



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

# **Report on the Communication and Influence of the 2<sup>nd</sup> China International Import Expo**

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## Contents

<b>Timeline of President Xi Jinping on China International Import Expo (CIIE) .....</b>	<b>2</b>
<b>Part I: Overview .....</b>	<b>3</b>
<b>Part II: Overview of global communication .....</b>	<b>7</b>
(1) More than 1.45 million pieces of coverage, attracting worldwide attention .....	7
(2) Grasping the rhythm and keeping a close watch on links to form multiple communication peaks .....	9
(3) Domestic media realize high-quality and down-to-earth communication.....	15
(4) CIIE becomes a hot word in foreign media coverage; US, Canada, Japan, UK and South Korea rank among the top in terms of coverage volume .....	20
(5) 100,000+ pushes on WeChat and nearly 2 billion pageviews on Weibo .....	21
(6) Short video communication optimizes audience's experience, and foreign netizens give a thumbs up to CIIE.....	24
<b>Part III: Analysis of integrated media communication effect .....</b>	<b>28</b>
(1) Characteristics of CIIE integrated media communication .....	28
(2) Evaluation of the 2 <sup>nd</sup> CIIE integrated media communication.....	39
<b>Part IV: Domestic audience profiling.....</b>	<b>41</b>
(1) Profiling by area: Yangtze River Delta sees highest attention .....	41
(2) Profiling by age: tending toward younger groups .....	43
(3) Profiling by gender: more males in early stages and more females later .....	43
(4) Profiling by social media software users: individuals actively repost official information released by media .....	45
<b>Part V: The influence of topics .....</b>	<b>50</b>
(1) Top 10 topics in preparation and promotion stage .....	50
(2) Top 10 topics in business invitation stage.....	53
(3) Top 10 topics in move-in and sprint stage .....	58
(4) Top 10 topics during and after the 2 <sup>nd</sup> CIIE .....	62
<b>Part VI: Exhibition Influence .....</b>	<b>66</b>
(1) As the host country, China gets the most attention, showing industrial competitiveness and cultural attractions.....	67

(2) The seven major exhibition areas of the enterprise business exhibition have distinctive advantages, especially the equipment exhibition area .....	70
(3) The supporting activities are splendid and the influence of industry forum is high .....	73
(4) French President Macron's attendance draws attention to French exhibitors; US exhibitors show great interest in Chinese market. ....	76
(5) "Star exhibits" spring up in large numbers, with high-end and cutting-edge technology as key words .....	78
(6) Core supportive industries provide precise services .....	86
<b>Part VII: Influence of Hongqiao International Economic Forum .....</b>	<b>93</b>
(1) Relevant reports of the forum attract increasing attention and generate spirited discussion .....	94
(2) Identifying cutting-edge issues and putting forward "Hongqiao Wisdom" in five sub-forums .....	96
(3) Political, business and academic professionals discuss global governance in sub-forums to expand common ground .....	100
<b>Part VIII: Eight buzzwords of the Second China International Import Expo .....</b>	<b>102</b>
(1) High-level opening up .....	103
(2) Exchange and cooperation .....	105
(3) Chinese market .....	106
(4) Innovation .....	108
(5) Business environment .....	109
(6) A community with a shared future for mankind .....	110
(7) Resisting protectionism .....	112
(8) Science and technology .....	113
<b>Part IX: Conclusions and suggestions .....</b>	<b>114</b>
(1) Main conclusions .....	114
(2) Publicity suggestions .....	122
<b>Appendix: Introduction to indicators .....</b>	<b>125</b>

# Timeline of President Xi Jinping on China International Import Expo (CIIE)

(2019)



On March 20, President Xi Jinping published an article headlined “East Meets West -- A New Chapter of Sino-Italian Friendship” in leading Italian newspaper Corriere della Sera.

The article pointed out that China would open wider to the world and share market opportunities with other countries and regions, including Italy, by holding the China International Import Expo annually and other means.

The article noted that China welcomes France to the China International Import Expo, and would like import more high-quality French products and services to meet the Chinese people's growing need for a better life.

On March 23, President Xi published an article headlined “Move Together Toward Common Development” in French paper Le Figaro.

On April 26, President Xi attended the opening ceremony of the 2<sup>nd</sup> Belt and Road Forum for International Cooperation and delivered a keynote speech.



He stressed that “China will host the 2<sup>nd</sup> CIIE in 2019 to provide a wider platform for all parties to enter the Chinese market”.

President Xi pointed out that regions in the two countries had taken full advantage of the years of China-Russia cooperation and exchange in 2018 and 2019, and economic and trade cooperation platforms such as the CIIE and regional cooperation platforms like “Northeast China-Far East” and “Yangtze-Volga”, engaged in close exchanges and steadily promoted economic, trade and investment cooperation.

On June 4, President Xi in a joint interview with ITAR-TASS and Rossiyskaya Gazeta

On June 11, President Xi published an article headlined “May China-Kyrgyzstan Friendship Thrive Like an Evergreen Tree” in mainstream media of Kyrgyzstan.

The article noted that China welcomes Kyrgyzstan enterprises to attend the CIIE and would like import more high-quality agricultural products from Kyrgyzstan.

The article mentioned that China welcomes all parties to increase exports to China through CIIE and other platforms and build a practical cooperation mechanism that benefits the general public.

On June 12, President Xi published an article headlined “Working Together for a Brighter Future of China-Tajikistan Friendship” in mainstream media of Tajikistan.

On June 14, President Xi attended the 19<sup>th</sup> Council of Heads of State of SCO held in Kyrgyz capital Bishkek, and delivered an important speech headlined “Build a Closer Community with a Shared Future for SCO”.



He emphasized that China should make good use of cooperation and sharing platforms such as CIIE to promote further opening-up, exchanges and integration of the regional economy.

He pointed out that China would hold the 2<sup>nd</sup> CIIE this year and strive to create better conditions for all parties to enter the Chinese market.



On June 15, President Xi attended the 5<sup>th</sup> Summit of Conference on Interaction and Confidence Building Measures in Asia (CICA) and delivered an important speech.

On June 28, President Xi attended the 14<sup>th</sup> G20 Summit and made an important speech.

He announced that China would further bring down its overall tariff level, strive to remove non-tariff trade barriers, and slash institutional costs in imports, adding that China would make the 2<sup>nd</sup> CIIE a success.

He said China welcomes France to attend the 2<sup>nd</sup> CIIE.

On June 29, President Xi met with French President Emmanuel Macron in Osaka.

On August 28, President Xi met with Uzbekistan Prime Minister Abdulla Aripov at the Great Hall of the People.

He declared that China will increase imports of high-quality agricultural products from Uzbekistan and welcomed Uzbekistan to attend the 2<sup>nd</sup> CIIE as a guest country of honor.

On October 11, President Xi published an article headlined “Toward Greater Progress of China-Nepal Friendship across the Himalayas” in Nepali media.

The article pointed out that China welcomes Nepal to the 2<sup>nd</sup> CIIE to promote export of special and high-quality goods to China.

He said China welcomes France to attend the 2<sup>nd</sup> CIIE as a guest country of honor.

On October 15, President Xi in a phone call to his French counterpart Emmanuel Macron

On November 5, President Xi attended the opening ceremony of the 2<sup>nd</sup> CIIE and delivered a keynote speech headlined “Openness and Cooperation for a Shared Future”.



President Xi put forward three proposals for economic globalization and announced initiatives China was to take in the five areas of further opening-up.

He pointed out that a few days earlier, the prime minister headed a delegation to the 2<sup>nd</sup> CIIE in Shanghai. Statistics show that Greece’s transactions at the expo increased 2.5 times over the first edition.

On November 11, President Xi held talks with Greek Prime Minister Kyriakos Mitsotakis in Athens.

#### • The Eleventh Meeting of BRICS Leaders •

On November 13, President Xi met with Russian President Vladimir Putin and emphasized that at the recently ended 2<sup>nd</sup> CIIE, Russian enterprises saw 74% growth in the number of transactions over the previous edition. He said the two sides should continue to expand bilateral trade.

On November 13, President Xi held talks with Brazilian President Dilma Rousseff and said that at the recently ended 2<sup>nd</sup> CIIE, Brazilian exhibitors reported that the transaction amount increased 3.6 times over the previous edition.

On November 13, President Xi met with Indian Prime Minister Narendra Modi and pointed out that India attended the 2<sup>nd</sup> CIIE as a guest country of honor the previous week. Indian exhibitors saw the highest growth rate in the transaction amount.



## **Part I: Overview**

The second China International Import Expo (CIIE) was successfully held in Shanghai from November 5 to 10, 2019. President Xi Jinping attended the opening ceremony and delivered a keynote speech. The event attracted 181 countries, regions and international organizations, and more than 3,800 enterprises, 500,000 purchasers from home and abroad.

When the 2<sup>nd</sup> CIIE was concluded, the cumulative amount of intended transactions for the whole year reached US\$71.13 billion, up 23% over the first edition. The achievement surprised the world and the CIIE became a hot topic among the international community.

The Report on the Communication and Influence of the 2<sup>nd</sup> CIIE (hereinafter referred to as the Report) is compiled based on comprehensive evaluation of the 2<sup>nd</sup> CIIE from related communication data from January to November 2019, overview of global communication, integrated media communication effect, domestic audience profiling, influence of communication topics, exhibition influence, influence of Hongqiao International Economic Forum, hot words and other dimensions<sup>1</sup>.

The Report shows that from January 1 to November 30, 2019, the CIIE was mentioned in more than 1.45 million pieces of information in domestic and international communication channels. Mainstream news media, leading social media and a vast number of netizens from home and abroad paid close attention to the event and praised it lavishly.

In terms of the communication forms, media convergence was a highlight in the promotion of the 2<sup>nd</sup> CIIE. During the expo, the major media had their mission in mind, and gave play to their advantages in event coverage. Moreover, they successfully had a series of cross-platform integrated media communication. Specifically, the integrated media communication of the 2<sup>nd</sup> CIIE showed three characteristics: First, media convergence developed in depth. The central-level mainstream media integrated media

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<sup>1</sup> Part II, V, VI and VII of the Report involve the communication influence index, which is obtained by a comprehensive weighting of eight first-level indicators from radio and television, newspapers and magazines, online media, clients, Weibo, WeChat, to forums and blogs; For details of indicators, see the appendix to the Report.

platform advantages and stood their ground while accelerating the building of omnimedia by integrating with local media and building a collaborative and highly efficient communication system. Second, media convergence happened in a variety of forms. The media integrated resources and talent teams, optimized their resource allocation and built a batch of shared and interconnected new-type mainstream media products with diverse forms. Third, the communication means were integrated and innovative. The mainstream media attached importance to production of media products, and promoted CIIE-related contents, in-depth interpretation and comments to extend to new media. At the same time, 5G and other technologies were used to support media convergence in depth and breadth so that news reports could be “complete”, “timely”, “hot” and “effective”.

As for domestic audience profiling, audiences in Southeast China paid the highest attention to CIIE related information judging by regional distribution. In terms of age structure, people from 20 to 29 paid the highest attention to news on CIIE. In terms of gender, females paid more attention than males. Based on comments of audiences on self-media, “Go, China”, “Great expectations for the 2<sup>nd</sup> CIIE”, “Win-win cooperation”, “The words of approachable President Xi”, “You should all come and see”, “Stunning”, “A future full of hope”, “Eye-opener”, “Driving the shopping truck into the CIIE”, “Expecting the next edition of CIIE” were the top 10 hot phrases on CIIE.

In terms of the influence of topics, the most popular according to news reports on CIIE in the past year mainly involved the following categories: first, a series of important speeches and articles by President Xi Jinping that were covered by media; second, the opening ceremony of the 2<sup>nd</sup> CIIE and the keynote speech made by President Xi that was widely covered by media; third, CIIE countdown activities and theme promotion activities; fourth, highlights and remarkable results of the 2<sup>nd</sup> CIIE that were widely interpreted and covered by media.

The exhibition area of the 2<sup>nd</sup> CIIE increased to 366,000 square meters, but exhibition booths were in short supply after two phases of area expansion. Of the countries attending the event, more than a third made their debut and displayed their strengths and colorful cultures. A total of 288 Fortune 500 corporations and leading enterprises attended the event, more than at the first edition. More than 400 new products,



technologies and services were exhibited at the expo, and many of them were “launched for the first time globally and in China”. At the same time, more than 380 supporting activities were held, bringing more diversity to CIIE activity. Statistical analysis showed that the China Pavilion, and the national pavilions of France, Greece and Russia and other countries ranked among the top in news popularity while the equipment exhibition, food and agricultural product exhibition and lifestyle pavilion attracted the highest attention. As “star exhibits” of the CIIE, an 0.18mm insulin injection needle, 3D printed facial masks, a waste sorting robot, and a Ferretti FSD195 fast patrol boat were eye-catching and ranked among the top ranking of popularity among viewers. The 2<sup>nd</sup> CIIE brought new requirements and challenges to the service industries, and the financial, transportation, warehousing and postal services, and hotel and catering industries provided high-quality services and made an active contribution to the success of the event. Bank of China (BOC), the only strategic partner of the 2<sup>nd</sup> CIIE, ranked first in related enterprises of core supporting industries in terms of communication influence index, and the upgraded comprehensive financial service system designed by BOC for the 2<sup>nd</sup> CIIE was highly rated by the media.

The 2<sup>nd</sup> Hongqiao International Economic Forum was convened during the 2<sup>nd</sup> CIIE. Among the themes of five sub-forums,, “China’s 70-Years Development and the Building of a Community with a Shared Future for Mankind” boasted the highest communication influence index, followed by “Artificial Intelligence and Innovative Development”. At the five sub-forums, a professional panel of more than 60 heavyweight guests from political, academic and business circles was in the spotlight. Of them, Italian Foreign Minister Luigi Di Maio, Tesla’s chair of board Robyn Denholm, Alibaba’s Executive Chairman and CEO Daniel Zhang, Jean-Paul Agon, chairman and CEO of L’Oréal, and Jin Liqun, president of Asian Infrastructure Investment Bank, boasted the highest popularity in the public.

Statistics of original coverage of the 2<sup>nd</sup> CIIE by domestic mainstream media showed that eight hot words were most frequently mentioned: “high-level opening-up”, “exchange and cooperation”, “Chinese market”, “innovation”, “business environment”, “a community with a shared future for mankind”, “resisting protectionism” and “science

and technology”, reflecting the focus of mainstream media.

According to a multi-dimensional analysis of CIIE-related information since 2019, the Report reached the following five conclusions: first, earnestly implementing the important instructions of President Xi Jinping for the CIIE to feature “good performance, good results and continued success in the years to come”. The 2<sup>nd</sup> CIIE was convened with a bigger size, better quality, higher standards, higher level and better efficiency; second, the CIIE perfectly integrated exhibition, forum, foreign diplomacy and humanities, creating a better comprehensive effect and spillover effect; third, President Xi’s keynote speech won great acclaim and wide recognition in the international community, further improving the CIIE’s international influence, attractiveness and appeal; fourth, exhibitors’ “hot pursuit” helped CIIE improve its recognition in the international community, and cultural exchanges made the expo’s international image more vivid and attractive across the world; fifth, the 2<sup>nd</sup> CIIE was more closely tied with social hot spots, highlighting its integration and interaction with people’s life and making it more approachable in the field of public opinion.

## **Part II: Overview of global communication**

### **(1) More than 1.45 million pieces of coverage, attracting worldwide attention**

According to the monitoring data of Zhongyun Big Data of the public opinion data center of [people.cn](http://people.cn), from January 1 to November 30, 2019, a total of 1,457,922 pieces of information covered CIIE, including 1,441,090 pieces on domestic communication channels, and 16,832 pieces on foreign mainstream media and main social media platforms<sup>2</sup>.

- **Domestic communication channels**

In terms of domestic communication channels, online media made the highest contribution, totaling 591,385 pieces and accounting for 41.0% of the total; WeChat ranked second, totaling 346,196 pieces and accounting for 24.0% of the total; the client side ranked third, with 223,250 pieces accounting for 15.5% of the total. They were

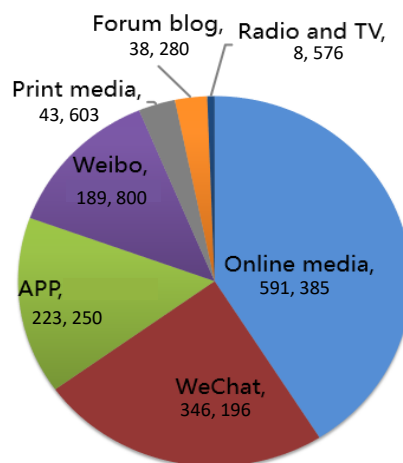
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<sup>2</sup> Foreign social media platforms in the Report mainly refer to Facebook and Twitter.

followed by Weibo, print media, forum blog and radio and TV.

Generally speaking, domestic communication channels made a considerable contribution for communication of CIIE, and the whole public opinion field, including news media, self-media and netizens paid great attention to CIIE.

**Fig. 1 Distribution of domestic communication channels**

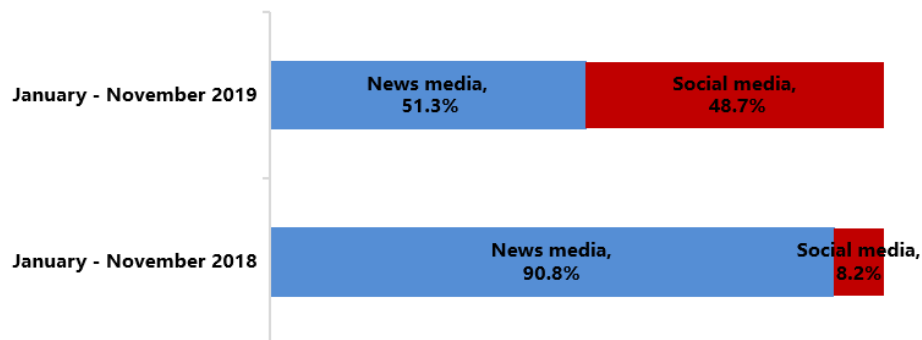


(\*Source: Zhongyun Big Data; data from January 1 to November 30, 2019)

- **Foreign communication channels**

In terms of foreign communication channels, from January to November 2019, foreign news media coverage accounted for 51.3%, and social media accounted for the remaining 48.7%. Compared with the same period of the previous year, the social media coverage clearly increased thanks to enhanced promotion of official accounts of CIIE, Xinhua News Agency, CGTN, People's Daily and China Daily on the one side, and release of foreign exhibitors through official and personal accounts on the other. Generally, the official exposure at foreign social media and active participation of enterprises and individuals facilitated the further optimization of components of CIIE communication main body abroad.

**Fig. 2 Distribution of foreign communication channels**



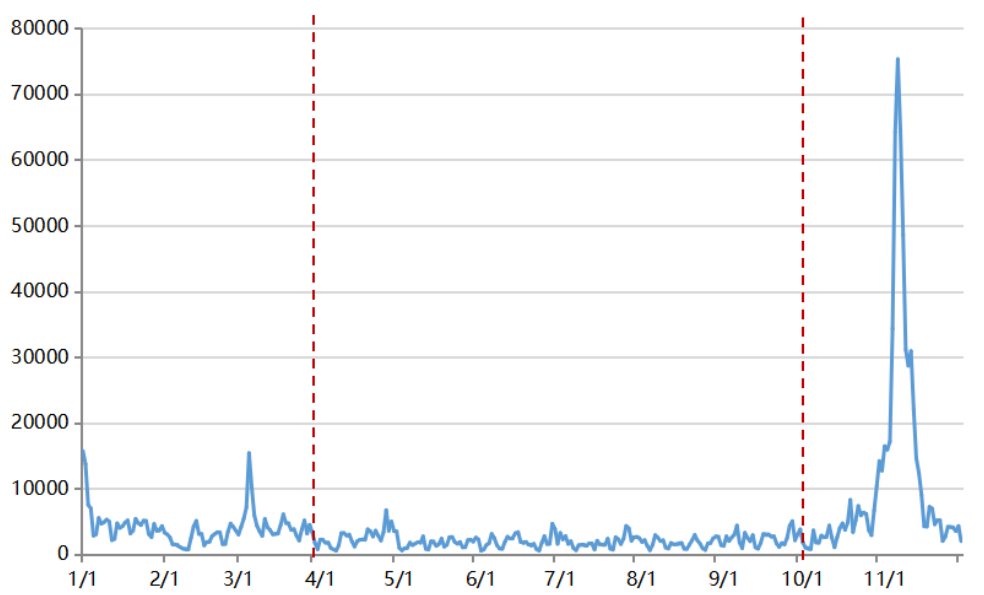
(\*Source: Zhongyun Big Data; data for 2018 and 2019 both from January 1 to November 30.)

**(2) Grasping the rhythm and keeping a close watch on links to form multiple communication peaks**

- **Overall communication trend**

See the following figure for the overall communication trend of CIIE from January 1 to November 30, 2019:

**Fig.3 Overall communication trend**



(\*Source: Zhongyun Big Data; data from January 1 to November 30, 2019)

The communication trend shows that news communication on CIIE in 2019 at different stages realized seamless interconnection, and communication was characterized by “rolling coverage before the opening of the expo, intensive coverage during the expo and continuous coverage after the expo”.

Specifically, from January to March 2019, President Xi referred to CIIE in his New Year address, CIIE-related topics attracted wide attention during the “Two Sessions”, and CIIE overseas promotion was in full swing. All these elements, in addition to others, jointly kept the CIIE in the spotlight since the beginning of 2019, and maintained a relatively high popularity since then.

Since April, preparations for CIIE were steadily advanced and news popularity remained stable. Topics such as “President Xi Jinping Mentions CIIE in His Speech at the Second Belt and Road Forum for International Cooperation”, “Xi Jinping Mentions CIIE in His Speech at G20 Summit”, “The 2<sup>nd</sup> CIIE Enters 100-day Countdown”, “More than 60 Countries Confirm to Attend the 2<sup>nd</sup> CIIE”, among others, attracted coverage in domestic and overseas media, forming several communication peaks.

In October, before the opening of the 2<sup>nd</sup> CIIE, domestic and overseas media gradually intensified coverage, with more frequent news release and wider topics, leading to a rise in the communication trend. While 2019 marked the 70<sup>th</sup> anniversary of the founding of the People’s Republic of China, the media widely tapped related topics and tried to reflect China’s achievements in economic, social and cultural fields. CIIE was one of the highlights that grasped the historical opportunity in international trade. Following a demonstration by the CIIE Bureau, the central-level and local media quickly grasped the critical points and made efforts to strengthen mainstream media coverage and raised the event's publicity. From October 29, the Ministry of Commerce and the Ministry of Foreign Affairs released two big news items: “President Xi Jinping to Attend the 2<sup>nd</sup> CIIE and Make a Keynote Speech” and “French President Macron and Other State Leaders to Attend the Opening Ceremony of the 2<sup>nd</sup> CIIE”. This news, together with concentrated coverage of domestic and overseas mainstream media on the upcoming opening ceremony of the 2<sup>nd</sup> CIIE, skyrocketed the communication volume of CIIE.

On November 5, the 2<sup>nd</sup> CIIE opened in Shanghai and Chinese President Xi Jinping

attended the opening ceremony and delivered a keynote speech headlined “Openness and Cooperation for a Shared Future”. French President Macron, Greek Prime Minister Kyriakos Mitsotakis, Roberto Azevêdo, Director-General of the WTO, and other state leaders and directors of international organizations made speeches at the opening ceremony. The energized media had comprehensive coverage on the grand opening ceremony. The hot themes of “guests from all over the world” and “buying globally and benefiting the whole world” caused a peak in the CIIE communication volume continued at a high level.

After November 10, when the 2<sup>nd</sup> CIIE successfully concluded, coverage of the event gradually reduced, but the following topics such as “Enterprises ‘book’ tickets to the 3<sup>rd</sup> CIIE”, “Double Eleven shopping spree seamlessly meshes with CIIE”, and “President Xi mentions CIIE repeatedly in his trips to Greece and Brazil”, among others, led to a lot of response from the public.

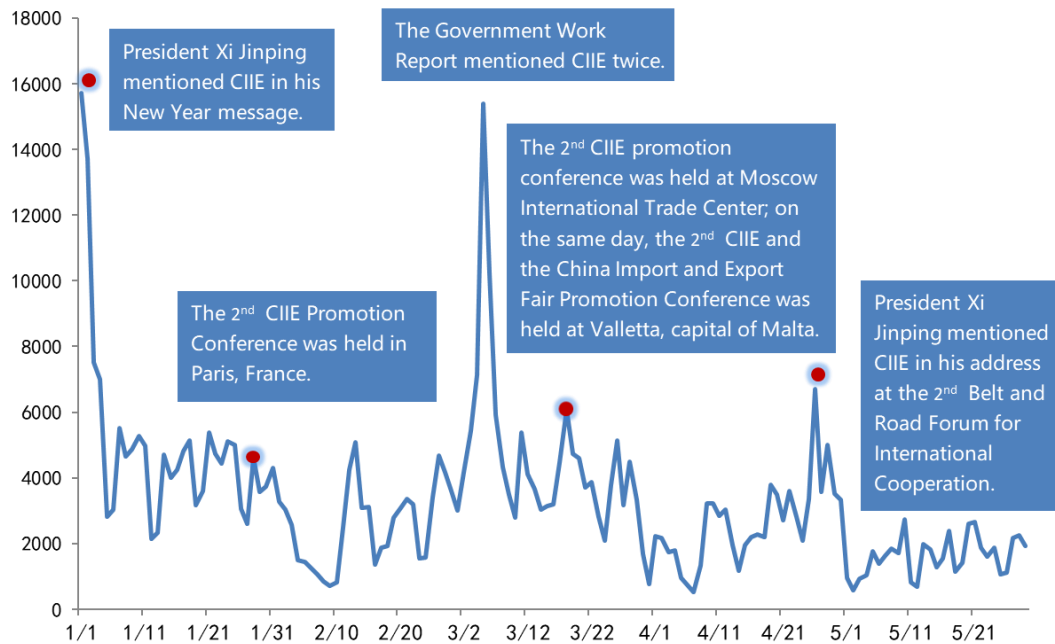
- **Communication trends by stage**

To present CIIE communication trends and important communication links throughout the year in detail, the 2<sup>nd</sup> CIIE was divided into four stages as follows<sup>3</sup>: From January 1 to May 29, the preliminary preparation and promotion stage; from May 30 to September 11, business invitation stage; from September 12 to November 3, exhibition move-in and sprint stage; and from November 4, the stage for holding the 2<sup>nd</sup> CIIE and follow-up work. The following charts show the communication trend of each stage and factors forming the communication peaks.

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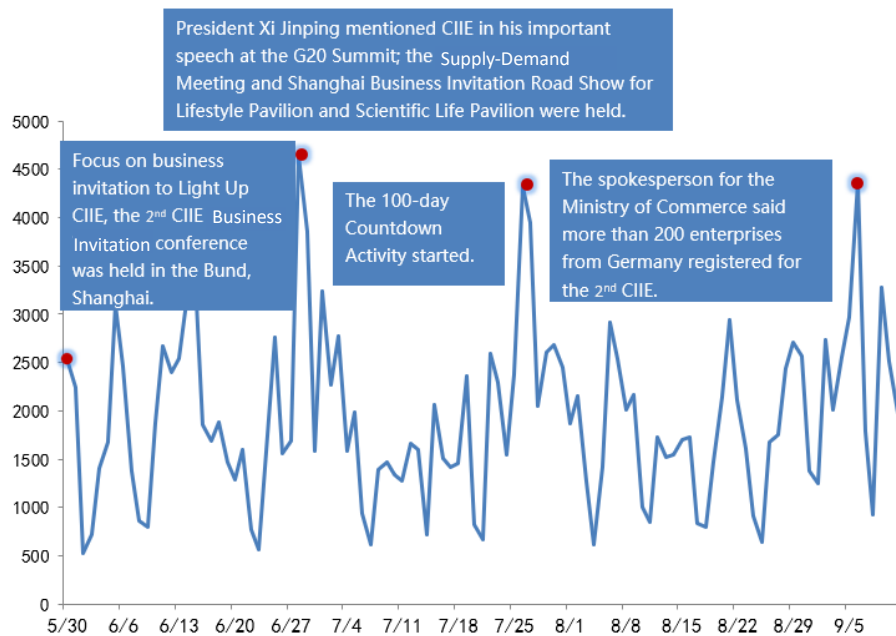
<sup>3</sup> The four stages are divided on the following basis: On May 30, 2019, the business invitation road show and publicity activity themed “Focus on Investment Introduction to Light Up CIIE” was held in the Bund, Shanghai, marking the change in preparation for the 2<sup>nd</sup> CIIE enterprise business exhibition from exhibitor registration to business invitation; with this activity as a link, before it was the preliminary preparation and promotion stage; the period from that time to September 11 was the business invitation stage. On September 12, Shanghai Business Invitation Exchange Conference for CIIE was held. At the meeting, news was released that the focus of the preparation work had shifted to the move-in stage, and everything was going well. China News Service and other media released related reports captioned *The 2<sup>nd</sup> CIIE enters the move-in stage*; With this activity as a link, the period to November 3 was the exhibition move-in and sprint stage. On the evening of November 4, Chinese President Xi Jinping and his wife Peng Liyuan held a banquet at Fairmont Peace Hotel in Shanghai to welcome dignitaries from other countries attending the 2<sup>nd</sup> CIIE, marking the official launch of the CIIE time; the period from that day to November 25 was for the holding of the 2<sup>nd</sup> CIIE and follow-up work, or the fourth stage. Part IV of the Report adopts the same division basis in the “influence of topics”.

**Fig. 4 Trend of public opinion in the preliminary preparation and promotion stage**



(\*Source: Zhongyun Big Data; data from January 1 to May 29, 2019)

**Fig. 5 Trend of public opinion in the business invitation stage**



(\*Source: Zhongyun Big Data; data from May 30 to September 11, 2019)

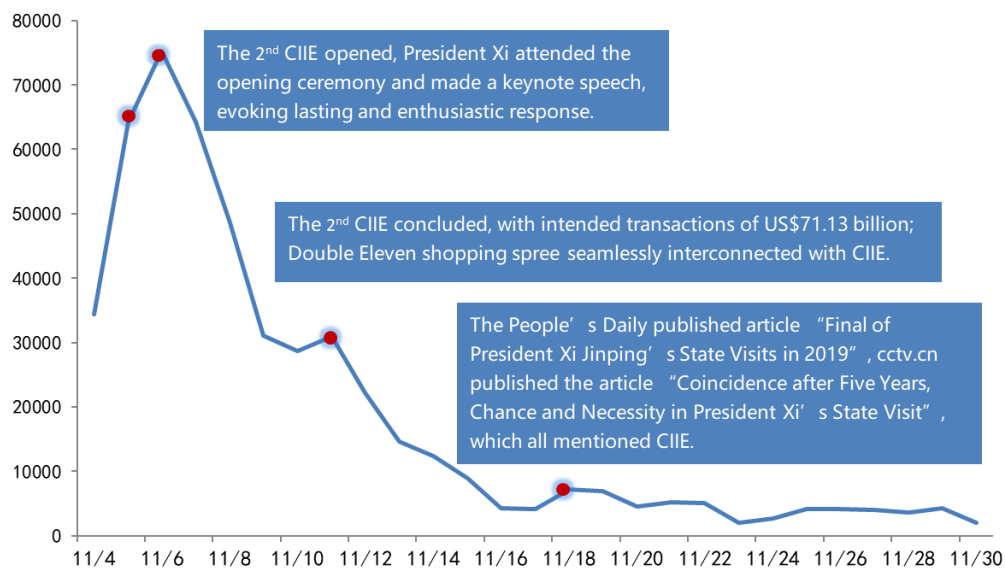


**Fig. 6 Trend of public opinion in the exhibition move-in and sprint stage**



(\*Source: Zhongyun Big Data; data from September 12 to November 3, 2019)

**Fig. 7 Trend of public opinion in the CIIE holding and follow-up works stage**



(\*Source: Zhongyun Big Data; data from November 4 to November 30, 2019)

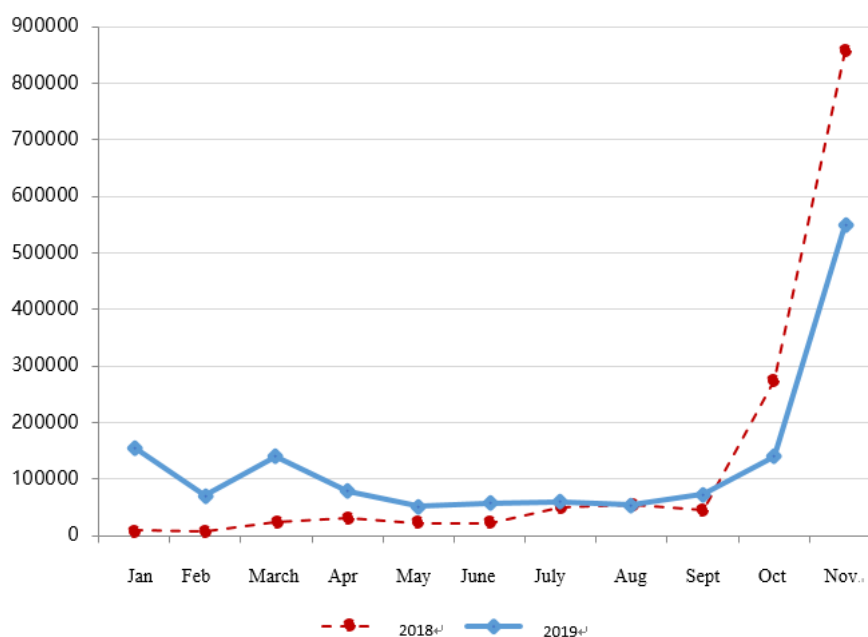
- **Trend of monthly communication**

The comparison of monthly communication trend of CIIE in 2018 and 2019 shows that they have similarities as well as differences.

On the one hand, from the perspective of monthly communication trends in the two years, the volume of single-month communication increased significantly in October and reached a peak in November, a reflection that domestic and foreign media started to increase reports on the event during the preparation sprint stage. During the exhibition, the media “did their utmost” to report the event and formed a publicity rhythm of “normal report - warm-up before expo - intensive coverage during the expo”.

On the other hand, the monthly communication trend of the 2019 CIIE showed two characteristics compared with 2018. First, the single-month communication volume from January to September 2019 was higher than the same period in 2018, a reflection that media coverage started earlier. The 1<sup>st</sup> CIIE had a deep and lasting influence; the 2<sup>nd</sup> CIIE was convened on this basis, and the two editions interconnected seamlessly, providing the right conditions for the media to continue to focus on the CIIE and accordingly increase communication volume from January to September 2019. Secondly, compared with the overall trend of a steady rise in 2018, the communication in 2019 showed certain fluctuations. The communication volume increased significantly during the 2019 New Year, “Two Sessions” and other major events. This shows that the CIIE publicity work was better at grasping the rhythm and focusing on the links, and concentrating strengths to achieve a significant increase in the communication volume.

**Fig. 8 Trend of monthly communication**



(\*Source: Zhongyun Big Data; data for 2018 and 2019 both from January 1 to November 30)

### **(3) Domestic media realize high-quality and down-to-earth communication**

The cluster analysis of domestic media that covered the 2<sup>nd</sup> CIIE shows that the central-level media such as the People’s Daily, Xinhua News Agency, CCTV, Guangming Daily, Economic Daily, [people.cn](http://people.cn), [xinhuanet.com](http://xinhuanet.com), [cctv.cn](http://cctv.cn), [china.com.cn](http://china.com.cn), [chinanews.com](http://chinanews.com) and [cnr.cn](http://cnr.cn) were the main force in CIIE coverage. Relying on their strong agenda-setting capability, these central-level media released high-quality original reports, comments and interpretation articles which were reprinted by other media, reflecting the depth of the 2<sup>nd</sup> CIIE publicity. The central-level media interpreted the positive significance and far-reaching influence of the 2<sup>nd</sup> CIIE from “high-level opening-up”, “exchange and cooperation”, “Chinese market”, “a community with a shared future for mankind” and other key topics, realizing an in-depth communication.

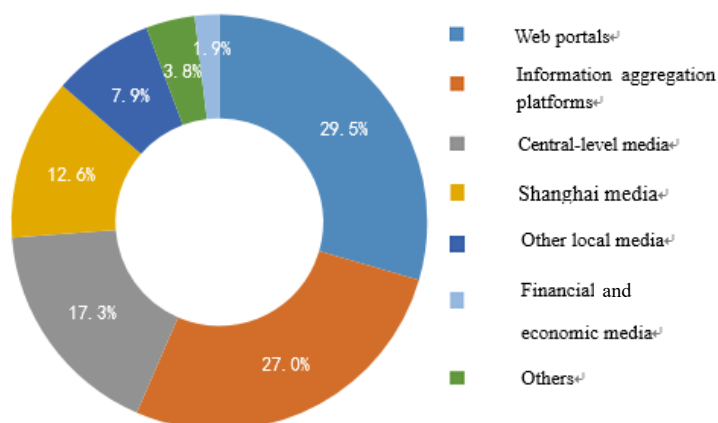
Jiefang Daily, Wenhui Daily, Xinmin Evening News, [eastday.com](http://eastday.com), [yicai.com](http://yicai.com), [kankanews.com](http://kankanews.com), [thepaper.cn](http://thepaper.cn) and other local media in Shanghai showed great enthusiasm, gave play to their home turf advantage and worked as a spearhead in publicity and coverage, making the 2<sup>nd</sup> CIIE a hot topic. The local media tapped details and highlights to report progress in various fields, and covered the event from the dimension of regional

economic development and improvement of people's livelihood, forming a close link between the expo and ordinary people.

Local media from other regions also responded actively and covered the event from the aspects of local preparations, participation and transactions. It is worth mentioning that the 2<sup>nd</sup> CIIE innovated buyer invitation channels and launched business invitation roadshows and publicity activities in various cities across the country. It strengthened cooperation with local trading groups, and helped local SMEs and private enterprises to better understand the event to give a better play to the platform. The nationwide business invitation roadshows further stimulated enthusiasm of local media which made full use of local resources, added local elements in reports, and covered the event from a unique perspective.

Web portals such as NetEase, Sina.com and Phoenix.com, and [toutiao.com](http://toutiao.com), [yidianzixun.com](http://yidianzixun.com), toutiao.uc.cn and other information aggregation platforms ranked in the top 2 of the release volume, accounting for 29.5% and 27.0%, respectively. These two media mainly reprinted original reports of central-level media and local media in Shanghai, effectively enlarging the communication effect of the 2<sup>nd</sup> CIIE. At the same time, financial and economic media and industrial websites also participated in the publicity of the event, raising awareness across a variety of channels.

**Fig. 9 Classification of media attributes**



(\*Source: Zhongyun Big Data; data from January 1 to November 30, 2019; Notes on data: the media attribute classification is only for print media, web media and APP channels, excluding Weibo, WeChat, forum blog, TV and radio; The classification, “web portal”

refers to NetEase, Sina.com, Phoenix.com, and so on, and “information aggregation platform” refers to [toutiao.com](http://toutiao.com), [yidianzixun.com](http://yidianzixun.com), toutiao.uc.cn, etc.)

Before and after the holding of the 2<sup>nd</sup> CIIE, central-level media, Shanghai media and other local media released a series of high-quality, wide-angle and cross-platform original reports. Based on statistical analysis of the communication volume of the original reports in different channels, the ranking of original report communication influence of news media is as follows:

#### Ranking of original report communication influence of news media

Central-level media				
No.	Caption	Release date	Media	Communication influence index
1	President Xi Jinping’s keynote speech at the opening ceremony of the 2 <sup>nd</sup> CIIE (full text)	2019/11/5	Xinhua News Agency	15.72
2	China Release   Three authorities: Exhibits imported and sold in reasonable quantities during the 2 <sup>nd</sup> CIIE exempted from import tariff	2019/11/5	www.china.com.cn	6.95
3	Sidelights of the 2 <sup>nd</sup> CIIE Opening Ceremony	2019/11/6	Xinhua News Agency	5.57
4	Share opportunities, seek common development -- On the occasion of the 2 <sup>nd</sup> CIIE opening ceremony	2019/10/31	People’s Daily	5.47
5	Bring new and more opportunities for world economic growth -- On President Xi Jinping’s keynote speech at the 2 <sup>nd</sup> CIIE opening ceremony	2019/11/6	People’s Daily	5.34

6	Spoiler! Highlights at the 2 <sup>nd</sup> CIIE	2019/11/4	China Media Group	5.06
7	Cumulative intended transactions increased by 20% to US\$71.13 billion at the 2 <sup>nd</sup> CIIE	2019/11/10	China News Service	3.72
8	【CCTV comment】 China's economic development bound to be brighter	2019/11/6	China Media Group	3.65
9	Culture is a more profound and durable bolster of economy and trade -- Observation at the 2 <sup>nd</sup> CIIE	2019/11/10	Guangming Daily	3.22
10	Display China's potential, contribute "Hongqiao wisdom" -- Insights on the 2 <sup>nd</sup> CIIE	2019/11/5	Economic Daily	3.05

### Shanghai media

No.	Caption	Release date	Media	Communication influence index
1	Give a like to Shanghai's "Answer Sheet" one year after the 1 <sup>st</sup> CIIE concluded	2019/11/2	SMG Media Convergence Center	4.48
2	Exclusive spoiler! What the 15 guest countries of honor will display at the CIIE	2019/10/31	Jiefang Daily	3.96
3	A new shopping center: First duty-free shop at cruise arrivals opened in Shanghai	2019/11/9	www.thepaper.cn	3.76
4	Revisit the place where General Secretary investigated in Shanghai: your expectation is becoming	2019/11/1	Jiefang Daily	3.74

	reality this year			
5	No one wants to miss the big cake, industrial leaders worldwide choose to come and see	2019/11/10	Jiefang Daily	2.68
6	CIIE builds a global trade platform and a year-round long-term mechanism	2019/11/1	Wenhui Daily	2.52
7	CIIE and way of spending④: Imported goods take-out orders surge	2019/11/8	Jiefang Daily	2.42
8	Managers of National Pavilions at CIIE unveil wonders	2019/11/3	Xinmin Evening News	2.38
9	Why Shanghai leads China's opening-up trend? Answers in the keywords	2019/11/6	www.thepaper.cn	2.36
10	Beidi Road and Beihong Road Interchange opened this morning to serve CIIE	2019/11/8	Xinmin Evening News	1.46
Other local media				
No.	Caption	Release date	Media	Communication influence index
1	CIIE testimony to charms of Chinese market in the world	2019/11/6	Beijing Daily	2.07
2	Guangzhou enterprises share opening-up dividends at CIIE	2019/11/12	Nanfang Daily	2.04
3	2 <sup>nd</sup> CIIE concludes, more than 3,100 buyers from Sichuan come back with fruitful results	2019/11/11	Sichuan Daily	1.98



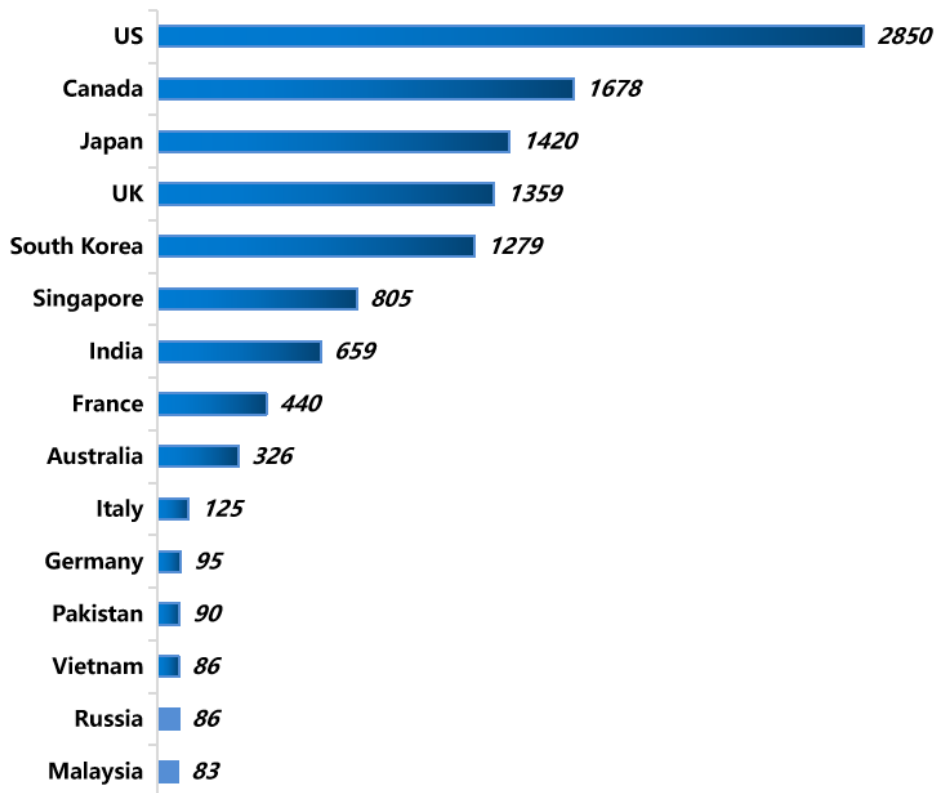
4	Jiangsu: grasp opportunities at CIIE	2019/11/10	Xinhua Daily	1.95
5	Anhui delegation attends the 2 <sup>nd</sup> CIIE	2019/11/1	Anhui Daily	1.93
6	CIIE helps Shaanxi fit in the global market	2019/11/4	Shaanxi Daily	1.89
7	CIIE in live: Central enterprises enlarge “friend base”	2019/11/7	Beijing News	1.88
8	Over 10,000 Zhejiang enterprises register for procurement at CIIE	2019/10/26	Zhejiang Daily	1.87
9	Hubei enjoys more convenience when buying imported goods after CIIE orders implemented for one year	2019/11/4	Hubei Daily	1.80
10	Enlightenment of CIIE to Chongqing	2019/11/13	Chongqing Daily	1.58

**(4) CIIE becomes a hot word in foreign media coverage; US, Canada, Japan, UK and South Korea rank among the top in terms of coverage volume**

Since 2019, ITAR-TASS, the Associated Press, the New York Times, Reuters, the Daily Telegraph, Le Figaro, Les Echos, Corriere della Sera, zaobao.sg, cn.nikkei.com, and philstar.com and other mainstream media of other countries continued to report on CIIE. Especially when the 2<sup>nd</sup> CIIE was held, foreign news media intensified coverage of the event, reflecting the growing attraction of CIIE in the international community.

Judging by country, US media paid the most attention to the event, with about 2,850 reports, followed by Canada, Japan and the UK, with about 1,500 reports. Media from South Korea, Singapore, India, France, Australia and other countries also had wide coverage.

**Fig. 10 Ranking of coverage volume by country and region**



(\*Source: Zhongyun Big Data; data from January 1 to November 30, 2019)

#### **(5) 100,000+ pushes on WeChat and nearly 2 billion pageviews on Weibo**

In terms of domestic communication, active participation of Weibo, WeChat, Tik Tok, Kuaishou and other new web media was a highlight of CIIE publicity, which not only enlarged audience coverage but also narrowed the distance between the event and member of the public.

Take WeChat communication on the opening day of the 2<sup>nd</sup> CIIE on November 5 as an example: the media pushed a series of short text and picture/video reports on its platform with pageviews exceeding 100,000. The Weibo platform saw several hot topics with more than 100 million pageviews, which led to hot discussion among netizens. See the following for details:

**Select WeChat contents with 100,000 + pageviews on the opening day of CIIE on  
November 5**

No.	Caption/content	Release date	WeChat account	Pageview
1	Keynote speech of President Xi Jinping at the opening ceremony of the 2 <sup>nd</sup> CIIE (full text)	2019/11/5	CIIE	100,000+
2	Quotes from President Xi's keynote speech at the 2 <sup>nd</sup> CIIE opening ceremony	2019/11/5	Shanghai Release	100,000+
3	Bingo! Six numbers to understand President Xi's latest speech	2019/11/5	People's Daily	100,000+
4	Continue to open wider to the world, said President Xi today	2019/11/5	People's Daily	100,000+
5	CIIE opens today! Cool goods from all over the world here	2019/11/5	People's Daily	100,000+
6	CIIE opens! China's door to outside will only open wider	2019/11/5	People's Daily	100,000+
7	President Xi Jinping attends the 2 <sup>nd</sup> CIIE opening ceremony and makes a keynote speech	2019/11/5	Xinhua News Agency	100,000+
8	Bravo! Quotes from President Xi's speeches	2019/11/5	Xinhua News Agency	100,000+
9	Anchors' Comments/Kang	2019/11/5	CCTV News	100,000+

	Hui at CIIE			
10	President Xi Jinping's latest speech at the CIIE: accelerate construction of Hainan free trade port, build a new height of opening-up	2019/11/5	Hainan Daily	100,000+

### Interactions on Weibo Platform

Topics related to the 2 <sup>nd</sup> CIIE			
No.	Date	Hot topics of netizens	Pageview of topics
1	2019/11/6	#The 2 <sup>nd</sup> CIIE#	740 million
2	2019/11/9	#A must-visit CIIE#	270 million
3	2019/11/6	#Drive the shopping truck to the CIIE#	150 million
4	2019/11/10	#Focus on CIIE#	130 million
5	2019/11/6	#Here is CIIE#	100 million
6	2019/11/7	#Mascot Jinbao CIIE Live Broadcast#	95.566 million
7	2019/11/6	#CIIE promotional video#	53.669 million
8	2019/11/8	#90-second quotes on CIIE#	52.105 million
9	2019/11/8	#Thumbs up to CIIE #	49.839 million
10	2019/11/6	#People's Daily on CIIE #	9.468 million
Topics related to CIIE participating countries			
1	2019/11/2	#Ministry of Foreign Affairs responds to US not sending senior representative to CIIE#	100 million
2	2019/11/4	#US enterprises form a "luxury delegation" to CIIE#	8.298 million
Topics related to the 2 <sup>nd</sup> CIIE pavilions			
1	2019/11/5	#To visit CIIE#	16.262 million

2	2019/11/10	#What's new at CIIE#	13.751 million
3	2019/11/7	#A bite of CIIE#	3.349 million
4	2019/11/7	#Lifestyle Pavilion of CIIE very popular#	384,000
5	2019/11/6	#A glance at China Pavilion at CIIE#	164,000
Topics related to exhibits at the 2 <sup>nd</sup> CIIE			
1	2019/11/8	#A glance at cool exhibits at CIIE with 60 seconds#	28.971 million
2	2019/11/5	#90-second introduction to cutting-edge technologies at CIIE#	19.453 million
3	2019/11/7	#5G remote driving exhibited at CIIE#	39.834 million
4	2019/11/4	#Star exhibits at CIIE#	6.493 million
5	2019/11/12	#“Hydrogen” cars launched at CIIE#	640,000
Others			
1	2019/11/11	#The 2 <sup>nd</sup> CIIE achieves US\$71.13 billion of cumulative intended transactions#	70.417 million
2	2019/11/5	#CIIE highlights#	5.245 million
3	2019/10/25	#Central enterprises at CIIE#	3.82 million
4	2019/10/31	#Interpretation of CIIE#	1.344 million
5	2019/11/6	#115 enterprises signed up for the 3 <sup>rd</sup> CIIE#	1.288 million
6	2019/7/24	#100-day countdown to the 2 <sup>nd</sup> CIIE#	1.139 million
7	2019/11/10	#The 3 <sup>rd</sup> CIIE#	959,000
8	2019/11/12	#Where will exhibits be after CIIE is closed#	729,000
9	2019/11/13	#CIIE extension#	338,000

**(6) Short video communication optimizes audience's experience, and foreign netizens give a thumbs up to CIIE**

The 2<sup>nd</sup> CIIE not only attracted intensive coverage in domestic and foreign mainstream media, but also evoked strong response on domestic and foreign social media platforms and led to active interaction between domestic and foreign netizens. An analysis of the top 5 communication posts of interaction volumes on Facebook and Twitter from January to November 2019 finds that the social media communication show the following characteristics.

First, visual posts were very popular with clear communication advantages. The top 5 communication posts of interaction volume on Facebook were “text+video”, and only one of the Top 5 posts of interaction volume on Twitter was in the form of “text+picture”; the remaining four were all in the form of “text+video”. The fact reflects that the text or picture only posts were less popular than those with videos.

Second, communicative posts were more likely to resonate with audiences. The top post of interaction volume on Facebook, “A tour of the expo venue ahead of the 2<sup>nd</sup> annual CIIE” and the fourth “Reporter's Diary: Exploring the lifestyle pavilion at China's major trade fair”, were contents designed from the perspective of communication and exchanges. Such posts were more likely to gain recognition from audiences than the didactic posts.

Third, influence of celebrities and dignitaries helped improve communication. The post about CIIE of Serbian Prime Minister Ana Brnabić on Twitter was retweeted 1,600 times, and gained 1,800 Likes and 73 comments, ranking top in the Top 5 post of interaction volume on Twitter. Zhao Lijian, deputy director-general of the Information Department of the Ministry of Foreign Affairs, posted a short video captioned “Amazing Shanghai, host city of China International Import Expo” on Twitter, which was viewed by 11,000 audience, ranking first in the Top 5 Twitter posts of interaction volume.

Fourth, flagship foreign-oriented publicity media accounts achieved a remarkable communication effect relying on their huge base of followers. Statistics show that the Top 5 posts of interaction volume on Facebook and Twitter were released by the accounts of CGTN, People's Daily, China Daily and other influential media; it is worth mentioning that Global Times, China News and other foreign-oriented publicity media accounts were active in promoting the 2<sup>nd</sup> CIIE on foreign social media platforms. Their posts/tweets did not rank among the Top 5, but it would be helpful to form a pattern of “all flowers

blooming together” in a long run.

**Top 5 posts of interaction volume on Facebook**

No.	Caption/content	Release date	Account and form	Interaction volume
1	A tour of the expo venue ahead of the 2 <sup>nd</sup> annual CIIE	2019/11/3	CGTN @ChinaGlobalTV Network; Text+video	Played 1,158,094 times; 13,000 Likes
2	CIIE shows smarter living with tech	2019/11/13	Invest in China @InvestinginChina; Text+video	Played 642,125 times; 3,324 Likes
3	Auto-makers display latest models at second CIIE	2019/11/7	CGTN @ChinaGlobalTV Network; Text + video	Played 579,509 times; 3,002 Likes
4	Reporter's Diary: Exploring the lifestyles pavilion at China's major trade fair	2019/11/8	CGTN @ChinaGlobalTV Network; Text+video	Played 570,455 times; 2,791 Likes
5	China's Market in Numbers: China's 'friend circle'	2019/11/12	CGTN @ChinaGlobalTV Network; Text + video	Played 563,293 times; 4,389 Likes



### Top 5 tweets with interaction volume on Twitter

No.	Caption/content	Release date	Account and form	Interaction volume
1	Поносна сам на представљање најбољих српских производа у економском Павиљону на другом кинеском међународном сајму увоза ЕКСПО у Шангају (It's a great honor to display Serbia's best products at the 2 <sup>nd</sup> CIIE)	2019/11/7	Ана Брнабић @SerbianPM( Serbian Prime Minister); Text + video	73 comments, 1,600 retweets, 1,800 Likes
2	#Amazing Shanghai, host city of China International Import Expo	2019/11/12	Lijian Zhao @zlj517(Depu ty Director- general of the Information Department of the Ministry of Foreign Affairs); Text + video	11,000 views 40 comments, 94 retweets, 527 Likes
3	Impressive! Robot that can play ping-pong made an appearance at the 2 <sup>nd</sup> China International Import Expo ( #CIIE 2019) in Shanghai.	2019/11/4	People's Daily, China @PDChina; Text + video	10,000 views; 4 comments, 50 retweets, 175 Likes
4	"Chinese market is such a big one that you should all come and see what it has to offer, " said Chinese President Xi Jinping at the opening ceremony of the second China	2019/11/6	China Daily @ChinaDaily; Text + video	7,800 views; 20 comments, 78 retweets, 276 likes

No.	Caption/content	Release date	Account and form	Interaction volume
	International Import Expo.			
5	With 100 days to go before the 2 <sup>nd</sup> China International Import Expo (#CIIE ) China is pressing ahead to pursue more diversified, higher-end consumption choices and greener growth via the CIIE platform.	2019/7/28	People's Daily, China @PDChina; Text + video	Played 7,300 times 4 comments, 29 retweets, 163 Likes

### **Part III: Analysis of integrated media communication effect**

#### **(1) Characteristics of CIIE integrated media communication**

In recent years, with the deepening of media convergence, mainstream media, from the central to the local, have made concentrated efforts in event publicity, and achieved good results. In the process, communication showed four major characteristics: strategic upgrading, comprehensive and in-depth development, intelligent dimension upgrade, and ecosystem construction. CIIE is an arena for the world's major enterprises to enter the Chinese market and also provides a favorable opportunity for major media to display their strengths and achievements in media convergence. In the context of media integration, the CIIE coverage has become an arena of major media and a "training ground" for media integration results. By analyzing communication of the two editions of CIIE, it can be found that CIIE showed the following characteristics in terms of integrated media communication:

##### **1. Central-level media integrates media platform advantages to hold the mainstream position**

During the 2<sup>nd</sup> CIIE, the central-level media established an all-dimensional communication pattern integrating “newspaper, web, client-end, Wechat and Weibo and display screen”, and made a series of special reports, reflecting China’s deep interaction with the world for win-win cooperation. The central-level media, by taking advantage of

media convergence, gave play to their advantages and innovated while sticking to the right direction in important reports. Moreover, they had a series of cross-platform media convergence, which enlarged the mainstream field and achieved a good communication effect.

## **2. Local media show distinct convergence characteristics and diversified forms**

In addition to the central-level media's initiatives to lead public opinion in the forms of in-depth reports, sharp comments, social pushes, cooperative communication, foreign-oriented publicity and others, local media made breakthroughs in reporting and effect in combination with local strengths. See the following for the characteristics of integrated communication on the 2<sup>nd</sup> CIIE:

**First, a large volume of dynamic news active and lasting.** The local media made continuous reports on the 2<sup>nd</sup> CIIE, and extensively covered exhibitor registration, business invitation and forum preparations of the event, released information on people's livelihood and services and responses to citizens' appeals, creating the right atmosphere for Shanghai to mobilize resources of the whole municipality to support the CIIE.

**Second, short videos and long videos in combination enhance communication influence.** The media skillfully used the "short video+long video", included short videos in TV series reports and customized videos for web communication. Such efforts enhanced publicity in depth and breadth, and released a series of attractive works on hot topics.

**Third, local media chose coverage subjects freely and widely.** A series of reports on buyers, sellers, exhibits, exhibition arrangement process, "CIIE, here we are", "Buyers in action", "Here is Jinbao", unveiled vitality and popularity of the CIIE inside and outside.

## **3. Local media integrate and innovate communication means with new technologies**

The most important characteristics of the CIIE were, in addition to new products, new technologies and new services from around the world, all-round coverage of the

event by the central-level and local authoritative mainstream media from different perspectives with a strong lineup by integrating and innovating communication with new technologies. The CIIE official website released VR-E touring, specifically, reproducing the CIIE online with virtual reality technology. This allowed audiences to enjoy the event without visiting the expo personally. The audiences needed only to input the linkage (mobile phone, pad, computer or VR glasses) and follow instructions to enjoy the grand occasion.

Highlights of integrated media report of CIIE			
		The 1 <sup>st</sup> CIIE	The 2 <sup>nd</sup> CIIE
	Central level media	<p><b>The People's Daily New Media Center</b> released the CIIE promotional video <i>40 Years on: China and the World</i>, which received more than 73 million clicks within 15 hours of its release.</p> <p><b><u>people.cn</u></b>, a “showcase” and “distribution center” of high-quality integrated media products, launched “CIIE in Close Observation”, “CIIE in Detail” and “CIIE Anecdotes” live broadcast; the official account of <b><u>people.cn</u></b> on Tik Tok released select quotes by President Xi Jinping, captioned “The sea is still there, and China will always be here!”, which was played nearly 45 million times; the animated short video “Super Cool! See the eight ‘Cutting-edge Technologies’ at CIIE in the Animated Video” introduced the eight technological results exhibited at the CIIE; “Don’t blink! 15-second</p>	<p><b>The People's Daily</b> released special reports every day during the 2<sup>nd</sup> CIIE themed “Share Opportunities, Seek Common Development”, and published related news on front pages. It also made a series of reports themed on CIIE Observation, with articles represented by “Aspirations and Confidence Reflected in Applause”, which was reprinted more than 160 times; the special edition featured ingenuity with the four-leaf clover CIIE logo design on pages for several days, with light blue as the background and embellished with orange, giving readers a pleasant reading experience.</p> <p><b>The People's Daily International Department</b> cooperated with the Center for China-Japan Exchange Studies and published the Japanese book “Join Hands with the Rest of the World for Common Development --Interpretation of the</p>

	<p>flash to understand CIIE!”, “Don’t Blink! Here are the world’s coolest products! 60-second flash deciphers CIIE”, “Come to see you from afar”, and other video reports adopted the form of flash video that is now popular among young people.</p> <p><b>Highlights:</b></p> <p>①Providing content for CIIE Integrated Media Center</p> <p>②Helping CIIE examine topics, offer advice on interviews, editing and production, report coordination and related professional training to provide the right experience for CIIE news reports.</p>	<p>2<sup>nd</sup> China International Import Expo by the People’s Daily”. <b>people.cn</b> released the short videos themed “Treasure Hunting at CIIE” to introduce the pavilions; and it also covered people at the CIIE, for example “My trip to CIIE: the Rice Salesman Wearing an Apron -- Ishiyama Seiya”, which introduced stories of Ishiyama Seiya on promoting rice with both text and pictures. Such reports reflected the charms of CIIE from the individual’s angle.</p> <p><b>Highlights:</b></p> <p>①All-round communication</p> <p>② “High-end” and “down-to-earth” communication emphasized equally;</p> <p>③At least five reports were included in the list of central-level media reports of the day.</p>
Xinhua News Agency	<p><b>Xinhua News Agency</b>, in cooperation with 13 media organizations, employed “on-site cloud” mobile news platform so that reporters could shoot and release news in</p>	<p><b>Xinhua News Agency</b> launched a series of reports themed <i>Uploaders on CIIE</i>, and invited Bilibili uploaders “大祥哥来了”, “老番茄” and “力元君” to cover the event, generating</p>

	<p>real time. The rich live report resources were input by MAGIC intelligent production platform in real time, which labeled and structured these resources through intelligent processing of vision, voice and natural language, among others, quickly generated short videos relying on intelligent value judgment and labeling capability. On November 7, 2018, Xinhua News Agency's media brain MAGIC intelligent production platform automatically released 285 CIIE-related news short videos within only half a day, or less than 1 minute per video. The 123 short videos released on clients of Xinhua News Agency got 12,589,502 pageviews in total. The post <i>Hello, CIIE</i> alone, got 814,677 pageviews, the highest.</p> <p><b>Highlights:</b></p> <p>The on-site cloud and media brain MAGIC intelligent production platform were combined to make intelligent</p>	<p>representative works such as “Uploaders on CIIE Part I: He is here, he is here with a 60-kg tuna”, which got more than 100,000 pageviews, and 1,051 Likes on the WeChat</p> <p>On the homepage of <a href="http://xinhuanet.com"><u>xinhuanet.com</u></a>, the blue bold headline was striking, “Chinese Market Shares Opportunities with the World: A win-win scroll of CIIE”, by linkage of special reports. In the special reports, “Latest News”, “Voice across the World”, “Pictorial Illustration of CIIE”, “All-media Experience”, “HD Records”, and other columns were arranged for readers to easily find what they were interested in; the warm-up videos before opening of the 2<sup>nd</sup> CIIE, for example “20-day Countdown -- 30-second briefing on CIIE highlights”, “10-day countdown, numbers that you must know”, in combination with reporters' experience Vlog, allowed audiences to explore the event comprehensively.</p> <p><b>Highlights:</b></p> <p>The introduction to CIIE exhibits from the perspective of</p>
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		news release for the first time.	renowned Uploaders generated strong interest. Moreover, Internet celebrities' advantages of a large number of followers and strong influence helped increase influence of related contents.
	China Media Group	<p><b>China Media Group</b> (CMG) employed 1,800 people, nine TV channels, 10 radio frequencies, eight front studios, and 44 different language platforms for the event, and of all reports, 100 live programs were played 120 million times.</p> <p><b>CMG Weibo platform</b> text and picture messages got 12.18 million pageviews, and video news got totally 48.67 million clicks, the large-scale online interaction launched by CRI Online got more than 160 million pageviews, and led to 3.10 million pieces of discussion.</p> <p><b>CCTV News</b> sent eight editors to take charge of report of the major pavilions. In six days, the editors released live interaction from eight pavilions; as of November 11, 2018,</p>	<p><b>CMG</b> set up eight front studios in the Bund of Shanghai and pavilions, and five of them were HD studios with a total area of 2,180 square meters, for the use of various channels, frequencies and new media. Two 4K/8K HD outside broadcast vans, seven satellite communication vehicles, and more than 400 technicians took part in the live broadcast. The 4K relay system was employed for the UHD live broadcast, and 8K live broadcast equipment was tested on site. It was the first time for CCTV to employ 4K UHD relay system for news reports, bringing a better visual experience to the audience.</p> <p><b>CNR-1 Voice of China</b> released the special live broadcast <i>New Discoveries at CIIE</i>, interpreting the profound significance of China's opening-up and expanding import.</p>

		<p>CCTV News APP released 77 pieces of text and video news, which received 11.67 million pageviews; of all the news, the video “President Xi Jinping and his wife Peng Liyuan welcome foreign dignitaries attending the 1<sup>st</sup> CIIE” received 510,000 pageviews.</p> <p><b>Highlights:</b></p> <p>CMG gave full play to its multilingual and all-platform advantages and facilitated new media and TV to help each other.</p>	<p><b>CMG New Media Center</b> launched the “Must-visit CIIE” program, and all short videos it released got more than 1 million clicks.</p> <p>CCTV News official Weibo released short videos and launched a 10-hour special live report -- “Jinbao, Walks in Shanghai in the Morning Light.”</p> <p><b>Highlights:</b></p> <p>Nine TV channels, 10 radio frequencies, and 44 different language platforms comprehensively covered the CIIE, enhanced foreign-oriented communication with CCTV Video News Agency, realized resource sharing and platform interconnection, interpreted hot spots of CIIE and displayed China’s image of openness and confidence in the new era and the Shanghai landscape in an all-round way.</p>
Local media	Shanghai media	<p><b><u>Thepaper.cn</u></b> launched 244 video channel reports and 27 video live broadcast programs.</p> <p><b>Jiefang Daily</b> released a special issue every day, and gave</p>	<p>“CIIE and the Way of Spending” of <b>Jiefang Daily</b>, “Behind the National Pavilions”, “Where Are the Exhibits” and “90-second Lecture” of <b>Xinmin Evening News</b>, “CIIE·High-end</p>

	<p>play on the front page. It ranked first in Shanghai in terms of total communication and influence. With the theme “Shanghai Observer Shows You Around CIIE”, Shanghai employed an array of creative publicity means for comprehensive coverage, and effectively promoted Shanghai Observer APP. From July to November, four metro trains with promotional materials of Jiefang Daily and Shanghai Observer found exposure to more than 9 million offline and more than 10 million online.</p> <p><b>Radio Shanghai</b> integrated high-quality resources to establish a special frequency for CIIE, “Dongguang News Radio · Jinbao FM”, and worked with Shanghai News Radio, AJIMIDE and Huaxiazi FM APP to launch the 8-hour CIIE live program “New Era, Shared Future”, and release rolling news on CIIE in real time with “picture, text, audio and video” all-in-one and H5 new media form from multiple angles and dimensions.</p>	<p>Exclusive”, “Fifteen Host Countries of Honor of CIIE”, “CIIE in 70 Seconds” of <b>Wenhui Daily</b>, “CIIE Observation” of <b>Laodong Daily</b>, “A Final Sprint of CIIE” of <b>Youth Daily</b>, and “CIIE in 30 Seconds” of <b>kankanews.com</b> were compelling reports close to people’s actual life.</p> <p><b>Xinmin Evening News</b> attached the four-leaf clover shaped QR code on the special issue every day, which is “a code for a ‘visual’ world” on CIIE highlights by Xinmin Evening News <b>Jiefang Daily</b> launched special pictorial pages in the four special issues during the CIIE to bring readers a vivid picture of the expo.</p> <p>On the opening day of the 2<sup>nd</sup> CIIE, <b>SMG Media Convergence Center</b> launched a 14.5-hour long “New Era, Shared Future -- Live Special Report on the 2<sup>nd</sup> CIIE”, and 2-2.5 hours of live TV and more than 3 hours of online live broadcast every day in the following days to describe the grand event in a panoramic way. The live broadcast was sent</p>
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			to <a href="http://toutiao.com">toutiao.com</a> , iQiyi, Sina News, NetEase News, Tencent News, Baidu, Weibo, <a href="http://yidianzixun.com">yidianzixun.com</a> , news.ifeng.com, Kuaishou and other platforms, and made special and single post recommendations on Sina News, news.ifeng.com, <a href="http://yidianzixun.com">yidianzixun.com</a> , <a href="http://qutoutiao">qutoutiao</a> , and UC platforms. Moreover, various technologies were used to present interaction of studio anchors with graphic and text posts on the display and “cutting-edge technologies” connecting virtual AR on and outside the display.
Media of other regions	On the opening day of CIIE, Jiangsu Broadcast Corporation (JSBC) released news for the first time on its Litchi News APP, “Jiangsu News” Weibo, WeChat official account and other new media platforms, “@All Jiangsu people: these measures announced by President Xi Jinping at CIIE are closely related to all of us!”; “A quick view of new and chic products at the 1 <sup>st</sup> CIIE”, “A large number of ‘Jiangsu elements’ exhibited at the CIIE”, and	Shaanxi Broadcast Corporation, Heilongjiang Broadcast TV Station, Jiangsu News Radio, Voice of Anhui, Yunnan News Radio, and so on, totaling <b>31 provincial and municipal level radio stations</b> attempted to break the regional restrictions of radio stations, and worked with AJIMIDE FM to jointly establish the “CIIE Alliance” and coordinated broadcast in the form of “aggregation+distribution”, greatly enlarging the communication volume of CIIE.	

	<p>other short videos were played more than 1 million times. CZTV APP of <b>Zhejiang TV</b> released 80 reports on CIIE, receiving 3.42 million pageviews.</p> <p>Chudian News APP of <b>Guangdong Radio and TV Station</b> released 287 reports, and its seven sub-columns, “V-Guan Video”, “CIIE Overview”, “Pavilion Highlights”, “Exhibitors”, “Guarantee Efforts”, “Global Focus”, and “Industrial Interpretation” got 6 million pageviews; it also launched 33 CIIE live broadcast programs, with total flow of 2 million.</p>	<p>The programs of <b>Radio The Greater Bay</b> of the CMG that aims to cover the Guangdong-Hong Kong-Macao Greater Bay Area, “Morning, Greater Bay”, “Greater Bay Express”, and “Greater Bay Online”, and “Hello, CIIE”, released the “10-minute News” of the <b>Voice of Hong Kong</b> that serves audiences in Hong Kong with “text+audio report”.</p>
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## **(2) Evaluation of the 2<sup>nd</sup> CIIE integrated media communication**

According to the integrated media communication experience in the two editions of CIIE, the event has become an “exhibition platform” for the media to explore integrated communication and a “distribution center” of high-quality integrated media products. The survey of CIIE integrated media coverage shows that the mainstream media gave full play to their omnimedia platform advantages, earnestly fulfilled the requirements of being a whole-course, whole-staff, holographic and effective media to provide rich and timely reports and popular CIIE-related integrated media communication works. See the following for the exploration results of media in the integrated media communication of CIIE coverage:

### **1. “Four relationships” support media convergence to develop in depth and breadth**

On January 25, 2019, General Secretary Xi Jinping pointed out at the 12<sup>th</sup> collective study of the Political Bureau of the CPC Central Committee on the omnimedia era and media integrated development that to promote integrated media development, efforts should be made to properly handle the relationships between the traditional media and the emerging media, the central-level media and local media, mainstream media and commercial platforms, and mass media and professional media, and should not take one-size-fits-all approach. First, the media relied on web, clients, WeChat, Weibo and other platforms to realize multi-layer, multi-form and multi-channel communication and integration of the traditional media and emerging media in the image-text, short video, live broadcast, H5 page and other forms. Second, on setting CIIE publicity topics, technical support, content distribution and media resource sharing, the central-level media made top-level design and the local media realized integration in depth. Third, the mainstream media took advantage of the large number of users and heavy traffic of WeChat, Weibo, Tik Tok and other platform, promoted further communication relying on the value of contents, publicized the CIIE hot spots and highlights in an easy and innovative form. The secondary communication achieved good effect and realized integration of the platisher and content media. Fourth, with the dawning of the new media

era, the mass media, represented by Sina.com, sohu.com and Toutiao.com, made customer segmentation, encouraged growth of quality vertical communication authors of CIIE related messages, and integrated operation of groups with similar interests and requirements to realize transformation from mass media to professional media.

## **2. Content system supports integrated media content production and communication**

Content is the foundation and lifeblood of media communication. Media across the country have formed a four-level structure of original content creation, operation, risk control, and aggregation in the process of CIIE integrated media communication. As for the integrated media communication of CIIE, the media mainly created high-quality contents such as opinion, comments, in-depth investigations and authoritative interpretations that artificial intelligence, social platforms and fragmented information cannot replace in a short time; in terms of operations, the mainstream media helped the CIIE Bureau create diverse communication matrix accounts. In terms of risk control, the integrated media accounts did their best to control content risk to avoid major risks from triggering sensitive public opinions during the event. In terms of aggregation and distribution, big data and artificial intelligence technologies were used to achieve accurate distribution of relevant data.

## **3. Technology empowerment drives long-term development of integrated communication**

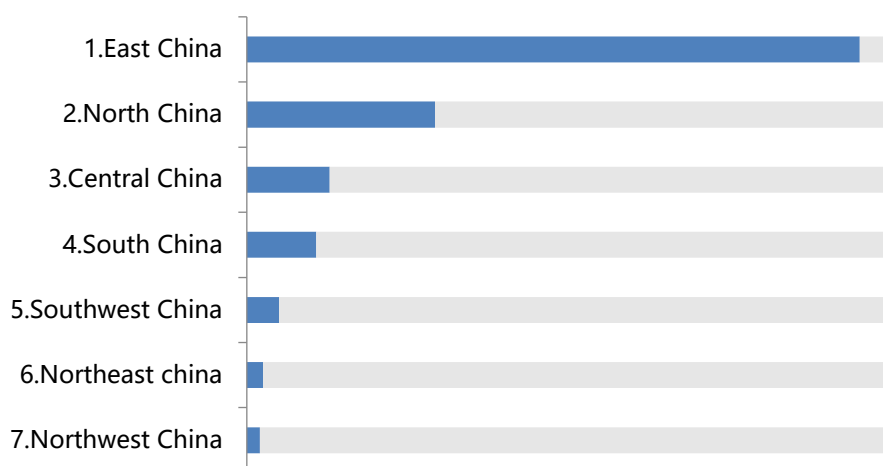
In the process of reporting CIIE, major media vigorously implemented the "mobile first" strategy, and constantly strengthened the layout and expansion in cutting-edge technology areas such as big data, AI, VR, 5G and blockchain. They applied AI technology to provide media agencies and content creators with tools such as intelligent media engines, voice transliteration, data cube and video search, realizing intelligent writing, recommendation and distribution. Such efforts improved content production and distribution efficiency, formed a diversified product system and diverse technology platforms, reshaped the news production system of the expo, and created a new industry ecology.

## Part IV: Domestic audience profiling

### (1) Profiling by area: Yangtze River Delta sees highest attention

According to Baidu Index Public Data Platform, audiences in East China paid the highest attention to news about the 2<sup>nd</sup> CIIE. They are followed by audiences in North, Central, South, Southwest, Northeast and Northwest China. Compared to the 1<sup>st</sup> CIIE, the rankings are basically similar, except for a marked increase of attention in East, North, Central and South China.

**Fig.11 Rankings of attention by area**

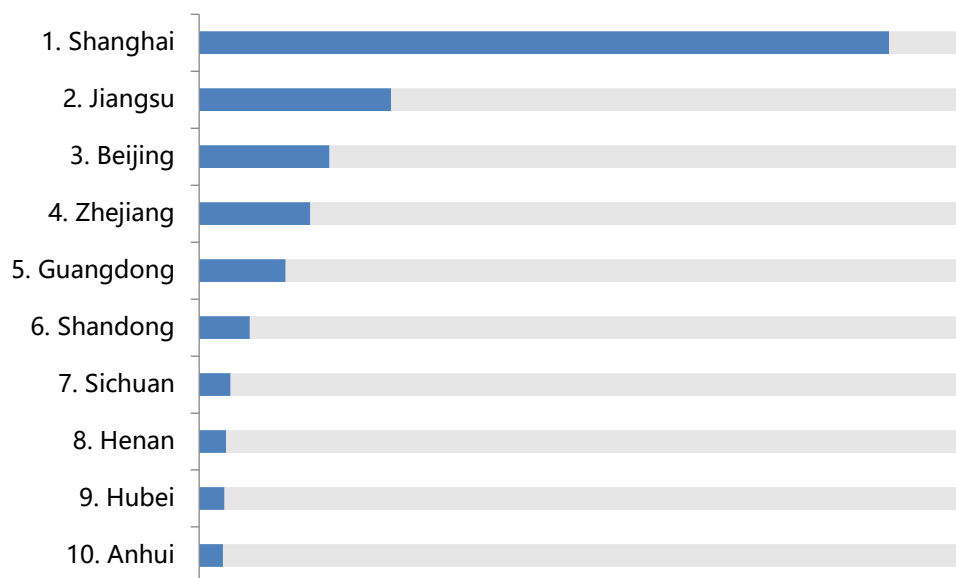


(\* Source: Baidu Index Public Data Platform; data from January 1 to November 30, 2019)

Statistics by provincial-level regions show that, Shanghai, the host city of the CIIE, saw the highest attention by media audiences, followed by Jiangsu province and Beijing. Zhejiang, Guangdong, Shandong, Sichuan, Henan, Hubei and Anhui ranked fourth to tenth.



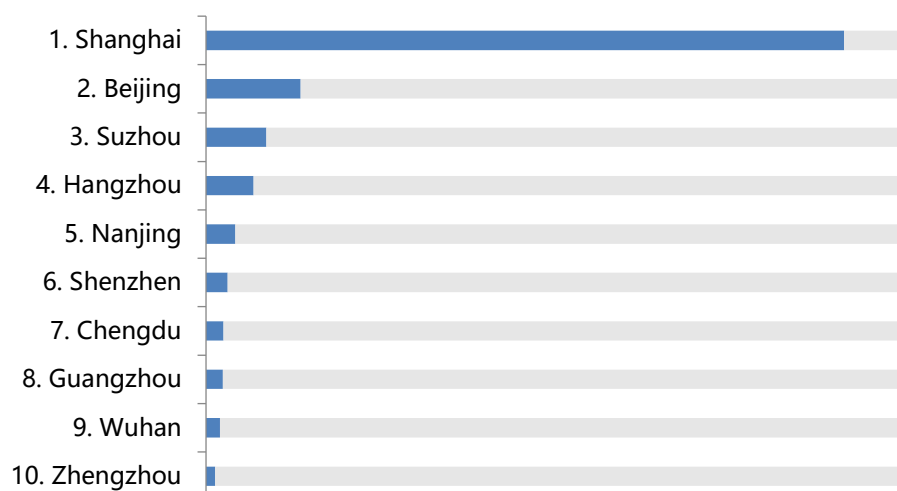
**Fig.12 Rankings of attention by provincial-level regions**



(\*Source: Baidu Index Public Data Platform; data from January 1 to November 30, 2019)

Statistics by cities show that Shanghai ranked first, with an audience attention far higher than in other cities. Beijing ranked second, and Suzhou third. Hangzhou, Nanjing, Shenzhen, Chengdu, Guangzhou, Wuhan and Zhengzhou took the fourth to tenth places.

**Fig.13 Rankings of attention by cities**

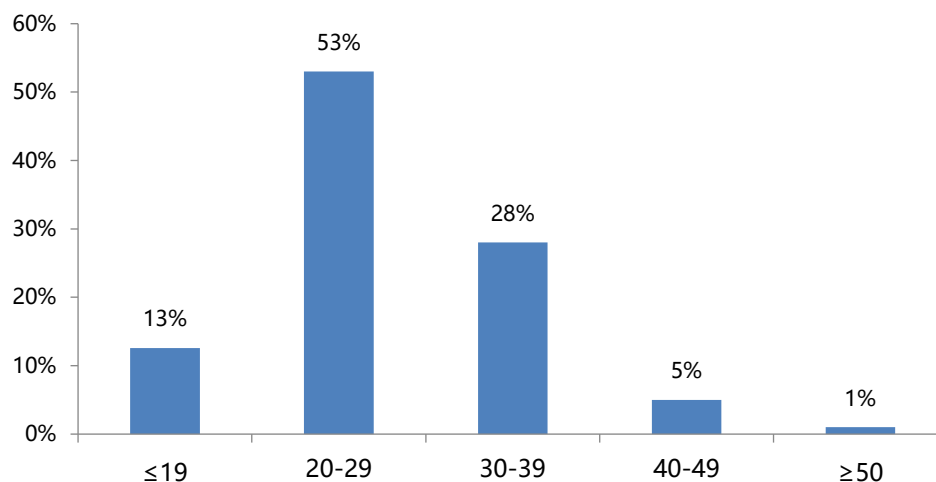


(\*Source: Baidu Index Public Data Platform; data from January 1 to November 30, 2019)

## **(2) Profiling by age: tending toward younger groups**

People aged between 20 to 29 paid the highest attention to news about the 2<sup>nd</sup> CIIE, followed by those aged 30 to 39 and those aged below 19. People aged above 40 showed less attention to news about the 2<sup>nd</sup> CIIE. This indicates that younger groups were more interested in the event.

**Fig.14 Percentage of audiences of different ages**

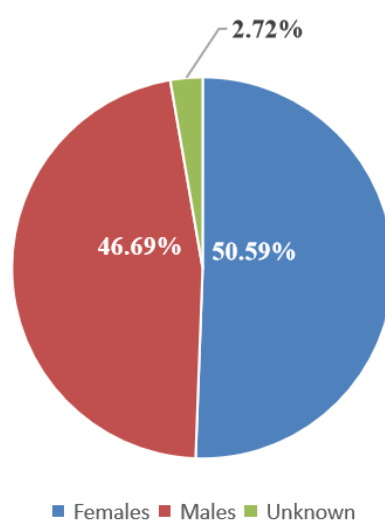


(\*Source: Baidu Index Public Data Platform; data from January 1 to November 30, 2019)

## **(3) Profiling by gender: more males in early stages and more females later**

Females paid more attention to news about the 2<sup>nd</sup> CIIE than males. According to data from January to November 2019, 50.59% of the readers and viewers of news about the 2<sup>nd</sup> CIIE were females, while 46.69% were males and 2.72% unknown.

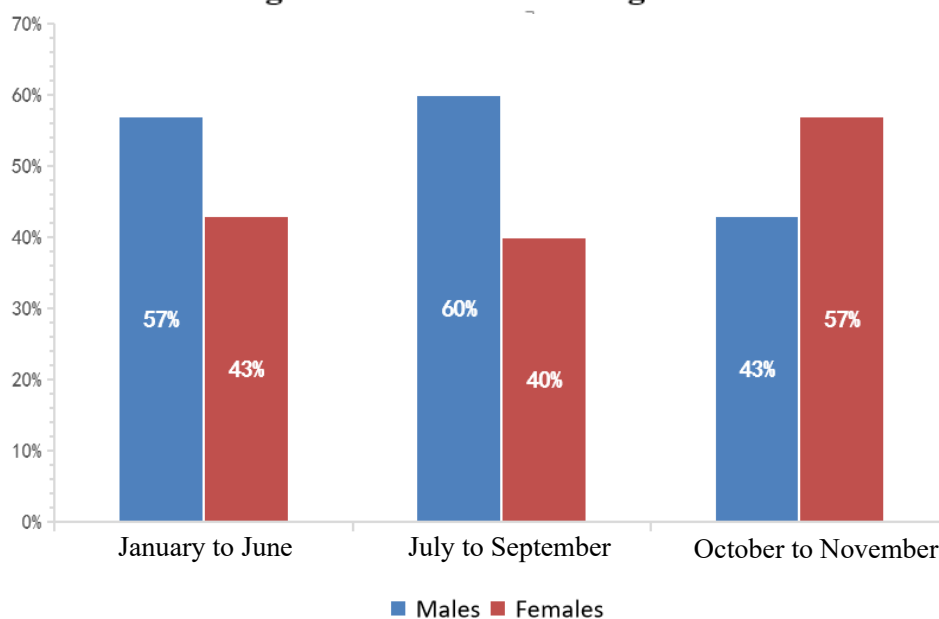
**Fig.15 Percentage of audiences of different genders**



(\*Source: Zhongyun Big Data; data from January 1 to November 30, 2019)

From January to September, males paid more attention to news about the 2<sup>nd</sup> CIIE than females, and the percentage of male audiences kept rising; from October to November, as the opening of the 2<sup>nd</sup> CIIE approached, the percentage of female audiences increased sharply and finally surpassed that of male audiences.

**Fig.16 TOP10 Percentage of audiences of different genders in different stages**

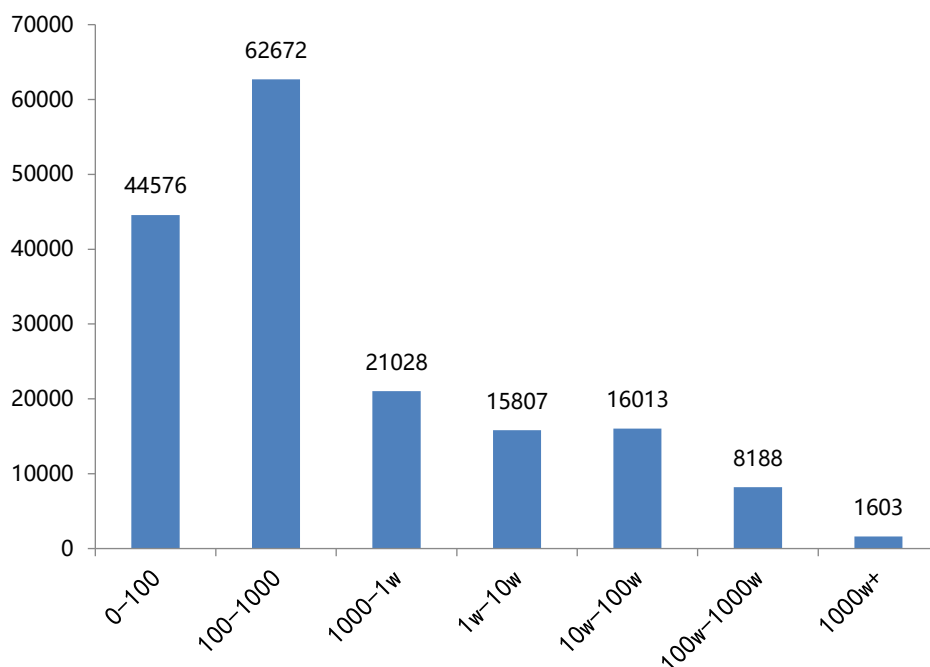


(\*Source: Zhongyun Big Data; data from January 1 to November 30, 2019)

#### **(4) Profiling by social media software users: individuals actively repost official information released by media**

Micro-bloggers with 100 to 1,000 followers on the Weibo platform posted 62,672 messages about the 2<sup>nd</sup> CIIE, ranking first among all micro-bloggers who shared information about the event. Statistics and analysis show that most of these micro-bloggers were individuals and most of their posts were sourced from official information released by media.

**Fig.17 Posts of micro-bolggers with different followings**



(\*Source: Zhongyun Big Data; data from January 1 to November 30, 2019)

To sum up, the spread of news about the 2<sup>nd</sup> CIIE enabled more people to know about the event and partake in the associated publicity activities. The media promotion for the event led to a fission-style publicity that enabled the public to gain a better understanding of the event. Meanwhile, the enthusiasm and positive attitude of Chinese netizens reflect the success of the 2<sup>nd</sup> CIIE in fostering a harmonious and rational environment for online sharing of public opinion.

## **(5) Hot words online: netizens praise CIIE for its role in spreading positivity and main trends**

Topics about CIIE attracted great attention on the Weibo platform since early 2019. The top 10 hot words from netizens include: “Go, China”; “Great expectations for the 2<sup>nd</sup> CIIE”; “Win-win cooperation”, “The words of approachable President Xi”; “You should all come and see”; “Stunning”; “A future full of hope”; “Eye-opener”; “Drive the shopping truck into the CIIE”; “Anticipating the next edition of CIIE”.



### **1. “Go, China”**

An important move by China to showcase the country’s determination to open up to the world under increasing China-US trade friction, the 2<sup>nd</sup> CIIE received high acclaim from netizens. Many people posted their good wishes on their Weibo accounts, hoping the country will grow “stronger and stronger”.

#### **Quotes from netizens:**

@顾名思义-1010: Amazing China!

@我就是离小线的纽扣: Super stunning! Go, China!

@wh 海洋之心: I’m Chinese, and I’m so proud!

### **2. “Great expectations for the 2<sup>nd</sup> CIIE”**

A string of publicity activities for the 2<sup>nd</sup> CIIE increased the netizens’ anticipation

for the event.

**Quotes from netizens:**

@芷紫力量: Great expectations for the CIIE. A science and technology giant!

@靳怱怱: Look forward to it! Welcome global friends!

@浅挚\_5: Only China can hold such a grand event! Expecting!

**3. “Win-win cooperation”**

Netizens gave thumbs-up to the country’s attitude toward opening-up.

**Quotes from netizens:**

@郑州市一个好市民: CIIE is for exchange and win-win cooperation worldwide!

@Wanzg 七彩虹: China is setting the stage for a chorus of the world! Interconnectivity leads to mutual development!

@尼奇窝窝: Open and embrace the world, and the world will embrace you.

**4. “The words of approachable President Xi”**

Chinese President Xi Jinping’s keynote speech at the opening ceremony of the 2<sup>nd</sup> CIIE sparked animated discussions online. Netizens thought that the metaphors Xi used in his speech, such as “great rivers”, “to tear down walls, not to erect walls”, “to join hands with each other instead of letting go of each other’s hands” and “work together to make the pie of the global market even bigger” were very impressive.

**Quotes from netizens:**

@沈妍 ing: What an approachable president! Welcome to China, guests from around the world!

@玲玲振玉: An amazing speech! Nothing can stop the trend of history!

@华子敬言: China will do well<sup>47</sup> only when the world does well, and vice versa.

## 5. “You should all come and see”

President Xi said in his speech at the opening ceremony of the 2<sup>nd</sup> CIIE that “the Chinese market is such a big one that you should all come and see what it offers”. That struck a chord among netizens and soon went viral online.

### Quotes from netizens:

@随意绾青丝: You should all come and see.

@天天瞎掰: Welcome to China!

@矜持小女孩儿: Welcome to the big and wonderful China.

## 6. “Stunning”

The official promotional video on the 2<sup>nd</sup> CIIE was released on October 26, receiving praise from netizens who used such words as “stunning” and “inspiring”.

### Quotes from netizens:

@Leo 伦 5: Very inspiring! Go, China!

@林森林茂: Gorgeous! A chorus of the world! For Interconnectivity!

## 7. “A future full of hope”

The CIIE embracing “opening-up”, “innovation”, “cooperation” and “win-win results” has increased the Chinese people’s hope and expectations for the future.

### Quotes from netizens:

@芝士榴莲奶盖: An opening-up China will have a good future!

@越来越 chong 颖: A beautiful life can be expected!!!

@文明开封农业农村局: Opening-up and cooperation will make people’s expectations for a beautiful life come true.

## 8. “Eye-opener”

On display at the CIIE were many first-in-class and best-in-class products. Many “cutting-edge tech” products were described by netizens as “eye-openers”.

### Quotes from netizens:

@刚追星的小萌新: The pavilion is just an epitome of the world.

@糖芯\_Sweet: Amazing! Technology is changing life!

@申正焕: Cool! I’ve never seen that.

## 9. “Drive the shopping truck into the CIIE”

During the CIIE, CCTV initiated a Weibo hashtag #China drives the shopping truck into the CIIE#, eliciting positive response from netizens. Many posted online that “drive the shopping truck into the CIIE and buy this and that to create a more beautiful future for us and the world”.

### Quotes from netizens:

@颜庾恒: My country, we should fill our shopping truck to the full!

@欧气满满崽: Be strong, my country, develop with the world!

@顾名思义-1010: China will strive together with other countries for a wonderful future of the world.

## 10. “Anticipating the next edition of CIIE”

Following the conclusion of the 2<sup>nd</sup> CIIE, many netizens began to anticipate for the third edition, hoping to see greater breakthroughs at the new edition.

### Quotes from netizens:

@孙继文在新疆: Wait and see, the 3<sup>rd</sup> CIIE.

@祥康驿站: Hope the turnover next year will exceed US\$100 billion!

@起个名字是真的难 yo: Waiting for 3<sup>rd</sup> CIIE.



## Part V: The influence of topics

This part demonstrates the effect and outcomes of the publicity efforts before and during the 2<sup>nd</sup> CIIE based on an evaluation of hot topics in four stages<sup>4</sup> and the communication influence index calculated on basis of that.

### (1) TOP 10 topics in preparation and promotion stage

The preparation and promotion stage lasted from January 1 to May 29. Statistics and analysis of news reports about the CIIE during this period show that, the Top 10 topics include: “CIIE Mentioned Twice in Chinese Government’s 2019 Work Report”; “Xi Jinping Mentions CIIE in His Speech at the Second Belt and Road Forum for International Cooperation”; “The 2<sup>nd</sup> CIIE Will Overtake the 1<sup>st</sup> Edition in Multiple Aspects”, etc.

Specifically, Figure 18 below shows the influence of the topics:

**Fig.18 TOP10 topics in preparation and promotion stages**



(\*Source: Zhongyun Big Data; Data from January 1 to May 29)

<sup>4</sup> The four stages were divided in accordance with “Section 2: Communication trends by stage” in Part 2 in this report. See P10.

The figure above shows that topics on CIIE at the “Two Sessions” held in 2019 and Xi’s mentioning of CIIE in his speeches, articles and trips demonstrate the highest communication influence indices, followed by the topics about characteristics and eye-catchers at the 2<sup>nd</sup> CIIE compared with the 1<sup>st</sup> edition and related promotion activities.

Specifically, the communication influence index for “CIIE Mentioned Twice in Chinese Government’s 2019 Work Report” was 30.54, ranking first on the list. Chinese Premier Li Keqiang mentioned CIIE twice in his work report at the Second Session of the 13<sup>th</sup> National People’s Congress on March 5, the opening day of the event. He said “the first China International Import Expo was a success” in a review of work in 2018, and urged to “ensure success of the 2<sup>nd</sup> CIIE” when outlining the tasks in 2019. The media picked up the points from the government work report and made a vast number of reports in newspapers, Internet, user terminals, social media and multimedia displays, along with detailed interpretations. The reports were read and spread by lots of people.

The next topic was “Xi Jinping Mentions CIIE in His Speech at the Second Belt and Road Forum for International Cooperation”. President Xi delivered a keynote speech at the event on April 26. He underlined that “China will host the 2<sup>nd</sup> CIIE in 2019 to provide a wider platform for all parties to enter Chinese market”. People’s Daily, Xinhua News Agency, CCTV, China.com.cn, CRI Online and other media at central level widely reported on that and published the full text of Xi’s speech. The reports were then run by many local media, commercial websites and information platforms. Besides, “Xi Jinping Mentions CIIE in His Article Published by Italian Media” was among the Top 10 topics, ranking sixth with a communication influence index of 10.74.

In addition to mentioning CIIE in his speeches and articles, when visiting other countries, Xi invited them to send delegations to the 2<sup>nd</sup> CIIE, and received a positive response. In his first trip in 2019, Xi visited Italy, Monaco and France, and Italy and France confirmed participation at the 2<sup>nd</sup> CIIE as guest countries of honor. That gained great media attention. The figure above shows the topic “Italy and France Confirm Attendance at the 2<sup>nd</sup> CIIE as Guest Countries of Honor” ranked seventh.

“The 2<sup>nd</sup> CIIE Will Overtake the 1<sup>st</sup> Edition in Multiple Aspects” came third. The report contained such information as: “The overall exhibition area of the 2<sup>nd</sup> CIIE will

exceed that of the 1<sup>st</sup> edition; the number of Fortune 500 and industry-leading enterprises will exceed that at the 1<sup>st</sup> edition; the grade and size of Hongqiao forum is expected to surpass that of the 1<sup>st</sup> edition; special pavilion for upscale consumer goods will be added this year; supporting policies and measures for the 2<sup>nd</sup> CIIE upgraded...” Showcasing the 2<sup>nd</sup> CIIE’s new highlights and breakthroughs, the report caught great media attention.

At the “Two Sessions” in 2019, many NPC deputies and CPPCC members offered their opinions and suggestions on the significance of CIIE, outcomes of the 1<sup>st</sup> edition of CIIE and ways of ensuring the success of the second edition, attracting attendees and expanding the program’s spillover effect. The media devoted large space to this so that “CIIE Becomes a Hot Topic at the Two Sessions 2019” was in fourth place with an communication influence index of 13.61.

The news “Chinese Ministry of Commerce Introduces CIIE at NPC Press Conference” became a focus of media during the “Two Sessions”. It ranked eighth among the Top 10 topics during the preparation and promotion stage. Specifically, the press conference was broadcast live on TV so that information about CIIE was transmitted to the audience immediately. The media paid great attention to the CIIE at the press conference and reported extensively on it during and after the event, providing more details, such as: “The exhibition area is expected to reach 330,000 square meters; lots of booths have been booked; the 2<sup>nd</sup> Hongqiao International Economic Forum will be held during the event...” Statistics show 2,200 media reports on the press conference and the CIIE during the target period, covering authoritative details about CIIE revealed at the press conference and showing good effect in promoting the CIIE.

During the promotion stage, a series of events were held in different countries and regions, and many media organizations followed the promotion tour. The communication influence index of “Promotion Tour on the 2<sup>nd</sup> CIIE Underway across the Globe” was 12.51, ranking fifth. The promotion in Milan, the first event of its kind in 2019, attracted much attention. There were several reports about it: “Italian exhibition organizer books 2,000 square meters of exhibition zone for Italian exhibitors”, “Italy-China Chamber of Commerce General Secretary highly appreciates opportunities brought by 1<sup>st</sup> CIIE to

Italian SMEs”, etc. The reports validated the outcomes of the publicity efforts for the 2<sup>nd</sup> CIIE. Additionally, the promotion events in Paris, Moscow and Spain also attracted great attention. The reports in major media on onsite agreement signing, attendees’ praise for the CIIE and business opportunities that the CIIE could provide helped make CIIE more attractive worldwide.

In the ninth and tenth places were “CIIE Becomes a Hot Topic in Survey Tour on High-quality Development to Shanghai” and “The 2<sup>nd</sup> CIIE Enters 200-day Countdown”. From April 10 to 12, a media contingent sent by the Publicity Department of the CPC Central Committee visited Shanghai for a survey of local organizations and enterprises’ efforts in promoting high-quality development. During the survey, the CIIE became a “window” that the media contingent could look through at Shanghai’s achievements in pursuing high-quality development. The topics on the survey tour and the CIIE were closely related to each other, with the same resonance for the public, and therefore showed good effect in promoting the CIIE.

The “200-day countdown” was a milestone in the preparations for the 2<sup>nd</sup> CIIE. The communication influence index of the topic “The 2<sup>nd</sup> CIIE Enters 200-day Countdown” was 7.92. Many media organizations covered important details released at the news briefing on the “200-day countdown” of the 2<sup>nd</sup> CIIE, including the latest progress, business promotion activities and optimized measures designed to ensure the success of the event. The “First List of Exhibitors” and the news that “country exhibition is expected to last longer” caught special attention.

## **(2) Top 10 topics in business invitation stage**

The business invitation stage lasted from May 30 to September 11. Statistics and analysis of news reports about the CIIE during this period show that, the Top 10 topics include: “The 2<sup>nd</sup> CIIE Enters 100-day Countdown”; “Xi Jinping Mentions CIIE in His Speech at G20 Summit”; “Supply-Demand Matching Events Held ahead of 2<sup>nd</sup> CIIE”, etc.

Specifically, Figure 19 below shows the influence of the topics:

**Fig.19 TOP10 topics in business invitation stage**



(\* Source: Zhongyun Big Data; Data from May 30 to September 11)

Figure 19 above shows the topics with the highest communication influence index were those about Chinese President Xi Jinping’s mentioning of CIIE in his speeches at important events, his articles and overseas media interviews, and events just ahead of the expo, such as the 150-day and 100-day countdown, the roadshows and business matching events. Besides, the report about “Full 5G Network Coverage”, one of the highlights at the 2<sup>nd</sup> CIIE, became one of the hottest topics.

Specially, half of the Top 10 topics were about Xi’s introductions to CIIE at international events. Below are details about the events (in chronological order):

On June 4, Xi said in a joint interview with Russian News Agency TASS and Rossiyskaya Gazeta: “Concerning economic and trade cooperation at the local level, the two countries should take full advantage of the opportunities during 2018 and 2019, the years of China-Russia local cooperation and exchange, and make full use of the China International Import Expo and other economic and trade cooperation platforms and the

Northeast China-Far East and Yangtze-Volga local cooperation platforms to strengthen the ties between the two countries and stably push forward pragmatic cooperation in business, trade and investment.”

On June 11, an article by Xi was published by Kyrgyz media, in which he wrote: “China welcomes the active participation of Kyrgyz companies in the China International Import Expo and stands ready to buy more quality agricultural produce from Kyrgyzstan.”

On June 14, Xi delivered a speech at the 19<sup>th</sup> Meeting of the Council of the Heads of State (CHS) of the Shanghai Cooperation Organisation (SCO), proposing to “make good use of such cooperation and sharing platforms as the China International Import Expo for further opening-up, convergence and integration of regional economy”.

On June 15, Xi addressed the fifth summit of the Conference on Interaction and Confidence Building Measures in Asia (CICA), mentioning that “China will host the 2<sup>nd</sup> China International Import Expo in 2019, and will strive to create more convenient conditions for more parties to enter Chinese market.” On June 28, Xi spoke at the 14<sup>th</sup> G20 summit, where he said: “China will further bring down its overall tariff level, strive to remove non-tariff trade barriers, and slash institutional costs in imports,” adding that “China will make the 2<sup>nd</sup> China International Import Expo a success”.

The communication influence indices of the above-mentioned topics including “Xi Jinping Mentions CIIE in Russian Media Interview”, “Xi Jinping Mentions CIIE in His Article Published by Kyrgyz Media”, “Xi Jinping Mentions CIIE in His Speech at SCO Summit”, “Xi Jinping Mentions CIIE in His Speech at 5<sup>th</sup> CICA Summit”, “Xi Jinping Mentions CIIE in His Speech at G20 Summit” were 7.81, 7.23, 10.66, 10.22 and 13.93. The topics ranked high not only because of President Xi’s speeches and articles, but also because the mainstream media had follow-up reports and expounded on the speeches and articles. The topics received enthusiastic and positive response from the international community and people from all walks of life, which helped expand CIIE’s popularity among the public.

The news about the 150-day and 100-day countdowns ranked among the Top 10 topics because the countdowns marked the start of new phases in the preparations for the

2<sup>nd</sup> CIIE. Information about the progress of the program and the host city's guarantee measures were released during this period and attracted continuous media attention. Specifically, the 150-day countdown started on June 8 and information such as "The number of Fortune 500 and industry-leading enterprises and their exhibition area will exceed that at the 1<sup>st</sup> edition" and "More than 1,000 overseas enterprises will join the CIIE for the first time" caught extensive media attention. Media said CIIE's influence is expanding worldwide and it has become a consensus of many enterprises across the world to "go China". Concurrently, media organizations in Shanghai reported that local authorities were following a well-designed schedule to fulfill their tasks to ensure success of the event. Thanks to diverse media reports, the communication influence index of "The 2<sup>nd</sup> CIIE Enters 150-day Countdown" reached 7.03, ranking ninth on the list.

The 2<sup>nd</sup> CIIE entered the 100-day countdown on July 27, and a series of events were held in Beijing and Shanghai. The State Council Information Office of China convened a news briefing on July 26, and the China International Import Expo Bureau organized such events as the "Promotion on Policies and First-class Services for CIIE", "Joint Media Interview" and "Special Postcard Released 100 Days before Opening of 2<sup>nd</sup> CIIE". The events generated many media reports. The reports focused on the progress of the preparations for the 2<sup>nd</sup> CIIE, and highlighted measures designed to host a better CIIE. This period saw a list of on- and off-line publicity events which offered the media and the public opportunities to know better about the upcoming CIIE. The communication influence index of "The 2<sup>nd</sup> CIIE Enters 100-day Countdown" was 15.98, ranking first among the Top 10 topics.

The news at third place was "Supply-Demand Matching Events Held ahead of 2<sup>nd</sup> CIIE", with a communication influence index of 11.18. The supply-demand matching events were designed to promote outcomes of the 2<sup>nd</sup> CIIE. From June to August, the events attracted over 800 exhibitors and purchasers from all fields covered by the 2<sup>nd</sup> CIIE to negotiate about potential cooperation. The media reported on the onsite conditions and the feedback of exhibitors and purchasers, and praised the effect of the events in facilitating trade at the 2<sup>nd</sup> CIIE. The media also shared their insights on the characteristics

and eye-catchers of the events and predicted the outcomes that could be expected at different pavilions at the 2<sup>nd</sup> CIIE. For example, a report on an equipment supply-demand matching event on August 8 underlined such information as “cutting-edge tech” and “launch of new tech products in China”, while a report on an auto supply-demand matching event on August 30 laid emphasis on “5G and automatic driving” and “first outdoor experience zone at CIIE”.

For the 2<sup>nd</sup> CIIE, a series of roadshows were held across the country for business invitation. Such roadshows were held in cities in East, Central and West China to help local SMEs and private businesses know better about the CIIE. The innovative publicity mode attracted huge media attention and was covered in a string of media reports. The communication influence index of “The 2<sup>nd</sup> CIIE Roadshows Take Place across the Country” was 10.58, ranking fifth among the Top 10 topics. On May 30, the 2<sup>nd</sup> CIIE Roadshow themed “Focus on Business Invitation to Light Up CIIE” was held at the Bund, Shanghai, signifying that preparations for the 2<sup>nd</sup> CIIE had transited from the promotion stage to the business invitation stage. Many media organizations reported on that, laying a good foundation for the following roadshows. The media reports reflected that roadshows in different cities targeted different purchasers. For example, the roadshow held in Nanning targeted purchasers of food products and agricultural produce, while the one in Jinan targeted purchasers of food products, agricultural produces and equipment. Generally, the target groups of the roadshows became a focus of the media.

The 10<sup>th</sup>-place topic was “Full 5G Network Coverage can be Expected at the 2<sup>nd</sup> CIIE”, with a communication influence index of 6.80. The Ministry of Industry and Information Technology of China issued 5G licenses to China Telecom, China Mobile, China Unicom, and China Broadcasting Network on June 6. Since then, the application of 5G technology was a hot topic among the public. Therefore, the 5G network construction project at the National Exhibition and Convention Center (Shanghai), the venue for the CIIE, was highly anticipated. In mid-July, many media organizations reported on the progress of the project, revealing that “Full 5G Network Coverage can be Expected at the 2<sup>nd</sup> CIIE” and deeming that the application of 5G technology would be



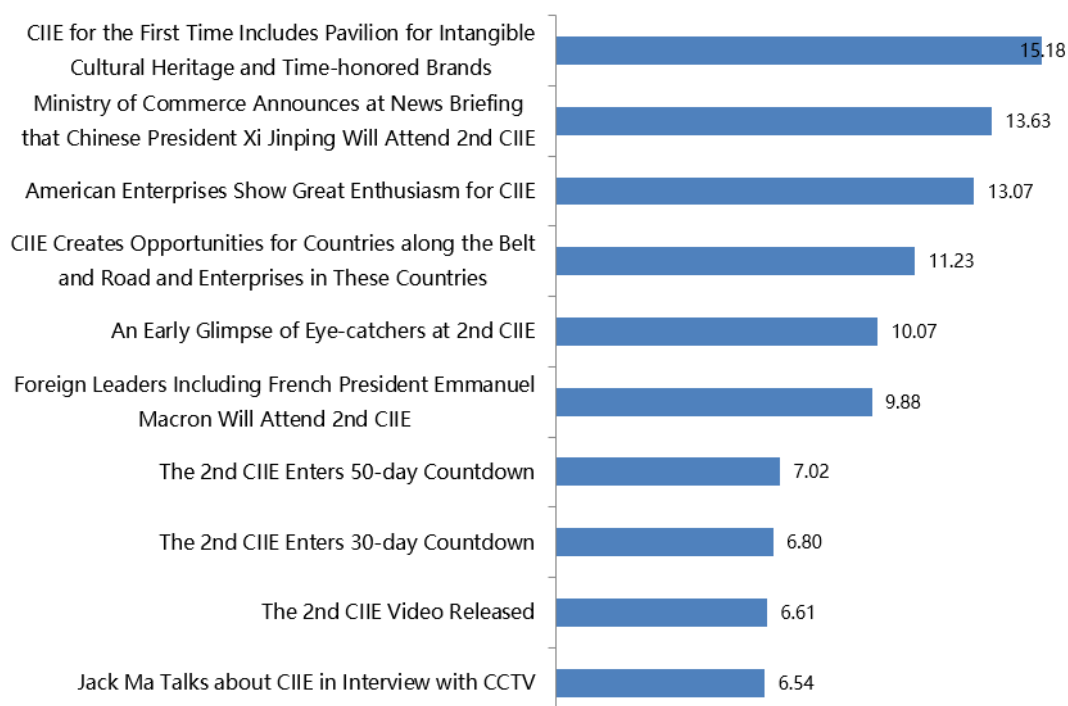
one of the highlights at the 2<sup>nd</sup> CIIE. The reports said that compared with the pilot application of 5G technology at the first edition, the application of 5G network at the 2<sup>nd</sup> edition would boast full coverage and all-around penetration. That led to great expectations among the public.

### (3) Top 10 topics in move-in and sprint stage

The move-in and sprint stage lasted from September 12 to November 3. Statistics and analysis of news reports about the CIIE during this period show that, the Top 10 topics include: “CIIE for the First Time Includes Pavilion for Intangible Cultural Heritage and Time-honored Brands”; “Ministry of Commerce Announces at News Briefing that Chinese President Xi Jinping Will Attend 2<sup>nd</sup> CIIE”; “American Enterprises Show Great Enthusiasm for CIIE”, etc.

Specifically, Figure 20 below shows the influence of the topics:

**Fig.20 TOP10 topics in move-in and sprint stages**



(\*Source: Zhongyun Big Data; Data from September 12 to November 3)

With the approach of the 2<sup>nd</sup> CIIE, more topics related to the event emerged. Varying in content, they reflected the media’s zest for any clues about the event, and made the event more anticipated.

The first-place winner was “CIIE for the First Time Includes Pavilion for Intangible Cultural Heritage and Time-honored Brands”, with a communication influence index of 15.18. On September 25, many media organizations reported the news, with details about the pavilion’s area, design and exhibits to be on display. Later reports about eye-catchers at the 2<sup>nd</sup> CIIE and media tours around the exhibition venue also devoted large space to the pavilion for intangible cultural heritage and time-honored brands. Besides, media reports from different provinces and cities underlined local intangible cultural heritage items and time-honored brands to be showcased at the 2<sup>nd</sup> CIIE. The media believed that the exhibition of intangible cultural heritage items and time-honored brands at the event could help exhibitors and visitors at the event acquire a better understanding of China and would deeply impress them. They said the 2<sup>nd</sup> CIIE would not only facilitate global trade, but also introduce Chinese culture to the world.

The communication influence indices of “Ministry of Commerce Announces at News Briefing that Chinese President Xi Jinping Will Attend 2<sup>nd</sup> CIIE” and “Foreign Leaders Including French President Emmanuel Macron Will Attend 2<sup>nd</sup> CIIE” were 13.63 and 9.88, ranking second and sixth on the list. The reports said Chinese President Xi Jinping would attend the 2<sup>nd</sup> CIIE cum Hongqiao International Economic Forum Opening Ceremony and related events and deliver keynote speeches on November 5, and French President Emmanuel Macron, Greek Prime Minister Constantine Mitsotakis, Jamaican Prime Minister Andrew Holness and Serbian Prime Minister Ana Brnabic would also be present at the opening ceremony and related events. The news was run across the media after it was released by Xinhua News Agency. It not only manifested the grade and influence of CIIE, but also increased the international community’s expectations for the event. Many delegations and exhibitors set to attend the 2<sup>nd</sup> CIIE expressed their expectations for the event: “Hope to find more Chinese partners at the CIIE”; “We are confident in the Chinese market and would like to work alongside Chinese partners for win-win development”. Many overseas experts and scholars reached a consensus that “China’s increasing commitment to and actions for opening-up are benefiting the whole world”.

Considering the China-US trade friction, the media paid close attention to American enterprises’ attitude toward the 2<sup>nd</sup> CIIE. Official data and interviews with enterprises’ executives showed that, despite the trade fraction, American enterprises showed great

enthusiasm for the event. The news that “American Enterprises Show Great Enthusiasm for CIIE” took third place on the list, with a communication influence index of 13.07. On October 29, Ren Hongbin, assistant minister of commerce and deputy director of the Office of CIIE Organizing Committee, disclosed that 192 American enterprises would attend the 2<sup>nd</sup> CIIE, up 18% over the previous year, and the total exhibition area of the enterprises would be 47,500 square meters, larger than that of exhibitors from other countries. The news following that included “Exhibition Area of American Exhibitors at 2<sup>nd</sup> CIIE Will be Larger than that of Exhibitors from Other Countries”, and “CIIE to Light ‘American Concepts’ and Exhibition Area of American Exhibitors at 2<sup>nd</sup> CIIE Will be Larger than that of Exhibitors from Other Countries”, etc. Related topics soon spread widely. The Weibo hashtag #Lots of American Enterprises to Attend 2<sup>nd</sup> CIIE # recorded 8.298 million views. American enterprises’ enthusiasm for the 2<sup>nd</sup> CIIE was a slap on the United States’ decision to decline to send senior representatives to attend the expo. As a mainstream media report said, the huge exhibition area of American enterprises at the event reflects that China-US cooperation is diverse and covers a wide range of fields, and enterprises in the two countries are eager to cooperate, and therefore deep economic integration between the two countries is an irreversible trend.

Countries along the Belt and Road and enterprises in these countries also attracted great attention. Over 1,000 enterprises from 58 countries along the Belt and Road attended the first edition of CIIE, accounting for 30% of the total number. Enterprises from these countries showed great enthusiasm for the 2<sup>nd</sup> CIIE. Statistics recorded 603 applications for delivering exhibits from overseas to Shanghai up to October 24, and one third of the exhibits came from countries along the Belt and Road. Exhibits from Italy, Turkey and other countries along the Belt and Road caught great media attention. The media reports focused on unique and diversified cultural characteristics of the exhibits, and manifested that the countries attach great importance to the CIIE and Chinese market. The communication influence index of “CIIE Creates Opportunities for Countries along the Belt and Road and Enterprises in These Countries” was 11.23, ranking fourth among the Top 10 topics.

With the approach of the 2<sup>nd</sup> CIIE, the eye-catchers and highlights at the event became a focus of media reports. The media devoted large space to provide some “spoilers” for the unique and extraordinary 2<sup>nd</sup> CIIE, trying to generate great anticipation among the public. Texts, pictures and short videos were used to give an early account of eye-catchers and highlights at the event, and portray the grandness of the event from the

perspectives of its scale, quality, innovation, grade and effect. The communication influence index of “An Early Glimpse of Eye-catchers at 2<sup>nd</sup> CIIE” was 10.07, ranking fifth on the list.

The 50-day and 30-day countdowns were also a focus of media reports. The media paid greater attention to the 2<sup>nd</sup> CIIE as it approached, covering the preparations from an all-around perspective. As the 50-day countdown started, Xinmin Evening News published a special report entitled “Make the 2<sup>nd</sup> CIIE a Greater Success”, while The Paper published a series of reports including “50-day Countdown of 2<sup>nd</sup> CIIE: 300 Derivatives to Impress You”. The reports gave a holistic picture of the preparations for the 2<sup>nd</sup> CIIE in aspects of security arrangements, traffic organization, urban management, catering and accommodation, administrative services and city appearance and environment. As the 30-day countdown started, Xinhua Daily Telegraph published a report entitled “Open China for a Global Feast: 2<sup>nd</sup> CIIE to Open One Month Later”. According to the report, the number of countries and regions involved in the event and the number of enterprises to attend would exceed that of the first edition, and new products and technologies released at the event were expected to be more than that at the 1<sup>st</sup> edition. CCTV Morning News and Live News aired a series of reports including “Countdown to 2<sup>nd</sup> CIIE: CIIE to Benefit Both Purchasers and Sellers” and “China Counting Down to 2<sup>nd</sup> CIIE: CIIE to Boost Domestic Industrial Upgrading”, which increased public expectations from different perspectives.

The promotional video on the 2<sup>nd</sup> CIIE released 10 days before the event attracted the attention of both the media and the public. The communication influence index of “The 2<sup>nd</sup> CIIE Video Released” was 6.61. According to the media reports, the 60-second video, featuring the image of a four-leaf clover throughout the clip, showcased the major influence and significance of CIIE in people’s life, business and national strategy. Netizens also gave positive response to the video. Up to November 30, 2019, the Weibo hashtag #The CIIE video is really exciting# recorded 6.745 million views, and many people posted online that they were proud of the 2<sup>nd</sup> CIIE and would like to support it.

Before the opening of the 2<sup>nd</sup> CIIE, Chinese business magnate Jack Ma shared his opinions on the CIIE, opening-up and trade in an interview with CCTV. CCTV News posted an article on its WeChat account on October 31: “Jack Ma Said in CCTV Interview: CIIE Wins China Respect of the World and Expanding Imports is a Sign of Stepping toward Prosperity”. The reports recorded 100,000-plus views, and run by lots of other media, showing good effect in secondary spread. The communication influence index of

“Jack Ma Talks about CIIE in Interview with CCTV” was 6.54, ranking tenth on the list.

#### (4) Top 10 topics during and after the 2<sup>nd</sup> CIIE

The 2<sup>nd</sup> CIIE was held in Shanghai from November 5 to 10. More than 4,300 Chinese and overseas media workers recorded the event, depicting a grand and vivid picture of the fast integration of China with the world for harmonious win-win development. Statistics and analysis of news reports about the CIIE during this period show that, the Top 10 topics include: “The 2<sup>nd</sup> CIIE Opens”, “Xi Jinping Attends the 2<sup>nd</sup> CIIE and Delivers Keynote Speech”, “The 2<sup>nd</sup> CIIE Delegations See Remarkable Outcomes in Trading”, “The 2<sup>nd</sup> Hongqiao International Economic Forum Held”, “Overseas Enterprises ‘Book’ Tickets to the 3<sup>rd</sup> CIIE”, “Pavilion for Intangible Cultural Heritage and Time-honored Brands at the 2<sup>nd</sup> CIIE Wins Favor of Visitors”, “US\$71.13-bln Intended Deals Reached at 2<sup>nd</sup> CIIE”, “CIIE Welcomes Global Guests and Benefit the Whole World”, “Double 11 Shopping Spree Seamlessly Meshes With CIIE”, “Chinese President Xi Jinping Mentions CIIE Repeatedly in His Trips to Greece and Brazil”.

Specifically, Figure 21 below shows the influence of the topics:

**Fig.21 TOP 10 topics during and after the 2<sup>nd</sup> CIIE**



(\*Source: Zhongyun Big Data; Data from November 4 to 15)

The communication influence indices of topics in this stage are obviously higher than

that in the other stages. “The 2<sup>nd</sup> CIIE Opens” ranked first, with an index of 51.37, the highest on the list of all the topics about CIIE in 2019. The 2<sup>nd</sup> CIIE opened at National Exhibition and Convention Center (Shanghai) on November 5, when Chinese President Xi Jinping attended the opening ceremony and delivered a keynote speech. The media paid close attention to the event and reported on it from an all-around perspective. Statistics show that more than 200 media organizations live-streamed the opening ceremony and made real-time reports through Internet platforms, user terminals, social media software and multimedia displays. In addition, the media published a large amount of articles about the highlights and grandness of the opening ceremony. Such reports as “Wind Rises East and Rivers Galloping: Sidelights about the 2<sup>nd</sup> CIIE Opening Ceremony” by Xinhua News Agency and “The Overseas Attendees at the 2<sup>nd</sup> CIIE Opening Ceremony: The 2<sup>nd</sup> CIIE through a Reporter’s Eyes” by Shanghai Observer were widespread, portraying a hospitable and exciting event.

“Xi Jinping Attends the 2<sup>nd</sup> CIIE and Delivers Keynote Speech” took second place on the list, with a communication influence index of 35.14. On November 5, Xi gave a speech entitled “Opening-up and Cooperation for a Shared Future” at the opening ceremony of the 2<sup>nd</sup> CIIE, generating a tremendous and lasting response at home and abroad. Many Chinese mainstream media published commentaries to expound on the significance, connotation and spiritual essence of Xi’s speech. New media platforms soon posted quotes from the sagacious state leader’s speech, including: “The Chinese market is such a big one that you should all come and see what it offers”; “China will open wider and wider in the future”; “Economic globalization represents the trend of history, and like the world’s great rivers...nothing can stop their mighty movement”. The posts soon went viral online, striking a chord among the public. The Weibo hashtag #Xi’s wise talk about opening-up and cooperation#” recorded 11.78 million views. Overseas mainstream media commented on Xi’s speech and China’s commitment to opening-up and cooperation, saying that China is taking substantial actions to safeguard multilateralism and the global free trade order, and showing great confidence in the huge potential and promising future of Chinese market.

Xi addressed the banquet held the night before the opening of the 2<sup>nd</sup> CIIE to welcome distinguished guests. He said the CIIE is designed to trade goods and services, exchange culture and ideas, welcome global guests, benefit the whole world and respond to the aspirations of people from various countries to live a better life, showing China's good faith for further opening up. "Welcome visitors from across the globe" and "benefit the whole world" were frequently quoted in media reports. The communication influence index of the topic "CIIE Welcomes Global Guests and Benefit the Whole World" was 19.46, ranking eighth on the list.

The 2<sup>nd</sup> Hongqiao International Economic Forum that opened concurrently also attracted great attention from the media. "The 2<sup>nd</sup> Hongqiao International Economic Forum Held" ranked fourth, with a communication influence index of 25.24. Compared with the first edition, the 2<sup>nd</sup> Hongqiao International Economic Forum featured enriched content, more far-sighted topics, more cooperation options and innovative operation mechanisms. Topics at the event covered a wider range of economic fields, and the number of sub-forums increased from four in the first edition to five. The brainstorming at the forum and the forum's significance in supporting economic globalization and maintaining multilateral trade and its close connections with the 2<sup>nd</sup> CIIE made the event a focus of media attention. "Hongqiao wisdom" frequently appeared in media reports.

In this stage, there were two topics about outcomes of the 2<sup>nd</sup> CIIE: "The 2<sup>nd</sup> CIIE Delegations See Remarkable Outcomes in Trading", and "US\$71.13-bln Intended Deals Reached at 2<sup>nd</sup> CIIE", ranking third and seventh among the Top 10 topics. The communication influence index of "The 2<sup>nd</sup> CIIE Delegations See Remarkable Outcomes in Trading" was 28.34. Media based in different provinces and cities reported on the provinces and cities' benefits from the 2<sup>nd</sup> CIIE, providing details about deals and projects at the event as well as information provided by local governments and enterprise representatives. The media extensively reported on the significance of the 2<sup>nd</sup> CIIE for local development from multiple perspectives, and vividly showed the achievements of local delegations.

The communication influence index of "US\$71.13-bln Intended Deals Reached at

2<sup>nd</sup> CIIE” was 21.52. The figure “US\$71.13 billion” frequently appeared in domestic and overseas media reports, providing clear evidence of the effect of the 2<sup>nd</sup> CIIE. The media reported that the 2<sup>nd</sup> CIIE made US\$71.13 billion of intended deals, a 23-percent increase from the previous expo, calling it “an eye-catching report”. The media explained that behind the figure was the super-large Chinese consumer market and the sustainability and vitality of the Chinese economy and, under the prevailing global economic circumstances, the CIIE was benefiting the whole world by firmly supporting economic globalization and multilateral trade and providing opportunities for international cooperation. In sixth place was the “Pavilion for Intangible Cultural Heritage and Time-honored Brands at the 2<sup>nd</sup> CIIE Wins Favor of Visitors”, with a communication influence index of 22.22. The pavilion for intangible culture heritage and time-honored brands attracted continuous attention during the expo. It was reported that 18 provincial-level regions held 140-plus exhibitions of intangible culture heritage items and time-honored brands, including Chongqing’s “World’s No.1 Hot Pot”, Shanghai’s woolen embroidery, Shaanxi’s dough and clay figurines and Weifang’s kites, all with distinctive local characteristics. Central and local media organizations generated a vast number of reports on the exhibitions, which helped expand the dissemination of traditional Chinese culture.

The 2<sup>nd</sup> CIIE concluded on November 10. However, the fruitful outcomes and spillover effect of the event and plans for the next edition were still hot topics among the public. Among the topics, “Overseas Enterprises ‘Book’ Tickets to the 3<sup>rd</sup> CIIE”, “Double 11 Shopping Spree Seamlessly Meshes with CIIE” and “Chinese President Xi Jinping Mentions CIIE Repeatedly in His Trips to Greece and Brazil” ranked fifth, ninth and tenth respectively.

Specifically, the communication influence index of “Overseas Enterprises ‘Book’ Tickets to the 3<sup>rd</sup> CIIE” was 22.57. Since the conclusion of the 2<sup>nd</sup> CIIE, the mainstream media published a series of reports mentioning overseas enterprises’ positive response and expectations for the 3<sup>rd</sup> CIIE. The reports show that many Fortune 500 enterprises from western developed countries and SMEs from developing countries that attended the CIIE for the first time showed keenness to join the next edition. This manifests the CIIE’s



attraction to global enterprises.

The communication influence index of “Double 11 Shopping Spree Seamlessly Meshes with CIIE” was 18.84, ranking ninth on the list. Both the Double 11 shopping festival and the CIIE indicate the strong vitality of the Chinese consumer market, and the former started just one day after the latter ended. Therefore, the connection between the two events became a focus of media. The reports said many overseas exhibitors that attended the CIIE were highly motivated to join China’s e-commerce platforms with the hope of enriching their marketing channels.

The communication influence index of “Chinese President Xi Jinping Mentions CIIE Repeatedly in His Trips to Greece and Brazil” was 12.69. From November 10 to 15, Chinese President Xi Jinping visited Greece and then attended the 11<sup>th</sup> BRICS Summit in Brasilia, capital of Brazil. It was Xi’s seventh state visit in 2019, and also a significant diplomatic trip to Europe, emerging markets and developing countries. In his trip, Xi met with Greek Prime Minister Constantine Mitsotakis, Brazilian President Jair Bolsonaro and Indian Prime Minister Narendra Modi, and frequently mentioned CIIE and its benefits for the three countries. This further expanded CIIE’s influence at home and abroad.

## **Part VI: Exhibition Influence**

China International Import Expo, the world's first large-scale national exhibition with imports as the theme, has attracted global attention since its inception. The first edition was among the top ten commercial exhibitions in the world, and was a major initiative in the history of international expos. The CIIE highlights China's determination to take the path of openness, cooperation, mutual benefit and win-win results. Countries around the world reap the benefits of a great power that promotes world development with practical actions. Compared with the first edition, the second edition attracted a total of more than 3,800 enterprises from 181 countries and regions. In terms of the number of participating countries and regions, or the number of enterprises, the 2<sup>nd</sup> CIIE exceeded the first, showing a clear development trend. More and more national cultures and ideas interacted, and more and more enterprises gained confidence.

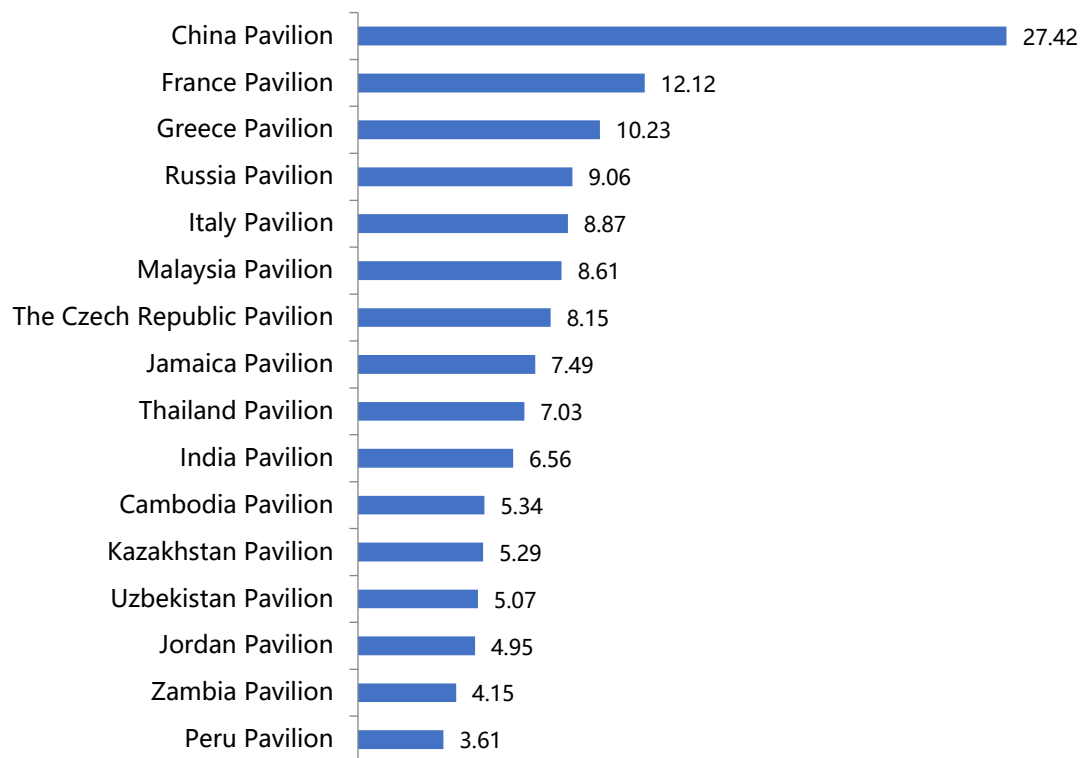
This part mainly involves the news popularity from five dimensions including national pavilions, enterprises' exhibitions, related activities, national exhibitors and exhibits, and analysis which captures the exhibition's dissemination influence and other aspects.

**(1) As the host country, China gets the most attention, showing industrial competitiveness and cultural attractions**

The national pavilions of the 2<sup>nd</sup> CIIE had a total area of 30,000 square meters with 63 foreign participating countries and three international organizations, including 15 guest countries of honor: Cambodia, the Czech Republic, France, Greece, India, Italy, Jamaica, Jordan, Kazakhstan, Malaysia, Peru, Russia, Thailand, Uzbekistan and Zambia. From the full range of specialty cuisines and eye-catching high-tech, to traditional performances and profound cultural heritage, the National Pavilion that was part of the Chinese National Pavilion was a compelling national business card, showcasing the development and achievements in the field of the trade and investment. On the one hand, star products and services, became an important carrier for promoting economic and trade exchanges between countries; on the other, ancient European, enthusiastic Latin America, age-old Asia, ebullient Africa, unique Middle East and other colorful civilizations met here to present a picture on an interdependent world. The 2<sup>nd</sup> CIIE played a "world chorus" displaying innovation and win-win cooperation.

By analyzing the relevant reports of the China Pavilion and national pavilions of 15 guest countries of honor from January 1 to November 13, 2019, news popularity ranking of the National Pavilions of the CIIE was obtained, as shown in the following figure:

**Fig.22 News popularity of national pavilions**



(\*Source: Zhongyun Big Data)

In the 2<sup>nd</sup> CIIE, the host country's pavilion had an absolute advantage in the proportion of media reports, with the communication influence index at 27.42, ranking first among all the pavilions.

To commemorate the 70<sup>th</sup> anniversary of the founding of the PRC and to showcase China's achievements in economic and social development and new opportunities for a new era, the exhibition content of the China Pavilion (including Hong Kong, Macao and Taiwan Exhibition Area) ranged from large aircraft, “Sky Eye” and other innovative achievements to pedestrian streets, smart families and other daily life items covering a wide variety. The exhibition area of the China Pavilion was about 1,500 square meters and consisted of 6 units, including the opening video, Innovative China, Open China, Beautiful China, Happy China, The Integration and Development of the Mainland and Hong Kong, Macao and Taiwan. High-speed rail, Commercial Aircraft Corporation of China, 5G technology, poverty alleviation work, pedestrian streets and smart payment were represented in the pavilion. China Pavilion applied acoustic and photoelectric and other high-tech methods, so that the audience had a realistic experience. Wang Bingnan, director of the organizing committee office of the China International Import Expo and

vice-minister of commerce, said that the design of the China Pavilion (including Hong Kong, Macao and Taiwan exhibition areas) in the national exhibition was open and dynamic with oriental charm and modern elements, which was a beautiful "China business card". The media generally reported that the China Pavilion "has both Chinese and international elements", "celebrating the 70<sup>th</sup> anniversary of the founding of the PRC", "wonderful and continuous coverage", "aviation and deep-sea exploration", "beautiful China", "win-win cooperation" and "cutting-edge tech bolstered happy life" and other key words. The pavilion displayed the historic achievements of China's economic and social development and opportunities for a new era to the Chinese and people around the world.

The national pavilions of the 15 guest countries of honor also received great public attention because of their respective characteristics and the star products on display, effectively showcasing the countries' industrial strengths and cultural attractiveness. The news popularity index for the French Pavilion was the highest at 12.12, the Greece Pavilion was in second place at 10.23 with the Russia Pavilion following closely at 9.06.

France once again made a brilliant impression, attracting the attention of China and the world. The silhouette design of the Eiffel Tower used red, white and blue at the center of the exhibition area was unique and beautiful. At the first edition, with nearly 70 French companies participating, the country ranked second in Europe with a turnover of US\$1.55 billion. At the second import fair, more than 80 French enterprises participated. The French Pavilion was on a grand scale, consisting of 17 multinational companies and 6 regional/public institutions (Upper France, Paris, Reunion, Marseille-Provence, Languedoc wines and French sports clubs). The media focused on France's openness, modernity and vibrancy from many perspectives, highlighting France's outstanding talents. On November 5, Chinese President Xi Jinping, accompanied by French President Emmanuel Macron, arrived at the French Pavilion after attending the opening ceremony of the 2<sup>nd</sup> CIIE. Macron warmly invited Xi to taste French red wine and beef. French entrepreneurs told Xi that French companies were bullish about the Chinese market and wanted to further expand exports to China. Xi pointed out that China's consumer market was large enough to meet diverse needs of different levels, and hoped that French entrepreneurs would take a long-term view and strengthen mutually beneficial cooperation with China. Last year also marked the 55<sup>th</sup> anniversary of the establishment of diplomatic relations between China and France, and Macron's visit to China would once again deepen practical cooperation between China and France in various fields.

China and France will push bilateral economic and trade cooperation to a new level and achieve common development and prosperity.

The Greece Pavilion of the 2<sup>nd</sup> CIIE was based on the theme of "Greece, a Shared Culture" and focused on cultural heritage, hospitality and cuisine. The pavilion consisted of seven sections: shared culture, shared inspiration, shared beauty, shared joy, shared cuisine, shared vision and shared wisdom, and included dozens of Greek companies, including energy, tourism, shipping, construction, pharmaceuticals, agricultural products and other fields. Since ancient times, Greek culture has influenced the Western world from art to science, and from politics to writing. While focusing on the beauty of Greece, the media also highlighted achievements in bilateral trade between China and Greece, which had grown rapidly by more than 50% per year over the previous three years. According to news popularity, Greece, as a hospitable country, is happy to share its traditions and modern lifestyle with the world and to create a successful and open commercial platform by sharing innovations and opportunities in different fields and providing valuable business information and data.

The Russia Pavilion, located directly opposite the China Pavilion, proved popular, and showcased its rich cultural heritage and advanced scientific and technological achievements. The pavilion set up a gallery with an "open exhibition" in the central area, creating an artistic backdrop and thematic tone to showcase Russia's achievements. Last year marked the 70<sup>th</sup> anniversary of the establishment of diplomatic relations between China and Russia, and Sino-Russian ties are now at a positive stage of all-round development, with economic and trade exchanges between the two countries becoming more stable and expanding, cooperation projects between the two sides increasing year by year, and trade increasingly diversified. In recent years, relations have been increasingly strengthened, and are at the best period in history. The Russia Pavilion naturally got a lot of attention from the media. The public holds that the CIIE provides a more convenient platform for the exchange and development of bilateral trade between China and Russia and will help to raise the comprehensive strategic partnership in a new era between the two countries to a higher level.

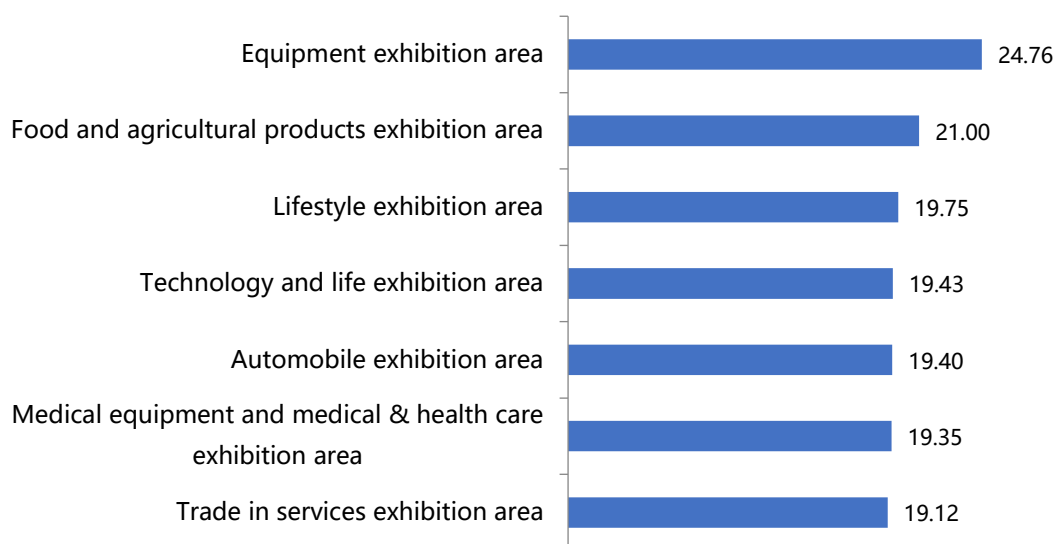
## **(2) The seven major exhibition areas of the enterprise business exhibition have distinctive advantages, especially the equipment exhibition area**

The CIIE, as an important channel with the theme of "buying globally and benefiting

the whole world", opened a window of openness, exchange and cooperation for the world. The 2<sup>nd</sup> CIIE Enterprise Business Exhibition was divided into seven exhibition areas for technology and life, food and agricultural products, lifestyle, automobile, equipment, medical equipment and medical & health care, and trade in services, respectively. From the perspective of area, the exhibition area rose from 74 square meters per enterprise to nearly 90 square meters; from the perspective of exhibitors, the number of participating countries, regions and enterprises were all more than at the first edition. In terms of preferential policies for supporting least developed countries, CIIE provided free standard exhibition positions for LDCs participating in the Enterprise Fair. The media focused on this year's global enterprises actively engaging with China, sharing China's opportunities and the expo reflected fruitful achievements in economic and trade cooperation.

Through statistical analysis of media reports of various enterprise exhibition areas during the monitoring period, the ranking of news popularity in enterprise exhibition areas was obtained, as shown in the following figure:

**Fig.23 News popularity of different sections of the enterprise exhibition area**



(\*Source: Zhongyun Big Data)

Among the seven exhibition areas, the equipment exhibition area had the highest news popularity index at 24.76, the food and agricultural products exhibition area ranked second at 21.00, and the lifestyle exhibition area followed closely at 19.75.

Information about the equipment exhibition area with the theme "leading science and technology, feel the industrial manufacturing" in the expo attracted great public

attention. CCTV, Xinhua News Agency, people.cn, The Paper, Jiefang Daily, Wenhui Daily and other media reported on the content. The interior planning themes of the equipment exhibition area, which were intended to "change the future", were "high-end equipment" and "smart manufacturing and solutions". The high-end equipment platform was mainly about material processing and molding equipment, in addition to showcasing leading global enterprises. The expo also introduced Hexagon and other industries leading enterprises, which gave the visitors a clear sense of the industrial era. The intelligent manufacturing and solutions pavilion featured all-round solutions, aerospace, robot automation and aerospace in addition to Boeing and other aviation giants, such as Bombardier also actively participating. The area's biggest highlight was the integration of most of the Fortune 500 corporations at CIIE, which focused on the display representing high-tech all-round solutions in the future, and let visitors appreciate the marvels of charm of science and technology in the future. There were media reports of a variety of "net red" and launch products in the equipment exhibition area, and provincial and municipal trading groups in area met with a lot of success. In addition, it was generally believed that many exhibits represented the highest level of the global equipment manufacturing industry, which is of great significance to help the upgrade of "Made in China".

The food and agricultural products exhibition area was another important field of focus for the media. It had the largest number of countries, the largest number of enterprises, the largest exhibition area of 75,000 square meters, a total of more than 120 countries and regions, and more than 1,800 enterprises. Food categories were divided into dairy products, fruits and vegetables and agricultural products, meat products and aquatic products, sweetmeats, condiments, alcohol and beverages, integrated food and other professional sub-regions. The Fortune 500 enterprises participated in the exhibition including a wide range of food and drink companies, known as "A Bite of CIIE." With the increasing level of domestic consumer consumption, imported dairy products are increasing. The Fortune 500 enterprises such as Nestle, Danone and Fonterra participated; as for fruits and agricultural products, Tule Group and many other fruit and vegetable enterprises presented high-quality, natural health fruit and vegetable products to the delight of many. At the same time, the Fortune 500 enterprises such as Louis Dafoe, Cargill and other multinational grain merchants were also present. Cooked food and agricultural products exhibition area shows were popular, not only allowing visitors to taste them but attracting food buyers to find good products. Media reported on the "taste

the global food within the pavilion" "an interesting bite of the CIIE" "help foreign enterprises enter the Chinese market by participating in CIIE" "CIIE introduces more high-quality food for people" and other keywords.

With the new exhibition area expansion and upgrade of the 2<sup>nd</sup> CIIE, it had a larger area, wide coverage, and clear and professional divisions. Many benchmark enterprises with international first-line brand debuts became the focus of media attention. The exhibits in the lifestyle exhibition area included makeup, daily chemicals, maternal and child products, sporting goods, outdoor sports and leisure products, pet food and supplies, accessories, toys, gifts and creative products, furniture and household goods, clothing and accessories, bags, shoes, jewelry, watches and works of art. Media reports said the lifestyle exhibition area showcased fashion goods and "eye-catching" products. China is the world's second-largest cosmetics market and a major importer of high-end consumer goods, driven by consumption upgrading. High-end consumer goods zone was conducive to more high-end consumption in the country.

Overall, the influence of the seven major exhibition areas of the enterprise business exhibition was balanced. Among them, the equipment exhibition area displayed more "hard core" technology products, and had an outdoor exhibition area and ice and snow experience area. Therefore, it was mentioned in the media many times and had greater influence.

### **(3) The supporting activities are splendid and the influence of industry forum is high**

During the event, more than 380 supporting activities were held, mainly including policy interpretation, new product exhibition, docking and signing, research and release, and public welfare to explore how to improve global trade facilitation, strengthen international industrial cooperation, and comprehensively promote a new round of high-level opening up under the current economic and trade circumstances. Through statistical analysis of media reports on some supporting activities during the monitoring period, the corresponding news popularity was obtained, as shown in the following figure:



**Fig.24 Top10 Supporting activities of media popularity**



(\* Source: Zhongyun Big Data)

Through statistical analysis of media coverage of some supporting activities, such as "2019 International Financial Cooperation Forum", "China Automotive Industry Development Forum", "Chinese-Foreign Enterprise Cooperation Forum", "2019 Intelligent Technology and Industry Forum for International Cooperation", "Signing Ceremony of Procurement Projects", "Shanghai International Trade Single Window 'Blockchain+' Press Conference", the paper concludes that the communication influence index of the 2019 International Financial Cooperation Forum was the highest, at 10.56; second was China Automotive Industry Development Forum, at 9.14; the third was Chinese-Foreign Enterprise Cooperation Forum, at 8.63. The communication influence of the 2019 Intelligent Technology and Industry Forum for International Cooperation, the Signing Ceremony of Procurement Projects, the Shanghai International Trade Single Window 'Blockchain+' Press Conference and other supporting activities were also in the forefront.

On November 8, the "2019 International Financial Cooperation Forum" hosted by the China-Europe Association for Economic and Technological Cooperation was held,

the only international financial forum during the expo. As an important supporting activity of the expo, the forum focused on the theme "financial trade, innovation, opening, cooperation and win-win", and discussed in detail the future development trend of the global economy. Media reports pointed out that the forum played an important role in jointly building a sharing platform for international financial cooperation and a platform for global digital economic innovation and development, jointly promoting the sound development of international financial and technological markets, effectively implementing international multi-regional practical financial cooperation, and promoting a sound cycle and healthy development of the world economy and finance.

As it is closely related to mass consumption, the China Automotive Industry Development Forum hosted by the Ministry of Industry and Information Technology on November 7 attracted media attention. A number of people in the industry talked about the development prospect of the automobile industry. Authoritative interpretations and cutting-edge views emerged, providing rich material for media reports. "Expand high-level open automobile industry to welcome new opportunities", "new energy vehicle top design will be implemented and 2020 may be the first year of global electrification", "policy dividend of new energy vehicles will push the industry into growth period", "intelligent Internet connected automobile industry will usher in policy dividend" and other hot topics also sparked immediate reviews in the news popularity field, effectively promoting the communication influence of the China Automotive Industry Development Forum.

On November 6, the Chinese-Foreign Enterprise Cooperation Forum hosted by SASAC of the State Council also attracted the attention of many media organizations, which focused on the results of on-site contract signing and the prospect of development and cooperation between central enterprises and enterprises of other countries. Hao Peng, secretary of the Party Committee and director of SASAC of the State Council, stressed at the forum that it is necessary to actively push central enterprises to promote reform, development and innovation through opening up, deepen practical cooperation with enterprises of all countries, realize common development, and make greater contributions to enterprise stakeholders, global economic growth and people's happiness in all countries. This statement was frequently cited by the media, and views such as "the deepening reform of central enterprises contains cooperation opportunities" and "adhering to open cooperation and joining hands in innovation and development" were widespread.

On November 6, the 2019 Intelligent Technology and Industry Forum for

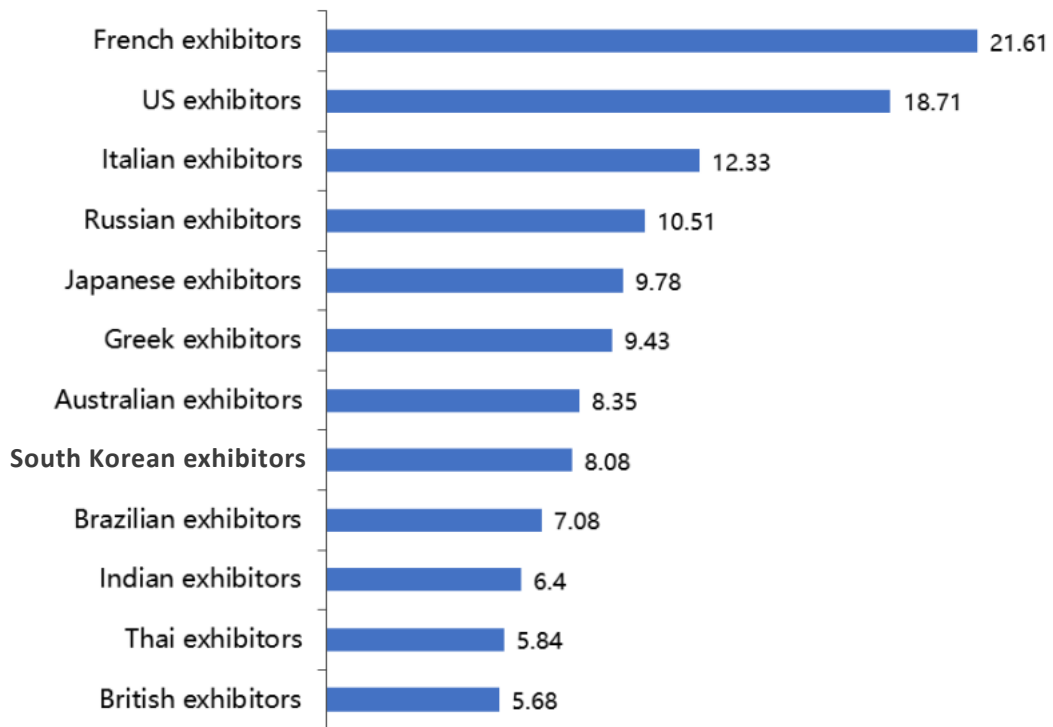
International Cooperation hosted by the Ministry of Industry and Information Technology and organized by the Chinese Institute of Electronics was successfully held. As one of the seven high-end series of supporting activities, the forum focused on international cooperation of intelligent technology with the theme "creating a new ecology of intelligence, sharing a new era of intelligence" As suggested by all parties at the forum, it is necessary to build an open and collaborative new ecology, lay out and promote scientific and technological innovation with a global perspective, encourage and support upstream and downstream enterprises in the industrial chain to participate in the construction of industrial ecology, promote the transformation of scientific and technological innovation achievements and the application of advanced technologies, constantly cultivate new technologies, products and formats to provide a strong impetus for the sustainable development of the intelligent industry. According to media evaluation, comprehensively promoting a new round of high-level opening up and focusing on intelligent technology innovation and industrial revolution will help to build a high-end, open and forward-looking exchange and cooperation platform with international influence.

**(4) French President Macron's attendance draws attention to French exhibitors; US exhibitors show great interest in Chinese market.**

The 2<sup>nd</sup> CIIE attracted 181 countries, regions and international organizations, with more than 3,800 enterprises including 250 Fortune 500 and leading companies. The number of exhibitors far exceeded that of the first CIIE. Although the exhibition area increased significantly, it was still hard to get a booth there. The public consider that given the huge consumption potential of the Chinese market, no enterprise is willing to miss such opportunity.

Based on statistical analysis of media reports on exhibitors from various countries during the monitoring period, the ranking of exhibitors' news popularity can be depicted as below:

**Fig.25 News popularity of exhibitors by country**



(\*Source: Zhongyun Big Data)

French exhibitors received the largest amount of media coverage, with the communication influence index at 21.61; US exhibitors were next, with the communication influence index at 18.71; Italian exhibitors followed, with the communication influence index of 12.33.

People's Daily, Xinhua News Agency, CCTV, people.cn, gmw.cn and other mainstream media reported that exhibitors from different countries actively participated in the second CIIE with cutting-edge products while the second CIIE provided a "green channel" for enterprises to enter the Chinese market. Among all the exhibitors, French exhibitors had the most media coverage. On the one hand, the media focused on French President Macron's attendance; on the other, the media hold that CIIE will become a window of opportunity for French enterprises to expand in the Chinese market. The number of US enterprises reached 192, with an exhibition area of 47,500 square meters. Compared with the previous year, both indicators increased significantly. Its exhibition area ranked first among all participating countries. The public generally believes that US enterprises at the CIIE have a wide range of industries and a large amount of investment, reflecting the huge attraction of the Chinese market to US enterprises. More than 170 Italian enterprises demonstrated "Italian style", which attracted wide media attention.

According to news popularity, Italian enterprises hope to test some new products through the expo, and further plan investment and development strategies in China through feedback from the event.

Exhibitors from Russia, Japan, Greece and other countries also had a large amount of media coverage. On the whole, the reports can be classified into:

1. Enterprises brought representative eye-catching exhibits to the expo.
2. Special interviews with the heads of participating enterprises.
3. Enterprises achieved fruitful results.
4. Enterprises went "hand in hand" with the Chinese market, and many have signed up for the third CIIE.

**(5) “Star exhibits” spring up in large numbers, with high-end and cutting-edge technology as key words.**

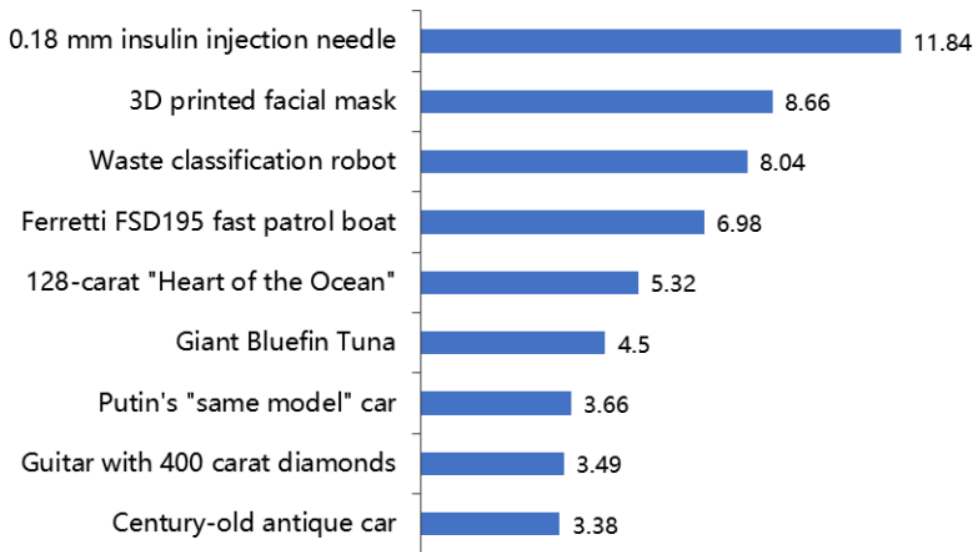
This section analyzes two dimensions of "comprehensive news popularity of exhibits" and "news popularity of exhibits in each area".

- Comprehensive news popularity of exhibits

High-end exhibits and new products and technologies gained huge attention. The media mainly focused on the waste classification robot, Putin's "same type" car, Giant Bluefin Tuna, Diana's "shoe king", Ferretti FSD195 fast patrol boat, 0.18 mm insulin injection needle, the latest anti-cancer drugs in the world and news about many "star exhibits".

Through statistical analysis of media reports on the exhibits during the monitoring period, the ranking of the news popularity on exhibits is shown in the figure below:

**Fig.26 Top10 exhibits of popularity among viewers**



(\* Source: Zhongyun Big Data)

In terms of news popularity, the 0.18 mm insulin injection needle scored 11.84, ranking top of the list, followed by the 3D printed facial mask, at 8.66; the third was the waste classification robot, at 8.04.

"The world's thinnest and shortest" insulin needle from Terumo grabbed a lot of attention at the expo, the first time the product was exhibited outside the Japanese market. The external diameter of the injection needle is only 0.18 mm, which effectively helps diabetic patients relieve pain and discomfort in the process of self-injection; its 3 mm needle length allows insulin to be injected into the subcutaneous fat layer, ensure uniform drug absorption speed, and reduce the risk of hypoglycemia. Medical "cutting-edge technology" has been the focus of media reports since its appearance. The media generally believes that the expo is a "booster" to meet the people's desire for a better life. In addition, it was reported that many medical enterprises signed a contract with the bureau to participate in the third Import Expo, and medical "cutting-edge technology" will become the focus of media attention in the future.

Neutrogena's first customized 3D printed facial mask attracted much public attention because of its unique highlights. In addition to reporting the characteristics of the exhibits, the media also reported on new products, new technologies and new services to provide support for diversified consumption.

In 2019, "waste classification" became a national topic, so a "waste classification

robot" was the focus of media attention at the expo. The waste classification robot by ABB of Switzerland became a hot exhibit, attracting a large number of visitors. During the exhibition, the media focused on the highlights of many robot exhibits in the equipment exhibition area, and commented that high-end products serve China's "intelligent manufacturing" and people's lifestyles.

- The news popularity of exhibits in each exhibition area

#### 1. Equipment exhibition area



The equipment exhibition area of the expo included a high-end equipment exhibition area and an intelligent manufacturing and solutions exhibition area. Through this platform, many exhibitors strengthen technical exchanges and cooperation with China, and their cutting-edge products will facilitate China's development in the future.

Through analysis of media reports on the exhibits in this area, it was found that the popularity of some exhibits, such as Ferretti FSD195 fast patrol boat, the AI waste classification robot, AI CT system, building garbage crusher, AW139 helicopter, DuPont water treatment solution, SVH humanoid five finger manipulator, "Twin seat" gantry milling machine, Miniloader bin stacker and E400 excavator was high. The exhibits either displayed cutting-edge technology or were closely related to people's lives, and were widely reported by the media and discussed by netizens. The media reported that the exhibits in the equipment exhibition area were "cutting-edge technology gathering", which was attractive; many enterprises combined their understanding and experience of the Chinese market, bringing products that were more in line with the needs and characteristics of the Chinese market.

## 2. Food and agricultural products exhibition area



The food and agricultural products exhibition area was the largest among the seven major sections, with the largest number of countries and enterprises participating in the exhibition. The various exhibits on display were closely related to the consumption and attracted great attention. Among them, Giant Bluefin Tuna, 200 kg Italian pasta, Dole fruits, smooth cocoa hand washing powder, Spanish Carrasco ham, Ferrero biscuits, Korean Hetbahn vegetarian rice, Baobab tree powder, Livendo flavor fermentation powder and Bordeaux red wine were the most popular exhibits.

Giant Bluefin Tuna and 200 kg Italian pasta were regarded as the "heavyweight" exhibits. Dole fruits, Spanish Carrasco ham and Ferrero biscuit attracted media attention due to their high quality. Edible beauty products such as smooth cocoa hand washing powder and strawberry light mousse were more eye-catching. Korean Hetbahn vegetarian rice, Baobab tree powder and Livendo flavor fermentation powder, Bordeaux red wine and other exhibits were also in the forefront of the report. Media commented that the expo could expand the import of high-quality goods and services, enrich consumer choices, and enable consumers to experience and enjoy "global good goods" without going abroad.



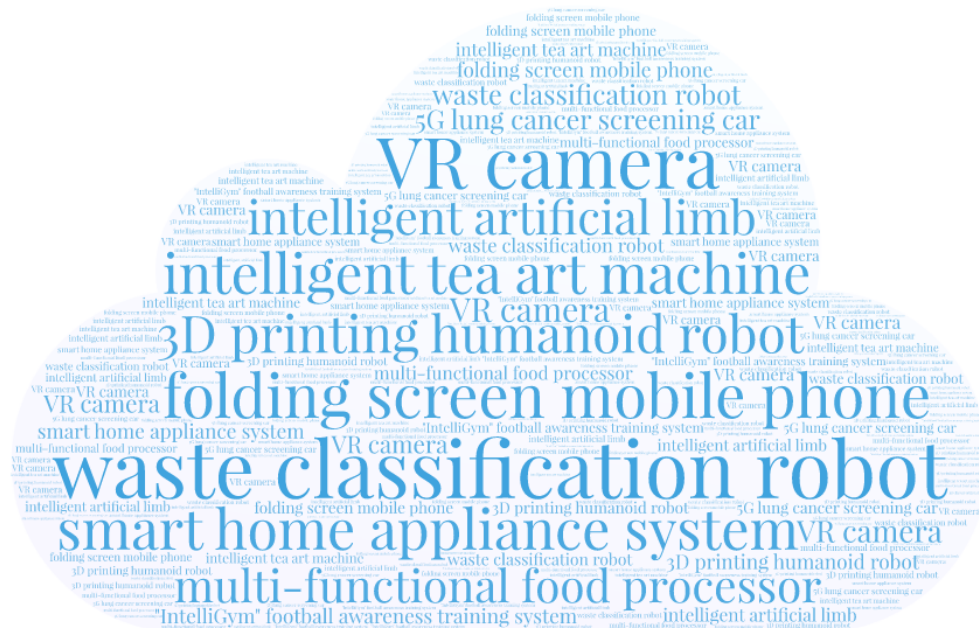
### 3. Lifestyle exhibition area



The first import fair was the first beauty and jewelry exhibition area with huge footfalls due to its popularity. At the second expo, it brought more popular items featuring "high-quality life". In addition to furniture and household products, cosmetics and daily chemical products, clothing and clothing accessories, the exhibits also included mother, baby and children's products, and high-end consumer goods, and a select group of representative small brand exhibitions that entered the Chinese market for the first time. A 128-karat "Heart of the Ocean", guitar embedded with 400 carat diamonds, totem waste collection box, 3D printed facial mask, 3D Jinbao, raw paper wedding dress, two-bin automatic coffee machine, future shoes store, the world's fastest pizza stove, and an Opte AI wand became the ten popular exhibits of the second expo's quality living area.

Among them, the 128 carat Tanzanite was exhibited for the first time in China. It is a huge diamond with the same carat as the "Heart of the Ocean" brought by Ruth in *Titanic*, and it became the most dazzling exhibit at the expo. The diamond guitar, estimated to be worth about US\$2 million, is inlaid with 400 carat diamonds in 1.6 kg of 18 karat gold. The exhibit was awarded the certificate of "the most valuable guitar" by Guinness Book of World Records; in addition, 3D printed facial mask, Opte AI wand and other customized "cutting-edge products" were first shown in the lifestyle exhibition area, and new beauty products and technology also attracted much attention.

#### 4. Technology and life exhibition area



The exhibition area of technology and life came from the upgrading of the previous year's consumer electronics and home appliances section. The exhibits extended to all fields of science and technology close to people's lives, including smart homes, smart home appliances, home appliances, service robots, and sports science and technology. Among them, waste classification robot, folding screen mobile phone, smart home appliance system, 3D printing humanoid robot, multi-functional food processor, intelligent tea art machine, intelligent artificial limb, VR camera, 5G lung cancer screening car, and "IntelliGym" football awareness training system were the top ten hot exhibits.

The exhibits not only offered all-round intelligent life solutions, but also added science and technology to daily life. Advanced products and technologies added a "sense of future" and "cutting-edge" exhibits closely related to people's lives helped to realize a better life tomorrow.

## 5. Automobile exhibition area



According to the word frequency statistics reported by the media, exhibits such as five antique cars of Avenue Automobile Co., Ltd. in the United States, "Dark Horse" Tesla of electric vehicles in the United States, hydrogen fuel cell vehicles and related technologies displayed by Hyundai Moter Company, Mirai concept vehicles of a new generation of hydrogen fuel vehicles by Toyota, and vehicles with automatic driving function, were the main attractions.

In general, the media focused on the development process of the global automobile industry, the achievements of China's automobile industry, and the "carbon neutralization" challenge launched by international automobile enterprises. It is generally believed that although the strategies of the automobile enterprises participating in expo are different and the models are different, there is no exception in the treatment of the Chinese market and a similar consensus was expressed.

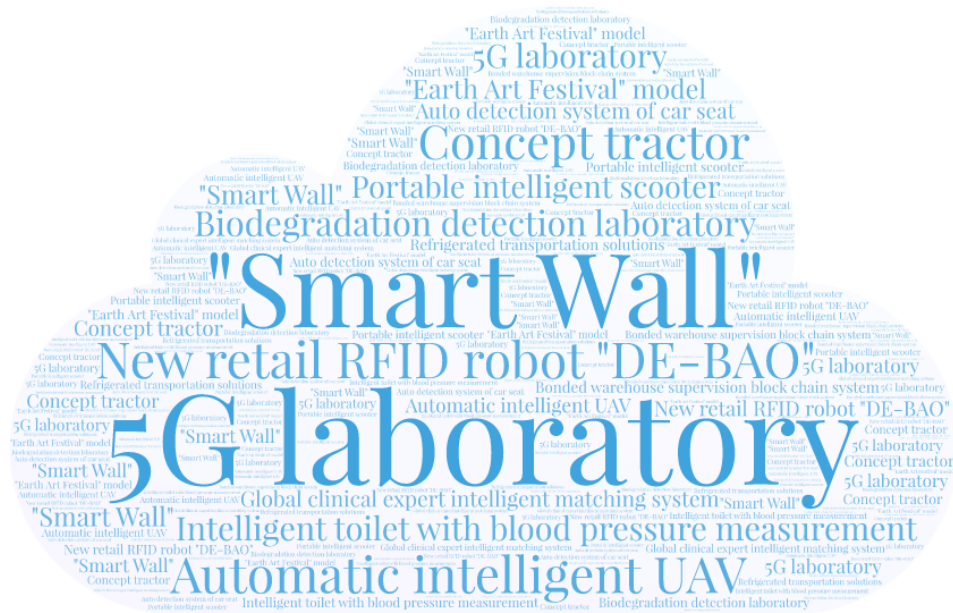
## 6. Medical equipment and medical & health care exhibition area



The medical equipment and medical & health care exhibition area was the first exhibition area full of visitors among the seven exhibition areas, with 313 enterprises. The original 30,000 square meter hall was booked by enterprises as early as the beginning of the year. Additional space was also quickly booked up. Exhibitors came t with many "world's most" products. Anticancer products and rehabilitation equipment were the highlight of medical equipment and medical & health care exhibition area.

Among new technology and products, 0.18 mm insulin injection needle, Da Vinci surgical robot, the world's first photochromic contact lens, IQon CT, innovative tumor drug *Ibrance*, lung cancer innovative drug *Dacomitinib*, tumor immune new drug *Atezolizumab*, biological agent *Belimumab*, central vein hemodialysis catheter equipment and Siemens cloud medical education platform attracted much attention.

## 7. Trade in services exhibition area



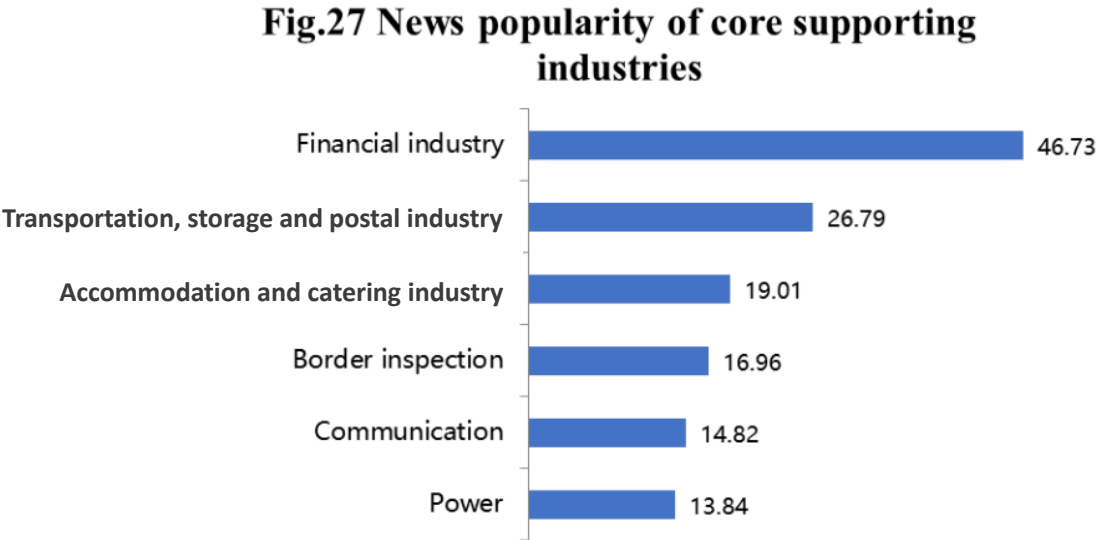
Trade in services exhibition area was the most special because "exhibits" were "invisible services". The "exhibits" here included finance, logistics, culture, education, tourism, artificial intelligence technology, chip technology, cloud service, supply chain and big data analysis. Although there were few physical exhibits, there were complex and advanced concepts behind the exhibits.

Among the numerous exhibits, the following attracted the highest attention: 5G laboratory, intelligent toilet with blood pressure measurement, new retail scene application robot "DE-BAO", "Smart Wall", automatic intelligent UAV, biodegradation detection laboratory, portable intelligent robot, global clinical expert intelligent matching system, concept tractor, auto detection system of car seat, "Earth Art Festival" mode, bonded warehouse supervision block chain system and refrigerated transportation solutions.

**(5) Core supportive industries provide precise services**

There were 181 countries, regions and international organizations at the second CIIE, with more than 3,800 enterprises participating and more than 500,000 purchasers. Such a large-scale enterprise exhibition and national exhibition demanded new requirements and posed fresh challenges to ensure the best service. During the preparation and exhibition period, the financial industry, transportation, warehousing and postal industry, accommodation and catering industry, as well as communication, border inspection,

power and other sectors were closely involved and provided precise services, which made great contributions to the smooth holding of the event. Based on the statistical analysis of media reports, the ranking of core supportive industries' news popularity is shown in the figure:



( \*Source: Zhongyun Big Data)

Specifically, the financial industry had the greatest impact on the public, with the communication influence index reaching 46.73; the transportation, storage and postal industry ranked second, with the communication influence index reaching 26.79. The communication influence indexes of catering and accommodation industry, border inspection, communication, power and other sectors ranked third to sixth respectively, also receiving much media attention.

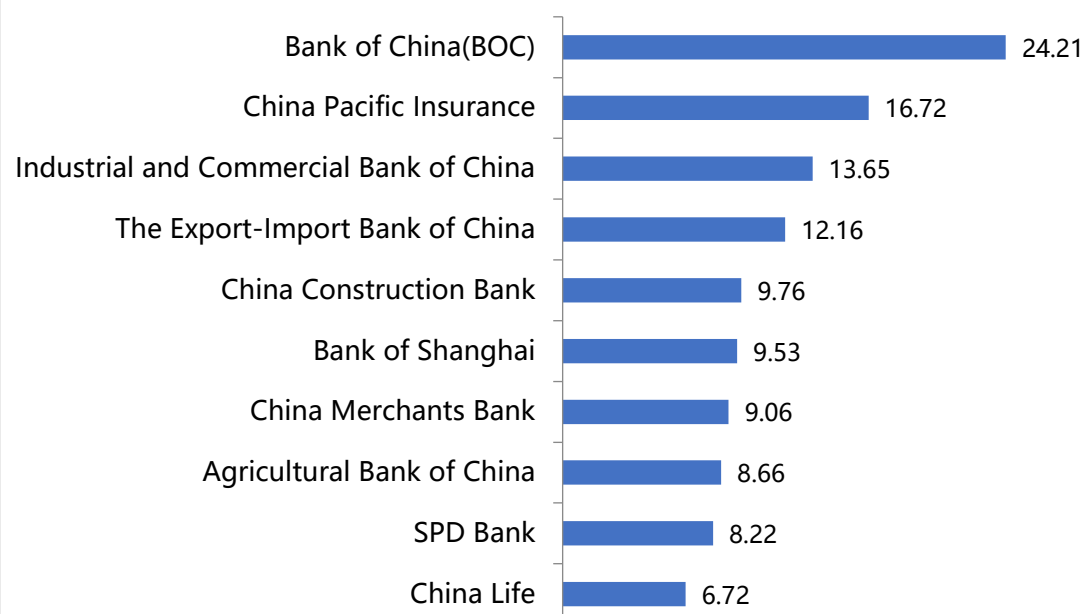
The following focuses on analyzing relevant reports of the core supportive industries with the top two communication influence indexes.

- **Financial industry**

The CIIE is an important stage for banking, insurance and other key financial industries to provide financial services, especially cross-border financial services. Based on the experience of the first CIIE, the banking industry and insurance industry demonstrated their special skills. They customized their own comprehensive financial service programs and attended the "financial feast" of the Import Expo to strive to provide better financial services.



**Fig.28 News popularity of financial institutions**



( \*Source: Zhongyun Big Data)

According to statistical analysis of media reports on financial institutions participating in the CIIE during the monitoring period, Bank of China(BOC)'s communication influence index reached 24.21, ranking first in the news popularity of financial institutions. As the only strategic partner of the second CIIE, Bank of China, after serving the first Import Expo, gave full play to the advantages of globalization and integration, and continued to provide service for the 2<sup>nd</sup> CIIE wholeheartedly. Many mainstream media, such as Xinhua news agency, people.cn and China Economic Net, focused on reporting that "BOC is taking action to serve the Expo" and "BOC starts again in the second CIIE: The comprehensive financial service system will be upgraded in an all-round way, and the 'double Olympic bank'<sup>5</sup> will show the love for Winter Olympic Games", "BOC builds platform" for 150 Chongqing enterprises to 'bond' with cross-border enterprises... All these news topics were widespread. It is generally believed that the main links of the Bank of China's in-depth participation include overseas exhibitor advertising, global investment, product innovation, theme activities and on-site services. After summarizing the experience at first Import Expo, Bank of China comprehensively

<sup>5</sup> Refer to the 2022 Olympic and Paralympic Winter Games

upgraded a series of financial service links. Its financial service programs were widely reported and fully praised by the media.

On November 6, the "signing ceremony of import financing supported by the Export-Import Bank of China", a supporting activity of the CIIE hosted by the said bank, was held in the National Exhibition and Convention Center (Shanghai). The event attracted a lot of media attention and generated many reports, which pointed out that the conference aims to support the financing of imports, provide more diversified and characteristic financial services for enterprises, and promote international trade, investment and other trade exchanges. Besides that, the media also reported that Wu Qijin, President of Henan Branch of the Export-Import Bank of China, signed strategic cooperation agreements with Zhengzhou CCS Supply Chain Co., Ltd., Henan Ji yuan Iron & Steel (Group) Co., Ltd., Henan Zhongping Energy Supply Chain Management Co., Ltd. and Zhengzhou Airport Economy Zone Xingrui Industrial Co., Ltd.

As an international large-scale exhibition, the CIIE cannot run without the risk management and guarantee mechanism of insurance. Among the insurance institutions, China Pacific Insurance drew a lot of media attention, ranking second in the news popularity of financial institutions. China Pacific Insurance was the only designated property insurance service provider of the first CIIE, and was also the core supportive enterprise and designated insurance service provider of the 2<sup>nd</sup> CIIE. China Pacific Insurance Group once again supported the expo fully, achieving a breakthrough of "2.0" in shouldering responsibility and business innovation. China Pacific Insurance set up five special service teams for volunteer service, on-site service, insurance guarantee service, risk control claim settlement service and emergency rescue service to provide more comprehensive insurance guarantee service, full life cycle risk survey service as well as fast, easy and warm exclusive claim settlement service, and comprehensively upgraded the emergency response and rescue service for CIIE's "6+365" program. Many believe that China Pacific Insurance demonstrated 5G, automatic driving, intelligent risk control, health management and other "science and technology+insurance" cutting-edge achievements. While providing all aspects of risk protection for businesses and customers



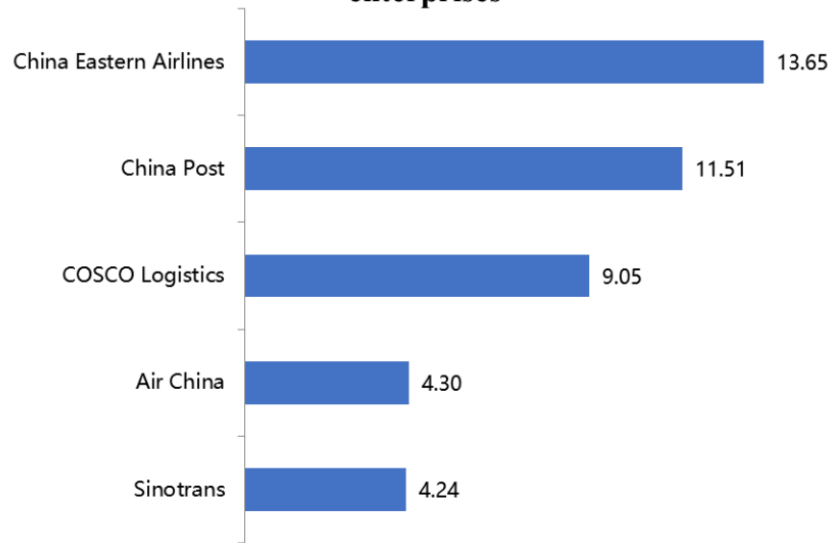
around the globe, the company has built a "bridge" between China's insurance industry and the world, and set itself up on the world stage.

In addition, China Construction Bank, Bank of Shanghai, China Merchants Bank and Agricultural Bank of China ranked 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> in news popularity respectively. Media coverage centered on "CCB's first '5G+Intelligent Bank' in Shanghai launched in the Expo", "Bank of Shanghai built a bridge of financial services between China and abroad", "In order to better serve exhibitors, China Merchants Bank Shanghai Branch improved its work and provided high-quality financial services", "ABC Shanghai branch financially supported lighting project 'lighting up the CIIE' " and other content.

- **Transportation, warehousing and postal services**

Compared with the first CIIE, the second expo was bigger and had more participants which entailed a higher personalized demand for exhibit transportation, which was also a "big test" for transportation, warehousing and the postal industry. During the preparation and holding of the second CIIE, on the one hand, enterprises in the industries relied on self-service programs and created new smart travel experience for passengers, so that the travel was more convenient and efficient. On the other, in combination with the transportation needs of CIIE's goods, special loading and guarantee processes for exhibits were developed to provide exhibitors with more accurate and convenient freight services to ensure the fast and smooth transportation of goods.

**Fig.29 News popularity of transportation, warehousing and postal service enterprises**



(\*Source: Zhongyun Big Data)

Based on statistical analysis of media reports on the transportation, warehousing and postal related enterprises serving the second CIIE, it was found that China Eastern Airlines, China Post, COSCO Shipping Group, Air China and Sinotrans Co., Ltd. were the top five enterprises in terms of communication influence index.

Specifically, as a civil aviation central enterprise based in Shanghai that has the biggest main base in the host city of the CIIE, China Eastern Airlines' communication influence index ranked first at 13.65. During the preparation and holding of the second CIIE, China Eastern Airlines was not merely one of the undertakers of the all-round service guarantee tasks, but also entered the trading platform of the Import Expo as a member of the central enterprise trading group and displayed "Oriental charm" to the world. Many media mentioned in their reports that China Eastern Airlines made every effort to create a smart, comfortable and highly-efficient travel experience for passengers through a series of safeguard measures such as developing multiple self-service programs and establishing a VIP etiquette service team for the event. In addition, Eastern Air Logistics, a subsidiary of China Eastern Airlines, successfully ensured the warehousing of multiple batches of special goods at the CIIE. Its high-quality service was widely praised by the media.

As the designated delivery service provider and core supportive enterprise of the

second CIIE, China Post's communication influence index ranked second. Chinanews.com, Jiefang Daily, The Paper and other media reported that "China Post serves the Expo", "500,000 certificates were successfully delivered, Shanghai postal service covers the Expo venue", "Tesla collaborated with China Post and successfully served the Expo", "customized postcards of the second CIIE were released in Shanghai with 5,000 free deliveries" and "the story behind personalized stamps of the Expo"... China Post was widely praised for helping the CIIE certificate registration to be more convenient, making the delivery of the exhibition's publicity materials and related documents more efficient, and improving the logistics service when building and dismantling the venue. The media highly praised that "China Post has become one of the highlights of the service quality upgrading at this year's Expo".

COSCO Shipping Group also attracted public attention during the preparation and holding of the second CIIE. The media noted that COSCO Shipping provided exhibitors with high-quality overseas transportation services during the holding of the first CIIE. In the second expo, COSCO Shipping once again became the only international transportation service provider recommended by the CIIE. At the beginning of September, when the first batch of exhibits of the second CIIE set sail, COSCO Shipping's customized logistics solutions based on the characteristics of the exhibits also received media coverage. Its precise service guarantee was fully recognized by the media. Subsequently, the media reported news such as "COSCO Shipping provides one-stop services for European exhibitors at the CIIE", "3-day delivery to Shanghai, COSCO Shipping Group escorts Japanese exhibits to China International Import Expo", outlining COSCO Shipping helping global exhibits to arrive at the CIIE.

Air China also received high level of public attention. Through a series of service guarantees and active publicity for the second CIIE, it frequently attracted media attention. In July, Air China, under China National Aviation Holding Company, signed a major customer exhibition agreement with the National Exhibition and Convention Center (Shanghai) to provide air carrier services for participants of the second CIIE. In early September, Air China accepted the commission of the National Exhibition and

Convention Center and undertook ticket issuing for 36 important guests from invited participating countries. Newly recruited and trained volunteers from Air China Shanghai also went to check-in counters, loading bridges and other areas to provide passenger guidance, answer inquiries and other services to cope with the surge of a large passenger flow. To spread knowledge and create a good atmosphere around the CIIE, Air China flights in and out of Shanghai airport broadcast promotional videos of the Import Expo for passengers from September.

Sinotrans mainly participated in the distribution of exhibits such as medical devices, food and agricultural products at the expo. Sinotrans provided a one-stop logistics service for the second CIIE, implemented the concept of "making distribution greener and more intelligent", and developed the exhibition intelligent logistics system. All these made Sinotrans the focus of media, brought positive comments on the company, and boosted the company to the forefront of the communication influence index.

## **Part VII: Influence of Hongqiao International Economic Forum**

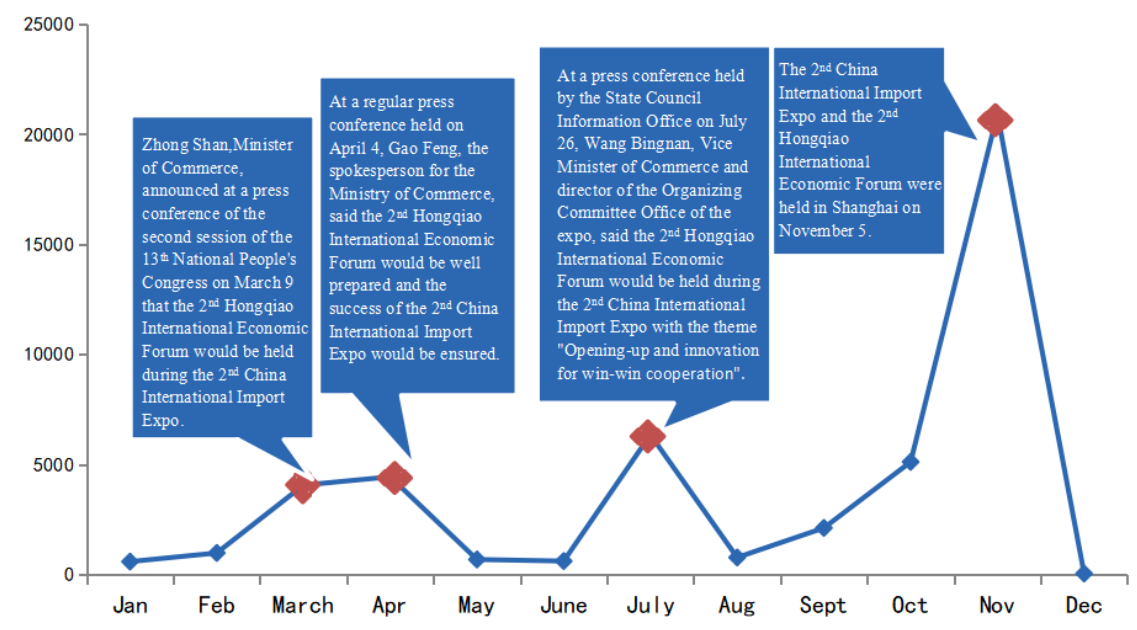
On November 5, after the opening of the 2<sup>nd</sup> China International Import Expo, the 2<sup>nd</sup> Hongqiao International Economic Forum was held in the National Exhibition and Convention Center (Shanghai). Compared with the 1<sup>st</sup> Hongqiao International Economic Forum, the number of sub-forums of the second increased to five, and the topics were expanded to explore the development trend of the global economy. The theme of the forum was "Opening-up and Innovation for Win-win Cooperation", which led to more diverse discussions and more cutting-edge topics. The forum focused on the trend of global economic development and explored the options and prospects for world economic rejuvenation.

This part mainly analyzes the influence of the 2<sup>nd</sup> Hongqiao International Economic Forum from three aspects: the communication trend of the forum, news popularity of the forum topics and the forum guests.

### (1) Relevant reports of the forum attract increasing attention and generate spirited discussion

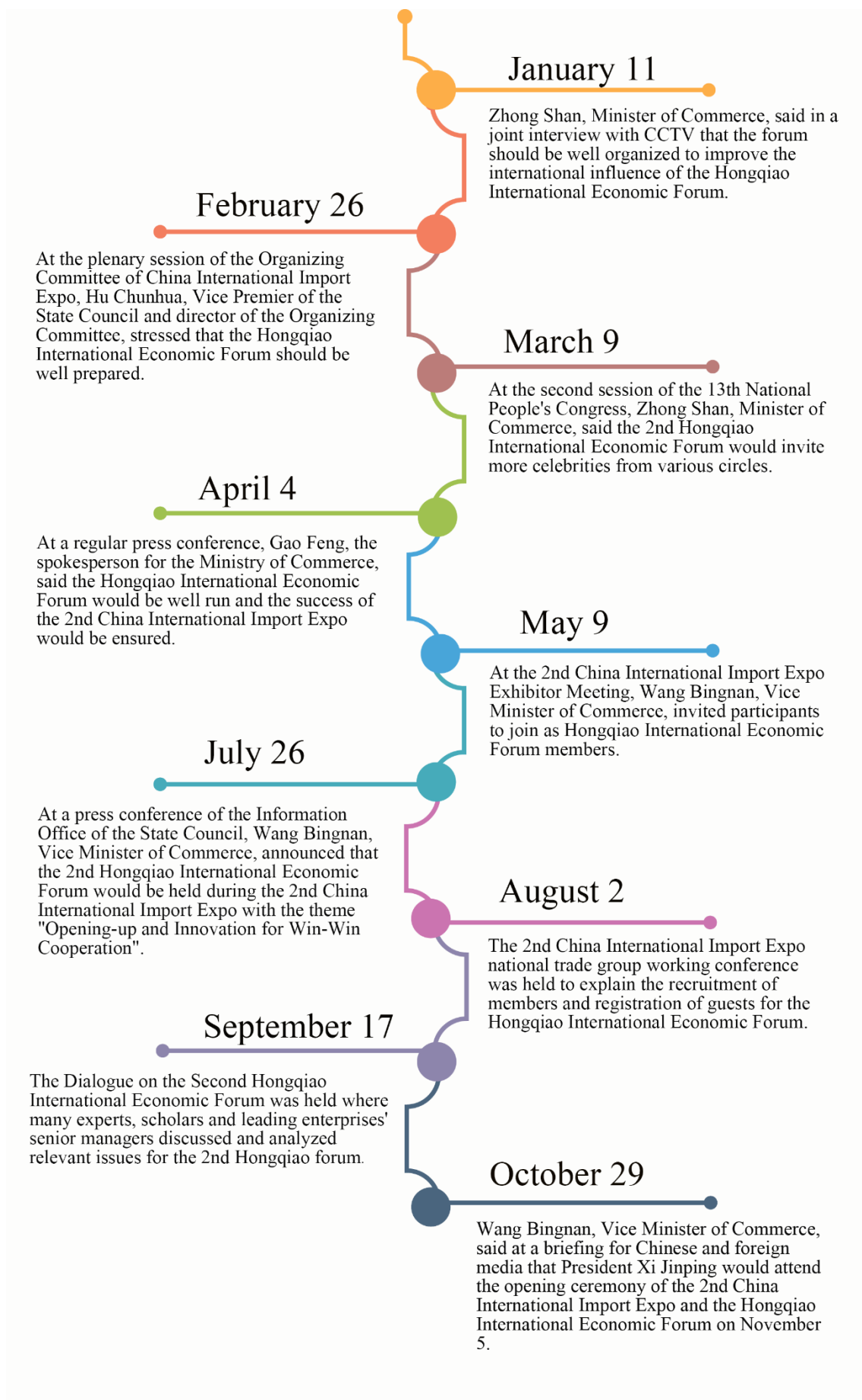
According to the public opinion trend of "the 2<sup>nd</sup> Hongqiao International Economic Forum" in 2019, there were four peaks in March, April, July and November, among which the last was the month when the 2<sup>nd</sup> China International Import Expo and the 2<sup>nd</sup> Hongqiao International Economic Forum were held. So the CIIE popularity peaked in November for the whole year. The details are as follows:

**Fig. 30 News popularity trend of Hongqiao International Economic Forum**



(\*Source: Zhongyun Big Data)

Before the opening of the 2<sup>nd</sup> China International Import Expo, preparations for the Hongqiao International Economic Forum were made in an orderly and efficient manner, during which the major media continued to report on it. The important events related to the 2<sup>nd</sup> Hongqiao International Economic Forum are as follows:



Fifty days before the opening of CIIE, the Dialogue on the Second Hongqiao International Economic Forum, an important part of CIIE, was held in Beijing, which provided the public with tantalizing details and was widely covered by the media, including "the continuous '1+4' model", "the four major issues", "the practice of membership for the first time", "the number of participants may exceed the first edition", "certain important guests will attend".

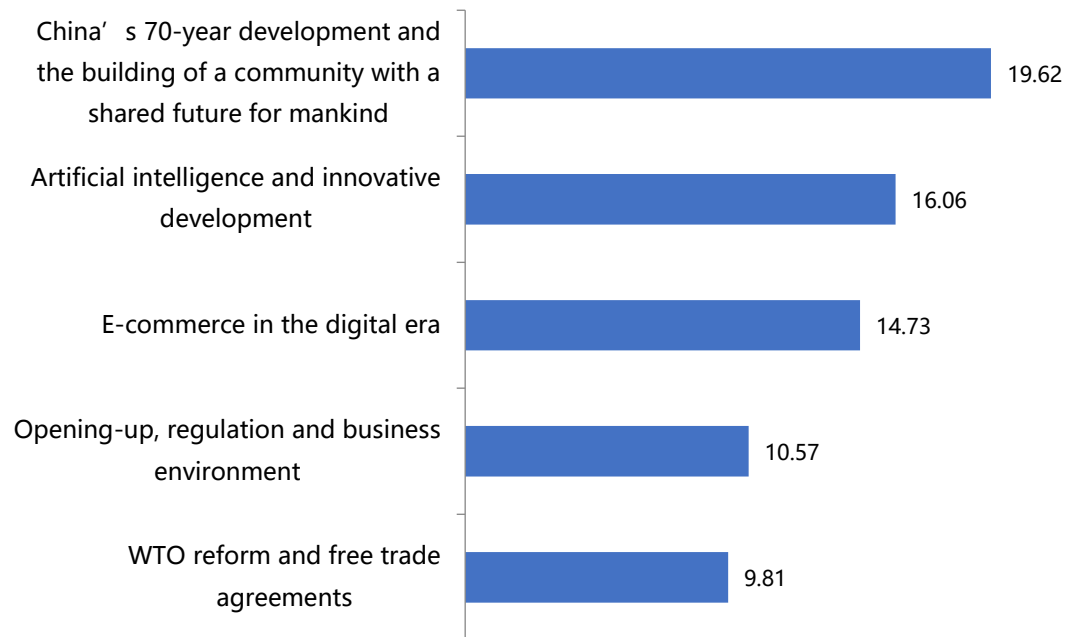
Experts and senior executives at the meeting had in-depth exchanges on the theme, international influence, expectation and other aspects of the forum and made suggestions for the development of the Hongqiao Forum. The Dialogue provided a good opportunity for the public to understand the theme, objectives, significance, preparations and prospects for the 2<sup>nd</sup> Hongqiao International Economic Forum.

## **(2) Identifying cutting-edge issues and putting forward "Hongqiao Wisdom" in five sub-forums**

The 2<sup>nd</sup> Hongqiao International Economic Forum focused on new trends and challenges in global economic development, highlighting opening-up and innovation. The discussions mainly focused on issues as "Opening-up, regulation and business environment", "Artificial intelligence and innovative development", "WTO reform and free trade agreements", "E-commerce in the digital era", "China's 70-year development and the building of a community with a shared future for mankind".

Based on statistical analysis of media reports on the 2<sup>nd</sup> Hongqiao International Economic Forum during the monitoring period, news popularity of topics is as shown in the figure below:

**Fig.31 News popularity of forum topics**



(\*Source: Zhongyun Big Data)

According to the communication influence index, among the five sub-forum topics of the 2<sup>nd</sup> Hongqiao International Economic Forum, the communication influence index of "China's 70-year development and the building of a community with a shared future for mankind" was the highest, reaching 19.62; the second was "Artificial intelligence and innovative development" whose communication influence index was 16.06; the third was "E-commerce in the digital era" whose communication influence index reached 14.73. The communication influence indexes of "Opening-up, regulation and business environment" and "WTO reform and free trade agreements" were 10.57 and 9.81 respectively.

At the sub-forum "China's 70-year development and the building of a community with a shared future for mankind", participants stressed that China's active participation in economic globalization has brought opportunities for economic growth and coordinated development of all countries, and played an increasingly important role in maintaining world peace and development as well as promoting the reform of global governance.



People's Daily	Guangming Daily	CCTV
<ul style="list-style-type: none"> <li>•Participants praised the achievements of China's 70-year development and expounded on the reasons for China's success, hoping to share the country's experience in development and governance.</li> </ul>	<ul style="list-style-type: none"> <li>•China has proposed the Belt and Road Initiative to promote participants' development in investment and trade as well as infrastructure connectivity, and promote mutually beneficial cooperation between nations with different cultures and systems. This will provide a new platform for enhancing the linked development of all countries.</li> </ul>	<ul style="list-style-type: none"> <li>•As a representative of emerging market economies and developing countries, China proposes a new concept of global governance with "a community with a shared future for mankind" as the core, which provides the world a plan to promote the optimization of global governance.</li> </ul>

At the sub-forum "Artificial intelligence and innovative development", participants debated the opportunities and challenges of new technologies and industries posed by artificial intelligence to the future of human beings from the perspective of concept, technology and policy supervision.

Chinanews.com	International Finance News	Xinhuanet.com
<ul style="list-style-type: none"> <li>•To develop AI, we need to work together on a larger global stage to plan a better future for all mankind. This is the consensus of political leaders of many countries and regions at the sub-forum "Artificial intelligence and innovative development" at the 2nd Hongqiao International Economic Forum .</li> </ul>	<ul style="list-style-type: none"> <li>•In a short period of one year, many AI technologies have been implemented in China, and the country has witnessed the transformation from strategy to product, and from concept to practice. Compared with the first edition, the 2nd CIIE has become a "super show" of global artificial intelligence.</li> </ul>	<ul style="list-style-type: none"> <li>•As the Chinese proverb goes, a man without distant care must have near sorrow. As a representative of the cutting edge of human science and technology, artificial intelligence has penetrated all aspects of life around the world. But there are also concerns about privacy, employment and other social problems brought by artificial intelligence technology. The sub-forum of "Artificial intelligence and innovative development" is the only special avenue for new technology at the 2nd Hongqiao International Economic Forum.</li> </ul>

At the sub-forum "E-commerce in the digital era", participants had in-depth exchanges on coping with the challenges of the digital economy as well as promoting the opening-up, cooperation and inclusive development of e-commerce. They affirmed the great achievements of China's e-commerce development and believed that e-commerce

opening-up and cooperation should be further deepened to promote inclusive development.

Economic Daily	People.cn	Securities Times
<ul style="list-style-type: none"> <li>• In recent years, trade protectionism has grown, and international investment and trade are facing severe challenges. The development of e-commerce has promoted a win-win situation in the world economy and trade. In such a scenario, the Hongqiao International Economic Forum held on November 5 will have "Digital era and e-commerce innovation and development" as one of the sub-forum themes.</li> </ul>	<ul style="list-style-type: none"> <li>• The development of e-commerce promotes a win-win situation in the world economy and trade, leads to modernization of infrastructure, and deepens the integration of production and distribution. E-commerce provides a new platform for opening up, and "Silk Road e-commerce" sets out a new vision for inclusive and sustainable economic and trade cooperation.</li> </ul>	<ul style="list-style-type: none"> <li>• E-commerce is booming in the digital era with new models emerging endlessly. The development of e-commerce promotes a win-win situation in the world economy and trade, the modernization of infrastructure, and the integration of production and distribution.</li> </ul>

At the sub-forum of "Opening-up, regulation and business environment", participants affirmed China's efforts to create a stable, fair, transparent and open business environment and promote economic transformation and upgrading, and discussed how to optimize the international business environment and revitalize international investment.

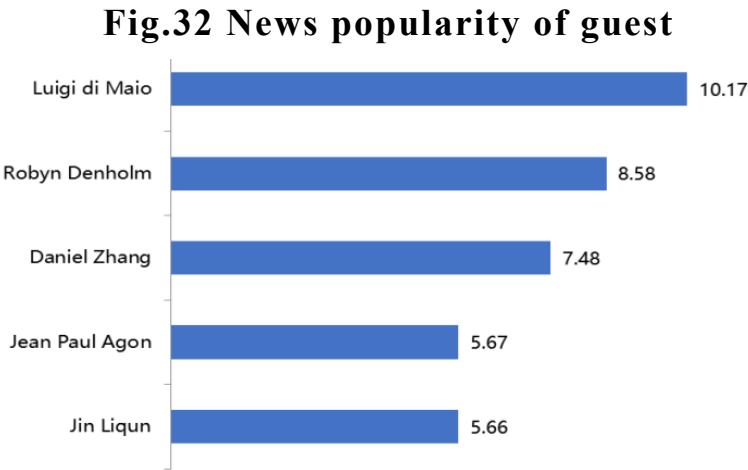
Legal Daily	Jiefang Daily	Foreign media
<ul style="list-style-type: none"> <li>• At the sub-forum of "Opening-up, regulation and business environment", "Business environment" was a hot topic for leading multinational enterprises. In the face of opportunities and challenges brought about by economic globalization, creating a stable, fair, transparent and open business environment, needs a continuous improvement in the quality of government services for enterprises. This was the consensus and expectation of many multinational enterprises participating in the sub-forum discussion.</li> </ul>	<ul style="list-style-type: none"> <li>• At the "Opening-up, regulation and business environment" sub-forum of the 2nd Hongqiao International Economic Forum, many countries along the "Belt and Road" narrated their own experience in business environment reform, hoping to share their future with China.</li> </ul>	<ul style="list-style-type: none"> <li>• Foreign media represented by Foreign Policy, a bimonthly magazine of Spain, believed that China seeks to integrate national, regional and global interests and upholds the idea of building a multilateral world that features inclusiveness, democracy, openness, innovation and efficiency. These efforts continue to receive global response.</li> </ul>

At the sub-forum "WTO reform and free trade agreements", participants discussed the trend of multilateral and regional cooperation mechanisms and the direction of WTO reform; and stressed that all countries should take a clear stand against unilateralism and protectionism, and put forward their own views on WTO reform.

Wenhui Daily	China Daily	Gmw.cn
<ul style="list-style-type: none"> <li>Participants in the sub-forum "WTO reform and free trade agreements" expressed their firm views: the trend of economic globalization cannot be stopped. At the same time, they called for necessary reform of the WTO to enhance the authority and effectiveness of the multilateral trading system.</li> </ul>	<ul style="list-style-type: none"> <li>At the sub-forum "WTO reform and free trade agreements", participants said they believed that the multilateral trade system and free trade agreements ushered in a critical period of development. All countries should resist unilateralism and protectionism together. Only by opening up can different countries benefit each other.</li> </ul>	<ul style="list-style-type: none"> <li>At the sub-forum "WTO reform and free trade agreements", participants from developed and developing countries, both government officials and entrepreneurs, agreed that today's world trade system is an outstanding achievement of human civilization and needs the joint support of all parties.</li> </ul>

### (3) Political, business and academic professionals discuss global governance in sub-forums to expand common ground

In the five sub-forums of the 2<sup>nd</sup> China International Import Expo, more than 60 professional and distinguished guests from political, business and academic circles all over the world attracted public attention. Based on statistical analysis of media reports of the 2<sup>nd</sup> Hongqiao International Economic Forum during the monitoring period, news popularity of the guests is illustrated as below:



(\*Source: Zhongyun Big Data)

Luigi di Maio, Italian Minister of Foreign Affairs, ranked first, with a communication influence index of 10.17. Next was Robyn Denholm, Tesla's chairwoman of the board, with a communication influence index of 8.58. Daniel Zhang, Jean Paul Agon, Jin Liqueun and other well-known entrepreneurs as well as heads of international institutions were also in the forefront of the communication impact index.

As a foreign dignitary, Luigi di Maio, Italian Minister of Foreign Affairs, made a speech at the opening ceremony which attracted wide attention from all media. He spoke highly of the 2<sup>nd</sup> CIIE, which he said showed President Xi Jinping's foresight and praised China's opening up, which offers opportunities to the world.



This is the 2<sup>nd</sup> CIIE. Italy is the guest country of honor, and about 160 Italian enterprises will participate in the Expo. This is really a big platform for our enterprises because China is one of the fastest growing markets in the world. We are proud of the Italian brand; "Made in Italy" is famous all over the world and sold all over the world.

Robyn Denholm, Tesla's chairwoman of the board, attended the Forum, which also attracted great attention. In the sub-forum "Artificial intelligence and innovative development", Denholm expressed the view that "autonomous driving can guarantee the safety of motorists" which garnered great attention.



If the road conditions allow, the driver can be liberated from work by software control and digital sensing. Without the interference of subjective factors, driverless technology can be safer.

At the first CIIE, Jack Ma attended the 1<sup>st</sup> Hongqiao International Economic Forum and became the most popular guest. This year, Daniel Zhang, chairman and CEO of Alibaba, attended the forum and was an instant hit.



At last year's Import Expo, Alibaba set a five-year import target of US\$200 billion, and has achieved 123% of the original one-year phased target. Alibaba proves to the world with its actions that "we do what we say"!

At both the first and second editions, cosmetics and beauty products multinational L'Oreal attracted much attention. Jean Paul Agon, chairman and CEO of L'Oreal, received extensive media attention for his view that "China has released a signal of opening to the world through the Expo".



CIIE brings the world's best inventions, brands and products to Chinese consumers, which is consistent with our goal, and we also want to show the world beauty through CIIE.

At the sub-forum "Opening-up, regulation and business environment", Jin Liqun, President of the Asian Infrastructure Investment Bank, described the importance of "policy sustainability" by "personification" in business environment improvement, which was praised by guests and media.



According to the latest Doing Business, China has risen from 46 to 31, up 15 places. This is a kind of recognition of the improvement in the business environment by the Chinese government. China's performance has also provided good experience for other developing countries to help people enjoy a better life.

## Part VIII: Eight buzzwords of the Second China International Import Expo

“High-level opening up”, “exchange and cooperation”, “Chinese market”,

“innovation”, “business environment”, “a community with a shared future for mankind”, “resisting protectionism” and “science and technology” have been listed as commonly used words in nearly 1,000 original news reports on the Second China International Import Expo published by mainstream media.



### (1) High-level opening up

In his keynote speech given at the opening ceremony of the Expo, President Xi Jinping officially announced measures, from five aspects, aimed at achieving high-level opening up, demonstrating China’s confidence and determination to further open to the outside world.

The media focused on China’s determination to plough new ground in pursuit of opening up on all fronts and implementing measures proposed in the Expo. They praised the convening of the Expo, calling it an enabler to further promote China’s goals of high-level opening up.



As of today, a large number of international political leaders and celebrities, specialist, scholars and entrepreneurs have strongly supported the move. According to the keynote speech given by President Xi Jinping at the opening ceremony of the Second Belt and Road Forum for International Cooperation, China will adopt a series of measures in the fields of institution and structure to promote reform and opening up at a higher level. Later, at the opening ceremony of the Second China International Import Expo, he reiterated that “China’s door will only open wider and wider” and promised that China will continue to pursue higher level openness, all of which demonstrates China’s determination to implement the basic state policy.

#### International political leaders and celebrities, specialist, scholars and entrepreneurs

- **Pascal Soriot, AstraZeneca’s Executive Director and Chief Executive Officer:** President Xi Jinping’s keynote speech at the Expo’s opening ceremony reveals China’s pursuit of high level openness and determination to take due responsibility as a major country to share development opportunities with the world for a better future.
- **Hideki Ozawa, President and CEO of Canon (China) Co., Ltd.:** In Xi’s keynote speech, measures from five aspects to achieve higher level of opening up is a piece of good news for foreign-invested enterprise, including Canon, and provides the world with China’s approach to maintain sustainable economic development.
- **Duan Xiaoying, President and CEO of GE Greater China:** China’s commitment to continuously promote higher level of opening up and optimize business environment signifies great opportunities and potential brought by China’s development to global economic growth and progress of all mankind.



## (2) Exchange and cooperation

At the opening ceremony of the Second China International Import Expo, President Xi Jinping proposed that countries should strengthen cooperation in innovation, integrate S&T well into the economy and promote the exchanges of innovative achievements. In this case, companies are encouraged to independently cooperate in technology, giving full play to the role of all factors conducive to innovation.

Subsequently, major media both at home and abroad started to focus on “CIIE effect” and noted that the successful event played an essential role in promoting economic and trade exchange and cooperation between economies.

### Domestic media:

Domestic media, represented by CCTV, International Business Daily and Workercn, revealed that the Expo represented an exchange and cooperation platform between China and other global economies, which is essential for the optimization of China’s overseas market layout.



**Exchange and cooperation**

International political leaders and celebrities, experts, scholars and entrepreneurs praised China for its exemplary role in international exchange and cooperation when it comes to global situation and China’s influence. Besides, they believe that the Expo brought new opportunities to the global economy. Multinational corporations already benefiting from China can achieve win-win results and comprehensive development in several areas simultaneously due to the event.



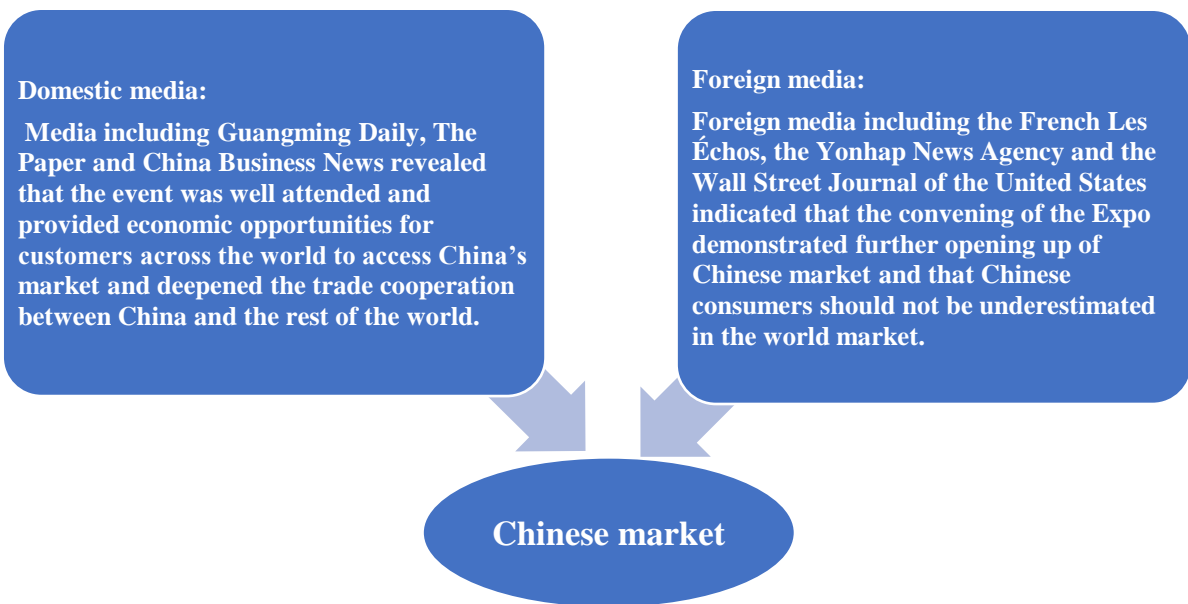
## International political leaders and celebrities, specialist, scholars and entrepreneurs

- **Maximilian Foster, President of Carl Zeiss AG Greater China:** Zeiss will explore Chinese market that is open even wider to the outside world. That means we will bring more new technological achievements to China to strengthen exchange and cooperation and achieve mutual benefit and win-win results and greater development for each other.
- **Allen Fernandez, Vice President of Aramark:** The Import Expo held by China has played a positive role in promoting exchange and cooperation between Chinese and the U.S. companies and built closer bilateral relations.
- **Dr. Hua Su , President of Infineon Technologies Greater China:** We have seen a surge in China's economy on the back of reform and opening up. And the 2nd CIIE, larger than its maiden one, revealed China's commitment to expand openness and promote economic globalization. As a result, we are confident of and optimistic about the future of China's market.

### (3) Chinese market

“China, with a huge market, welcomes everyone to come and see.” Currently, common Chinese people have access to an increasing number of novel products originated in other parts of the world, including French red wine, Russian dairy products and South American coffee. For the first time high-end consumer goods were on display during this event. It will not only meet the ever-increasing consumer demand for high-end products but also create more opportunities for global companies to do business in China.

To prove China's accountability and transparency, the country continues to send positive signals to the outside world by adopting a series of measures. As a result, foreign and domestic media has paid close attention to China's open policy formulation and compliance.



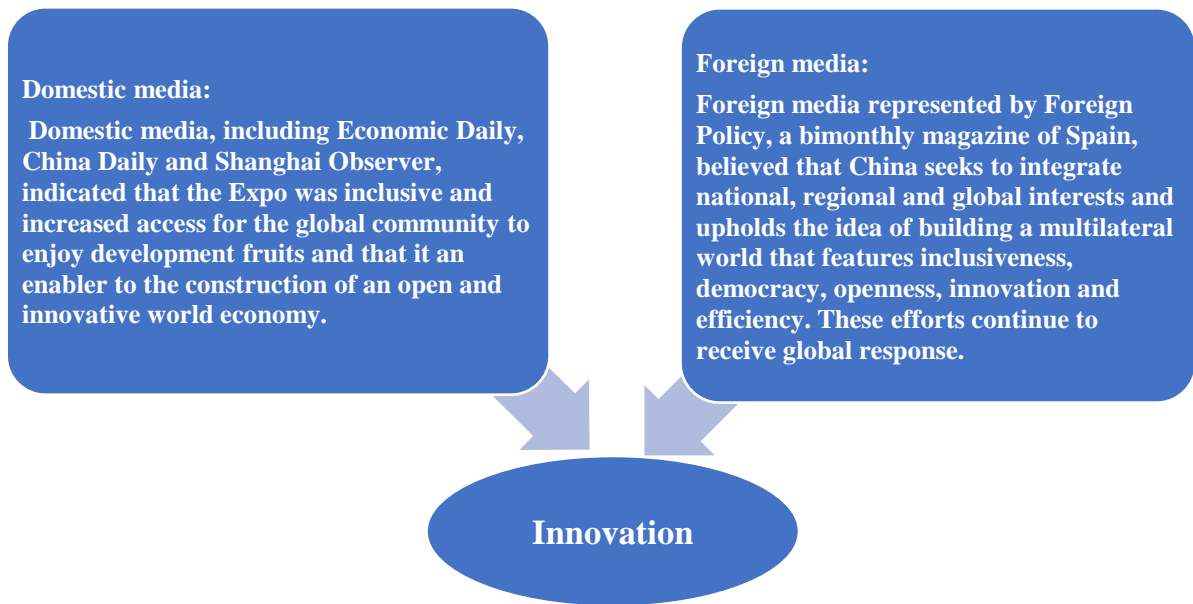
International political leaders and celebrities, experts, scholars and entrepreneurs indicated that displayed products ranged from basic necessities of life to high-end equipment and from tangible products to intangible services. High-end products and brands came in large numbers, which not only reflected the huge capacity of Chinese market but also the aspiration of exhibitors of the rest of the world to enter Chinese market. The Import Expo was an indication to the world that companies will increasingly develop business in China on the back of strong demand for quality development and upgraded consumption.

#### International political leaders and celebrities, experts, scholars and entrepreneurs

- **Niels B. Christiansen, CEO of the LEGO Group:** China is a strategic development market for LEGO. President Xi's speech further strengthened our confidence in the Chinese market and our expansion strategy here.
- **Tetsuro Homma, CEO of Panasonic (China & Northeast Asia):** Thanks to the First and Second Import Expo, Panasonic is aware of the emerging opportunities in the Chinese market and we will also focus on the Third Import Expo.
- **Reggie Hung, Design director of British brand Gènavant:** The brand is upbeat about the Chinese market and looks forward to expanding its influence in the fashion industry and even the whole world through Shanghai's first store in the Import Expo.

#### (4) Innovation

From the 1<sup>st</sup> to the 2<sup>nd</sup> CIIE, mainstream media gradually realized the inclusion of innovation in the Expo and has continued to focus on the innovative achievements of the event and improvement in innovative capabilities, international influence and competitiveness of Chinese enterprises. As a result, news reports have strongly supported “Created in China.”



In terms of innovation, International political leaders, celebrities, experts, scholars and entrepreneurs noted that the Import Expo is an innovative platform for outbound companies and that availability of innovative products enables the Chinese people to enjoy colorful life as the rest of the world. The Expo will be held consecutively in the future to give a strong impetus to global innovation and improvement of China’s technology and innovation.

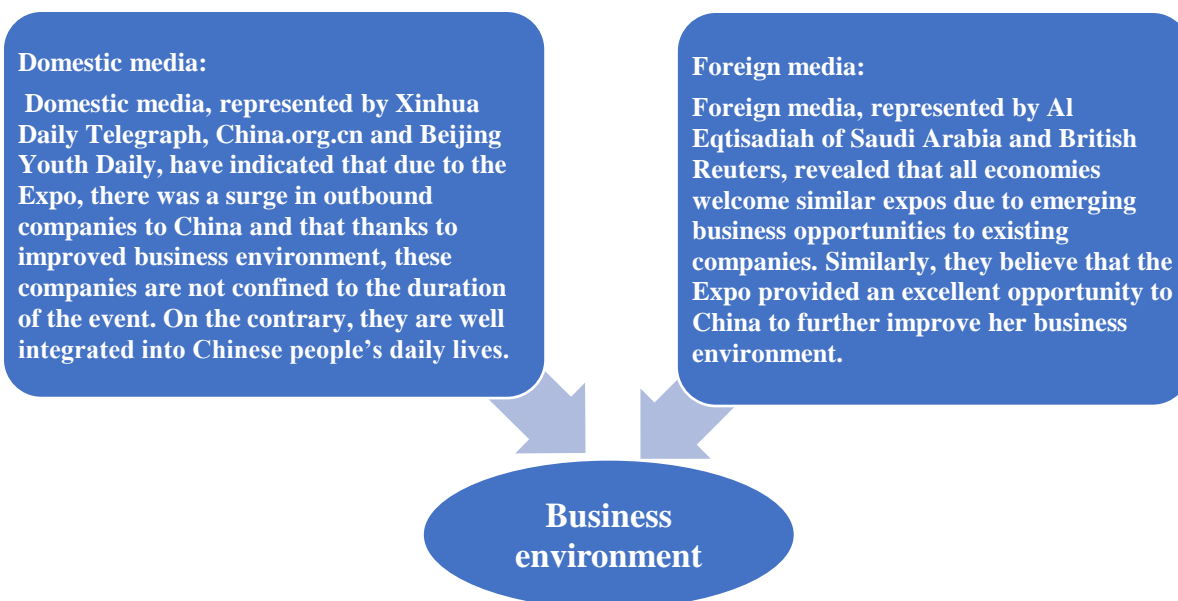
## International political leaders and celebrities, experts, scholars and entrepreneurs

- **Clarence Mak, President of Mars Wrigley (China):** The Import Expo symbolized China's speed and level of openness to the outside world and played a key role in promoting global technological innovation and business development.
- **Ding Youxin, Professor at Sogang University of South Korea:** The innovation that came together in the event can inject new vitality into China's economy. I believe that China will lead the world in the fields of AI and big data.
- **Song Weiqun, Chairman of Johnson & Johnson (China):** The increased number of exhibitors and innovative products in the event are indicative of the Import Expo's increasing attraction this year compared to last year.

### (5) Business environment

In his keynote speech at the Second China International Import Expo, President Xi Jinping emphasized the need to build a world economy featuring open cooperation, open innovation and open sharing. Besides that, he put forward measures from five aspects to achieve higher level of opening up. That means increased access to the Chinese market, improved opening-up process of various regions, optimized business environment, deepened multilateral and bilateral cooperation and continuous construction of Belt and Road Initiative.

Mainstream media at home and abroad have focused their reports on China's strategies in improving business environment, characteristics of its environment and successes following the proposal. China's business environment has been widely recognized after the 2<sup>nd</sup> CIIE. The media prioritized the "business environment."



The year 2019 witnessed the convening of the Expo, implementation of tax and fee cut policies and the improvement of business environment. International political leaders and celebrities, experts, scholars and entrepreneurs praised China's business environment and the Import Expo since the event provided opportunities to regional companies and strengthened cooperation between them.

#### International political leaders and celebrities, experts, scholars and entrepreneurs

- **Wu Dongming, CEO of DHL Express (China):** The express industry is heavily dependent on speed. As a result, DHL welcomes the reforms in Chinese business environment because it is improving efficiency in customs clearance.
- **Liu Minghua, Innovation Leader of Deloitte Touche Tohmatsu Limited (China):** Over the past years, Deloitte has witnessed China's rapid development in various fields and recognized the determination of the Chinese government to attract outstanding companies and talents to China by their positive and open attitude and better business environment.
- **Marco Betin, Chief Operating Officer of Fondazione Italia Cina:** China aims at building the institutional framework of the 2nd CIIE and its success will certainly play an increasingly active role in the development of international trade.

#### (6) A community with a shared future for mankind

In the speech given at the opening ceremony of the Second China International Import Expo, Xi Jinping stressed that China's development played an essential role in the

progress of all, from the perspective of human history. China aims at opening its arms wider to provide more opportunities to expand business, invest, and grow economy so as to achieve common development. Xi urged everyone to work together to contribute to the building of an open world economy and a community with a shared future for all mankind.

The “China’s 70-year Development and the Building of a Community with a Shared Future for Mankind” Consensus Conference, part of the Second Hongqiao International Economic Forum, was held in Shanghai on the second day of the 2<sup>nd</sup> CIIE. The attendees, including think tanks and media representatives from over 100 countries and regions, attracted great media attention. The media reports covered the whole process of brainstorming on China’s development and the building of a community with a shared future for mankind.



International political leaders and celebrities, experts, scholars and entrepreneurs revealed that China’s plan to build such a community is in the interest of all economies interested in development and that the Expo will provide significant opportunities to the global community. Hence, the world has a lot to learn from China.

## International political leaders and celebrities, experts, scholars and entrepreneurs

- **Pedro Henrik Pat Desaizaro, Director of Brazilian Institute of Business:** From ancient Silk Road through the construction of the “Belt and Road” initiative to the building of a community with a shared future, we recognize that whether it’s from the perspective of human evolution or actual facts, global development cannot be achieved without Chinese wisdom.
- **Pochin Peng Lajun, Former Deputy Prime Minister of Thailand and Chairman of Thai-Chinese Cultural and Economy Association:** The construction of a community with a shared future for mankind is China’s approach to current problems.

### (7) Resisting protectionism

In the keynote speech given in the 2<sup>nd</sup> CIIE, President Xi Jinping proposed to jointly build a world economy featuring open cooperation, innovation and sharing and measures from five aspects to expand openness. China instills global confidence in win-win cooperation, sharing and openness against a larger backdrop of rising protectionism and unilateralism

Over the recent years, domestic and foreign media has been focused on increasingly complex international situation. Now they can recognize China’s determination to deepen international cooperation and address difficulties and challenges with the rest of the world by its inclusive, responsible and rational attitude.

#### Domestic media:

China’s media, represented by gmw.cn, haiwainet.cn and Economic Daily, stated that the Expo took place when protectionism and unilateralism was on the rise and the global economy is increasingly faced with setbacks. Since its inception, the Expo has borne the burden of promoting the integration and development of global economies.

#### Foreign media:

Foreign media, represented by РОССИЙСКАЯ ГАЗЕТА (Russian Newspaper), Bulgarian Investor net and Tribune Express of Pakistan, said that the Expo sends a message to the world that China is tearing down barriers against protectionism against a larger backdrop of increasing global trade frictions.

**Resisting  
protectionism**

International political leaders and celebrities, experts, scholars and entrepreneurs believed that rising protectionism in global trade impairs global economy while China has made the Import Expo a great success at the right time. The Expo, an aggressive counterblow to protectionism, plays a positive role in global economic growth and undoubtedly will offer more certainties to companies around the world.

#### International political leaders and celebrities, experts, scholars and entrepreneurs

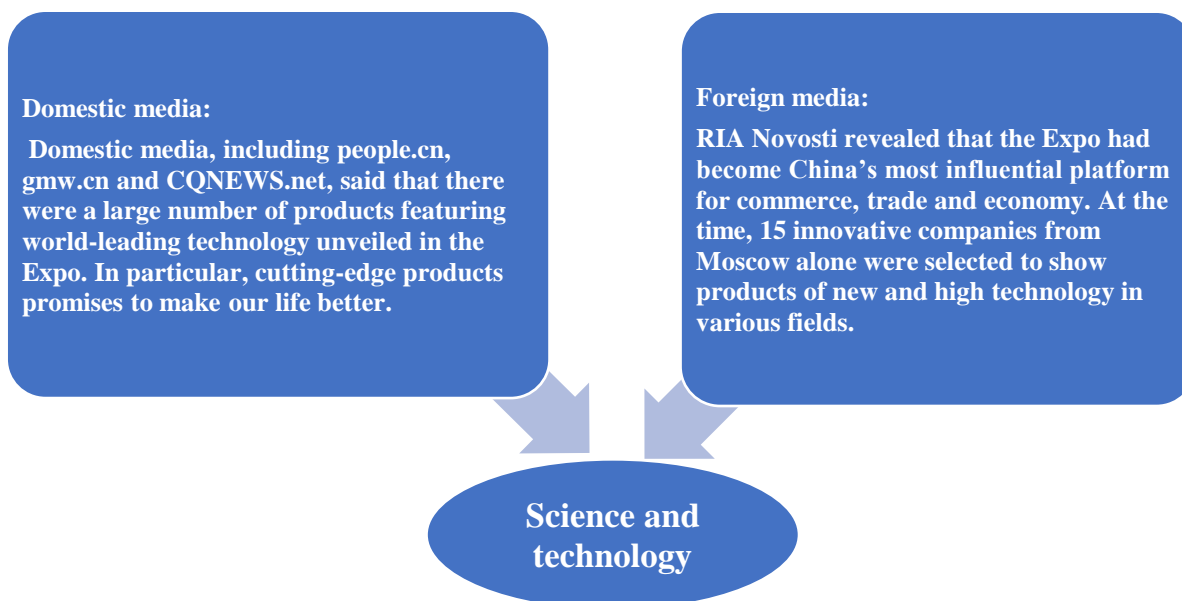
- **Veronika Nikishina, Trade Minister of Eurasian Economic Commission:** The 2<sup>nd</sup> CIIE and Hongqiao International Economic Forum come at a time when trade protectionism is on the rise. They are undoubtedly rare opportunities for governments and companies around the world.
- **Mekarian, Chairman of the Cambodian Development and Resources Institute:** China prioritizes both its interest and that of the world as a whole, which is urgently needed by the current times. Protectionism and unilateralism will not be embraced in a globalized world. And countries, strong or weak, can benefit from globalization as long as they work hard.
- **Lothar Herrmann, CEO of Siemens Greater China:** The Expo has played an exemplary role. It suggests to us that we should communicate pragmatically and pursue a more open mindset to achieve win-win results for more.

## (8) Science and technology

Our current world has undergone significant changes unseen for nearly a century because of the sudden rise of emerging markets and developing countries. A new round of scientific and industrial revolution has brought unprecedented opportunities and challenges while global governance system is faced with profound changes. In the keynote speech given at the opening ceremony of the 2<sup>nd</sup> CIIE, Xi proposed three initiatives to build an open world economy and emphasized the great integration of technology and economy.

Science and technology are changing our life. Companies from various economies displayed high-tech products under the same roof, with their unique technology attracting great media attention.





International political leaders and celebrities, experts, scholars and entrepreneurs believed that companies have gained heavily from the 1<sup>st</sup> CIIE, including high attention from the media and fruitful marketing of their brand. Hence, it's necessary for companies to show newly developed science and technology in the Second Expo.

#### International political leaders and celebrities, experts, scholars and entrepreneurs

- **Wei Chen Moline, President of 3M China:** Star products, or lightweight sound-proofer deployed in cars were unveiled in the Second Expo for the first time globally. The expo was like a huge magnetic field since it attracted so many companies to introduce their brand to Chinese people and communicate with each other.
- **Shi Feng, Vice President and the Head of Marketing of Dell EMC Greater China:** Dell demonstrated to the world its strength in digital transformation in an all-round way, as well as its achievements over the past five years since its launch of “In and for China” development strategy.
- **Zhang Jindong, Chairman of Suning Holdings Group:** The Expo, with the latest technological applications in the world, provided a platform for the flow of goods and capital. It provided wonderful opportunities for global resource collaboration and will promote breakthroughs in new and high technology.

## Part IX: Conclusions and suggestions

### (1) Main conclusions

The CPC Central Committee, with Xi Jinping at its core, made an important decision

to organize the China International Import Expo. China has made a potent move to voluntarily open her market to the world. Judging from the outcome, the second China International Import Expo was a success with fruitful results. It has become “better and better” with increasing global influence and attraction. It is a vivid indicator of Xi Jinping's socialist thought with Chinese characteristics in the new era. Moreover, it is the embodiment of China's socialist system superiority and results of joint efforts of all members of the Organizing Committee, localities and departments. This report takes the 2<sup>nd</sup> CIIE as the research object, analyzes and evaluates its communication impact mainly through evaluating domestic and foreign media reports.

1[According to the People Daily, November 27, 2019. For the second China International Fair to achieve "better and better" -- an interview with Zhong Shan, Minister of Commerce.]

The report draws the following five main specific conclusions:

First, we have conscientiously implemented President Xi Jinping's important instructions of "high level, highly efficient and productive, better and better". The 2<sup>nd</sup> CIIE achieved five "more". It was of a "larger scale", with 181 countries, regions and international organizations in attendance and more than 3,800 participating enterprises. In addition, the exhibition area was expanded, the number of host countries was increased, and the scale of purchasers was larger. The quality of this event was "better", from the perspective of exhibitors, their level was higher; from the investors perspective, the attraction was more accurate, the structure of professional visitors was optimized, the number of visiting professional and international purchasers had increased; from the layouts and services perspective, the layouts of this Import Expo was optimized, and outdoor exhibition areas added. For the first time, this event was "more innovative", with obvious publicity impact and optimized exhibition model. It "reached a higher level" and adhered to international first-class exhibition goals. Its international status, representation and authority were fully reflected. This Import Expo has achieved "better results". In one year's plan, about US\$71.13 billion was expected to be transacted, an increase of 23% over the first edition.

Throughout the Import Expo in 2019, the concept of five "better" was widely covered by the media. A series of key information was released during the preliminary preparation and recruitment process, and topics such as "the 2<sup>nd</sup> CIIE will surpass the first one in many aspects" became a hot topic. "The total exhibition area will surpass the first one", "the number of world's top 500 and industry leading enterprises will surpass the first one", "the profile and scale of the guests attending the Hongqiao Forum will surpass the first one", "special areas for high-end consumer goods added" and "supporting policies and measures continue to inject innovation", these information shaped the key public opinion around "better and better" Import Expo. In investment attraction, the two topics of "pre-exhibition supply and demand matching conference" and "investment attraction roadshow activity held in many places across the country" also caught media attention, an indication that the 2<sup>nd</sup> CIIE had made great achievements in matchmaking buyers and sellers, and moved closer to achieving "better quality" with the help of "precise business attraction". In planning and execution, the mass media showed interest in the "scope" and "highlights", and the "different" and "unique" of the 2<sup>nd</sup> CIIE. In the subsequent work, as the most intuitive data reflecting the "better results" of the 2<sup>nd</sup> CIIE, the "cumulative expected transaction of US\$71.13 billion" was widely cited and frequently mentioned by domestic and foreign media. As the People's Daily pointed out at the end of the event, larger in scale, better in quality, more innovative, higher level and better results were the objectives of the event and the sentiments of all the guests from the five continents.

Second, the Import Expo combined exhibition, forum, diplomacy and humanity, which made a comprehensive platform for global sharing. There was a spillover effect of the increased international products launched. Through holding first-class exhibitions, the Import Expo promoted international procurement, catalyzed the effect of "buying and selling all over the world", and broadened the channels that global enterprises could enter the Chinese market while improving international cooperation. According to domestic media reports, the 2<sup>nd</sup> CIIE has become the preferred platform for new products, new technology launch and transaction procurement in various industries due to increased

international status of purchasers, more professional purchasers and more fruitful trading procurement results. Foreign media noted that the Import Expo had become an important international procurement platform globally. In addition, the second Hongqiao International Economic Forum, under the theme, "opening-up and innovation for win-win cooperation", attracted more than 4,500 participating guests from all circles of politics, business, science and research around the world, which reflected its high quality and level, coupled by new topics and concerns, and expanded new consensus. The mass media spoke highly of this Forum and praised its continuous contribution to promoting an open world economy and building a community with a shared future for mankind. In terms of diplomacy, as the final event held by China in 2019, the role of the 2<sup>nd</sup> CIIE in promoting China's exchanges with other countries attracted media attention. The domestic media referred to the Import Expo as a landmark project for China to carry out its diplomatic activity and all-round opening up in the new era. Of particular interest, French President Macron was invited to attend the Import Expo, which greatly improved the international reach of the event. Foreign media considered this as a compelling reporting perspective and noted that "the Import Expo had become an important home diplomacy for China, and it was held amidst deepening Sino-US conflicts." In terms of commerce and culture, besides building a platform for purchasing and trading, the expo also effectively promoted cultural exchanges. For the first time, intangible cultural heritage and China's time-honored brand exhibition area were set up this time round. Food and cultural products with strong local characteristics attracted online and offline attention. The central level media and local media jointly reported and expanded the "communication radius" of China's excellent traditional culture. On the other hand, the participating countries in the second event brought their unique traditional culture to China. For example, the Greek adopted "Greece, shared culture" as its theme, aiming to let the audience fully understand the highlights of Greek culture and share her cultural wisdom and business innovation; Turkey introduced a little-known art form, Ebru, attracting media and audience attention. Mainstream media commended the 2<sup>nd</sup> CIIE for dealing with goods and services, exchange of culture and ideas, and wisely played a

"world chorus" of open innovation and win-win cooperation..

Third, President Xi Jinping delivered a keynote speech at the opening ceremony. He accurately grasped history and world economic trends, proposed important initiatives, gained accolades and global recognition, further enhancing the Import Expo's international influence and attractiveness. China's mainstream media systematically expounded on the great significance, connotation and spiritual essence of President Xi Jinping's speech and promoted awareness and recognition of the international community. Specifically, the domestic mainstream media elaborated on four aspects: first, the keynote speech was the development cursor of economic globalization. The media believed that "economic globalization is the historical trend", "countries should adhere to the concept of prioritizing humanity, putting human interest above self-interest" and other profound and important statements, which dealt with global sustainable development. Second, the keynote speech put forward the new idea of open world economy. The three initiatives of "building an open and cooperative world economy", "building an open and innovative world economy" and "building an open and shared world economy" captured media's attention. According to the media, the three initiatives have guided the world economy out of the "haze" of anti-globalization and uncertainty. Third, the keynote speech showed the new strategies towards opening up to a higher level in China. The country would continue to expand its market opening, improve its opening pattern, optimize its business environment, deepen bilateral cooperation and promote "the Belt and Road". The move, according to the media, proved once again that China's open door policy would only open wider, using a steady pace, providing the world economy with sustained development. Fourth, the keynote speech showed the new prospect of China's economic quality development. "The Chinese market is so large that all are welcome to see it". President Xi Jinping's brilliant speech showed that China was willing to share market opportunities, investment and economic growth, showcasing China as a country of opportunity. The speech by President Xi Jinping received overwhelming applause from guests, according to the media, recognizing China's wider opening to all participants.

After the speech, the international community, including politicians, scholars,

representatives and exhibitors from different countries, commended it. Generally, it is believed that this speech, similar to the one given at the world economic forum in Davos in 2017, injected lasting energy into the international community and highlighted the responsibility of prioritizing humanity. Foreign mainstream media highly appraised the open cooperation signals offered by President Xi Jinping in the speech and China's firm attitude of "keeping the word", praised the country for undertaking practical action to safeguard multilateralism and global free trade order, and had confidence in the great potential and promise of the China market. The strong resonance of President Xi Jinping's speech to the international community has further enhanced global recognition of the Import Expo. Guests drawn from all over the world said the Import Expo had become a grand event that global enterprises were looking forward to every year. They were very appreciative of China's open and inclusive attitude, noting that the whole world would benefit from it. All countries are therefore willing to strengthen cooperation with China through the platform of Import Expo in future, joining hands with "China Power" to promote the global development.

Fourth, the "hot pursuit" by exhibitors and cultural exchanges have helped enhance international public recognition of the Import Expo. On the back of Sino-US trade frictions, American enterprises' "hot pursuit" of Import Expo attracted foreign media attention. For example, while counting down 100 days to the opening of the exhibition, foreign mainstream media such as Reuters, Sputnik News Agency & Radio, CNBC, Singapore Zaobao quoted Ren Hongbin, Assistant Minister of Commerce, as saying, "American enterprises are more enthusiastic this year, and the number of exhibitors exceeds last year, especially the exhibition area has increased by 35% over last year", pointing out that despite trade frictions between China and the United States, U.S. enterprises were still keen to participate in the event, which highlighted how attractive the continuous opening of Chinese market was to global enterprises. It is clear that the international community has paid attention to the vast opportunities the Import Expo has provided to enterprises from other countries, and can rationally view and objectively report the expanding "CIIE effect". Simultaneously, the 2<sup>nd</sup> CIIE was committed to

building a cultural exchange platform, shifting focus of international community from economic and trade to cultural exchange. In particular, cultural exchanges presented at the CIIE have trended widely in foreign social media. For example, short videos such as "the biggest hot pot in the world" opened in the intangible cultural heritage experience area in the 2<sup>nd</sup> CIIE, and the ancient intangible cultural heritage technology, Ebru, displayed on the Turkish national pavilion has gained a high broadcast volume on twitter platform. Foreign netizens' cognition of CIIE was not only "the world's first national exhibition with import as the theme ", but also "a cultural exchange event like 'world chorus' ", that enriched the international public opinion image of the event.

Fifth, the 2<sup>nd</sup> CIIE was closely combined with social hot spots. "5G", "waste classification", "double 11" and other hot words underpinned the linkage between the exhibition, cutting-edge science and technology and people's life, and was more "grounded" in the public opinion field. 2019 was the first year for commercial use of 5G technology. On June 6, 2019, the Ministry of Industry and Information Technology officially issued 5G commercial license to China Telecom, China Mobile, China Unicom and China Broadcast Network. Since then, public opinion has closely followed the application of 5G technology. What kind of spark would be discharged when the 2<sup>nd</sup> CIIE collide with 5G? There was high expectations. In mid-July, several mainstream media latched on information that "the 2<sup>nd</sup> CIIE is expected to achieve 5G network full coverage", and put forward the beautiful expectation that "exhibitors from all over the world will be able to experience high-speed and intelligent new world created by 5G network during the 2<sup>nd</sup> CIIE"; during the Import Expo, Shanghai Unicom launched "5G to show you the Expo", where citizens could jointly experience the highlights of the first new products with journalists and visit exhibitions in seven business circles at the same time. Based on this, the official Weibo account of "@ the paper" launched the "Unicom 5G takes you to watch CIIE" live network broadcast, with a communication volume of 80,000 times. Media reports wondered if 5G was just a "small trial" in the first CIIE, in the subsequent event the 5G network and its application would achieve comprehensive penetration, and its empowerment would be astronomical.

Since July 1 the host city, Shanghai, has officially implemented the *Regulations on the Administration of Domestic Waste of Shanghai Municipality*. Because of putting up large and complex buildings, it was very difficult to classify and transport waste at the Import Expo. How the 2<sup>nd</sup> CIIE dealt with the "challenge" of waste classification attracted public attention. Media reports indicated that the 2<sup>nd</sup> CIIE would improve infrastructure, science advancement and fine management to address waste classification during the exhibition. Waste classification became popular thereby attracting more attention to the exhibits related to the event. In the ABB exhibition area of No. 4.1 exhibition hall of National Exhibition and Convention Center(Shanghai), a robot could quickly and accurately sort waste, which won exhibitors' praises; "news popularity of exhibits" showed that the communication influence index of waste classification robot reached 8.04; "@ People's Daily", "@ Insight", "@ KNEWS" and other media official accounts that released short videos related to waste classification robots on the micro blog platform Weibo, with more than 3 million clicks. According mainstream media monitoring, this year's Expo coincided with the implementation of the new policy for waste classification in Shanghai. Therefore, the CIIE was not only a big platform for opening and cooperation, but also for the waste classification implementation strategy. Exhibitors and participants at home and abroad all experienced Shanghai's "new fashion".

With two hot topics reflecting robustness of China's consumer market trending simultaneously, the "CIIE" and "Double 11" were closely linked, and their "collision" gained public attention. In the list of "top 10 hot topics in follow-up work", the topic of "Double 11 Shopping Spree Seamlessly Meshes with CIIE" ranked ninth with a communication influence index of 18.84. The official WeChat account "@CGTN" released a short video under the topic "Offline+online! How do overseas sellers in the CIIE attract the 'big spenders' during the #Double 11# ?" and recorded more than 20,000 clicks. Media reported that the CIIE "meeting" and "Double 11" had a huge impact, which could actively catalyze international trade, and create opportunities for foreign businesses to further develop the Chinese market.



## **(2) Publicity suggestions**

While the 2<sup>nd</sup> CIIE continues to be a hot topic, the overseas roadshow exhibitor recruitment work of the third CIIE has already been fully launched. On November 18, the first roadshow promotion meeting was held in Santo Domingo, the capital of Dominica, marking the "launch" of the third CIIE. Based on the advantages and disadvantages of the 2<sup>nd</sup> CIIE, the report recommends five suggestions to provide reference for the news publicity of the third Import Expo.

First, establish the keynote of the third CIIE's publicity, stressing its characteristics and highlights in the following process. According to President Xi Jinping's important instruction of "better and better," the 2<sup>nd</sup> CIIE is committed to achieving five "more", which is the center of the reports. The "larger scale, better quality, more innovative, higher level, better results" has been widely recognized. The third CIIE is scheduled to be held in 2020. In the publicity process, we suggest continuance in the undertaking, integration, progress and uniqueness of the third CIIE with the previous one, not only to create a consistent public image with the previous two expos, but also a distinctive event.

Second, prioritize the value offered by Internet users and promote in-depth publicity of CIIE. According to the communication analysis of the 2<sup>nd</sup> CIIE, netizens paid closer attention to trending words such as "Go, China", "Great expectations for the 2<sup>nd</sup> CIIE", "Win-win cooperation", "The words of approachable president Xi", "You should all come and see", "Stunning", "A future full of hope", "Eye-opener", "Driving the shopping truck into the CIIE", "Expecting the next edition of CIIE", among others, focusing on emotional expression and detailed information; media reports' favorite words were "high level opening up", "exchange and cooperation", "Chinese market", "innovation", "business environment", "a community with a shared future", "resisting protectionism", "science and technology", among others, with emphasis on information interpretation and processes. There is evidence of some differences between media and netizens' concerns. We therefore suggest that closer attention should be given on netizens' hot topics during publicity planning process, create more topics that can arouse their responses, and promote them on micro-blogs, Tik Tok and other platforms, which boasts of considerable

users, to enhance the effect of broadcasting.

Third, plan and implement long-term publicity activities. Consistent and corresponding campaigns will help develop the "brand effect". Generally, the 2<sup>nd</sup> CIIE publicity campaign had a strong impact, such as "200-day countdown", "100-day countdown", "Focus on Business Invitation to Light Up CIIE", the national investment roadshow promotion and the introduction activities of the 2<sup>nd</sup> CIIE, the dialogue on the Second Hongqiao International Economic Forum, among others. To further improve the communication effect of the theme activities, the third CIIE should consider planning a series of publicity activities, extending the activity cycle between one to three months, during which the "same theme, different topics" will be promoted in different stages to impress the audience. At the same time, visual publicity activities such as photography exhibitions and short video competitions should be considered, which, on the one hand, will help deepen the impression of the people on the Import Expo, and on the other hand, attract more people to participate in it.

Fourth, achieve accurate international communication starting from the content, channel and form of communication. It is necessary to clarify the targeted population and accurately predict their needs. Only by creating differentiated communication content for different countries and groups can we have a definite object in view and achieve remarkable results. Also, broadening the channels of communication and diversifying the main body of communication. Continue to make good use of foreign mainstream social platforms, in addition to Xinhua Net, CGNT, China Daily and other major official media accounts, strengthen communication and cooperation with foreign media, and build an international system of overseas communication around Import Expo. Moreover, we should explore the use of innovate communication mediums to make good use of new media and technologies. Products and contents suitable for new media platforms can be expounded from newspaper and online media and produce mobile, visual, social and multilingual international communication products by comprehensively using text, pictures, video, audio, live broadcast and other media convergence.

And finally, continue to promote the construction of media platform for CIIE. Firmly

prompt the internal integration, the Party and media integration, cross-industry integration and community integration, and constantly promote talent sharing, content sharing, technology sharing, channel sharing and profit-making cooperation model in the process of media convergence around CIIE, so as to realize the comprehensive integration of media publicity, import and export, and exhibition industry.

## Appendix: Introduction to indicators

### 1. Index weight

The communication influence index is based on the communication quantity from eight channels, including radio and television, newspapers and magazines, online media, clients, Weibo, Wechat, forums and blogs, weighed by eight first-class indicators.

The index weight adopts the general weight standard of influence index of government affairs public opinion communication from people.cn public opinion data center. The general standard is based on the comprehensive evaluation of eight first-class indicators, including discourse authority, audience trust, population coverage, and original ability.

The index weight values are as follows:

Target layer	First grade index	First grade weight
Communication influence index	radio and television	20%
	newspapers and magazines	20%
	online media	15%
	Weibo	10%
	Wechat	10%
	clients	15%
	forums	5%
	blogs	5%

### 2. Index calculation

The communication influence index is calculated by the formula of the first grade index and its weight.

Communication influence index = radio and television \* 20% + digital newspapers \* 20% + online media \* 15% + Weibo \* 10% + Wechat \* 10% + client \* 15% + Forum \* 5% + blog \* 5%

The first grade indicators are based on the standardized calculation of the reported amount of the evaluation object. The higher the index, the higher the popularity among viewers.

### **3. Indicator explanation**

The amount of radio and television coverage is the number of relevant news broadcast by CCTV and local TV stations.

The number of digital newspaper reports is the number of relevant news articles published by newspapers and magazines at all levels, including original reports and reprinted reports.

The amount of online media coverage is the number of relevant news articles published by each media website, information website, government agency website and enterprise website, including the original and reprint.

The number of Weibo reports is the number of blog posts with relevant keywords, excluding the follow-up comments.

The volume of news related to WeChat's public address released by WeChat is calculated.

The client coverage is the number of relevant news articles published by each news client and information collection app, including the original and reprint.

Forum coverage is the number of main posts with relevant keywords published by various online forums, communities, Q&A platforms, among others, excluding follow-up comments.

Blog coverage is the number of relevant articles published by each blog platform, including the original and reprint.

The above reported data are all from the Zhongyun Big Data. If there is no special description in the *Report*, the data time ranges from January to November 30, 2019; if there is any specific description, the specific description shall prevail.