High-Standard Opening-Up Benefiting the People: Global Flavors on Chinese Tables

Date: November 5, 2026, at 15:00

Venue: Hall E, Pavilion 4, National Exhibition and Convention Center (Shanghai)

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

Organizers: Organized by CMG Agriculture and Rural Affairs Programming Center

University of International Business and Economics (UIBE)

Introduction:

With the Ninth Hongqiao International Economic Forum approaching, the special forum "High-Standard Opening-Up Benefiting the People:Global Flavors on Chinese Tables" hosted by the Ministry of Commerce of the People' s Republic of China and co-organized by the CMG Agriculture and Rural Affairs Programming Center and the University of International Business and Economics (UIBE), has been officially approved as one of the forum' s key sub-forums. Focusing on global agricultural and food trade and people' s well-being, this high-profile event will take place in November 2026 during the China International Import Expo (CIIE) at the National Exhibition and Convention Center (Shanghai).

This year marks the 25th anniversary of China' s accession to the World Trade Organization (WTO) and the first year of the 15th Five-Year Plan. Guided by its strategy of high-standard opening-up, China continues to expand opening-up in the agricultural sector, creating an "express lane" for high-quality agricultural and food products from around the world to enter the Chinese market. Focusing on the needs of global agricultural and food trade and cooperation, the forum aims to establish a dialogue platform that brings together government, business and academic communities, facilitates closer alignment between industry practices, and integrates product showcases with immersive experiences. Through a diverse range of formats, including keynote speeches, practical explorations, roundtable discussions, outcome presentations, and immersive experiences, the forum seeks to become a flagship event in the agricultural sector under the Hongqiao International Economic Forum, enabling the world to share in the tremendous opportunities arising from China' s development. The event will bring together policymakers, heads of international organizations, renowned Chinese and international experts and scholars, leaders of major domestic and international agricultural enterprises, and cross-border trade representatives for in-depth dialogue and an exchange of ideas across national borders. It will not only offer a vivid demonstration of China' s commitment to high-standard opening-up, but also build consensus and generate fresh momentum for mutually beneficial cooperation in global agricultural and food trade.

Program:

Host: Wang Shilin		Deputy Director of CMG Agriculture and Rural Affairs Programming Center	
Agenda	**Timeslot**	**Honored Guests**	**Title & Organization**
1. Pre-Forum Networking in the VIP Lounge, Hall E			
2. Session One: Opening Addresses			
Opening Addresses	15:05-15:10	Wang Xiaobin	Presiding over work of CMG Agriculture and Rural Affairs Programming Center
	15:10-15:15	Wu Weixing	President of the University of International Business and Economics

3. Session Two: Keynote Speeches

Keynote Speeches	15:15-15:20	Yi Xiaozhun	MOFCOM Former Vice Minister,Former WTO DDG
	15:20-15:25	Wang Lingjun	President of the China Customs Society
	15:25-15:30	Chen Gang	COFCO Vice President
	15:30-15:35	Yu Jingquan	Academician of the Chinese Academy of Engineering. Director of the Faculty of Agriculture, Life and Environment Sciences, Zhejiang University
	15:35-15:40	Felix Dapare Dakora	Foreign Member of the Chinese Academy of Engineering, Senior Advisor to the National Nanfan Research Institute of the Chinese Academy of Agricultural Sciences, Fellow and Former President of the African Academy of Sciences, Recipient of the Chinese Government Friendship Award
	15:40-15:45	Cao Derong	President of China Chamber of Commerce of Import and Export of Foodstuffs, Native Produce & Animal By-Products (CFNA)
	15:45-15:50	Zhao Bing	Representative and Director of United Nations World Food Programme (WFP) China
	15:50-15:55	Kazybek Shaikh	President of National Association of Cooperatives and Other Forms of Economic Communities of the Republic of Kazakhstan (NACOFEC)

4. Session Three: Practical Exploration

Practical Explorations	15:55-16:00	Jia Guangdong	President of China Association for the Promotion of International Agricultural Cooperation (CAPIAC)
	16:00-16:05	Zhang Deguo	China National Agricultural Development Group Co.Ltd. (CNADC) General Manager
	16:05-16:10	Yang Gang	Vice Chairman of CP Group China
	16:10-16:15	Zhou Xuejun (James Zhou)	Chief Commercial Officer and Head of Asia Region of Louis Dreyfus Company
	16:15-16:20	Zhang Yan	President of Shanghai Donghao Lansheng International Trade (Group) Co., Ltd.
	16:20-16:25	Li Yi (Lyon Li)	Cargill Animal Nutrition & Health China President
	16:25-16:30	Franck Marilly	Rémy Cointreau Group CEO

5. Session Four: Roundtable Dialogue

Roundtable Dialogue	16:30-16:45	Tu Xinquan (Host)	Dean of the China Institute for WTO Studies at University of International Business and Economics
		Eric Zheng (Guest)	President, American Chamber of Commerce in Shanghai
		Lewis Greenspon (Guest)	President of the Canada Exhibition and Trade Association (CETA)
		Yu Jianbo (Guest)	President of the New Zealand Cross-border Investment and Trade Association Incorporated
		Li Lin (Lum Lee) (Guest)	Vice President of Joy Wing Mau Chile Spa
		Thierry MEYER (Guest)	Vice President of INAPORC

6. Session Five: Special Media Moment

16:45-16:50		Premiere of China Media Group' s flagship documentary, Global Flavors on the Chinese Dining Table.