

# **The Post-exhibition Report of the Enterprise & Business Exhibition of the 2018 China International Import Expo**

November 5 to 10, 2018

National Exhibition and Convention Center (Shanghai)

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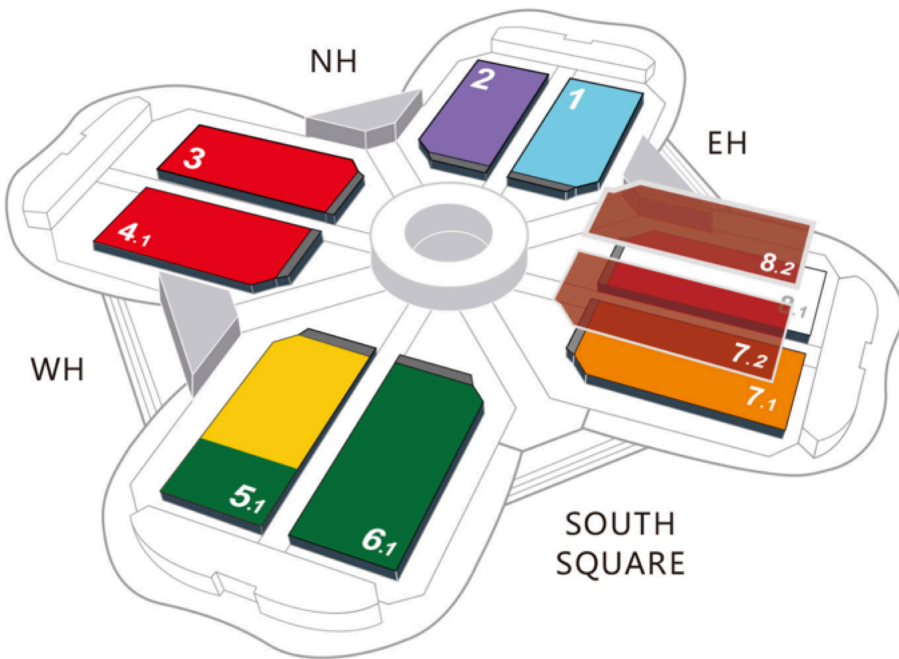
# General Overview

- Holding the CIIE was a significant decision of the Chinese government with General Secretary Xi Jinping at its core to push forward a new round of high-level opening-up, as well as a major measure for China to actively open its market to the world. This CIIE was planned, proposed, deployed and promoted directly by President Xi Jinping himself. Meanwhile, he has given important instructions on many occasions, stressing the importance of building a first-class international expo.
- Exhibition time: November 5 to 10, 2018
- Venue: National Exhibition and Convention Center (Shanghai)
- Theme: “New Era, Shared Future”
- Hosts: Ministry of Commerce of the People’s Republic of China, Shanghai Municipal People's Government
- Partners: World Trade Organization (WTO), United Nations Conference on Trade and Development (UNCTAD), United Nations Industrial Development Organization (UNIDO), etc
- Organizers: China International Import Expo Bureau and National Exhibition and Convention Center (Shanghai) Co., Ltd.
- The first Enterprise & Business Exhibition of the CIIE was divided into seven exhibition zones with an exhibition area of 270,000 square meters, gathered 3,617 enterprises from 151 countries and regions, with a cumulative intended turnover reaching \$57.83 billion.

# Exhibition Areas

The Enterprise and Business Exhibition was divided into seven zones, including one for trade in services and six for trade in goods: Automobile, High-end Intelligent Equipment, Consumer Electronics & Appliances, Apparel, Accessories & Consumer Goods, Medical Equipment & Health Care Products, as well as Food & Agricultural Products. The total exhibition area was 270,000 m<sup>2</sup> with 3,617 participating enterprises.

|   |                   |              |                                |                                   |                                       |  |                              |
|---|-------------------|--------------|--------------------------------|-----------------------------------|---------------------------------------|--|------------------------------|
|   | <div>1</div>      | <div>2</div> | <div>3<br/>4.1</div>           | <div>5.1</div>                    | <div>5.1<br/>6.1</div>                | <div>7.1</div>                           | <div>7.2<br/>8.2</div>       |
|   | Trade in Services | Automobile   | High-end Intelligent Equipment | Consumer Electronics & Appliances | Apparel, Accessories & Consumer Goods | Medical Equipment & Health Care Products | Food & Agricultural Products |
| Exhibition Area (m <sup>2</sup> )                         | 30,000            | 30,000       | 60,000                         | 20,000                            | 40,000                                | 30,000                                   | 60,000                       |
| The Number of Enterprises Participating in the Exhibition | 467               | 69           | 412                            | 93                                | 748                                   | 309                                      | 1,519                        |



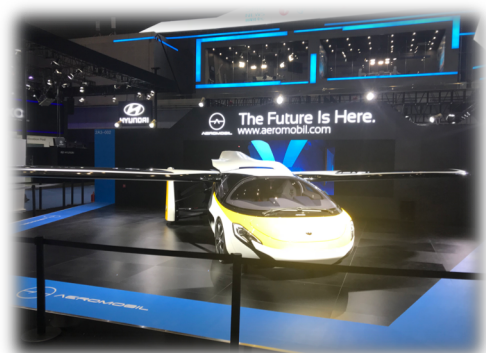
# First Released Products

- During the Enterprise and Business Exhibition, there were not only industry giants and well-known enterprises from all over the world, but also many SMEs that had not yet begun developing in the Chinese market.
- 1,793 exhibitors brought about 5,446 products and services that had not yet entered the Chinese market. Among them, 101 representative advanced products, technologies or services were exhibited for the first time in the world, and 476 were exhibited for the first time in mainland China.



The Taurus Vertical Bridge Type Milling Machine from Waldrich Coburg GmbH is the largest exhibit in this Exhibition.

Although it is 8 meters high and weighs 200 tons, its positioning accuracy is up to 4 microns and working efficiency is three times that of traditional machine tools.

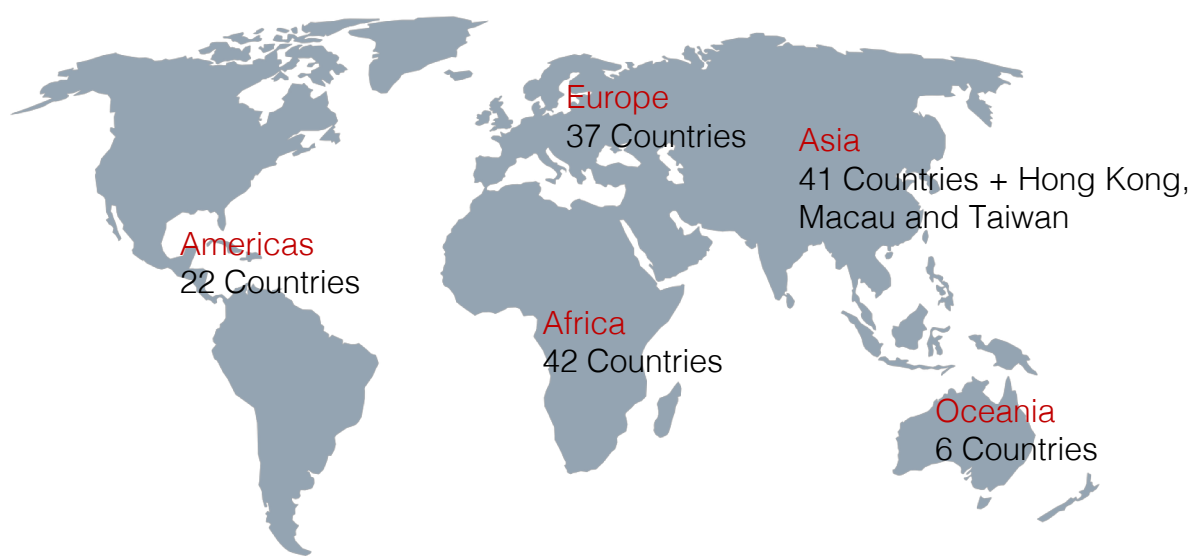


AeroMobil s.r.o from Slovakia showed the fourth generation concept flying car during CIIE.



# Participating Nations

- A total of 3,617 enterprises from 151 countries and regions participated in the Enterprise and Business Exhibition.
- Among them, there were 1,153 enterprises from 58 countries along the “Belt and Road”, accounting for 16.4% of the exhibition area.
- In addition, there were 147 enterprises from 35 least developed countries, accounting for 1.0% of the exhibition area.



| Continent                                      | Asia<br>(Including<br>Hong Kong,<br>Macao and<br>Taiwan) | Europe | Africa | Americas | Oceania |
|--|--|--------|--------|----------|---------|
| The<br>Proportion of<br>Enterprises            | 46.7%  | 28.8%  | 5.1%   | 14.6%    | 4.8%    |
| The<br>Proportion of<br>the Exhibition<br>Area | 39.1%  | 36.8%  | 1.8%   | 16.3%    | 6.0%    |

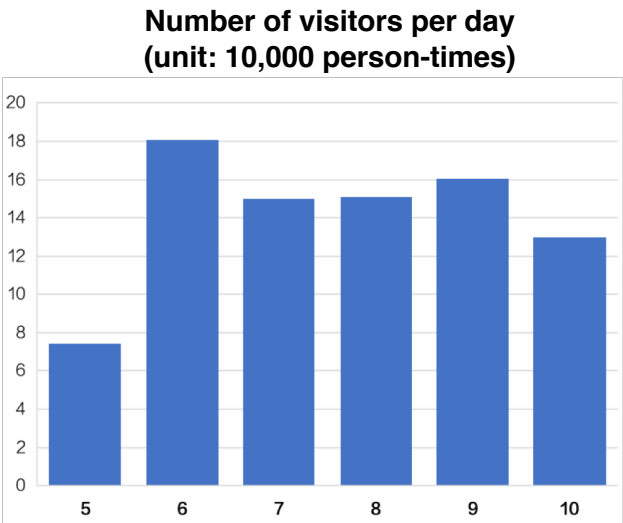
# Well-known Enterprises

- The CIIE this time attracted many well-known enterprises from all over the world, including 75 Global 500 companies and 145 leading industrial enterprises.  
(The following is the list of some of the Global 500 companies, sorted by booth number)

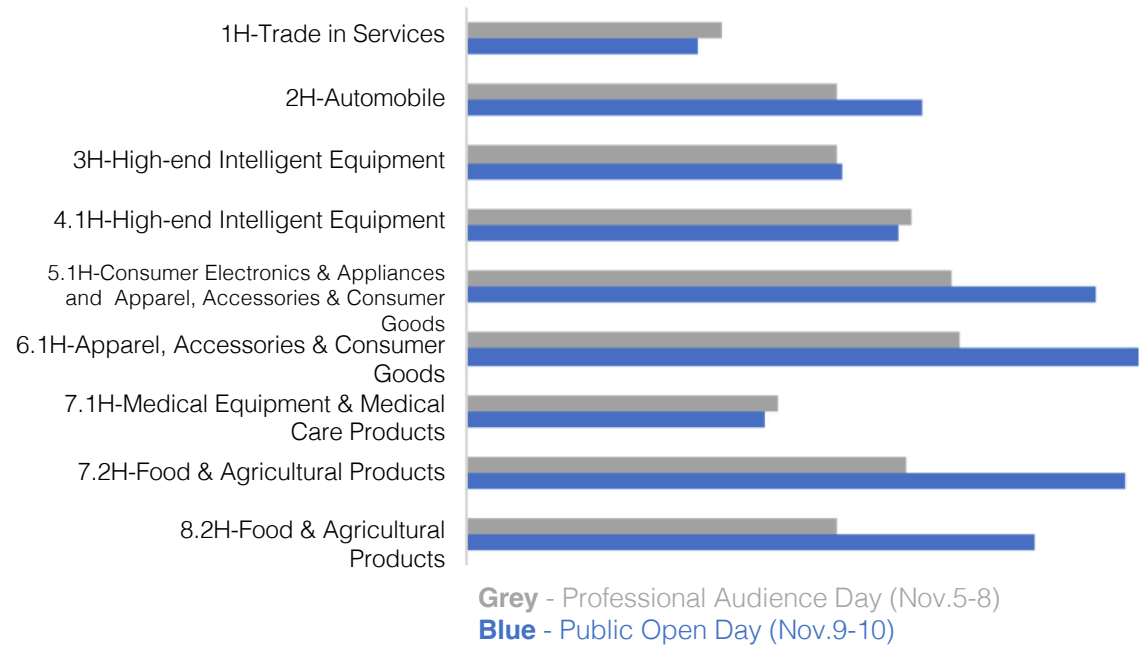


# Overview of the Visitors

- During the Enterprise and Business Exhibition, a total of more than 800,000 person-time were in attendance. Peak attendance occurred on November 6 and 9.



## The heat comparison chart of the exhibition areas



# Buyers

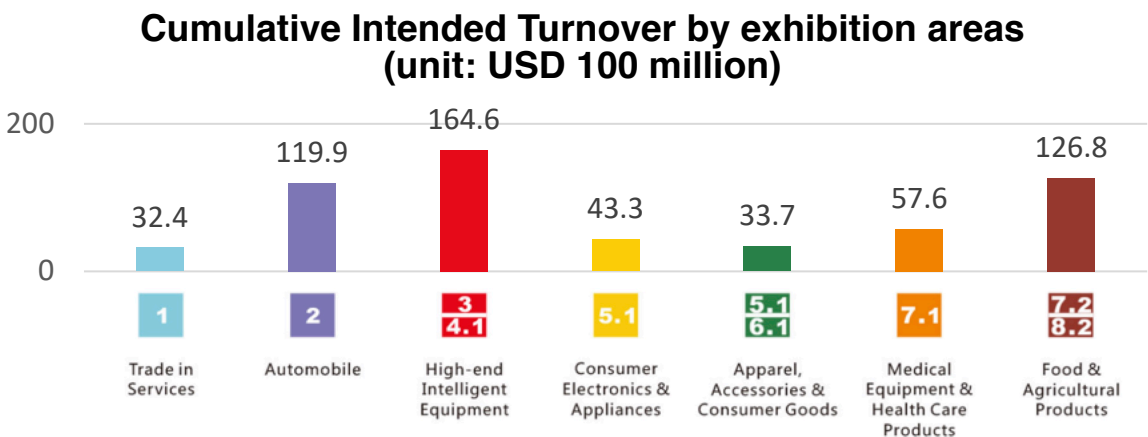
- A total of 39 trade delegations and 592 trade sub-groups from all provinces, autonomous regions, municipalities, independently planned cities, the Xinjiang Production and Construction Corps, central enterprises and the National Health Commission were organized to participate in the first CIIE.
- More than 400,000 domestic personnel registered in the expo. In addition, there were more than 6,200 overseas purchasers from 72 countries and regions actively signed up for the expo. Enterprises accounted for 85% of the registered units, and 85% of the enterprise personnel were purchasers, sales personnel and managers.

## The main industry of buyers

| Ranking | Industry   | Percentage | Ranking | Industry   | Percentage |
|---------|--|------------|---------|--|------------|
| 1       | Manufacturing industry   | 31.1%      | 6       | Agriculture, forestry, animal husbandry, fishery | 4.1%       |
| 2       | Wholesale and retail trade   | 22.8%      | 7       | Construction industry                            | 3.8%       |
| 3       | Transportation, warehousing and postal industries                      | 6.2%       | 8       | Real estate industry                             | 3.3%       |
| 4       | Leasing and commercial services  | 6.1%       | 9       | Financial industry                               | 2.9%       |
| 5       | Information transmission, software and information technology services | 4.8%       | 10      | Culture, sports and entertainment industries     | 2.7%       |

# On-the-spot Transactions

- During the CIIE, the cumulative intended turnover (on a basis of one year or below) reached USD 57.83 billion on the spot.



- Among the main products involved in the intended transaction, the information and communication technology equipment reached a transaction amount of USD 2.67 billion, the industrial automation and robotics USD 1.27 billion, the materials processing and forming equipment USD 1.25 billion, the medical equipment USD 4.09 billion, the dairy products USD 3.1 billion and the meat products USD 1.85 billion.

# Supporting Events

- CIIE strove to promote the successful conclusion of transaction and helped exhibitors and buyers to facilitate supply and demand coordination and business matchmaking before and during the expo.
- From April to August, 2018, the China International Import Expo Bureau held a total of 7 pre-show supply-demand matchmaking conferences in Shanghai for the 7 exhibition areas of CIIE, with nearly 300 exhibitors and more than 700 buyers participating.
- During the expo, the China International Import Expo Bureau conducted a large-scale supply and demand matchmaking conference for exhibitors and buyers in Hall 6.2, with 1,178 exhibitors and 2,462 purchasers from 82 countries and regions. As a result, 601 pairs of exhibitors and buyers decided to conduct further field investigations, and 657 pairs of exhibitors and buyers decided to conclude intended transactions.
- 176 supporting events were held in the exhibition center during CIIE, which not only focused on authoritative policy releases and international economic and trade situation analyses, but also highlighted the release of new products, the signing of procurement contracts, the publication of demands, etc.

# Media Attention

- The CIIE attracted nearly 700 media outlets from more than 70 countries and regions, and a total of more than 4,100 Chinese and foreign media reporters to participate in and report on the expo, making for a grand occasion in a comprehensive and multi-angle way.
- From the perspective of channels, major news media outlets, including radio and television, newspapers and magazines, and the Internet, all-out efforts were made. According to the statistics of third-party public opinion organizations, the transmission quantity of reports directly related to the expo reached nearly 700,000 from November 1 to 15.
  - In nearly the half month before and after commencement, CCTV News broadcast 46 relevant reports, more than 80 live broadcasts were reported in multiple languages, and more than 120 were broadcast by new media sources. In addition, the People's Daily and its overseas editions published nearly 300 original reports, and Xinhua News Agency and its subordinate media platforms issued more than 3,000 relevant reports.
  - At the same time, a total of more than 7,000 relevant reports were published by international media outlets. RIA Novosti, The Wall Street Journal in the United States, Reuters in the UK, Le Figaro in France, Deutsche Welle, El Mundo in Spain, Zaobao in Singapore, Mainichi Shimbun in Japan and other media outlets with international influence actively reported on the CIIE, highlighting the global influence, attraction and appeal of the event.
- During the expo, the five major video platforms, including Douyin, Kuaishou and Huajiao, broadcast live interactions with the support of the Office of the Central Cyberspace Affairs Commission, and they organized more than 200 enterprises to participate, resulting in the cumulative views of the topic exceeding 200 million.

# Overseas VIP Guests

- More than 120 overseas delegations (and delegations from Hong Kong, Macau and Taiwan) of political leaders above the ministerial level from over 90 countries and regions and 5 international organizations participated in the Enterprise and Business Exhibition, including 8 delegations at the head of state or prime minister level and 8 delegations at the vice-premier level.

## Overseas Delegations at the Head of State, Prime Minister or Vice-premier Level

| Country / Region       | Chief of the Delegation          | Post   |
|------------------------|----------------------------------|--|
| Russia                 | Dmitry Anatolyevich Medvedev     | Prime Minister   |
| Czech Republic         | Miloš Zeman                      | President  |
| Georgia                | Mamuka Bakhtadze                 | Prime Minister   |
| Vietnam                | Nguyễn Xuân Phúc                 | Prime Minister   |
| Hungary                | Viktor Orbán                     | Prime Minister   |
| Cuba                   | Miguel Mario Díaz-Canel Bermúdez | President  |
| Panama                 | Juan Carlos Varela Rodríguez     | President  |
| The United Kingdom     | Andrew Albert Christian Edward   | Prince   |
| Italy                  | Luigi Di Maio                    | Deputy Prime Minister  |
| Luxembourg             | Etienne Schneider                | Deputy Prime Minister and Minister of the Economy  |
| Belgium                | Kris Peeters                     | Deputy Prime Minister  |
| Tonga                  | Semisi Sika                      | Deputy Prime Minister and Minister of Infrastructure and Tourism   |
| Venezuela              | Delcy Eloina Rodriguez Gomez     | Executive Vice President   |
| Ukraine                | Stepan Kubiv                     | First Vice Prime Minister; Minister of Economic Development and Trade  |
| Belarus                | Nikolai Snopkov                  | Deputy Head of the Presidential Administration; Chairman of the Belarusian part of the Belarusian-Chinese Intergovernmental Committee on Cooperation |
| Hong Kong S.A.R, China | Carrie Lam Cheng Yuet-ngor       | Chief Executive of Hong Kong   |



# Domestic VIP Guests

Nearly 60 Chinese missions of political leaders above the deputy ministerial level participated in the Enterprise and Business Exhibition, including:

- Liu He, a member of the Political Bureau of the CPC Central Committee and Vice Premier of the State Council
- Zhang Youxia, a member of the Political Bureau of the CPC Central Committee and Vice Chairman of the Central Military Commission
- Leaders from units including the Ministry of Commerce of the PRC, the Ministry of Foreign Affairs of the PRC, the Organization Department of the Communist Party of China, the Ministry of Culture and Tourism of the PRC, the State-owned Assets Supervision and Administration Commission of the State Council, the National Health Commission of the PRC, the National People's Congress, the Chinese People's Political Consultative Conference, the General Administration of Customs of the PRC, the National Audit Office of the PRC, the people's governments of provinces, cities and autonomous regions, the Central Military Commission and the Chinese People's Armed Police Force.

# Exhibitor Feedback



**Harld Peters (President of UPS China):** Since China is a major global market for UPS, its development and change will bring us numerous business opportunities. As an exhibitor of the CIIE, UPS has taken the opportunity to enhance its economic and trade exchanges and cooperation, as well as to boost China in actively participating in the process of trade liberalization and economic globalization. The CIIE has enabled UPS to share our best practices with the industry and directly learn about the difficulties and challenges of enterprises. UPS will develop strategies based on enterprise needs to help them improve their import-export businesses in China.

**Shigeki Terashi (Executive Vice President of Toyota Motor Corporation):**

The CIIE has given Toyota an opportunity to exhibit all of its technologies in China, helping Chinese customers to enjoy a better and more convenient life. I feel grateful for this.



**Tawara Kazuyuki (Chairperson of the Board of Nachi-Fujikoshi (China) Co., Ltd.):** In March of this year, Nachi became the first registered exhibitor of CIIE 2018. During CIIE, Nachi exhibited its world-leading industrial products at a 1,300-square-meter booth, including Nachi robots, Nachi bearings, Nachi saws and Nachi hydraulic pressure, receiving orders of various products valuing RMB 100 million. Nachi would like to thank the Chinese government for providing this platform for foreign investors to exhibit and trade, and we are full of confidence in China's future business environment. Go China!

**Su Hua (President of Infineon Technologies in Greater China):** Through the platform of the CIIE, Infineon Technologies has exhibited its innovative technologies and consolidated its "win-win cooperation" strategic relationship with local customers, partners, universities and even the governments of China. Meanwhile, it has also reached more potential customers and found numerous business opportunities. The CIIE has provided global enterprises a new opportunity to expand exports to China, which has strengthened the confidence of foreign investors in China. I believe the CIIE will become better in the future.



# Exhibitor Feedback



**Stephane Rinderknech (CEO of L'Oréal China):** CIIE is a window for China and global trade, through which can not only promote trade exchange, but also finally benefit the consumers by providing more choices, and at the end stimulate the healthy development of the market.

**Dr. Christoph Franz (Chairman of the Board of Directors, Roche Group):** As a research focused healthcare company, we fell at home in China since more than 90 years and have seen China not only as an important market, but an important global innovation center. With its focus on science and technology and its huge reservoir of talents, it's my dream that China soon becomes an important source for new, innovative medicines. I am convinced that with the elevation of health to China's national agenda, harmonized framework conditions for accessing and using data and the country's further opening up, China will attract and eventually see even more innovation to come in. CIIE 2018 was a very important signal in that direction.



**Dhanin Chearavanont (Senior Chairman of Charoen Pokphand Group):** We have recognized the great opportunity of the CIIE and participated in it as an exhibitor in the first second. Through active publicity and negotiation, we obtained fruitful results with the intention of signing contracts valuing over RMB 3 billion. Charoen Pokphand Group will continue to participate in the annual CIIE and introduce our global high-quality resources and products into China, so as to meet the requirements of Chinese customers. In addition, we will also take full use of the CIIE as a platform to formulate strategic plans for import and export trade, improving ourselves with China and benefiting more Chinese people.