Video, Xinhuanet, The Paper, and Yicai. ●●●

8. Comprehensive Media Coverage and Global Outreach

The Forum will partner with mainstream domestic and international media for full-process promotion before, during, and after the event. From late September, key speaker announcements and pre-event videos were released continuously. During the Forum, parallel sessions will be covered through live broadcasts, feature reports, and interviews. After the Forum, the CIIE official website will publish the compendium of outcomes and short videos featuring guest insights, ensuring sustained influence and global engagement. ●●●

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7 Credibility:
Backed by Authoritative Institutions





Expert Bodies!
Authoritative
Institutions

Global Perspective!
International
Organizations

Cutting-Edge Views!
Think Tanks & Media

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8 Publicity & Promotion:
Global Reach Through a Diverse Media Matrix





Pre-Event
Guest Insights
Preview

In-Event
Parallel Sessions
Highlights

Post-Event
Deeper Insights
On-demand

Scan the QR code for more details



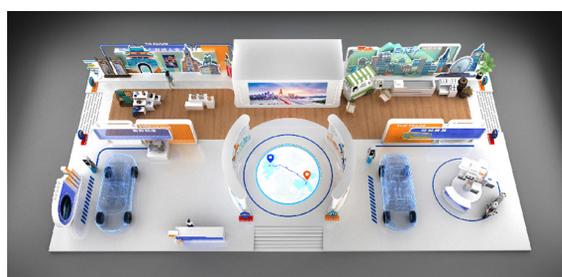
For the latest information, please check updates.

People-to-People Exchanges

Newly Established "Charming Sister Cities" Exhibition Zone

The 8th CIIE's people-to-people exchange activities will expand on its showcase of China Time-honored Brand, intangible cultural heritage, national pedestrian streets, and tourism resources by introducing a new "Charming Sister Cities" zone. This zone will highlight the traditional cultures, city identities, and rich outcomes of exchanges between Chinese cities and their international sister cities. Leveraging the CIIE's cultural platform, it aims to strengthen international friendship and promote mutual development through dialogue and cooperation.

Participating sister-city pairs include Lhasa & Kathmandu (Nepal), Chongqing & Düsseldorf (Germany), and Dezhou & Várpalota (Hungary).



Chongqing & Düsseldorf

The booth design centers on the two sister cities, showcasing more than 20 years of achievements in cultural and economic cooperation. The design combines Chongqing's passionate red with Düsseldorf's calm blue, symbolizing the close integration between the two cities. Exhibits

will feature Chongqing's intangible cultural heritage and smart-technology innovations, creating an atmosphere that blends culture and technology, representing the creative development born from the meeting of East and West, tradition and innovation.



Lhasa & Kathmandu

The exhibition takes the "China-Nepal Friendship Bridge" as its core artistic symbol, vividly illustrating the deep-rooted ties and enduring cooperation between Xizang and Nepal. It presents a timeline of friendship—from the ancient Tea-Horse Road to today's Belt and Road Initiative—demonstrating Xizang's transformation from a historic trading hub into a key gateway for China's opening toward South Asia.



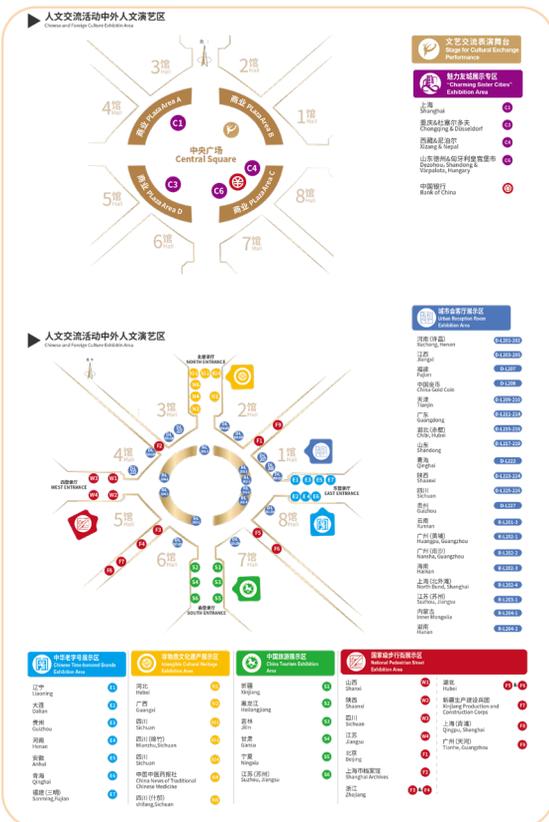


Dezhou & Várpalota

Jointly presented by Dezhou and Várpalota (Hungary), the "China-Hungary Home" exhibition is themed "Symphony of Tradition and Life." It creates an immersive cultural experience where the charm of the Danube meets Chinese civilization. The booth features Hungarian art, cuisine, and music, offering a multi-sensory journey. Visitors can admire Herend's world-famous hand-painted porcelain—known as "white gold"—and appreciate traditional Kalocsa and Matyó embroideries inscribed on UNESCO's Intangible Cultural Heritage List, discovering the folk stories behind their intricate patterns.

CIIE Trio of People-to-People Exchanges

Building on its showcases of Chinese heritage and city cooperation, the 8th CIIE will present three themed cultural programs: the CIIE Boutique Showcase, the CIIE Gourmet Festival, and the CIIE Arts Carnival. These initiatives will promote deeper integration of culture, business, tourism, and consumption, creating a vibrant environment of cross-cultural exchanges and mutual appreciation.



Festival, and the CIIE Arts Carnival. These initiatives will promote deeper integration of culture, business, tourism, and consumption, creating a vibrant environment of cross-cultural exchanges and mutual appreciation.

CIIE Boutique Showcase

Through a "One City, One Show" format that combines promotional videos, product experiences, and tourism presentations, this showcase enhances the cultural appeal of cities worldwide. It highlights the traditional culture, urban features, and cooperation results of sister-city partnerships, continuously promoting quality regional products and cultural attractions through the CIIE cultural exchange platform.

CIIE NEW ERA SHARED FUTURE
新时代 共享未来

进博聚光灯
CIIE Spotlight

进博精品荟
CIIE Premium Collection

第八届进博会期间，
推出“进博精品荟”品牌活动，
匠心臻品荟进博，全球优享享未来。

During the 8th CIIE,
the "CIIE Premium Collection" event will be launched.
CIIE, Where Craftsmanship and Global Excellence
Unite for the Future.



CIIE Gourmet Festival

Utilizing local pavilions and city lounges, this event promotes regional culinary cultures and gathers delicacies from around the world, forming a platform for guests to experience and enjoy diverse flavors that celebrate both Chinese and global cuisine.



CIIE Arts Carnival

Located at the Central Plaza, this cultural stage serves as a multifunctional platform for brand presentations, partnership signings, city promotions, media events, and cross-cultural performances. Integrating "Presentation & Release, Cultural Showcase, and Special Events," it will further strengthen exchanges between Chinese and international cultures.

CIIE Culture Night

On the evening of Nov 6, the NECC (Shanghai) came alive with lights as the CIIE Cultural Night took the stage. Thirteen performances from China and abroad showcased the charm of art and the resonance of cultures through music, dance, and other creative expressions. Guests from around the world gathered to celebrate cultural diversity and friendship, together writing a new chapter of Sharing the Future in the New Era.



From "CIIE Baby" to "Hexagonal Warrior"

For seven consecutive years, each appearance at the CIIE has been marked by a distinct new identity—this is the story of Dupilumab Injection (Dupixent®) from the multinational pharmaceutical company Sanofi. From enhancing disease awareness to being approved in China two years ahead of schedule and included in the national health insurance, from expanding indications for atopic dermatitis to covering all age groups, and to entering the respiratory disease treatment field—this innovative drug has continuously evolved on the stage of the CIIE. It has grown from a "CIIE baby" to a "Hexagonal Warrior" covering seven major indications. This is a testament to global innovation accelerating its landing in China and evidence that China's speed has surpassed global benchmarks.

FROM INTRODUCING INNOVATION TO TRANSFORMING AWARENESS

As France's largest healthcare company and one of the first multinational companies to enter China after the Reform and Opening-up, Sanofi has participated in every CIIE for seven consecutive years and will continue to join the expo this year.



Sanofi showcased its global R&D pipeline centered around immunology at the CIIE.

In 2018, when Sanofi presented Dupilumab Injection at the first CIIE, its indication "atopic dermatitis" was still an unfamiliar term to most Chinese people. The medical team at the booth found that not only the general public but even healthcare professionals' understanding of this disease was limited to "apply ointment to relieve itching; retreat if it recurs".

The turning point came at the second CIIE. Patients and their families, after reading media reports from the first CIIE, specifically sought out the Sanofi booth to inquire about Dupilumab. "Atopic

dermatitis" had become a clearly expressed and traceable clue for them. "Within just one year, public awareness has been profoundly transformed thanks to the educational outreach of the CIIE," remarked Jian Li, medical head of Sanofi China Specialty Care.

The greatest challenge in tackling diseases is often not the lack of medicine but the lack of scientific understanding among people. According to Wayne Shi, president of Sanofi Greater China, the CIIE has opened up new avenues for addressing this challenge, invisibly promoting the advancement of immune inflammatory treatment concepts and disease awareness in China, helping more patients manage their conditions for long-term benefits.

FROM "CIIE BABY" TO "HEXAGONAL WARRIOR"



Dupixent®, the "CIIE baby" that has attended all seven CIIEs.

If Sanofi is the "regular attendee" of the CIIE, then Dupilumab is undoubtedly the "CIIE baby" with full attendance. Each year over the past seven years, Dupilumab has appeared at the CIIE with a distinct new identity—its indications have expanded across both respiratory and dermatological fields, covering different ages for atopic dermatitis, various dermatological conditions, as well as asthma and chronic obstructive pulmonary disease (COPD). It has grown into a "Hexagonal Warrior" covering seven major indications. At the upcoming eighth CIIE, Sanofi is expected to highlight new indications for Dupilumab currently in development.

Notably, with a simultaneous global filing, the COPD indication for Dupixent, first unveiled at the seventh CIIE, was approved in China ahead of both the US and EU — with the shortest regulatory timeline among the three markets, once again setting a new benchmark for "China speed".

FROM INSIGHTS INTO THE CHINESE MARKET TO AMPLIFYING THE CIIE SPILLOVER EFFECT

Sanofi entered China in 1982 and has deeply participated in and witnessed the development of

China's healthcare industry for over 40 years. Today, Sanofi has an end-to-end value chain in China, from R&D and manufacturing to commercial operations, including three manufacturing sites and four R&D sites. It has successfully introduced over 60 innovative drugs and vaccines, covering seven of China's top 10 fatal diseases. "China has unique market demands and an extremely fast pace of local innovation. Therefore, we are moving at a faster innovation speed, with more focused resource investment, streamlined business processes, and sharper local insights to create a 'China solution' based on global strategy," said Shi. "China is not only our second-largest market globally but also a key driver of Sanofi's global strategy." At the seventh CIIE, Sanofi reached significant collaborations with partners like Shanghai Pharmaceuticals, Cathay Capital, and TJ Biopharma to jointly contribute to the construction of the Sino-French pharmaceutical ecosystem value chain.



At the seventh CIIE, Sanofi, Shanghai Pharmaceuticals, Cathay Capital, and TJ Biopharma announced the launch of the Sino-French pharmaceutical innovation ecosystem value chain.

In April this year, Sanofi and Cathay Capital took a further step by establishing the "Sanofi-Cathay Healthcare Innovation Fund" with a scale of approximately 2 billion yuan. This fund focuses on investing in Chinese innovative drug pipelines that have entered the clinical stage, assisting local enterprises in navigating the critical path from R&D to commercialization, and accelerating the market entry of Chinese innovative drugs.

According to Shi, the CIIE is a place gathering global innovation forces. "We have witnessed the continuous amplification of the CIIE's 'spillover effect', fostering the cultivation and formation of new quality productive forces, and providing opportunities for multinational companies to better integrate into China's large market and new development pattern." When global innovation meets Chinese opportunities on the CIIE stage, it not only gives rise to 'CIIE babies' like our versatile 'Hexagon Warrior', but also fosters a deeper understanding and collaborative ecosystem within China. Currently, Sanofi is diligently preparing for the next CIIE, where our regular 'CIIE baby' will once again make its anticipated appearance, ready to create new stories and bring fresh surprises and possibilities.

CIIIE NEW ERA
SHARED FUTURE

In China, for the World

Evolving from manufacturing hub to key market, and now to the cutting-edge innovation center, the China strategy of global sports brand achieved triple jump.

The CIIIE serves as the catalyst for companies to pioneer the best practices of "In China, for the World," crafting a legacy of global impact.

#CIIIEStories

CIIIE NEW ERA
SHARED FUTURE

Leaping to the World of Flavor

With the CIIIE as its springboard, Norway's salmon is set to make a splash in the Chinese market.

The CIIIE serves as a window for premium seafood and a vital platform for enhancing international trade and industry communication in the sector.

#CIIIEStories

CIIIE NEW ERA
SHARED FUTURE

A Letter with Radiating Beauty

Invited to share the growth opportunity with a brief yet profound letter, a global beauty brand has embarked on the seven-year journey with the CIIIE.

The CIIIE has become a pivotal platform for brands to showcase their premieres, unveiling the magic of beauty that captivates the world.

#CIIIEStories

CIIIE NEW ERA
SHARED FUTURE

Sipping Success

The world's top whiskey brands are turning heads with bold localization strategies, crafting refined spirits for the tastes of Chinese consumers.

For global spirit makers, the CIIIE is more than an expo—it's a golden opportunity to ensure that every bottle finds its true connoisseur. Cheers to new opportunities!

#CIIIEStories

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Speed to care



**CIIE NEW ERA
SHARED FUTURE**

Fast-tracking medical breakthroughs

Leading global innovative medications had been showcased at the CIIE, and three months later, they were launched in China—that's the power of the CIIE advantage.

CIIE has become the ultimate accelerator for global medical innovations in China, fast-tracking cutting-edge medications and devices from exhibits to patient care.

#CIIEStories



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Innovating green



**CIIE NEW ERA
SHARED FUTURE**

A launchpad for sustainability

Industry giants from around the world are showcasing their cutting-edge innovations at CIIE—products made with sustainable materials that push technological boundaries.

CIIE has become the 'Navigator,' accelerating enterprises onto the green innovation track, making sustainability possible in every way.

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Light of the Expo



**CIIE NEW ERA
SHARED FUTURE**

Illuminating the path

A top Fortune 500 insurance company marks its third year at CIIE, celebrating a key milestone in its 30-year journey in China.

The CIIE acts as a "lighthouse" for multinational companies, guiding them to understand global trends and the Chinese market, lighting the way to prosperity and growth.

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**Go Fast Alone, Go Far Together
A Proverb that Comes to Life**



**CIIE NEW ERA
SHARED FUTURE**

CIIE

From the fragrance of cocoa beans to the rich aroma of peanuts, from the vibrant textiles of Adire clothing to the global network in sesame trade, Nigerian enterprises have flourished in the Chinese and global markets through the CIIE.

On the big platform provided by CIIE, the seeds of China-Nigeria cooperation will continue to take root, grow robustly, and bear abundant fruit. This vibrant partnership vividly embodies the African proverb "If you want to go fast, go alone; if you want to go far, go together," writing a new chapter of win-win collaboration!

#CIIEStories



Scan the QR Code to explore more



**CIIE NEW ERA
SHARED FUTURE**

China-Zambia Trade Creating sweetness and beauty together

Zambia's specialty products, including wild honey and exquisite jewelry, have been steadily gaining traction in the Chinese market since their debut at the CIIE, winning hearts with their unique allure and charm.

The CIIE has been pivotal in strengthening China-Zambia trade ties, opening the Chinese market to SMEs from least-developed countries like Zambia, and endowing them with new opportunities to thrive on the global stage!



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#CIIEStories



**CIIE NEW ERA
SHARED FUTURE**

A Whiff of Vanilla, A Gateway to the World

Madagascar's fragrant vanilla beans have opened the door to the world—spreading their rich aroma across continents and bringing the island's finest specialty produce to dining tables in the East.

Beyond trade, the CIIE has deepened economic ties between China and Africa, offering new opportunities for developing nations like Madagascar to shine on the global stage.



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#CIIEStories



**CIIE NEW ERA
SHARED FUTURE**

Aussie Livestreaming In the "Four-Leaf Clover" Pavilion

At the CIIE, a stage for global exposure, Australian exhibitors tapped into livestreaming, delivering nearly 377 million AUD in sales.

Looking ahead, the livestreaming magic of the CIIE is set to inspire more cross-border innovation, while the "Four-Leaf Pavilion" in Shanghai continues to create new opportunities and fresh momentum for global trade.



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**CIIE NEW ERA
SHARED FUTURE**

INSPIRE THE WORLD WITH CIIE STORIES

Tell Us Your Story



Scan the QR code and submit your stories



Please send to ciiestories@ciie.org or refer to the relevant announcements on the official website of the CIIE: <https://www.ciie.org/zbh/en/>

SUBMIT YOUR STORIES:
ciiestories@ciie.org

ORGANIZER:
China International Import Expo Bureau and National Exhibition and Convention Center (Shanghai) Co., Ltd.

100 days



50 days 30 days 20 days

中国国际贸易博览会
CHINA INTERNATIONAL IMPORT EXPO
 CIIE NEW ERA
NEW ERA
新时代 共享未来
 虹桥国际经济论坛
HONGQIAO INTERNATIONAL ECONOMIC FORUM

第八届中国国际进口博览会
THE 8TH CHINA INTERNATIONAL IMPORT EXPO

A GLOBAL SPECTACLE STAY TUNED 敬全
清期盛
待会

倒计时 COUNTDOWN

2025年11月5日至10日
国家会展中心(上海)·中国
Nov. 5-10, 2025
NECC (Shanghai), China

Days 天

中国国际贸易博览会
CHINA INTERNATIONAL IMPORT EXPO
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HONGQIAO INTERNATIONAL ECONOMIC FORUM

第八届中国国际进口博览会
THE 8TH CHINA INTERNATIONAL IMPORT EXPO

THE CLARION CALL OF OPENNESS WE INVITE YOU TO LISTEN 邀开
您放
倾强
听音

倒计时 COUNTDOWN

2025年11月5日至10日
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第八届中国国际进口博览会
THE 8TH CHINA INTERNATIONAL IMPORT EXPO

OPENING-UP: AN UNSTOPPABLE TIDE 奔开
流放
不浪
息潮

倒计时 COUNTDOWN

2025年11月5日至10日
国家会展中心(上海)·中国
Nov. 5-10, 2025
NECC (Shanghai), China

Days 天

10 days

3 days

2 days



1 day



秘鲁钱凯港首批进博展品抵沪，23天直航创“海运加速度”

人民日报客户端上海频道 黄波 叶真于 2025-10-15 22:56 浏览量2.7万

10月15日，上海洋山深水港迎来特殊“客人”——首批来自秘鲁钱凯港的第八届进博会展品，从“中远鲁珀特王子”号顺利卸货，标志着进博会海运展品入境进入“冲刺阶段”。

这批跨越太平洋的展品中，陶制品、羊驼毛制品等南美特色工艺品亮眼，多款为首次亮相中国。依托中秘共建“一带一路”重点项目——“钱凯-上海”海运直航航线，展品9月21日从钱凯港装船，仅用23天即抵沪，航程较以往缩短超10天，这条“海上快车道”让南美特产更快触达中国市场。



➤➤ Following the CIIE, a Premier Collection:
Join Us at the CIIE U-FAIR

2025



进博优品交易会

CIIE U-FAIR

展览面积**6万平方米**，预计观众**8万人次**

2025年12月19-21日

国家会展中心(上海) 3H、4.1H

主办单位: 国家会展中心(上海)有限责任公司

指导单位: 中国国际进口博览局

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家电家居



美妆日化



时尚潮流



营养素补充剂



蔬果、农产品



乳制品



肉类、水产



汽车



宝玉石



体育户外



宠物用品



非处方药



综合食品



饮料、酒类



调味品

观众类型 |

重要采购商

积分商城和企业福利平台

社会组织

电商平台及卖家

个人消费者

观众**预登记**，立省**50元**门票！



预登记码



WeChat



Official Website



Weibo



Douyin



Mobile APP



Participation Service



Facebook



Instagram



LinkedIn



TikTok



X



YouTube