Launch of the Export-to-China Capacity Development Report

Date: 14:00, 5 November 2026

Venue: Press Conference Hall, National Exhibition and Convention Center (Shanghai)

Hosted by: Institute of World Economics and Politics, Chinese Academy of Social Sciences; China International Import Expo Bureau; Trade Development Bureau of MOFCOM, P.R.C

Supported by: Division on International Trade and Commodities, UN Trade and Development (UNCTAD)

Introduction:

In 2025, China launched the "Export to China" initiative. It aims to generate new opportunities for global economic and trade development leveraging China's super large scale market, foster a higher level open world economy through China's own opening up, and galvanize world development with China's growth momentum. By opening its door wider to the world and sharing development dividends with all countries, China takes concrete actions to expand imports and stays firmly committed to further opening up, so as to steer the global governance system toward greater fairness and rationality.

As a key deliverable of the "Export to China" initiative and one of the two flagship reports for the Hongqiao International Economic Forum, the Export-to-China Capacity Development Report will be launched globally for the first time during the China International Import Expo. Centering on import structure, trade entities, market demand and policy framework, the report offers a comprehensive interpretation of opportunities presented by China's vast market. For selected trading partners, it examines their export structure and product compatibility with the Chinese market, puts forward recommendations for building their capacity for exports to China, and unlocks their potential to supply high quality goods to the Chinese market.

Program:

Time	Agenda and Speakers	
14:00-14:10	**Opening Remarks**	
	YAN Dong	Vice Minister of Commerce of China
	ZHANG Yuyan	Member of Chinese Academy of Social Sciences
14:10-14:20	**Themed Speeches on the First Anniversary of the "Export to China" Initiative**	
	Edith Kaki Ngungu	Minister at the Embassy of the Republic of Kenya in China
	Greenspon	Chairman of the Canadian Exhibition and Trade Association
	Jelena Grubor Stefanović	Director Of Representative Office In China, The Serbian Chamber Of Commerce And Industry
14:20-14:30	**Presentation and Launch of the Export-to-China Capacity Development Report**	
	LIAO Fan	Director-General of the Institute of World Economics and Politics, Chinese Academy of Social Sciences
	Luz Maria de la Mora	Director of UNCTAD's Division on International Trade and Commodities