Report on the Media Coverage and Influence of the 3rd China International Import Expo

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people.cn
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Explanations of President Xi Jinping’s Keynote Speech at the Third China International Import Expo (CIIE)

"All countries need to come together to jointly tackle risks and challenges, strengthen cooperation and communication, and embrace greater openness.” “Our aim is to turn the China market into a market for the world, a market shared by all, and a market accessible to all.” “Create opportunities in opening up, tackle difficult problems through cooperation”...... President Xi Jinping’s powerful and evocative words led to an enthusiastic response by people from all walks of life.

Xinhua News Agency released the article Joint Opening up, Shared Responsibilities and Common Development: An Interpretation of President Xi Jinping’s Keynote Speech at the third CIIE

As the world’s first state-level expo themed on imports, the CIIE is a vivid exemplification in driving economic globalization, and highlights China’s great inclusiveness. The CIIE is not only an expo for China to import goods from around the world, but also a window for the world to observe China’s opening up.

Over the three years since its inception, the CIIE has enabled exhibits to become traded goods and exhibitors to spot more investment opportunities. It has facilitated an exchange of new and creative ideas, and better connected China to the wider world. Acting as a major platform for international procurement, investment promotion, cultural exchanges and open cooperation, the CIIE is now an international public good for the world to share.

Xinhua News Agency released the article Xi Jinping Announces to the World and Stresses the Word.

Throughout the speeches at the three CIIEs, “opening up” has been the word used most frequently. The word appeared 32 times on average in the speeches. Despite the rampant pandemic in many places across the world, the CIIE was held as scheduled, showcasing China’s earnestness to share market opportunities with countries worldwide and boost the recovery of the global economy, as well as China’s policy trend of continuing reform and opening up.

People’s Daily published the article Advancing Joint Opening up Featuring Cooperation for Win-win Results, Common Responsibilities and Common Prosperity: President Xi Jinping’s Keynote Speech at the third CIIE Arouses Enthusiastic Echoes of People from All Walks of Life.

People’s Daily publicized the commentary Create Opportunities in Opening up, Tackle Difficult Problems through Cooperation: On President Xi Jinping’s Keynote Speech at the third CIIE
CCTV released the review *Create Opportunities in Opening Up, Tackle Difficult Problems Through Cooperation.*

Against the backdrop of the lingering pandemic and economic downturn across the world, many international expos were suspended or canceled. China braved the challenges to hold the CIIE, which was of high value and extraordinary significance.

*Guangming Daily issued a commentary The Only Way: Create Opportunities in Opening Up, Tackle Difficult Problems Through Cooperation*

The overall approach toward opening up and cooperation remains unchanged across the world. The CIIE is a realistic reflection of the situation. On the coast of the Pacific Ocean and by the side of the Huangpu River, at the symbolic geographical location and historical juncture, the CIIE was held successfully. The evocative words “Create opportunities in opening up, tackle difficult problems through cooperation”, “We need to build trust rather than second-guess each other; we need to join hands rather than throw punches at each other; and we need to consult rather than slander each other” will surely have long-lasting echoes during the restoration of economic globalization.

CCTV News published the international review *Make Chinese Market the World’s Market.*

Sharing market opportunities is China’s consistent commitment to the world since its opening-up. Against the backdrop of the pandemic’s severe jolt to global economy, the commitment becomes more significant. In comparison with the previous session, the third CIIE was nearly 30,000 square meters bigger in total exhibition area. Old friends continued their participation, and new friends swarmed to the expo, reflecting multinationals’ eager expectations of the Chinese market.

*Economic Daily issued the commentary Steadfastly Expand All-round Opening Up.*

At the opening ceremony of the third CIIE, President Xi Jinping put forward a series of practical opening up measures. It is China’s powerful announcement to the world of enhancing confidence in opening up at a higher level to jointly deal with risks and challenges, showcasing China’s globalization approach of more openness to surely infuse powerful positive energy to the global economy endangered by mounting uncertainties.
I. Overview

From November 4 to 10, 2020, the third China International Import Expo (hereinafter referred to as the “CIIE”) was successfully held in Shanghai. President Xi Jinping delivered a keynote speech via video. The expo achieved fruitful results, won high praise and wide recognition at home and abroad, and realized the goals of safety, splendor and success.

In general, the third CIIE achieved unprecedented communication effect, with the total communication volume exceeding 3.7 million times during the monitoring period, and 2 million during the expo, achieving historic breakthroughs.

A review of the third CIIE shows the communication has the following characteristics: First, it conformed to the communication law of “preheating”, “heating” and “heat preservation”, made precise shifts and steady acceleration, and secured “enduring and continuous” communication to help longtime awareness of the CIIE. Second, by means of multi-level media’s linkage and collaboration, advantages of multi-channel and omni-media communication, and targeted publicity through multi-frequency bands, wide coverage and deep penetration, phenomenally hot topics were created. Third, the communication tapped the influential effect of Taobao anchors and Internet celebrities to attract a large number of followers from diverse and complicated social groups. Fourth, the flexible use of various forms such as slow live broadcast, comic strips and Vlog to enrich the images, vividness, and uniqueness of topics, greatly enhanced the communication power of the third CIIE. The overall communication situation is as follows:

First, in terms of traditional media, print media such as China Daily, People’s Daily, International Business Daily, Wenhui Bao and Jiefang Daily took the lead in
reporting the news; reports on people.com.cn, eastmoney.com and eastday.com ranked first in the corresponding category; and Shanghai Media Group and CCTV were the main reporting forces among the TV media.

**Second**, in terms of new media platforms, the hot articles with “100,000+” views released on WeChat accounts “shanghaifabu”, “rmrbwx” and “cctvnewscenter” were ranked the top three. Douyin (TikTok) topic #ciie dou show#, Weibo topics #i witness ciie’s in products# and other 10 topics were viewed more than 100 million times. The total number of views of multiple live-streaming for selling goods exceeded 60 million.

**Third**, in terms of publicity on official platforms, the official website, Weibo, WeChat and Douyin accounts and overseas social platform accounts were used as publicity windows and remarkable results were achieved.

**Fourth**, in terms of offline expo dissemination, the consumer goods pavilion, and the public health and epidemic prevention pavilion ranked first in the six pavilions and the four special pavilions, respectively. L'Oréal ranked first among exhibits of the six pavilions with a popularity score of 29.70; AstraZeneca ranked first among exhibits of the four special pavilions with a popularity score of 22.34; the 88-carat super black diamond exhibited by Karlovy became the most popular exhibit with a popularity score of 18.09. The popularity score of six new products displayed by Deloitte reached 18.66, ranking first in the popularity of new products released.

**Fifth**, in terms of online presentation and communication, six countries, including Russia and Italy, displayed their own customs, development and investment opportunities on the official website of the CIIE, which attracted wide attention.

**Sixth**, in terms of procurement, transactions, forums, meetings, and
people-to-person exchanges, the Central Enterprise trade group stood out among its peers with a popularity score of 26.29. The China Automotive Industry Development Forum received the most attention among supporting activities, with a popularity score of 13.98. The Trade and Investment Matchmaking Fair achieved remarkable results with 861 cooperation intentions reached. The Intangible Cultural Heritage Pavilion ranked first among the five exhibition areas for humanity exchange activities with a popularity score of 25.68. Among the humanity exchange activities of provinces, autonomous regions, municipalities and overseas entities, Shanghai was most popular among the public.

**Seventh**, in terms of service guarantee for communication, Bank of China ranked first among supporting companies with a popularity score of 25.07, and epidemic prevention and control was the most popular among various service guarantee activities.

**II. Communication profile**

**(I) More than 3.7 million pieces of coverage, making historic breakthrough**

According to monitoring data, from January 1 to November 30, 2020, a total of 3,702,337 pieces of information covered the CIIE, including 3,687,651 pieces in mainland communication channels, and 14,686 pieces (2,419 pieces in Hong Kong, Macau and Taiwan media, and 12,267 pieces in foreign media\(^\circ\)) in overseas media (including Hong Kong, Macau, and Taiwan media) and main social media platforms. Compared with the first two CIIE events, the third CIIE witnessed growth double in

\(^\circ\) Foreign platforms in this report mainly refer to online media and social media.
the total communication pieces and total pieces within the mainland. However, the number of communication pieces in foreign channels reduced due to such distractions as the US presidential election capturing the attention of overseas public opinion.

**In terms of domestic communication channels**, Weibo made the highest contribution, totaling 2,449,845 pieces and accounting for 66.43% of the total; online media ranked second, totaling 455,792 pieces and accounting for 12.36% of the total; WeChat took the third place, with 352,754 pieces accounting for 9.57%; and clients ranked fourth, with 345,792 pieces accounting for 9.38% of the total. In general, new media such as Weibo, WeChat and clients contributed a lot, accounting for more than 85% in total.

![Figure 1: Distribution of communication channels](image)

In terms of communication channels in Hong Kong, Macau and Taiwan, the third CIIE was covered by such media as Ta Kung Pao, Macau Daily, Macau Times, takungpao.com, hkcd.com, apdnews.com, stnn.cn, macaumonthly.net, gmg.tw, and udnnews.com.

**In terms of foreign communication channels**, foreign media mainstream media, such as PR Newswire, the Associated Press, ITAR-TASS, sputniknews.cn, AFP,
Reuters, ANSA, Kyodo News, Sankei Shimbun, Yonhap, zaobao.sg, antaranews.com, Australia’s Sydney Morning Herald, the Philippines Times, and kwongwah.com.my, covered the third CIIE, helping expand its overseas influence.

In terms of relevant foreign media by country, the US media paid the highest attention to the third CIIE, contributing a total of 1,789 reports, followed by Australia’s media with 737 reports, and Japan, South Korea and New Zealand, each contributing 200-500 reports. A relatively large number of news reports on the CIIE updates were attributable to media from Cote d’Ivoire, Zambia, Bangladesh, the UK, India, the Philippines, Italy, Argentina, Indonesia, Greece, Russia, Singapore, Pakistan and Malaysia.

Figure 2: Distribution of foreign communication channels by country
(II) Taking advantage of online activities to offset the impact of COVID-19 and promote sustained communication

1. The overall trend was a “gradual upside”, and the topic saw “explosive growth” during the exhibition

During the monitoring period, the communication trend of CIIE topics was characterized by a “gradual upside” and “consistency”. In the first half of this year, due to the impact of COVID-19, the topic was less popular. Given the adverse impact, China International Import Expo Bureau (CIIEB) overcame difficulties in a pioneering and innovative manner, and advanced the preparatory work by means of online cooperation modes such as “cloud investment attraction” and “cloud contract signing”. Moreover, on important occasions such as “200 days countdown” and “150 days countdown”, CIIEB vigorously promoted CIIE, boosting the communication of related topics.

In the second half of the year, related topics became quickly popular with the accelerated investment roadshow, exhibition arrangements and service support. Particularly following the opening of the third CIIE, mainstream media played the role of media convergence in navigating and attracting traffic; coupled with such cumulative influences as the driving force of net celebrities, the popularity of related topics soared during the exhibition, hitting 2 million in data size. This contributed to the “explosive growth” trend of the communication in early November, marking the peak of the year.
2. Closely following important nodes to create the right atmosphere and accurately restoring the overall trend in the four stages

On June 16, the third CIIE enterprise and business exhibition area map was officially released, marking the shift of the preliminary preparation focus from exhibitor registration to exhibition move-in; on June 29, the third CIIE investment promotion roadshow commenced, with the focus shifting from exhibitor registration to investment promotion and exhibition move-in; on October 23, the first exhibit, W380CR cold regenerator of Germany-based Wittgen Group, entered the exhibition hall, marking the beginning of the exhibition arrangement; on the evening of November 4, the opening ceremony of the third CIIE marked the start of the “CIIE moments”.

According to the above information, June 16, October 23 and November 4 were taken as important nodes to divide the communication trend of 2020 into four stages: January 1-June 15, preliminary preparations and preparations for exhibition recruitment; June 16-October 22, investment promotion and exhibition
implementation; October 23-November 3, exhibition arrangement; and November 4-November 30, holding the CIIE and follow-up work.

The government work report mentioned “making good preparations for the third CIIE”

The Information Office of the State Council held a news conference on the preparations for the third CIIE

President Xi mentioned the second CIIE in his new year message for 2020

Figure 4: Communication trend in the preliminary preparations and preparations for exhibition recruitment stage

100-day countdown to the third CIIE

First seminar held for the representatives of exhibitors, China Southern Airlines “CIIE” airplane shows up

Special promotion events held for the six exhibition areas and special areas

Figure 5: Communication trend in investment promotion and exhibition arrangement stage
3. The popularity during the first four months was slightly lower than that of the second CIIE, while May saw pickup after a reversal.

As can be seen from the charts for monthly trend comparison, the trend lines of...
the second and third CIIE crossed between April and May. From January to April, the information volume of the third CIIE dipped year on year, due to the impact of the COVID-19 pandemic in 2020, and postponement of the NPC and CPPCC sessions, among others.

With the normalization of preparations for the third CIIE and the government work report's focus on the event, the volume of communication of the third CIIE increased in May, and kept widening the gap in the following months, creating a “gradual upside” trend. It is noteworthy that in November, the communication volume of the third CIIE repeatedly hit record highs, reaching 1 million in total, marking a historic breakthrough over the same period of the previous year with absolute advantage, and showing unprecedented communication effect.

Figure 8: 2rd and 3rd CIIE communication trend comparison

(III) Frequent use of “as scheduled” and other words or phrases highlight the special significance of the third CIIE
Buzzword chart is a form of expression that reflects or highlights the focus of public opinion. According to monitoring data, “third CIIE, as scheduled, opening ceremony, closing ceremony, CIIE effect, spillover effect, moments, highly anticipated, US$72.62 billion”, and other words or phrases were frequently used in media headlines and texts, and were repeatedly mentioned by Chinese and foreign internet users surveyed, highlighting public opinion's recognition of the core attractions of the third CIIE topics. Words such as “preparations for exhibition recruitment, online and offline, domestic roadshows, and overseas promotion and marketing events” underscored the CIIEB's efforts to flexibly combine online and offline approaches to steadily carry out exhibitor registration and investment promotion. The prominent highlights of the third CIIE were manifested vividly by such hot words as “debut in China, world premiere, and four special areas”. Dual circulation and confidence enhancement highlighted the important role of the CIIE in building the new development pattern featuring dual circulation, and beefed up confidence of the Chinese and foreigners in the prospects of China's economic development.
III. Distribution of popularity of public opinion

(I) Traditional media focused on the “CIIE moment” from both macro and micro perspectives

1. Special reports launched by mainstream print media affirmed continued “CIIE Effect”

During the third CIIE, the central mainstream print media published on important pages a large number of comments, and set up special sections to showcase highlights
of the exhibition. China Daily contributed the most with 411 stories. The People's Daily and the People's Daily overseas edition regularly covered the event on their front pages, such as “President Xi delivers a keynote speech at the opening ceremony of the third CIIE”, “CIIE effect lights up a better life”, “First orders signed at the third CIIE”, and “China's development offers an opportunity for other countries”. These reports spoke highly of the positive significance of the CIIE being held as scheduled. Guangming Daily, Economic Daily, Xinhua Daily Telegraph, PLA Daily and other central media may also focus on updates by either setting up special editions such as “the third CIIE” and “CIIE Special Issue”, or publishing numerous original comments and other picture+text reports.

![Figure 10: Top10 central mainstream print media by coverage volume](image)

In terms of industrial print media, International Business Daily ranked first with 479 reports, thanks to the addition of several days of special editions such as “CIIE Special Issue” and “Special Report” during the event, which paid full attention to the
highlights of the event. China Trade News, CAAC News, CPPCC News, and China Discipline Inspection and Supervision News paid close attention to such highlights as “cloud signing” at the third CIIE”, successive presence of airplanes of China Eastern Airlines and Southern Airlines with “CIIE branding”, and “black technology” at the event. In addition, China Conference & Exhibition magazine also had regular updates, expanding the influence of the event.

![Figure 11: Top 10 industrial print media by original coverage volume](image)

In terms of local mainstream print media, Shanghai media had a lot of live coverage thanks to its location advantage, becoming a main force in publicizing and covering the third CIIE. In particular, Shanghai media like Jiefang Daily, Wenhui Daily and Xinmin Evening News focused on the preparation progress of the event as well as outstanding highlights of exhibitors and exhibits. Other regional media, including Xinhua Daily, Nanfang Daily and Beijing Daily, also covered domestic
roadshows, local trading groups and other activities.

2. Many online media paid close attention to the third CIIE updates, underscoring the highlights of exhibitors

In terms of the central mainstream online media, people.cn ranked first by coverage volume relevant to the third CIIE. Xinhua.net published reports or comments like Xinhua Commentary: The surging power for China's economic “ocean”, interpreting the positive signals released by the third CIIE. Chinadaily.com.cn intensively published English reports, focusing on the updates, exhibit highlights, and other information on the event. Chinanews.com set up an Exhibition China column, following the highlights of the third CIIE. China.com.cn, GMW.cn, CNR.cn, and other online media actively released such reports as “Alibaba acts faster to transform exhibits into goods by working with nearly 1,000 overseas brands at the third CIIE”, “Sinopec signs agreements with 50 overseas suppliers at the third CIIE”, and “Multinational automakers deliver smart travel solutions at the third CIIE being held as scheduled”, focusing on highlights of the exhibitors.
In terms of industrial mainstream online media, eastmoney.com ranked first with nearly 4,000 pieces, followed by hexun.com with 1,920 pieces. Cnxk.com, cs.com.cn, huaxia.com, comnews.cn, and cb.com.cn also published many reports, ranging between 100 and 500 pieces. These media focused mainly on the third CIIE-related domestic roadshows, preparations and participation of local trading groups, exhibitor experience and exhibit highlights. In addition, cnena.com covered the third CIIE in such contents as overseas promotion and marketing events, and supply-demand meeting before the exhibition.
In terms of local mainstream online media, Shanghai mainstream media, as the “bellwether” in covering the third CIIE, released a series of reports in the form of pictures, texts and videos, presenting comprehensive coverage of the event. Among them, Shanghai mainstream media, represented by eastday.com, Thepaper.cn, shobserve.com, Xinmin.cn and whb.cn, not only reprinted important reports of central media, but also closely tracked the preparatory progress and holding of the third CIIE, creating a favorable environment of public opinion for the event. In addition, The Yunnan network, yunnan.cn, dzwww.com, yangtse.com and other non-local media also paid close attention to it.
3. A number of TV media released exclusive reports on the highlights and promotion progress of the third CIIE

In terms of mainstream TV media, Shanghai Media Group (SMG) boasted the advantage of the home-field coverage, and focused a number of channels like SHHAI-1, Dragon TV, and ICS to pay close attention to updates of the third CIIE, helping relevant coverage volume rank first. Meanwhile, relying on its financial channel CCTV-2, comprehensive channel CCTV-1, and news channel CCTV-13, CCTV focused on the event, ranking second. Especially, CCTV News covered President Xi’s keynote speech at the opening ceremony of the third CIIE. The column “Topics In Focus” published two special reports, “Solving problems in cooperation while creating opportunities amid opening-up” and “CIIE--More opportunities, more results”, and had an exclusive interview with Sun Chenghai, deputy director of CIIEB, who introduced the prominent highlights, great achievements and historical
significance of the third CIIE. “One On One” had an exclusive interview with deputy director of CIIEB Liu Fuxue as well as some exhibitors, presenting the stories of more than 2,600 enterprises worldwide coming to the third CIIE from afar by tiding over difficulties. In addition, Phoenix TV, Shanxi Satellite TV, Anhui TV Station, and Zhejiang Satellite TV paid close attention to cultural exchanges and local trading groups.

![Image]

Figure 16: Top 10 mainstream TV media by initial coverage volume

![Image]

Figure 17: CCTV Topics In Focus covers the third CIIE on Nov.11
Figure 18: CCTV One On One covers the third CIIE on Nov.8

4. Mainstream media launched influential original reports on the third CIIE

Before and after the opening of the third CIIE, the central media and local media released a series of high-quality original reports on the event. Through statistical analysis of the communication volume of relevant original reports, the list of related communication popularity is as follows:

**List of related communication popularity of original reports by media**

<table>
<thead>
<tr>
<th>No.</th>
<th>Caption</th>
<th>Date</th>
<th>Media</th>
<th>Popularity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Keynote speech of President Xi Jinping at the opening ceremony of the third CIIE</td>
<td>11/5</td>
<td>People’s Daily</td>
<td>28.96</td>
</tr>
<tr>
<td>2</td>
<td>Cumulative amount of intended transactions totals US$72.62 billion at the third CIIE</td>
<td>11/10</td>
<td>Xinhua News Agency</td>
<td>13.49</td>
</tr>
<tr>
<td>3</td>
<td>Make third CIIE a success, contribute to “dual circulation”</td>
<td>11/2</td>
<td>Xinhua News Agency</td>
<td>12.68</td>
</tr>
</tbody>
</table>
Opening-up measures announced by President Xi at the 1st and second CIIE implemented one by one 11/4 Xinhua News Agency 10.14
Create opportunities for development and share them with the world 11/5 Economic Daily 7.89
Three proposals and four measures, President Xi demonstrates new outlook of China's opening-up at the third CIIE 11/4 China Media Group 6.87
Join hands toward a future of common harmony 11/8 People’s Daily 6.73
CIIE, an important window to share opportunities for China's sound economic growth 11/5 China Daily 5.28
Embrace new opportunities through unimpeded “dual circulation” 11/5 Guangming Daily 4.90
CIIE demonstrates China's opening-up to the outside world, injecting new impetus into the world economy 11/5 China Media Group 3.03

<table>
<thead>
<tr>
<th>No.</th>
<th>Caption</th>
<th>Date</th>
<th>Media</th>
<th>Popularity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CIIE held as scheduled, a signal of China's opening-up</td>
<td>11/5</td>
<td>Jiefang Daily</td>
<td>6.06</td>
</tr>
<tr>
<td>2</td>
<td>First deal struck by a trading group in Shanghai at the third CIIE</td>
<td>11/5</td>
<td>Shobserver</td>
<td>4.27</td>
</tr>
<tr>
<td>3</td>
<td>Global executives' remote talk about “hypotheses on Chinese market “</td>
<td>11/6</td>
<td>Wenhui Daily</td>
<td>2.74</td>
</tr>
<tr>
<td>4</td>
<td>What do “top 500” enterprises benefit from the third CIIE</td>
<td>11/8</td>
<td>Jiefang Daily</td>
<td>2.56</td>
</tr>
<tr>
<td>5</td>
<td>How much importance do “overbearing executives” pay to CIIE?</td>
<td>11/6</td>
<td>Xinmin Evening News</td>
<td>1.77</td>
</tr>
<tr>
<td>6</td>
<td>“Super Brain” helps SMEs out of</td>
<td>11/7</td>
<td>Wenhui Daily</td>
<td>1.71</td>
</tr>
<tr>
<td>No.</td>
<td>Caption</td>
<td>Date</td>
<td>Media</td>
<td>Popularity</td>
</tr>
<tr>
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<td>-------------------------------------------------------------------------</td>
<td>------</td>
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<tr>
<td>7</td>
<td>“toughest time” Cancer drugs, rare diseases, disease management systems...Review the light of life at the CIIE</td>
<td>11/10</td>
<td>The Paper</td>
<td>1.69</td>
</tr>
<tr>
<td>8</td>
<td>CIIE boosts Pudong’s new round of take-off 5G applications used at the CIIE for the first time, creating emergency support platform amid epidemic prevention</td>
<td>11/9</td>
<td>Xinmin Evening News</td>
<td>1.66</td>
</tr>
<tr>
<td>9</td>
<td>Special area set for public health epidemic prevention, cutting-edge technology makes its debut</td>
<td>11/5</td>
<td>SMG</td>
<td>1.40</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>11/8</td>
<td>SMG</td>
<td>1.21</td>
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### Other regional media

<table>
<thead>
<tr>
<th>No.</th>
<th>Caption</th>
<th>Date</th>
<th>Media</th>
<th>Popularity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>“Jiangsu procurement” at the third CIIE</td>
<td>11/8</td>
<td>Xinhua Daily</td>
<td>3.30</td>
</tr>
<tr>
<td>2</td>
<td>Open Shanxi shows up at the third CIIE</td>
<td>11/5</td>
<td>Shanxi Daily</td>
<td>3.28</td>
</tr>
<tr>
<td>3</td>
<td>5,636 exhibitors from Shandong participate in the third CIIE</td>
<td>11/5</td>
<td>Dazhong Daily</td>
<td>3.25</td>
</tr>
<tr>
<td>4</td>
<td>1,600+ Anhui enterprises participate in the third CIIE</td>
<td>11/5</td>
<td>Anhui Daily</td>
<td>3.01</td>
</tr>
<tr>
<td>5</td>
<td>Guiyang holds overseas live stream at the third CIIE</td>
<td>11/6</td>
<td>Guiyang Daily</td>
<td>2.98</td>
</tr>
<tr>
<td>6</td>
<td>Shaanxi sets up 19 trading subgroups at the third CIIE</td>
<td>11/2</td>
<td>Shaanxi Daily</td>
<td>2.74</td>
</tr>
<tr>
<td>7</td>
<td>Nearly 8 billion yuan deals signed for Beijing theme events at the third CIIE Henan trading groups procurement needs release &amp; on-site signing ceremony held at the third CIIE</td>
<td>11/5</td>
<td>Beijing Daily</td>
<td>2.61</td>
</tr>
<tr>
<td>8</td>
<td>What do Zhejiang enterprises favor most at the third CIIE</td>
<td>11/10</td>
<td>Zhejiang Daily</td>
<td>2.13</td>
</tr>
</tbody>
</table>
What has Hunan reaped at the third CIIE

(II) New media platform takes advantage of star effect to attract traffic to create hot topics

1. 100,000+ pushes on WeChat, with focus on keynote speech and turnover

During the third CIIE, the WeChat platform frequently saw “100,000+” pushes with high exposure. The WeChat official account of “Shanghai release” covered the briefing of the closing ceremony of the third CIIE, with its report “The cumulative amount of intended transactions totals 72.62 billion dollars as the third CIIE concludes” contributing the highest reprint volume (2,724 reprints).

<table>
<thead>
<tr>
<th>No.</th>
<th>Caption</th>
<th>Date</th>
<th>WeChat account</th>
<th>Reprint</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The cumulative intended transactions total 72.62 billion dollars as the third CIIE concludes</td>
<td>11/10</td>
<td>Shanghai release</td>
<td>2,724</td>
</tr>
<tr>
<td>2</td>
<td>Here come the golden sentences from President Xi’s opening speech at the third CIIE</td>
<td>11/4</td>
<td>People’s Daily</td>
<td>2,238</td>
</tr>
<tr>
<td>3</td>
<td>Anchorman: Foreigners will come to China even if they are quarantined for 14 days, Zheng Li has more</td>
<td>11/4</td>
<td>CCTV News</td>
<td>2,103</td>
</tr>
<tr>
<td>4</td>
<td>This is the very street deserving your visit in 2020</td>
<td>11/5</td>
<td>People’s Daily</td>
<td>749</td>
</tr>
<tr>
<td>5</td>
<td>President Xi’s keynote speech stressed these points!</td>
<td>11/4</td>
<td>Xinhuanet</td>
<td>493</td>
</tr>
<tr>
<td>6</td>
<td>Cloud CIIE, these ‘futuristic technologies’ not to be missed</td>
<td>11/6</td>
<td>People’s Daily</td>
<td>489</td>
</tr>
<tr>
<td></td>
<td>Title</td>
<td>Reprint Times</td>
<td>Date</td>
<td>Source</td>
</tr>
<tr>
<td>---</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>---------------</td>
<td>-------</td>
<td>----------------</td>
</tr>
<tr>
<td>7</td>
<td>72.62 billion dollars</td>
<td>11/10</td>
<td>Xinhanet</td>
<td>242</td>
</tr>
<tr>
<td>8</td>
<td>Sinopharm: 56,000 people leave China after administering vaccine for COVID-19, none infectious</td>
<td>11/7</td>
<td>The Paper</td>
<td>190</td>
</tr>
<tr>
<td>9</td>
<td>Nice goods from Russia, France, Spain, and Germany? Weiya recommends →</td>
<td>11/7</td>
<td>CCTV News</td>
<td>166</td>
</tr>
<tr>
<td>10</td>
<td>Shining, golden, bluish...loving it</td>
<td>11/6</td>
<td>CCTV News</td>
<td>102</td>
</tr>
</tbody>
</table>

“Shanghai release” was followed by the WeChat official account of People's Daily published a report on interpreting President Xi's keynote speech at the opening ceremony, “Here come the golden sentences from President Xi's opening speech at the third CIIE”, which was reprinted 2,238 times.

The WeChat official account of “CCTV news” published a report entitled “Anchorman: Foreigners will come to China even if they are quarantined for 14 days, Zheng Li has more”, which ranked third with 2,103 reprints. In addition, other reports attracted close attention, such as “This is the very street deserving your visit in 2020”, “President Xi's keynote speech stressed these points!” “Cloud CIIE, these 'futuristic technologies' not to be missed”.

2. Hot topic on Douyin sprang up, #CIIE show on Douyin# showcases the cooperation with official media

Douyin, as one of the most popular social platforms for short videos, was an arena for discussion of the hot topics on the third CIIE. Specifically, CIIEB, in partnership with CCTV News, Kankan News, The Paper, and more, joined hands with Douyin to launch the topic #CIIE show on Douyin#, which was played 610 million times in total. In addition, the topic #Dilraba in Golden Eagle Goddess suit shows up at the third CIIE#, gained high popularity thanks to her celebrity effect. It is
noteworthy that the Douyin account “CCTV News” released a series of videos on such exhibits as the world's first all-carbon fiber supercar and an 88-carat black diamond, receiving 530,000+ likes.

<table>
<thead>
<tr>
<th>No.</th>
<th>Interaction on hot topics on Douyin</th>
<th>page view</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>#Magic CIIE#</td>
<td>2.75 billion</td>
</tr>
<tr>
<td>2</td>
<td># CIIE show on Douyin#</td>
<td>630 million</td>
</tr>
<tr>
<td>3</td>
<td>#CIIE#</td>
<td>210 million</td>
</tr>
<tr>
<td>4</td>
<td># Dilraba in Golden Eagle Goddess suit shows up at the third CIIE#</td>
<td>28.483 million</td>
</tr>
<tr>
<td>5</td>
<td># The third Import Expo#</td>
<td>9.568 million</td>
</tr>
<tr>
<td>6</td>
<td>#The third CIIE#</td>
<td>6.369 million</td>
</tr>
<tr>
<td>7</td>
<td>#CIIE Live#</td>
<td>5.899 million</td>
</tr>
<tr>
<td>8</td>
<td>#Guiyang show at the third CIIE#</td>
<td>2.19 million</td>
</tr>
<tr>
<td>9</td>
<td>#CIIE Shanghai#</td>
<td>1.452 million</td>
</tr>
<tr>
<td>10</td>
<td>#What can be found at the CIIE#</td>
<td>1.329 million</td>
</tr>
</tbody>
</table>

3. Topics on Weibo gained increasing popularity, and “star exhibits” and “CIIE significance” sparked animated discussions

<table>
<thead>
<tr>
<th>No.</th>
<th>Hot topics</th>
<th>Page View</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>#CIIE#</td>
<td>1.93 billion</td>
</tr>
<tr>
<td>2</td>
<td>I appreciate top items at the CIIE#</td>
<td>310 million</td>
</tr>
<tr>
<td>3</td>
<td>#The third Import Expo#</td>
<td>200 million</td>
</tr>
<tr>
<td>4</td>
<td>#Why does China host CIIE#</td>
<td>160 million</td>
</tr>
<tr>
<td>5</td>
<td>#Focus on CIIE#</td>
<td>140 million</td>
</tr>
<tr>
<td>6</td>
<td>#Non-stop visit to CIIE#</td>
<td>130 million</td>
</tr>
<tr>
<td>7</td>
<td>#Non-stop visit to CIIE 2020#</td>
<td>120 million</td>
</tr>
<tr>
<td>8</td>
<td>#Shanghai CIIE#</td>
<td>120 million</td>
</tr>
<tr>
<td>9</td>
<td>#third CIIE#</td>
<td>110 million</td>
</tr>
<tr>
<td>10</td>
<td>#Hunting treasures at the CIIE#</td>
<td>93.111 million</td>
</tr>
</tbody>
</table>

Many “star exhibits” at the third CIIE and the significance of holding the event attracted the attention of Internet users, helping forming a number of hot topics on Sina Weibo. Among them, the @CCTV News topic #CIIE# registered 1.93 billion page views and 385,000 discussions. @People's Daily, @CGTN Russian Channel, and @Xinhua Insight (xinhuashidian) launched the topics #third CIIE#, #Why does China host CIIE## Non-stop visit to CIIE 2020#Expo won the favor of internet users,
registering more than 200 million, 160 million, and 120 million page views, respectively.

4. Giving full play to the advantages of client communication ushered in a wave of “nice goods at CIIE” live streaming

During the third CIIE, a number of clients released a series of reports in various forms, or initiated live broadcast activities on “nice goods at CIIE”. For instance, the People's Daily client published a long picture essay entitled “This is the very street deserving your visit in 2020”, presenting colorful and wonderful moments of the exhibition areas in the form of cartoons and dialogues, which gave a strong boost to internet users' experience and won high praise. Xinhua News Agency client set up on its home page the theme “Visit CIIE”, and released picture+text+video report on “My life with imported goods”, receiving a thumbs-up from netizens.

Clearly, “nice goods at CIIE” live broadcasts achieved positive results. According to incomplete statistics, Weiyi, Li Jiaqi and other top-tier hosts, together with CCTV hosts Kang Hui, Zhu Guangquan, and more, launched a number of live broadcasts on mobile Taobao client, CCTV News client, and other platforms, attracting a total of over 60 million page views.

<table>
<thead>
<tr>
<th>No.</th>
<th>Caption</th>
<th>Date</th>
<th>Client</th>
<th>Page View</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Recommended goods at CIIE launched!</td>
<td>11/6</td>
<td>Mobile Taobao</td>
<td>23.782 million</td>
</tr>
<tr>
<td>2</td>
<td>Weiya recommends goods from four countries</td>
<td>11/7</td>
<td>Mobile Taobao</td>
<td>23.362 million</td>
</tr>
<tr>
<td>3</td>
<td>Kanghui-Italian goods</td>
<td>11/6</td>
<td>Mobile Taobao</td>
<td>13.403 million</td>
</tr>
<tr>
<td>4</td>
<td>Non-stop visit to CIIE</td>
<td>A winter/fall match for you from the CIIE</td>
<td>11/6</td>
<td>Xinhua News Agency</td>
</tr>
</tbody>
</table>
IV. Publicity on official platforms

(I) Official platforms used for publicity helped original contents receive wide attention in multiple channels

During the monitoring period, the official website of the CIIE received 1.28 billion pageviews, involving a total of 129 million visits. Since the beginning of 2020, the website has kept updating “News center” and other key columns, mainly releasing CIIE updates, big names talking about participating in the CIIE, and supporting policies issued by relevant departments.

From January 1 to November 30, the official Weibo account of the CIIE published a total of 50 posts, registering a total of more than 1.49 million page views.
It is worth mentioning that while retaining such forms such as picture plus text, long picture and Vlog used in previous years, a live broadcast column was added in 2020, attracting relatively high attention.

During the monitoring period, its official WeChat account “CIIE” posted a total of 3.82 million page views, with 10 articles registering more than 100,000 pushes. In addition, original content launched by CIIEB, such as H5 interactive minigames, countdown posters, and Vlog such as “Little sister shows you around the CIIE”, gained high page views.

The official Douyin account, CIIE, released 38 videos in total, which were played more than 330,000 times. Among them, the animated video of preparations for the third CIIE was widely followed by netizens with more than 170,000 views. In the form of videos, this event witnessed the addition of mixed edited videos, animated videos, live broadcasts, etc., helping improve the influence of its official Douyin account.

In terms of overseas social platforms, the total number of followers on its official accounts on Facebook, Twitter, Instagram, YouTube and other platforms reached as high as 994,000, up more than 400,000 over 2019. CIIEB released on various platforms a total of 4,400 pieces of picture+text and video information. According to incomplete statistics, the picture+text posts received more than 48 million page views, and the videos gained more than 8 million views. The total number of interactions (including reprints, comments, and likes.) on these platforms exceeded 1.3 million.

In terms of official English proceedings, China Daily successively launched 15-page full-color English publications in China Daily domestic edition and China Daily International edition. During the exhibition period, the print media launched
CIIE IN FOCUS, a 16-page full-color supplement in English with coated paper, focusing on the important developments of the third CIIE.

(II) Official new media launched a series of popular picture+text and videos, exerting a positive influence at home and abroad

According to the page views of the information released by the official new media, some selected picture+text or videos are as follows.

<table>
<thead>
<tr>
<th>No.</th>
<th>Caption</th>
<th>PageView</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>President Xi Jinping’s keynote speech at the opening ceremony of the third CIIE (full text)</td>
<td>100,000+</td>
</tr>
<tr>
<td>2</td>
<td>President Xi Jinping to deliver a keynote speech at the opening ceremony of the third CIIE via a video link</td>
<td>100,000+</td>
</tr>
<tr>
<td>3</td>
<td>Here comes the third CIIE guidebook! Please keep this “most detailed” tips</td>
<td>100,000+</td>
</tr>
<tr>
<td>4</td>
<td>Attractive! How much do you know about these “top” exhibits at the third CIIE?</td>
<td>100,000+</td>
</tr>
<tr>
<td>5</td>
<td>Come on in! The third CIIE open for purchasers and other professional visitors to make a reservation</td>
<td>100,000+</td>
</tr>
<tr>
<td>6</td>
<td>How do you visit the third CIIE? Look here, you won’t get lost!</td>
<td>100,000+</td>
</tr>
<tr>
<td>7</td>
<td>The fastest way to reach the “four-leaf clover”! The most complete transport guide to light rails, buses, taxis, coaches, parking lots!</td>
<td>100,000+</td>
</tr>
<tr>
<td>8</td>
<td>Have you got your CIIE permit? One-click check progress!</td>
<td>100,000+</td>
</tr>
<tr>
<td>9</td>
<td>Site activity schedule of the third CIIE released</td>
<td>100,000+</td>
</tr>
<tr>
<td>10</td>
<td>Just 1 minute, Jinbao (CIIT mascot) takes you to learn about ways for “the safest meeting” after returning to cities for resumption of work</td>
<td>100,000+</td>
</tr>
<tr>
<td>No.</td>
<td>Caption</td>
<td>PageView</td>
</tr>
<tr>
<td>-----</td>
<td>-------------------------------------------------------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td>1</td>
<td>The registration procedure for the third CIIE</td>
<td>3.209</td>
</tr>
<tr>
<td></td>
<td></td>
<td>million</td>
</tr>
<tr>
<td>2</td>
<td>Animated video for publicity of preparations for the third CIIE</td>
<td>926,000</td>
</tr>
<tr>
<td>3</td>
<td>Theme Vlog of intangible cultural heritage exhibition area</td>
<td>551,000</td>
</tr>
<tr>
<td>4</td>
<td>Theme video of the automobile exhibition area of the third CIIE</td>
<td>530,000</td>
</tr>
<tr>
<td>5</td>
<td>Promotional video for the 30-day countdown of the third CIIE</td>
<td>409,000</td>
</tr>
<tr>
<td>6</td>
<td>Enjoy global special foods at home, Enter the “Food paradise” -- theme Vlog video of the food exhibition area</td>
<td>337,000</td>
</tr>
<tr>
<td>7</td>
<td>Overseas big names talk about [Standard Bank of South Africa]</td>
<td>324,000</td>
</tr>
<tr>
<td>8</td>
<td>Video of the automobile exhibition area of the third CIIE</td>
<td>281,000</td>
</tr>
<tr>
<td>9</td>
<td>Promotional video of the official implementation of Foreign Investment Law</td>
<td>268,000</td>
</tr>
<tr>
<td>10</td>
<td>Animated video for publicity of preparations for the third CIIE</td>
<td>258,000</td>
</tr>
</tbody>
</table>

(III)#Little sister shows you around the CIIE# serial Vlog shows the highlights of the exhibition, and wins the favor of netizens

In terms of official publicity, some typical cases are noteworthy. For example, the official WeChat account released #Little sister takes you around the CIIE#” topic, and launched 7 Vlogs to guide netizens to focus on many highlights of the third CIIE, registering over 200,000 page views.
Figure 19: #Little sister shows you around the CIIE#Vlog

The official Weibo followed up and re-posted the above series of videos, with a total of more than 50,000 views. Relevant videos vividly presented the third CIIE highlights ranging from exhibition arrangement to the holding of the events, for instance, the “most popular” exhibition area sparked the passion of the audience, and food from various countries attracted numerous visitors.

V. Communication of hot topics of exhibitions

(I) Offline exhibitions gather “global essence” and light up a happy and beautiful life in the new era
1. Exhibition areas and special pavilions with unique features showcase
great vitality of Chinese market

The third CIIE consisted of six exhibition areas and four special pavilions. The six areas were Intelligent Industry & Information Technology, Food and Agricultural Products, Medical Equipment & Healthcare Products, Trade in Services, Consumer Goods and Automobile. The four special pavilions were based on global market hotspots for Public Health and Epidemic Prevention, Energy Conservation and Environmental Protection, Smart Travel, and Sporting Goods.

(1) Communication popularity ranking of six exhibition areas

The communication popularity of the six exhibition areas is as follows according to statistics of media focus:

![Figure 20: Popularity ranking of six exhibition areas](image)

The Consumer Goods exhibition area covered an area of more than 90,000
square meters, the largest at this CIIE. Its communication popularity score is **44.49**, topping the six exhibition areas. Exhibitors from various countries showed confidence in the vitality of China’s consumer market and released new products at the event such as “premiere in the world, Asia or China”, showcasing a beautiful and fashionable lifestyle. The events were widely covered by People's Daily Online, Xinhuanet, CCTV.com, Youth.com and other media. In addition, many netizens paid high attention to the debuts of the 88-carat super black diamond, giant down jackets and other new products, fueling intense discussions on the “88-carat black diamond debuts in China” and many other topics.

The **Food and Agricultural Products** exhibition area has a communication popularity score of **40.77**, ranking second. According to reports by Xinhua News Agency and other media, this exhibition area saw the largest number of exhibitors, with 1,264 companies from 93 countries. It was frequently covered by graphics, text and video reports, and won widespread praise from mainstream media. Xinhuanet termed it the most “fragrant” exhibition area of the third CIIE.

The **Intelligent Industry & Information Technology** exhibition area was a display of the world’s most advanced productivity, attracting leading enterprises. CNR.com (website of China National Radio) covered Omron, ABB, Siemens, Schneider Electric, Qualcomm and other Global Fortune 500 corporations and industry leaders at the expo. Jiefang Daily exclaimed that “top industrial groups across the world” made their presence felt at the CIIE. The result is backed by the strong spillover effect of CIIE.

The **Medical Equipment & Healthcare Products** exhibition area saw the release of the largest number of new technologies. According to People.cn, exhibitors
at this exhibition area released more than 120 new products and new technologies in total. All the Top 10 pharmaceutical companies and Top 14 medical equipment manufacturers attended the expo.

The **Automobile** exhibition area showcased the highest level of the industry. According to reports on chinadaily.com.cn, this section witnessed “world premiere and debut in China” of 30 new products and new technologies and presence of all the world’s Top 7 automobile groups.

The **Trade in Services** exhibition area showcased the strong development momentum of the service economy. The Economic Daily concluded that this exhibition area attracted more than 250 exhibitors, with specific service categories and a wider range of services.

*(2) Communication popularity ranking of four special pavilions*

The communication popularity ranking of the four special pavilions is as follows according to statistics of media coverage:

<table>
<thead>
<tr>
<th>Pavilion</th>
<th>Popularity Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Health and Epidemic Prevention</td>
<td>35.22</td>
</tr>
<tr>
<td>Sporting Goods</td>
<td>19.20</td>
</tr>
<tr>
<td>Energy Conservation and Environmental Protection</td>
<td>19.16</td>
</tr>
<tr>
<td>Smart Travel</td>
<td>18.59</td>
</tr>
</tbody>
</table>

Figure 21: Popularity ranking of four special pavilions
Among the four special pavilions, the **Public Health and Epidemic Prevention** pavilion has a communication popularity score of 35.22, much higher than other special pavilions. People.cn pointed out that in the post-pandemic era, the public health and epidemic prevention pavilion, which was a new addition to this year’s CIIE, was the biggest highlight of this event. *Wenhuai Bao* termed it as an “exhibition in exhibitions” and an intensive display of international public health and anti-epidemic products and services, and an entire industrial chain of anti-epidemic products.

The **Sporting Goods** special pavilion followed, with a high proportion of first-time exhibitors. *China Economic Weekly* covered the active participation of Nike, Yonex, Decathlon, and the Asian Electronic Sports Federation, among others. The first-time exhibitors at CIIE accounted for more than 90%.

The **Energy Conservation and Environmental Protection** special pavilion saw the participation of well-known enterprises of the niche market, ranking third in terms of popularity among the four special pavilions. CNR.cn covered more than 20 renowned energy conservation and environmental protection oriented enterprises such as Ikea, Novozymes.

The Smart Travel special pavilion ranked fourth. It attracted a group of “hidden champions”. China Economic Net (www.ce.cn) covered the participation of Bosch, Aisin and other leading enterprises.

2. **Major corporations around the world actively participated in the expo to share strong spillover effect of CIIE**

(1) **Top 100 exhibitors of six exhibition areas**

According to media coverage of exhibitors in the six exhibition areas, the Top 100 exhibitors in communication popularity are as follows:
<table>
<thead>
<tr>
<th>No.</th>
<th>Exhibitor</th>
<th>Popularity</th>
<th>Exhibition area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>L’Oreal</td>
<td>29.70</td>
<td>Consumer Goods</td>
</tr>
<tr>
<td>2</td>
<td>Amore Pacific</td>
<td>26.64</td>
<td>Consumer Goods</td>
</tr>
<tr>
<td>3</td>
<td>Siemens</td>
<td>26.49</td>
<td>Intelligent Industry &amp; Information Technology</td>
</tr>
<tr>
<td>4</td>
<td>Qualcomm</td>
<td>24.33</td>
<td>Intelligent Industry &amp; Information Technology</td>
</tr>
<tr>
<td>5</td>
<td>Johnson &amp; Johnson</td>
<td>22.99</td>
<td>Medical Equipment and Healthcare Products</td>
</tr>
<tr>
<td>6</td>
<td>Danone</td>
<td>20.98</td>
<td>Food and Agricultural Products</td>
</tr>
<tr>
<td>7</td>
<td>Samsung</td>
<td>20.92</td>
<td>Intelligent Industry &amp; Information Technology</td>
</tr>
<tr>
<td>8</td>
<td>Tesla</td>
<td>20.14</td>
<td>Automobile</td>
</tr>
<tr>
<td>9</td>
<td>Fast Retailing</td>
<td>19.83</td>
<td>Consumer Goods</td>
</tr>
<tr>
<td>10</td>
<td>Lego</td>
<td>19.71</td>
<td>Consumer Goods</td>
</tr>
<tr>
<td>11</td>
<td>ABB</td>
<td>19.37</td>
<td>Intelligent Industry &amp; Information Technology</td>
</tr>
<tr>
<td>12</td>
<td>Schneider Electric</td>
<td>18.85</td>
<td>Intelligent Industry &amp; Information Technology</td>
</tr>
<tr>
<td>13</td>
<td>The Land</td>
<td>18.17</td>
<td>Food and Agricultural Products</td>
</tr>
<tr>
<td>14</td>
<td>Shiseido</td>
<td>17.77</td>
<td>Consumer Goods</td>
</tr>
<tr>
<td>15</td>
<td>Medtronic</td>
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### 1. Top 50 Exhibitors by Popularity

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<th>Pavilion</th>
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From the perspective of exhibitor **popularity**, L’Oréal took the lead with a popularity score of **29.70**, followed by Amore Pacific at **26.64** and Siemens at **26.49**.

In terms of the distribution of the number of exhibitors in the six exhibition areas, the Intelligent Industry & Information Technology exhibition area had 29 exhibitors, ranking first, followed by the Consumer Goods exhibition area with 17 and the Food and Agricultural Products exhibition area ranked third with 15. The number of exhibitors and ranking of other exhibition areas: Medical Equipment and Healthcare Products exhibition area (14), Automobile exhibition area (13), Trade in Services exhibition area (12).

### 2. Top 50 Exhibitors of Four Special Pavilions

According to media coverage of exhibitors in these four special pavilions, the

Top 50 exhibitors of communication popularity are as follows:

<table>
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<tr>
<th>No.</th>
<th>Exhibitor</th>
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<th>Pavilion</th>
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In the four special pavilions, AstraZeneca ranked first with a popularity score of 22.34, followed by Roche (21.25) and Pfizer (20.38).

In terms of the number of exhibitors in the four special pavilions, the Public Health and Epidemic Prevention special pavilion had 22 exhibitors, ranking first, followed by the Sporting Goods special pavilion with 10, and the Smart Travel and Energy Conservation and Environmental Protection special pavilions with 9 exhibitors each.

(3) **Top 10 exhibitors of exhibition areas**

The Top 10 exhibitors in communication popularity are as follows according to media coverage:

![Graph showing Top 10 exhibitors of Consumer Goods exhibition area]

Figure 22: Top 10 exhibitors of Consumer Goods exhibition area
**L’Oréal Group** ranked first in the **Consumer Goods** exhibition area with a communication popularity of 29.70. It attracted wide attention from media as it attended the CIIE for the third time and served as the first rotating chairman of the CIIE Exhibitors Alliance Council and the first president of the Daily Chemical Consumer Goods Professional Committee. Moreover, L’Oréal was widely recognized by media for its excellent exhibition activities. CNR.cn commented that L’Oréal debuted five brands in the Chinese mainland, a record high in terms of the number. In addition, it also provided an immersive “beauty consumption” experience to visitors. Jean-Paul Agon, CEO of L’Oréal Group, said in an exclusive interview with Xinhuanet that “nothing can change our confidence in furthering our development in China”, which was widely covered by media and websites.

**Amore Pacific** ranked second with a communication popularity score of 26.64. The high popularity is mainly due to the fact that it brought nearly 600 exhibits from 10 select brands, and employed a livestreaming model, which provided consumers a digital experience.

![Figure 23: Top 10 exhibitors of Food and Agricultural Products exhibition area](image-url)
In the **Food and Agricultural Products** exhibition area, **Danone**, a dairy and plant-based product giant, brought nearly 200 plant-based products that are favored by Chinese consumers, which attracted wide attention from media. The Securities Daily noted that nearly 50 of its products were unveiled in China for the first time, and many represent Danone's global advanced research and development results. At the same time, terms such as “three upgrades”, “influencer” drinks, and “presenting nearly 200 products at the CIIE” became the focus of attention of many media such as the People's Daily client. This made it rank top with a popularity score of 20.98.

Ranking second, **The Land** released the world’s first 3F (free-range cows, fresh pasture and farm to glass) milk criteria, launched traceability livestreaming themed “Across the Northern and Southern Hemispheres” and signed a three-year participation memorandum with the CIIE Bureau. These facts contributed to its wide coverage by media. The Land’s global R&D manager Roy attended the expo despite the long distance to travel and other difficulties, showing the company’s high recognition of CIIE, which was highlighted in CCTV news.
As the most popular at the Intelligent Industry and Information Technology exhibition area, Siemens showcased its innovative digital business portfolio, expertise and successful practices in the fields of digital enterprise, smart infrastructure, smart transportation and industrial Internet, and achieved resonance between its technical hard power and brand power with a CIIE spillover effect, garnering attention from mainstream media.

As a leader in the field of communication technology, Qualcomm attracted wide attention from media, with a communication popularity score of 24.33, ranking second. During the event, Qualcomm exhibited more than 10 5G flagship mobile phones equipped with the Qualcomm Snapdragon 865 mobile platform.
Figure 25: Top 10 exhibitors of Medical Equipment and Healthcare Products exhibition area

At the Medical Equipment and Healthcare Products exhibition area, Johnson & Johnson won the first place, with a popularity score of 22.99. Johnson & Johnson was very prominent in media reports with seven world debuts, 12 debuts in Asia and 38 debuts in China, which met Chinese consumers’ strong demand for “more beautiful” and “healthier”.

Medtronic continued to focus on pacemaker therapies, and showcased more innovative, high-quality, and accessible medical solutions such as the world’s smallest pacemaker, attracting a lot of media attention. As a result, it ranked second with a popularity score of 17.39.

<table>
<thead>
<tr>
<th>Exhibitor</th>
<th>Popularity Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnson &amp; Johnson</td>
<td>22.99</td>
</tr>
<tr>
<td>Medtronic</td>
<td>17.39</td>
</tr>
<tr>
<td>Varian</td>
<td>14.91</td>
</tr>
<tr>
<td>Novo Nordisk</td>
<td>14.10</td>
</tr>
<tr>
<td>Novartis</td>
<td>12.27</td>
</tr>
<tr>
<td>Amway</td>
<td>12.14</td>
</tr>
<tr>
<td>Eli Lilly</td>
<td>11.02</td>
</tr>
<tr>
<td>Boston Scientific</td>
<td>10.57</td>
</tr>
<tr>
<td>GlaxoSmithKline</td>
<td>10.19</td>
</tr>
<tr>
<td>Herbalife</td>
<td>9.93</td>
</tr>
</tbody>
</table>
Figure 26: Top 10 exhibitors of the Automobile exhibition area

**Tesla** outperformed others at the Automobile exhibition area and topped the list with a communication popularity score of 20.14. It showcased the high-performance and intelligent electric Model 3, Model S and Model X vehicles and other series. Moreover, its global vice president actively accepted interviews by Xinhua News Agency and other mainstream media. All these expanded Tesla's brand awareness at the CIIE and attracted a lot of attention.

**Hyundai Group** had an exhibition area of 1,600 square meters, the largest among auto exhibitors. For the first time, the group combined the exhibition of Hyundai Motor and Kia Motors at one booth at a large exhibition, and vigorously promoted its all-star lineup in the hydrogen matrix, electrification vision, popular
global models and high-performance fields, taking its communication popularity to 17.24, ranking second.

![Bar chart](chart.png)

**Figure 27: Top 10 exhibitors of the Trade in Services exhibition area**

At the **Trade in Services** exhibition area, **Deloitte** was outstanding and won the first place with a popularity score of 16.71. Deloitte, which has participated in the CIIE for three consecutive years, launched cutting-edge innovative service solutions, with three premiere products internationally and at home, respectively, which attracted high attention from media.

On November 6, **PWC** hosted a forum on “Environment, Social and Governance (ESG)” issues, and announced the release of ESG digital solutions, which was widely covered by Xinhua News Agency, CNR.cn and other media, driving its popularity to 14.70, or second place in the exhibition area.

**4. Top 10 exhibitors of special pavilions**

The Top 10 exhibitors of the four special pavilions are as follows according to
Figure 28: Top 10 exhibitors of the Public Health and Epidemic Prevention special pavilion

At the **Public Health and Epidemic Prevention** special pavilion, **AstraZeneca** demonstrated its commitment to the fight against Covid-19, and announced the latest developments in Covid-19 vaccine research in cooperation with Oxford University, driving its popularity to 22.34, the first place in the special pavilion.

**Roche** ranked second with a score of 21.25. The People’s Daily clients, Jiefang Daily, Wenhui Bao and other media highlighted this company with terms such as “released several innovative drugs”, “displayed cutting-edge products and diversified cooperation”, and “accelerated pace in the Chinese market”, among others.
Ikea showcased modules such as “Sustainable Home”, “Sustainable Product Stories”, “Sustainable Food”, and “Sustainable Community Workshops” on site, attracting mainstream media such as People's Daily Online. This helped Ikea win first place in this special pavilion with a communication popularity of 15.80.

Watkin showcased the latest urban ecosystem solutions of Israel and said it would set up factories in Shanghai and Zhejiang province, which attracted the attention of Xinhua News Agency and other media. As a result, the company ranked second in the special pavilion with a communication popularity of 10.54.
At the **Smart Travel** special pavilion, **Michelin** marked the debut of a non-inflatable and puncture-proof tire. Its “Intelligent Tire Self-seal Technology” was reported by major media including People's Daily and CNR.cn. This helped it rank first in the special pavilion with a communication popularity score of 17.69.

**Bosch** exhibited a series of high-tech smart travel hardware products, which attracted attention from People's Daily Online, CNR.cn, Economic Daily and other media, taking its communication popularity to 16.06, ranking second.
At the **Sporting Goods** special pavilion, **Decathlon** was in the media spotlight for “its inflatable kayak that transforms to the size of a backpack”, ranking first in communication popularity (17.56).

Nike ranked second with a popularity score of 15.34, and its “Move to Zero” initiative was a focus of media.

### 3. Concentrated “premieres” and star exhibits

**1) Top 50 exhibits**

According to statistics of media coverage, the communication popularity of exhibits is as follows

<table>
<thead>
<tr>
<th>No.</th>
<th>Exhibitor</th>
<th>Exhibit</th>
<th>Popularity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Korloff</td>
<td>88-carat super black diamond</td>
<td>18.09</td>
</tr>
<tr>
<td>2</td>
<td>Qualcomm</td>
<td>Snapdragon X60</td>
<td>14.96</td>
</tr>
<tr>
<td>3</td>
<td>Decathlon</td>
<td>Inflatable kayak</td>
<td>11.61</td>
</tr>
<tr>
<td>4</td>
<td>Pfizer</td>
<td>Pneumonia vaccine</td>
<td>10.44</td>
</tr>
<tr>
<td>5</td>
<td>Apollo Future Mobility</td>
<td>All-carbon fiber supercar Apollo</td>
<td>9.97</td>
</tr>
<tr>
<td></td>
<td>Group</td>
<td>Product Description</td>
<td>Score</td>
</tr>
<tr>
<td>---</td>
<td>----------------</td>
<td>---------------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>6</td>
<td>Epson</td>
<td>Waterless recycled paper system</td>
<td>9.74</td>
</tr>
<tr>
<td>7</td>
<td>Cargill</td>
<td>Plant-based meat</td>
<td>9.70</td>
</tr>
<tr>
<td>8</td>
<td>Hyundai Motor</td>
<td>Mass-produced hydrogen fuel cell heavy-duty tractor</td>
<td>9.50</td>
</tr>
<tr>
<td>9</td>
<td>John Deere</td>
<td>8R-3004 wheeled tractor</td>
<td>9.15</td>
</tr>
<tr>
<td>10</td>
<td>Dinghan Cafe</td>
<td>Civet coffee</td>
<td>9.11</td>
</tr>
<tr>
<td>11</td>
<td>Fast Retailing</td>
<td>Giant down jacket</td>
<td>8.66</td>
</tr>
<tr>
<td>12</td>
<td>Wirtgen</td>
<td>W380CR cold in-place recycler</td>
<td>8.53</td>
</tr>
<tr>
<td>13</td>
<td>Shiseido</td>
<td>THE GINZA skin care products</td>
<td>8.01</td>
</tr>
<tr>
<td>14</td>
<td>Medtronic</td>
<td>The world's smallest cardiac pacemaker</td>
<td>7.94</td>
</tr>
<tr>
<td>15</td>
<td>Lanvin</td>
<td>Lanvin exhibits</td>
<td>7.72</td>
</tr>
<tr>
<td>16</td>
<td>Michelin</td>
<td>Vision concept tire</td>
<td>7.55</td>
</tr>
<tr>
<td>17</td>
<td>Kia Motors</td>
<td>Sorento hybrid</td>
<td>7.46</td>
</tr>
<tr>
<td>18</td>
<td>Nintendo</td>
<td>Ring Fit Adventure</td>
<td>7.43</td>
</tr>
<tr>
<td>19</td>
<td>Toyota</td>
<td>Hydrogen fuel cell commercial vehicle FCEV Coaster</td>
<td>7.31</td>
</tr>
<tr>
<td>20</td>
<td>Bosch</td>
<td>Smart travel solutions</td>
<td>7.21</td>
</tr>
<tr>
<td>21</td>
<td>Pony.ai</td>
<td>L4 autonomous driving software and hardware system</td>
<td>7.06</td>
</tr>
<tr>
<td>22</td>
<td>Watkin</td>
<td>Atmospheric water generator technology</td>
<td>6.80</td>
</tr>
<tr>
<td>23</td>
<td>Essilor</td>
<td>Stellest myopia control lens</td>
<td>6.70</td>
</tr>
<tr>
<td>24</td>
<td>Juss Intellisports</td>
<td>F1 Esports Series China Championship</td>
<td>6.68</td>
</tr>
<tr>
<td>26</td>
<td>Intuitive</td>
<td>Da Vinci SP surgical system</td>
<td>6.29</td>
</tr>
<tr>
<td>27</td>
<td>SGS</td>
<td>Blockchain traceability system</td>
<td>6.21</td>
</tr>
<tr>
<td></td>
<td>Brand</td>
<td>Product Description</td>
<td>Price</td>
</tr>
<tr>
<td>---</td>
<td>----------------</td>
<td>---------------------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>28</td>
<td>Elekta</td>
<td>High-field magnetic resonance radiotherapy system</td>
<td>6.01</td>
</tr>
<tr>
<td>29</td>
<td>GlaxoSmithKline</td>
<td>Herpes zoster vaccine</td>
<td>5.99</td>
</tr>
<tr>
<td>30</td>
<td>Volvo</td>
<td>Electric wheeled excavator</td>
<td>5.94</td>
</tr>
<tr>
<td>31</td>
<td>Omron</td>
<td>Sixth-generation table tennis robot coach</td>
<td>5.92</td>
</tr>
<tr>
<td>32</td>
<td>Ikea</td>
<td>Electric lamp with bamboo lamp shade</td>
<td>5.84</td>
</tr>
<tr>
<td>33</td>
<td>Estee Lauder</td>
<td>Kilian brand-new fragrance series</td>
<td>5.78</td>
</tr>
<tr>
<td>34</td>
<td>Swarovski</td>
<td>Dilraba goddess dress at China Golden Eagle TV Art Festival</td>
<td>5.74</td>
</tr>
<tr>
<td>35</td>
<td>Skechers</td>
<td>Rechargeable heated down jacket</td>
<td>5.70</td>
</tr>
<tr>
<td>36</td>
<td>NBA</td>
<td>360-degree shooting studio</td>
<td>5.69</td>
</tr>
<tr>
<td>37</td>
<td>Tesla</td>
<td>Autonomous driving Model S</td>
<td>5.60</td>
</tr>
<tr>
<td>38</td>
<td>Richemont</td>
<td>The world’s thinnest mechanical watch Ultimate Concept</td>
<td>5.49</td>
</tr>
<tr>
<td>39</td>
<td>Air Natural Capacity Solution</td>
<td>Air Estetic medical personal protection system</td>
<td>5.47</td>
</tr>
<tr>
<td>40</td>
<td>Zai Lab</td>
<td>“Tumor electric field therapy” products</td>
<td>5.45</td>
</tr>
<tr>
<td>41</td>
<td>Boehringer Ingelheim</td>
<td>Feline leukemia vaccine</td>
<td>5.43</td>
</tr>
<tr>
<td>42</td>
<td>Audi</td>
<td>Audie-tron</td>
<td>5.38</td>
</tr>
<tr>
<td>43</td>
<td>Mitsubishi Electric</td>
<td>Traditional tea ceremony robot</td>
<td>5.37</td>
</tr>
<tr>
<td>44</td>
<td>Deloitte</td>
<td>Finance robotic arm</td>
<td>5.25</td>
</tr>
<tr>
<td>45</td>
<td>Kao</td>
<td>Est beauty device</td>
<td>5.16</td>
</tr>
<tr>
<td>46</td>
<td>Samyang Group</td>
<td>Turkey noodles</td>
<td>5.13</td>
</tr>
<tr>
<td>47</td>
<td>Dun &amp; Bradstreet</td>
<td>Modular global data service</td>
<td>5.07</td>
</tr>
<tr>
<td>48</td>
<td>Icona</td>
<td>Fuselage concept car</td>
<td>5.01</td>
</tr>
<tr>
<td>49</td>
<td>Ausnutria Dairy</td>
<td>Camel milk powder</td>
<td>4.94</td>
</tr>
<tr>
<td>50</td>
<td>Honda</td>
<td>Honda all-electric concept car</td>
<td>4.91</td>
</tr>
</tbody>
</table>
Of the exhibits, the 88-carat super black diamond ranked first with a communication popularity score of 18.09, followed by Snapdragon X60 (14.96) and inflatable kayak (11.61).

Top 20 exhibits also included the following: Pneumonia vaccine; All-carbon fiber supercar Apollo; Waterless recycled paper system; Plant-based meat; Mass-produced hydrogen fuel cell heavy-duty tractor; 8R-3004 wheeled tractor; Civet coffee; Giant down jacket; W380CR cold in-place recycler; THE GINZA skin care products; The world's smallest cardiac pacemaker; Lanvin exhibits; Vision concept tire; Sorento hybrid; Ring Fit Adventure esports games; Hydrogen fuel cell commercial vehicle FCEV Coaster; and Smart travel solution, among others.

Most of the Top 50 exhibits with communication popularity are closely related to daily life and industrial production. Many new products, technologies and services are distinctive, close to people's active pursuit of a better life, and meeting China's development needs for building a dual circulation economy. Statistics show that many products made their “China debut” and “world premiere” at CIIE, which attracted high attention from media and helped them stand out from others.

(2) Popularity ranking of new products

The third CIIE set up a new product and service launch platform from November 5 to 7, and dozens of new product release conferences were held. Outstanding enterprises of various exhibition areas presented new products, technologies and services for the first time in the world, in Asia or in China. The platform showcased star products and new technologies of leading companies in various industries, which to a large extent represent new development trends of the future.

The communication popularity of new products is as follows based on statistics
of media coverage of exhibitors’ new products:

<table>
<thead>
<tr>
<th>No.</th>
<th>Exhibitor</th>
<th>Exhibits</th>
<th>Popularity</th>
<th>Debut in China, in Asia or in World</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Deloitte</td>
<td>Little yellow duck smart factory, Finance robotic arm (D.Transformer), REAccess, Intelligent DOU, Global Trade Classifier, Converge Health,</td>
<td>18.66</td>
<td>Debut in China Debut in World</td>
</tr>
<tr>
<td>2</td>
<td>Ikea</td>
<td>Vegetable protein meatballs, electric lamp with bamboo lamp shade, Recycled PET Hillborg blockout curtains, commercial apartment product LIVAT</td>
<td>12.86</td>
<td>Debut in China</td>
</tr>
<tr>
<td>3</td>
<td>Decathlon</td>
<td>Inflatable kayak</td>
<td>11.61</td>
<td>Debut in World</td>
</tr>
<tr>
<td>4</td>
<td>Thermo Fisher Scientific</td>
<td>Automatic magnetic bead purification system, High-throughput automatic Covid-19 nucleic acid detection platform, Countercurrent centrifugal system</td>
<td>10.37</td>
<td>Debut in China Debut in World</td>
</tr>
<tr>
<td>5</td>
<td>Boston Scientific</td>
<td>Nitinol Paclitaxel-eluting vascular stent, coronary interventional cutting balloon catheter, disposable intravascular ultrasound diagnostic catheter, biliary pancreatic duodenal stent</td>
<td>9.16</td>
<td>Debut in China</td>
</tr>
<tr>
<td>6</td>
<td>Essilor</td>
<td>Stellest myopia control lens</td>
<td>6.70</td>
<td>Debut in World</td>
</tr>
<tr>
<td>7</td>
<td>SGS</td>
<td>Blockchain traceability system</td>
<td>6.21</td>
<td>Debut in World</td>
</tr>
<tr>
<td>8</td>
<td>Volvo</td>
<td>Electric wheeled excavator</td>
<td>5.94</td>
<td>Debut in World</td>
</tr>
<tr>
<td>9</td>
<td>Air Natural Capacity</td>
<td>Medical personal protection system</td>
<td>5.47</td>
<td>Debut in World</td>
</tr>
<tr>
<td>No.</td>
<td>Company/Brand</td>
<td>Solution</td>
<td>Score</td>
<td>Debut Location</td>
</tr>
<tr>
<td>-----</td>
<td>---------------</td>
<td>----------</td>
<td>-------</td>
<td>----------------</td>
</tr>
<tr>
<td>10</td>
<td>B. Braun</td>
<td>Optical 3D laparoscopic system, Actreen disposable intermittent urinary catheter, Nexdia digital system, Diapact Pro dialyzer</td>
<td>5.36</td>
<td>Debut in Asia</td>
</tr>
<tr>
<td>11</td>
<td>Dun &amp; Bradstreet</td>
<td>Modular global data service</td>
<td>5.07</td>
<td>Debut in Asia</td>
</tr>
<tr>
<td>12</td>
<td>L'Oreal</td>
<td>Home-made customized cosmetic formula concept product Perso</td>
<td>4.89</td>
<td>Debut in Asia</td>
</tr>
<tr>
<td>13</td>
<td>Shiseido/ David Rockefeller Fund</td>
<td>BAUM brand</td>
<td>4.87</td>
<td>Debut outside Japan</td>
</tr>
<tr>
<td>14</td>
<td>BSH</td>
<td>Lift extractor hood</td>
<td>4.80</td>
<td>World offline premiere</td>
</tr>
<tr>
<td>15</td>
<td>Medtronic</td>
<td>New generation extracorporeal membrane oxygenation technology, robotic navigation platform, biodegradable biliary and pancreatic stent</td>
<td>4.78</td>
<td>Debut in China Debut in Asia</td>
</tr>
<tr>
<td>16</td>
<td>Johnson Controls</td>
<td>OpenBlue digital platform</td>
<td>4.70</td>
<td>Debut in World</td>
</tr>
<tr>
<td>17</td>
<td>Sanofi</td>
<td>DUPIXENT</td>
<td>4.53</td>
<td>Debut in Asia</td>
</tr>
<tr>
<td>18</td>
<td>Mars</td>
<td>Squeeze-on honey</td>
<td>4.26</td>
<td>Debut in World</td>
</tr>
<tr>
<td>19</td>
<td>Hitachi Construction</td>
<td>Hydraulic excavator</td>
<td>4.15</td>
<td>Debut in World</td>
</tr>
<tr>
<td>20</td>
<td>Johnson &amp; Johnson</td>
<td>66-hole pressure monitoring microelectrode radiofrequency ablation catheter</td>
<td>3.55</td>
<td>Debut in Asia</td>
</tr>
<tr>
<td>No.</td>
<td>Company</td>
<td>Product/Service Description</td>
<td>Debut Score</td>
<td>Debut Region</td>
</tr>
<tr>
<td>-----</td>
<td>---------------</td>
<td>---------------------------------------------------------------------------------------------</td>
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<td>--------------------</td>
</tr>
<tr>
<td>22</td>
<td>FPD</td>
<td>Platinum Management Service 2.0</td>
<td>3.19</td>
<td>Debut in World</td>
</tr>
<tr>
<td>23</td>
<td>Kao</td>
<td>“Second skin” sub-micron fiber technology</td>
<td>3.18</td>
<td>Debut in World</td>
</tr>
<tr>
<td>24</td>
<td>The Land</td>
<td>The Land 3F milk power standard</td>
<td>3.17</td>
<td>Debut in World</td>
</tr>
<tr>
<td>25</td>
<td>Panasonic</td>
<td>6C air circulation system</td>
<td>3.08</td>
<td>Debut in World</td>
</tr>
<tr>
<td>26</td>
<td>ABB</td>
<td>UAV-based natural gas leak detection solution</td>
<td>3.04</td>
<td>Debut in World</td>
</tr>
<tr>
<td>27</td>
<td>AFC</td>
<td>Manuka honey, milkshake, Longview Estate's White Diamond wine</td>
<td>3.01</td>
<td>Debut in Asia</td>
</tr>
<tr>
<td>28</td>
<td>Dow</td>
<td>MobilityScience platform</td>
<td>2.89</td>
<td>Debut in Asia</td>
</tr>
<tr>
<td>29</td>
<td>Cargill</td>
<td>FiberDesign Sensation</td>
<td>2.77</td>
<td>Debut in World</td>
</tr>
<tr>
<td>30</td>
<td>Fancl</td>
<td>“Basic nutrition pack”, “Functional Food Certification”</td>
<td>2.36</td>
<td>Debut in World</td>
</tr>
<tr>
<td>31</td>
<td>Mitsubishi Electric</td>
<td>E-JIT concept</td>
<td>2.23</td>
<td>Debut in Asia</td>
</tr>
<tr>
<td>32</td>
<td>Novozymes</td>
<td>New enzyme molecule-fiber enzyme</td>
<td>2.14</td>
<td>Debut in World</td>
</tr>
<tr>
<td>33</td>
<td>Epson</td>
<td>Micro-ecological safety printing</td>
<td>2.10</td>
<td>Debut in Asia</td>
</tr>
<tr>
<td>34</td>
<td>Exxon Mobil</td>
<td>closed-loop solution, Matrix parallel printing system, Mobil Serv Lubrication Management, Mobil Serv Lubricant Analysis</td>
<td>1.88</td>
<td>Debut in Asia</td>
</tr>
<tr>
<td>35</td>
<td>Accenture</td>
<td>SynOps platform</td>
<td>1.63</td>
<td>Debut in Asia</td>
</tr>
<tr>
<td>36</td>
<td>Perkin Elmer</td>
<td>Automation workstation</td>
<td>1.42</td>
<td>Debut in Asia</td>
</tr>
<tr>
<td>37</td>
<td>Hongkong Vee Living</td>
<td>RAINFOREST WATER series</td>
<td>1.26</td>
<td>Debut in World</td>
</tr>
<tr>
<td>38</td>
<td>CP Group</td>
<td>COCO Product</td>
<td>1.18</td>
<td>Debut in Asia</td>
</tr>
<tr>
<td>39</td>
<td>Europ Assistance</td>
<td>Tech-inside One stop solution for Belt &amp; Road travel safety risk management</td>
<td>1.17</td>
<td>Debut in World</td>
</tr>
<tr>
<td>40</td>
<td>Sinowei Ltd</td>
<td>Nordic Ice Cream Product Lines</td>
<td>1.11</td>
<td>Debut in World</td>
</tr>
</tbody>
</table>
At the new product event, Deloitte launched three global premiere assets and three China premiere assets, topping the list with a popularity score of 18.66. Ikea ranked second, with four China premier products and Decathlon third (11.61) with its world premiere inflatable kayak.

Among premiere products, medical equipment, intelligent industry and information technology and service products accounted for more than half the total, and some leading medical and industrial technologies attracted wide attention. In addition, the number of products making “debut in world” was the highest, totaling 32; followed by “debut in Asia”, with 30 products; and 27 products marking their “debut in China”; there were also a global offline debut and a debut outside Japan.

According to statistics of media coverage, the communication popularity of the premiere products are shown as follows:

<table>
<thead>
<tr>
<th></th>
<th>AUSTRALIA</th>
<th></th>
<th>NEW BABY</th>
<th></th>
<th>AUSBAO instant whole milk powder</th>
<th></th>
<th></th>
<th></th>
<th>Debut in World</th>
<th></th>
<th></th>
<th></th>
<th>Debut in Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>41</td>
<td></td>
<td></td>
<td></td>
<td>1.04</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>Olam International</td>
<td></td>
<td>Natural Ghanaian cocoa nibs</td>
<td>1.01</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Figure 32: Buzz words for new product release
The Figure shows that premiere products with high communication popularity are as follows: Inflatable kayak, vegetable protein meatballs, little yellow duck smart factory, electric lamp with bamboo lamp shade, Stellest, blockchain traceability system, and automatic magnetic bead purification system, among others.

Mainstream media such as People's Daily, CCTV, Xinhua Daily Telegraph, People's Daily Online, Xinhuanet, CNR.cn, and China Daily widely covered the new products, technologies and services at the CIIE, and highly approved the launch of premiere products which was a sincere response by companies from various countries to China's initiative to expand imports and open markets, demonstrating the attractiveness of China as a “world market”.

Moreover, China Media Group launched a live special program “New Products at CIIE”. The anchors of CCTV served as network anchors, showing audiences new products and novel experiences brought by premiere products online. According to incomplete statistics, more than 13 million people watched the livestreaming.

![CCTV News related programs](image)

**Figure 33: CCTV News related programs**

**(3) Buzz words about exhibits at the six exhibition areas**

The communication popularity of exhibits is shown as follows according to
The Consumer Goods exhibition area can be described as the most “beautiful” exhibition area at the third CIIE. More than 800 exhibitors from home and abroad presented a number of new products and new styles for a better life. The 88-carat super black diamond, giant down jacket, scalp health tester, thinnest mechanical watch, Estbeauty device, toy set and other exhibits were eye-catching and popular. Words such as “most popular”, “most fashionable”, “most eye-catching” and “coolest” were frequently seen in reports. According to reports from Chinanews.com, many visitors queued up to test the products.
The **Food and Agricultural Products** exhibition area saw the world's “treasure-level” cuisines, exhibits becoming commodities, and foreign specialties becoming common people's “standard dishes”, further highlighting CIIE’s powerful spillover effect. It is worth mentioning that star exhibits such as plant-based meat, Civet coffee (the most expensive coffee), soy sauce ice cream (the most fantastic), turkey noodles (the most spicy instant noodles), Kinder Bueno, and camel milk powder were unveiled together, attracting many visitors and media to explore cuisines of CIIE and get a “Bite of CIIE”. Xinhua News Agency concluded that the Food and Agricultural Products exhibition area of this session was almost built into a “United Nations” of delicacies.
A large number of new models and advanced technologies were presented at the Automobile exhibition area of the third CIIE. Among them, the world’s first all-carbon fiber supercar Apollo, the world’s first mass-produced hydrogen fuel cell heavy-duty tractor, and the world premiere of the first medium-sized electric excavator series models allowed the audience to feast their eyes and experience the extraordinary speed and passion, elements of modernity and science fiction. Economic Information Daily commended that the Automobile exhibition area of the CIIE was as hot as the top auto shows.
The **Intelligent Industry and Information Technology** exhibition area was fully expanded and upgraded at the third CIIE and showcased cutting-edge technologies, and new and high-tech equipment. In particular, the 86.7-ton gantry machine tool attracted high attention from the media and netizens from its transportation to sales. The table tennis robot coach with “mind-reading ability” attracted countless fans. And W380CR cold in-place recycler, traditional tea ceremony robot, flight simulator, among others, fully demonstrated that the exhibition area was a collection of high-precision technology. Jiemian.com highly approved the comprehensive level of the exhibition area with terms such as “gathering of the highest level of global manufacturing industry, and coolest exhibits”.
A number of blockbuster products were presented at the Medical Equipment and Healthcare Products exhibition area, which attracted wide attention. For example, the Da Vinci SP surgical system which was not available in the market, the world's smallest cardiac pacemaker, Herpes zoster vaccine which is to protect middle-aged and elderly people, world premiere Stellest lens, the world's first intelligent MRI high-pressure contrast injection system MEDRAD ® MRXperion, among others, comprehensively displayed today's cutting-edge products and advanced technology in the field of medical equipment and healthcare products.
Although products at the Trade in Services exhibition area were “invisible and intangible”, they all showcased new trends in trade in services such as high technology, digitization and localization. Among them, the blockchain traceability system makes food safety issues transparent and credible; the finance robotic arm frees manpower from highly repetitive tasks; ESG digital solutions help investors judge whether companies are suitable for long-term investment, and the modular global data service helps maximize the application value of data. It was pointed out that these exhibits show the great advantages of intelligent elements to empower “solutions.”

(4) Buzz words for exhibits of four major special pavilions

By sorting out media attention to the exhibits in the four major special pavilions, the communication of related exhibits is presented in the form of word clouds. The details are as follows:
Figure 40: Buzz words for exhibits of Public Health and Epidemic Prevention special pavilion

A variety of anti-pandemic “elixirs” appeared in the Public Health and Epidemic Prevention special pavilion of the CIIE for the first time, and caught the visitors’ eyeballs especially with exhibits related to the Covid-19 vaccine, N95 protective mask, defensive lenses, automatic magnetic bead purification systems, constant temperature nucleic acid amplification detectors, and new extracorporeal membrane lung oxygenation device. In addition, pneumonia vaccines, feline leukemia vaccines, nine-valent cervical cancer vaccines and high-throughput gene sequencers also brought good news to related people and companion animals, and attracted the attention of mainstream media.
The concept of “green, environmental protection and sustainable development” was a keyword in the Energy Conservation and Environmental Protection special pavilion. In particular, souvenirs such as bamboo lampshades and electric lamps made of PET materials from the previous CIIE were favored by visitors. Meanwhile, many “first-release” exhibits competed on the same stage and won high praise from audiences, such as the world's first water-free recycled paper system, Asia's first micro-ecological safety printing closed-loop solution, China's first fully automatic broken bag sorter, etc. In addition, “black technologies” such as air water purifier, direct drinking mineral water purifier and leak-proof protectors also attracted many visitors.
In the **Sporting Goods** special pavilion, the latest sports-related equipment and gear attracted media attention. For example, Decathlon’s inflatable kayaks, 360-degree shooting studios, Skechers’ rechargeable heated down jackets, Nike’s Move To Zero workshop and Yonex power cushions attracted many visitors. In addition, e-sports products making their debut at the CIIE, promoting the Sporting Goods special pavilion to become the most “active” exhibition zone. The 360-degree shooting studio, F1 E-sports China Championship series, Ring Fit Adventure and other e-sports products attracted a large number of audiences to experience and received wide attention from media.
Through analysis of the communication of exhibits in the Smart Travel special pavilion, it is found that the media mainly focused on cutting-edge smart travel fields such as autonomous driving, new energy, control systems, and component innovation. For example, L4 autonomous driving software and hardware systems, metal 3D printed vehicle structure, Vision concept tire, Icona Fuselage concept car, intelligent transportation solutions, smart car roof system, non-pneumatic and anti-puncture tire systems and other exhibits fully presented cutting-edge technologies and attracted media attention and enthusiastic discussion among netizens. It is worth mentioning that the world's largest mining tires also received much attention.

(II) Various online presentations vividly showcase exotic customs of six countries including Russia
Countries such as Russia, Italy, Portugal, Pakistan, Fiji and Hungary, relying on the official website of the CIIE, showcased their local customs, development and investment opportunities by means of pictures, videos and Chinese and English webpages to attract wide attention of netizens at home and abroad.

Figure 44: Homepages of online presentations of the six countries

In terms of page views, Italy received the most page views of 4,062, followed by Hungary with 3,354 and Pakistan with 3,221. In addition, the webpages of Fiji, Russia and Portugal also attracted attention.

*Russian exhibition went online on November 7th, and other countries on November third.*
According to comprehensive statistics, the total page views of the above six countries hit 14,306. From the comparison of the page views of users of the two major languages, it can be seen that the page views of the English version were more than twice that of the Chinese version, which to a certain extent reflected that netizens using English paid more attention to related online activities.
VI. Communication of procurement, transactions and other activities

(I) Trade groups signed agreements, injecting vitality into the new “dual circulation” development pattern

Trade groups of provinces, municipalities, autonomous regions, Central Enterprises and the National Health Commission signed numerous contracts and achieved fruitful results, attracting the attention of mainstream media. Major media paid attention to the news that the expo achieved an intended turnover of 72.62 billion US dollars. After sorting out media attention to trade groups, the communication popularity was obtained as follows based on statistics:

<table>
<thead>
<tr>
<th>No.</th>
<th>Trade group</th>
<th>Popularity Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Central Enterprises</td>
<td>26.29</td>
</tr>
<tr>
<td>2</td>
<td>National Health Commission</td>
<td>16.24</td>
</tr>
<tr>
<td>3</td>
<td>Shanghai</td>
<td>15.65</td>
</tr>
<tr>
<td>4</td>
<td>Jiangsu</td>
<td>8.51</td>
</tr>
<tr>
<td>5</td>
<td>Zhejiang</td>
<td>8.41</td>
</tr>
<tr>
<td>6</td>
<td>Chongqing</td>
<td>6.26</td>
</tr>
<tr>
<td>7</td>
<td>Shandong</td>
<td>5.85</td>
</tr>
<tr>
<td>8</td>
<td>Beijing</td>
<td>5.68</td>
</tr>
<tr>
<td>9</td>
<td>Qinghai</td>
<td>5.43</td>
</tr>
<tr>
<td>10</td>
<td>Sichuan</td>
<td>5.27</td>
</tr>
</tbody>
</table>

The Central Enterprises trade group's contract signing and transactions received attention from the biggest number of media. The media reported the achievements made by Central Enterprises on agreement signing. Economic Information Daily and Shanghai Securities News paid attention to the agreements signed in the “shopping cart” of the Central Enterprise at the expo. Media such as
cnr.cn and Beijing Daily highlighted “Central Enterprises’ intended turnover to exceed the previous CIIE” in headlines, and described the grand occasion of the third CIIE.

Due to the Covid-19, the agreement signing of the National Health Commission trade group attracted media attention. For example, cctv.com and ce.cn focused on the “the first collective agreement signing of the National Health Commission trade group”, “National Health Commission trade group signs agreements with 16 well-known pharmaceutical companies at the third CIIE” and “National Health Commission trade group’s procurement possibly exceeds RMB 6 billion”, etc.

The agreement signing of CIIE host Shanghai trade group was widely reported by Jiefang Daily and The Paper. “Shanghai trade group signs the first order” and “Shanghai trade group’s intended orders exceed the previous session” became the focus of media.

The agreement signing and transactions of Jiangsu and Zhejiang trade groups, both from the Yangtze River Delta, also garnered enthusiastic media reports. On Jiangsu trade group, jschina.com.cn and yangtse.com actively reported “Jiangsu trade group signs the first order worth $11 million!”, “Jiangsu signs 55 investment cooperation projects” and other news. On Zhejiang trade group, xinhuanet.com and Zhejiang Daily focused on “Zhejiang trade group signs the first order worth $636 million at the Expo” and “28 buyers from Zhejiang trade group place orders worth RMB12.79 billion.”

In addition, transactions by Chongqing, Shandong, Beijing, Qinghai and other regions also received media attention. International Business Daily and Chongqing Daily stated that the Chongqing trade group collectively signed agreements for 24

(II) Forums, meetings and investment are seamlessly connected, and diverse cultural exchange activities are held

1. Nearly a hundred forums and meetings were held to strengthen the confidence of all parties in China's further opening-up

Nearly a hundred forums and meetings were held, attracting wide attention. The opening ceremony of the third CIIE and Hongqiao International Economic Forum attracted much attention, and frequently appeared in the headlines or articles of related reports. The People's Daily, Xinhua News Agency, chinanews.com and other media focused on the “online and offline” participation modes, the online participation of international statesmen, the high-end dialogues on the stability of the global industrial chain and supply chain under the pandemic, and the speech highlights of VIPs, which strengthened the confidence of all parties in China's development.

Moreover, supporting activities were unveiled in a coordinated manner to help the CIIE play its role as the platform for international procurement, investment promotion, people-to-people exchanges, and open cooperation, adding luster to the world-class expo. By sorting out media attention to the supporting activities, the corresponding communication popularity scores were worked out as follows:
<table>
<thead>
<tr>
<th>No.</th>
<th>Supporting activities</th>
<th>Sponsors</th>
<th>Popularity score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>China Automotive Industry Development Forum</td>
<td>Ministry of Industry and Information Technology</td>
<td>13.98</td>
</tr>
<tr>
<td>2</td>
<td>The third Hongqiao International Health Technology Innovation Forum</td>
<td>Fosun Healthcare US LLC</td>
<td>11.68</td>
</tr>
<tr>
<td>3</td>
<td>The 11th China International Meat Conference</td>
<td>China Chamber of Commerce For Import and Export of Foodstuffs, Native Produce and Animal By-Products Industrial and Commercial Bank of China Limited, China Council for the Promotion of International Trade UNIDO Investment Promotion Service for China in Beijing, China News Service Guoshi Forum</td>
<td>10.45</td>
</tr>
<tr>
<td>4</td>
<td>Trade Fairs for Countries and Regions along the “Belt and Road”</td>
<td>China Council for the Promotion of International Trade UNIDO Investment Promotion Service for China in Beijing, China News Service Guoshi Forum</td>
<td>9.65</td>
</tr>
<tr>
<td>5</td>
<td>The Fourth Industrial Revolution and Smart Healthcare Forum</td>
<td>Service for China in Beijing, China News Service Guoshi Forum</td>
<td>9.60</td>
</tr>
<tr>
<td>6</td>
<td>China-Europe Entrepreneurs Conference</td>
<td>Industrial and Commercial Bank of China Limited</td>
<td>9.52</td>
</tr>
<tr>
<td>7</td>
<td>2020 International Industrial Internet Innovation and Development Forum</td>
<td>Ministry of Industry and Information Technology</td>
<td>9.24</td>
</tr>
<tr>
<td>8</td>
<td>2020 World M&amp;A Conference</td>
<td>Shanghai United Assets and Equity Exchange</td>
<td>8.46</td>
</tr>
<tr>
<td>10</td>
<td>The Fourth Industrial Revolution and Smart Mobility Forum</td>
<td>People’s Government of</td>
<td>8.05</td>
</tr>
<tr>
<td>11</td>
<td>Dialogue between Shandong and</td>
<td></td>
<td>7.99</td>
</tr>
<tr>
<td>Event</td>
<td>Organizer</td>
<td>Score</td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------</td>
<td>-------</td>
<td></td>
</tr>
<tr>
<td>Fortune 500 on Industrial Chain’s High-quality Cooperation and Development</td>
<td>Shandong Province</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Release of Policies at the third China International Import Expo on Yangtze River Delta G60 Science and Technology Innovation Corridor Promotes Domestic and International Dual-circulation with Integrated High-quality Development</td>
<td>The People’s Governments of Nine Cities in the Yangtze River Delta G60 Science and Technology Innovation Corridor</td>
<td>7.59</td>
<td></td>
</tr>
<tr>
<td>The third China International Import Expo Guizhou Economic and Trade Exchange Fair</td>
<td>The People’s Government of Guizhou</td>
<td>7.47</td>
<td></td>
</tr>
<tr>
<td>International Cooperation Forum on Combating Infringement and Counterfeiting</td>
<td>World Intellectual Property Organization, State Administration for Market Regulation, Office of the National Leading Group on Fight against IPR Infringement and Counterfeiting,</td>
<td>6.92</td>
<td></td>
</tr>
<tr>
<td>2020 Smart Technology and Industry International Cooperation Forum</td>
<td>Ministry of Industry and Information Technology</td>
<td>6.61</td>
<td></td>
</tr>
<tr>
<td>The third China International Import Expo Exhibitor Alliance Conference</td>
<td>China International Import Expo Bureau</td>
<td>6.60</td>
<td></td>
</tr>
<tr>
<td>“Create a New Chapter of Beijing's Opening-up” Thematic Event</td>
<td>The People’s Government of Beijing</td>
<td>6.11</td>
<td></td>
</tr>
<tr>
<td>The third Global Dairy Forum</td>
<td>China Chamber of Commerce For Import and Export of Foodstuffs, Native Produce and Animal By-Products</td>
<td>5.91</td>
<td></td>
</tr>
<tr>
<td>The third China Convention and Exhibition Industry International</td>
<td>As-Sociazione Enti Fieristic Italian/As-Sociatzon of</td>
<td>5.89</td>
<td></td>
</tr>
<tr>
<td>No.</td>
<td>Event Title</td>
<td>Organizers</td>
<td>Date</td>
</tr>
<tr>
<td>-----</td>
<td>------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>20</td>
<td>Economic and Trade Forum</td>
<td>Exhibitions and Italian Fairs, World Trade Point Federation, United Nations Industrial Development Organization, China Council for the Promotion of International Trade</td>
<td>5.78</td>
</tr>
<tr>
<td>21</td>
<td>Influence Investment: Rebuilding a More Beautiful World</td>
<td>China Baowu Steel Group</td>
<td>5.66</td>
</tr>
<tr>
<td>22</td>
<td>A Century-long Dream for Forging a High-quality Steel Ecosystem</td>
<td>State Administration for Market Regulation, Chinese People's Association for Friendship with Foreign Countries, Codex Alimentarius Commission, Silk Road Planning Research Center, International Trade Center, China Electronics Chamber of Commerce, Shanghai Hongqiao Central Business District</td>
<td>5.39</td>
</tr>
<tr>
<td>23</td>
<td>The 13th Belt and Road Ecological Agriculture and Food Safety Forum</td>
<td>The People’s Government of Minghang District, Shanghai</td>
<td>5.18</td>
</tr>
<tr>
<td>25</td>
<td>Gansu Import Trade Matchmaking Fair and On-site Signing Ceremony</td>
<td>The People’s Government of Minghang District, Xinjiang Trade Group</td>
<td>4.91</td>
</tr>
<tr>
<td>26</td>
<td>Invest in Xinjiang and Share the Future: Investment Promotion Conference for the Core Area of the Silk Road Economic Belt</td>
<td>The People’s Government of Minghang District, Xinjiang Trade Group</td>
<td>4.87</td>
</tr>
<tr>
<td>27</td>
<td>The 9th China International Oil and Gas Trade Congress</td>
<td>Trade Development Bureau of the Ministry of Commerce, Shanghai Municipal State-owned Assets Supervision and</td>
<td>4.76</td>
</tr>
</tbody>
</table>
Among all supporting activities of the CIIE, the China Automotive Industry Development Forum had the highest popularity score of 13.98, and was followed by the third Hongqiao International Health Technology Innovation Forum with a score of 11.68 and the 11th China International Meat Conference with 10.45. Also, the popularity scores of Trade Fairs for Countries and Regions along the “Belt and Road”, The Fourth Industrial Revolution and Smart Healthcare Forum, China-Europe Entrepreneurs Conference, the 2020 International Industrial Internet Innovation and Development Forum, the 2020 World M&A Conference, the Financial Cooperation Forum, and the Fourth Industrial Revolution and Smart Mobility Forum were all above 8.00, and among the top 10 supporting activities.

2. Trade and investment matchmaking fair received fruitful cooperation intentions and media recognition

On November 6 and 7, the third CIIE Trade and Investment Matchmaking Fair was successfully held. The Import Expo Bureau provided professional services to more than 2,000 exhibitors and purchasers through a combination of offline and online methods, and reached 861 cooperation intentions. At the same time, 10 offline
investment promotion conferences were held, and the Italian Foreign Trade Commission, as well as local governments and enterprises from Sichuan, Guizhou and Zhejiang, held investment promotion activities.

As an important event of the CIIE, the Trade and Investment Matchmaking Fair attracted a lot of media attention. Xinhua News Agency, People's Daily App, Economic Information Daily Website and other media stressed the highlights such as “more than 800 cooperation intentions achieved”, “over 4,500 rounds of negotiations held”, and “amazing results” in the headlines.

Figure 47: Top 5 investment matchmaking activities in popularity

Among the 10 investment promotion activities, the Meishan City Investment Promotion Special Conference won the attention of Sichuan Online and Sichuan News Website. Xinhuanet focused on the positive results of the Zunyi Industrial Investment Promotion and Cross-Border E-commerce Special Investment Promotion Conference.
3. CIIE embedded multicultural elements to help enhance “soft power”

In 2020, the exhibition area for cultural exchange activities was more than 20,000 square meters, an increase of 158% compared with the previous session; 100 world-class and national-level intangible cultural heritage projects and 81 Chinese time-honored brands participated in the exhibition; and 49 colorful cultural public welfare performances were staged to showcase cultural characteristics of various places.

What is worthy of recognition is that this year's CIIE added a comprehensive image presentation, international pedestrian street, China tourism and other cultural exhibition areas on the basis of the existing time-honored brands exhibition area and intangible cultural heritage exhibition area in previous sessions. According to Kankan News, the people-to-people exchanges promoted traditional Chinese culture from multiple angles through performances, exhibitions and immersive experiences, and built a large platform for efficient exchanges. It was not only an economic exhibition but also a big platform that promoted cultural exchanges and cooperation between countries.

(1) Popularity of five people-to-people exchanges exhibition areas
Figure 48: Communication popularity of five humanity exchanges exhibition areas

**Intangible cultural heritage exhibition area** topped the ranking with a popularity score of 25.68. The intangible cultural heritage exhibitions of Beijing, Shanghai and Shaanxi were well appreciated. People.com.cn and hebnews.cn widely reported on the collective debut of the intangible cultural heritage of Hunan and Hebei.

**China tourism exhibition area** ranked second with a popularity score of 19.09. Hainan, Fujian, Yunnan and Xinjiang showcased their rich tourism and cultural resources and local customs at the CIIE. *China Culture Daily* focused on the unique features of the Hainan’s Sanya Pavilion and the Fujian Pavilion.

**Chinese time-honored brands exhibition area** ranked third with a popularity score of 18.84. People.com.cn, xinhuanet.com, workercn.cn and xfrb.com.cn focused on the debut of 22 time-honored brands from Beijing and 33 from Shandong at the CIIE.

Also, in the **state-level pedestrian streets exhibition area**, Hangzhou Hubin...
Pedestrian Street, Chongqing Jiefangbei Street, Xi'an Datang Everbright City Pedestrian Street, and Chengdu Kuanzhai Alley attracted much attention. *People's Daily* affirmed that the exhibition area presented the appearance of the old bund of Ningbo from all angles. A total of 2 foreign countries and 16 provinces, autonomous regions and municipalities were displayed in the comprehensive image exhibition area, attracting the focus of chinanews.com.

(2) People-to-people exchange activities in provinces, autonomous regions, municipalities and foreign countries

<table>
<thead>
<tr>
<th>Province</th>
<th>Popularity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shanghai</td>
<td>13.41</td>
</tr>
<tr>
<td>Zhejiang</td>
<td>7.20</td>
</tr>
<tr>
<td>Shandong</td>
<td>6.43</td>
</tr>
<tr>
<td>Beijing</td>
<td>6.36</td>
</tr>
<tr>
<td>Sichuan</td>
<td>5.59</td>
</tr>
</tbody>
</table>

Figure 49: Ranking of the popularity of cultural exchange activities of provinces, autonomous regions and municipalities

A total of 25 provinces, autonomous regions and municipalities participated in people-to-people exchanges; and Shanghai, Zhejiang, Shandong, Beijing and Sichuan were ranked the top 5 in terms of popularity.

Various places held cultural exhibitions to help visitors understand local cultural characteristics and attract media attention. *Xinhua Daily Telegraph* showcased the style of Shanghai General Pavilion in the form of photo reports. Chinanews.com and *Hangzhou Daily* paid attention to the cultural connotation of the Bright Zhejiang
theme exhibition area. Dzwww.com focused on Shandong being the first province to set up a long-term display window for time-honored and intangible cultural heritage enterprises in the National Exhibition and Convention Center (Shanghai).

In addition, the exhibitions and performances of people-to-people exchange activities of Italy and Nepal were reported by *Guangming Daily*.

**VII. Services guarantee communication**

**I) Supporting enterprises offered considerate services to aid the third CIIE**

Supporting enterprises tapped deeper into their advantages, took pandemic prevention and control into consideration, and leveraged advanced technologies such as informatization to make the CIIE “be high-level, be fruitful and be better” in an all-round way. By sorting out media attention to supporting enterprises, the corresponding communication popularity scores are as follows:

<table>
<thead>
<tr>
<th>Supporting Enterprises</th>
<th>Popularity Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank of China</td>
<td>25.07</td>
</tr>
<tr>
<td>China Post</td>
<td>24.79</td>
</tr>
<tr>
<td>China Eastern Airlines</td>
<td>19.49</td>
</tr>
<tr>
<td>COSCO Shipping</td>
<td>15.92</td>
</tr>
<tr>
<td>IKEA</td>
<td>15.80</td>
</tr>
<tr>
<td>Starbucks</td>
<td>15.20</td>
</tr>
<tr>
<td>China Southern Airlines</td>
<td>12.29</td>
</tr>
<tr>
<td>Wuliangye</td>
<td>10.10</td>
</tr>
<tr>
<td>China Pacific Insurance</td>
<td>9.71</td>
</tr>
<tr>
<td>Nongfu Spring</td>
<td>7.63</td>
</tr>
<tr>
<td>VPHOTO</td>
<td>4.08</td>
</tr>
</tbody>
</table>

Figure 50: Ranking of supporting enterprises

As the “only strategic partner” of the CIIE, **Bank of China** topped the list with a
popularity score of 25.07. This is due to its “escort” for the CIIE throughout the entire process, launch of the “online + offline” cross-border matchmaking service platform, and initial provision of “BOC Global SME Cross-border Matchmaking Service” and other services, which garnered the attention of People’s Daily, Economic Daily, people.com.cn, xinhuanet.com and other mainstream media.

**China Post** was the only designated mail delivery service provider for the CIIE, and its popularity score was second only to Bank of China at 24.79. Media including cs.com.cn, China Post News and eastday.com focused on contents such as “launching WeChat online for CIIE Post Service” and “linking with exhibitors through Tencent’s corporate WeChat accounts”.

**China Eastern Airlines** ranked third with a communication score of 19.49. Media including people.com.cn, cnr.cn and chinanews.com paid attention to contents such as “the world's first Painted CIIE Flight arrives in worldwide 22 key routes” and “two major orders signed on the first day”.

(II) Steady and reliable pandemic prevention and control, and other service measures ensured the expo was held smoothly as scheduled

Given pandemic prevention and control measures, relevant parties worked hard to ensure the success of the CIIE. By sorting out media attention to service guarantee, the corresponding communication popularity scores were tallied as follows:

<table>
<thead>
<tr>
<th>No.</th>
<th>Classification</th>
<th>Popularity Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pandemic prevention and control</td>
<td>64.20</td>
</tr>
<tr>
<td>2</td>
<td>Transport</td>
<td>49.37</td>
</tr>
<tr>
<td>3</td>
<td>Volunteer service</td>
<td>38.77</td>
</tr>
<tr>
<td>4</td>
<td>Catering service</td>
<td>31.61</td>
</tr>
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</table>
As the Covid-19 was still spreading worldwide, **pandemic prevention and control** during the CIIE became the top priority of the service guarantee tasks and attracted extensive media attention. Xinhuanet.com interpreted the *Overall Plan for Covid-19 Prevention and Control at the Third China International Import Expo*. CCTV.com reported that nucleic acid tests were made on all imported cold-chain foods and their packaging and equipment, and the tasting of imported cold-chain food such as salmon was suspended at the expo. Chinanews.com noticed that cold chain foods were put into storage in batches for unified management, and imported cold chain foods were controlled in a “closed loop”.

In terms of **transportation**, CCTV.com affirmed Shanghai’s successful experience in prioritizing transportation and public transportation, optimizing and improving “instant stop-and-go” and “customized buses” and promoting the integration of Transportation App with Shanghai Instant App. People.com.cn focused on Customs’ implementation of “smart travel inspection” at entry and exit points at ports, installation of “dedicated passages” and “dedicated windows” for clearance of exhibits and “special cold storage” for imported cold chain exhibits, implementation of “paperless clearance” for exhibits entry for the first time, realization of “without-waiting” supervision operations, and so on.

In terms of **volunteer service**, *People's Daily* published an article on 4,844 CIIE
volunteers taking the oath of service. Chinanews.com reported that CIIE volunteers participated in pavilion tours and on-job training in batches. Eastday.com affirmed that “Little Leaves” embellished the CIIE with the light of volunteers.

In terms of catering service, CCTV.com focused on “safety on the tongue” and introduced the management of imported cold chain food. Tasting of imported cold chain food was canceled. Xinhua News Agency paid attention to 19 mobile dining vehicles from a number of companies joining the temporary catering service team of the CIIE.

In terms of permit issuance, Xinhuanet followed the official opening of the CIIE Permit Management Center and detailed the issuance of permits. The third CIIE issued more than 400,000 permits, and realized WeChat self-service inquiry, permit reuse, and integration of body temperature testing with permit checks for the first time.

In terms of accommodation, Shanghai Observer and Jiemian News reported that Shanghai deployed “technologies empower worry-free stay” service measures in 1,151 hotels hosting the CIIE, and implemented temporary price intervention measures for hotels during the CIIE.

In terms of financial support, Jiefang Daily explained in detail the CIIE Financing 2020 special financial service plan, and Guangming Daily focused on Shanghai’s banking industry integrating financial services into all aspects of CIIE transactions.

In terms of network communications, xinhuanet.com introduced the “acceleration” of the CIIE’s 5G network, a broader, faster, newer and more stable network. Cs.com.cn reported that the 5G co-construction and a shared operation mode
featuring “mutual backup of China Telecom and China Unicom” was realized for the first time at the CIIE.

In addition, in terms of green exhibition arrangement, gmw.cn noticed that the CIIE strove to increase the “green compliance rate” of booths to 100%. In terms of security checks, chinanews.com affirmed relevant parties’ adoption of measures such as the integration of security checks with intelligent body temperature measurement.

VIII. Summary comments

In the context of pandemic prevention and control and the global economic downturn, the third CIIE was successfully held as scheduled, which has special historical significance. At the same time, as an important hub and a key platform for promoting domestic and foreign economic and trade cooperation and cultural exchanges, the CIIE also played a positive role in building the new “dual circulation” development pattern.

On the whole, this session had an unprecedented communication effect and showed multiple communication characteristics. This is mainly reflected in the following aspects:

First, it conformed to the communication law of “preheating”, “heating” and “heat preservation”, made precise shifts and steady acceleration, and secured “enduring and continuous” communication to help keep alive the topic of the CIIE. According to the communication trends of the past year, during the initial stages of exhibition promotion, preparation and solicitation, exhibition investment promotion, and exhibition arrangement, relevant parties continuously “preheated” and publicized the topics of the third CIIE, and took the initiative to set off new waves of publicity on the occasion of countdown modes or major events.
During the exhibition, relevant parties made precise shifts and steady acceleration, comprehensively “heated” publicity, focused on the characteristics and highlights of the third CIIE in a mode of high density, large range and small visual angle, and boosted a “blowout” increase of the topic. With the closing of the expo, relevant parties took advantage of the trend to guide public opinion to focus on cumulative transaction results and details, and helped related topics achieve a “soft landing” during the “heat preservation” period, effectively extending the communication life cycle of the CIIE.

Second, by means of multi-level media linkage and collaboration, advantages of multi-channel and omni-media communication, and targeted publicity through multi-frequency bands, wide coverage and deep penetration, hot topics were created. Whether in the preparation or the exhibition stage, the central and local media’s linkage and cooperation, and the simultaneous publicity of traditional and new media were standard actions in the publicity of the CIIE. Especially during the expo, the central media represented by People's Daily (including overseas editions), Xinhua News Agency, China Media Group, Shanghai’s mainstream media such as Jiefang Daily, Wenhui Bao and Xinmin Evening News, and regional key media like Beijing Daily, achieved multi-party linkage and tacit collaboration, built a strong publicity matrix and laid a solid foundation for an all-round, multi-angle, and long-term publicity of the third CIIE. At the same time, relevant media actively used new media platforms of WeChat, Weibo and Apps to promote CIIE topics, set up publicity specials, released reports, continuously tracked the positive feelings of exhibitors and visitors, focused on China Debut, Global Debut and other highlights of exhibits, and captured world records such as “the smallest”
and “the hottest” to achieve a communication effect featuring multi-frequency bands, precision, wide coverage, and deep penetration, which effectively enhanced the visibility of the third CIIE. What’s worthy of recognition is that @people’s daily, @xinhua, @cctv news, @people.com.cn and others dynamically initiated or hosted topics such as #the third CIIE#, which repeatedly appeared on the hot search list, generating a topic aggregation effect and driving the third CIIE to become one of the phenomenon-level hot topics this year.

Third, the communication tapped the influential effect of Taobao anchors and Internet celebrities to attract a large number of followers from diverse social groups. The live streaming anchors of People's Daily App., CCTV News, and Wei Ya set off a boom in live broadcasts such as “Gorgeous CIIE Goods” and “Tour CIIE via Cloud”. These not only set a precedent in the history of the CIIE, but also attracted a large number of fans from diverse social groups, and contributed to enhancing the brand influence and reputation of CIIE. At the same time, the star effect had a positive effect on expanding the influence of the CIIE. For example, after @young shanghai and @TFBOYS-Jackson Yee cheered for the CIIE together, nearly a million views were led to the CIIE within just a few days, which effectively increased the voice volume of the CIIE’s communication.

Fourth, the flexible use of various forms such as slow live broadcast, comic strips and Vlog to enrich the images, vividness, and uniqueness of topics, greatly enhanced the communication power of the third CIIE. Statistics indicated that the media flexibly applied new media forms such as live broadcast (including slow live broadcast), comic strips and Vlog in addition to traditional reporting forms such as special columns and graphic reports. In particular, a series of video reports featuring
strong visualization, great joy, many interactions and good experience were launched. While vividly representing the atmosphere of the expo, these reports highlighted the immersive experience and gained considerable views, not only powerfully sending a positive signal that “the scenery is unique and beautiful here” but also strengthening the confidence of the public in continuing to hold the CIIE.
Appendix: Indicator system and disclaimer

1. Index weight

The communication popularity score is arrived at based on eight comprehensively weighted A-level indexes on the communication volume through the eight channels of online media, print media, Weibo, WeChat, apps, videos, forums and blogs.

The index weight adopts the common weight standard of the communication popularity score of People's Daily Online Public Opinion Data Center. This general standard is based on a comprehensive evaluation of the eight A-level indexes in the aspects of authenticity, audience trust, population coverage, originality, etc.

2. Index equation

Communication popularity score = online media*20% + print media*20% + Weibo*15% + WeChat*15% + apps*10% + Videos*10% + forums*5% + blogs*5%

3. Disclaimer

Various online public opinion analysis reports issued by the People’s Daily Online Public Opinion Data Center are based on various public information and data from the Internet. The Public Opinion Data Center strives to, but does not, guarantee the integrity, authenticity and accuracy of the above-mentioned information and data. The various online public opinion analysis reports provided by the center are only for use as reference materials for public opinion work, and do not constitute decision-making suggestions. Please consider their use at your own discretion.