Parallel Session: Consumption Renewal: New Scenarios, New Supply and New Growth

Date: 14:30-16:40, November 6th, 2026

Venue: 4.2H, Hall C2

Hosted by: Ministry of Commerce of the People's Republic of China

Organized by: Yicai Media Group

Introduction:

Consumption is a key link in the economic cycle and an important window for observing the vitality and development quality of China's economy. In July, China unveiled the Expanding Consumption 15th Five-Year Plan, charting the course for consumption growth while providing an opportunity to rethink the underlying drivers of consumption growth.

This forum aiming to unlock consumption potential on both the demand and supply sides, upgrade and expand the consumer market, and transform emerging consumption scenarios, innovative supply and evolving consumer demand into new drivers of sustained economic growth in China.

Program:

Forum Host: Yang Yudong: Editor-in-Chief of Yicai Media Group			
Agenda	**Timeslot**	**Honored Guests**	**Title & Organization**
Opening Speech	14:30-14:40	Yang Yudong	Editor-in-Chief of Yicai Media Group
Keynote Speeches	**Topic: AI Empowerment, Supply–Demand Matching, and Consumption Expansion and Upgrading**		
	14:40-15:00	Jiang Xiaojuan	Professor of University of Chinese Academy of Social Sciences Director, National Data Expert Advisory Committee Former Deputy Secretary-General of the State Council
	Topic: Potential and Momentum of China's Consumption Growth: Observations and Reflections from a Financial Perspective		
	15:00-15:20	Yan Hong	Chair Professor of Finance at Shanghai Advanced Institute of Finance (SAIF), Shanghai Jiao Tong University
	Topic: Rooted in Heritage, Growing Through Innovation: New Supply and New Growth for China's Baijiu Industry in a New Cycle		
	15:20-15:30	Hua Tao	Vice Chairman, General Manager of Wuliangye Yibin Co., Ltd.
	Topic: Financial Vitality Boosts Consumption		
	15:30-15:40	Xu Maomao	Member of the Standing Committee of the Party Committee and Vice President of Bank of Beijing Co., Ltd.

分论坛 PARALLEL SESSION

Agenda	Timeslot	Honored Guests	Title & Organization
		Topic: New Demands, New Technologies, New Scenarios— Reshaping New Consumption Growth	
Panel Discussions	15:40-16:40	Yang Yudong (Moderator)	Editor-in-Chief of Yicai Media Group
		Julien Hémard	Chief Executive Officer, Pernod Ricard China
		Kathy Tong	Chief Digital and Marketing Officer of Robam
		David Zhang	President of OATLY Greater China
		Liz Zheng	Skechers China SVP of Operations Management and Online Business
		Wang Yang	President and CEO of Shanghai Yinfinity Technology Co.,Ltd.