



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

# **Report on the Media Coverage and Influence of the 3<sup>rd</sup> 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)

**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.***

“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.

**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***

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.

**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”, “rmbwx” 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 with 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-people 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<sup>①</sup>) 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

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<sup>①</sup> 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.

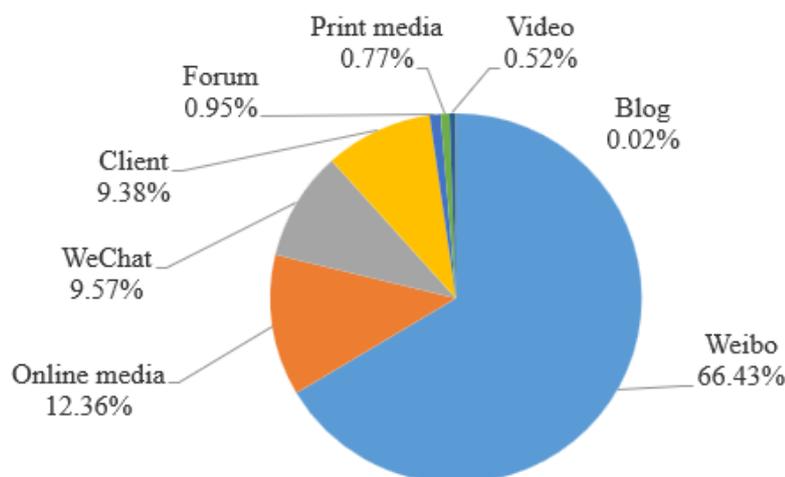


Figure 1: Distribution of communication channels

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.

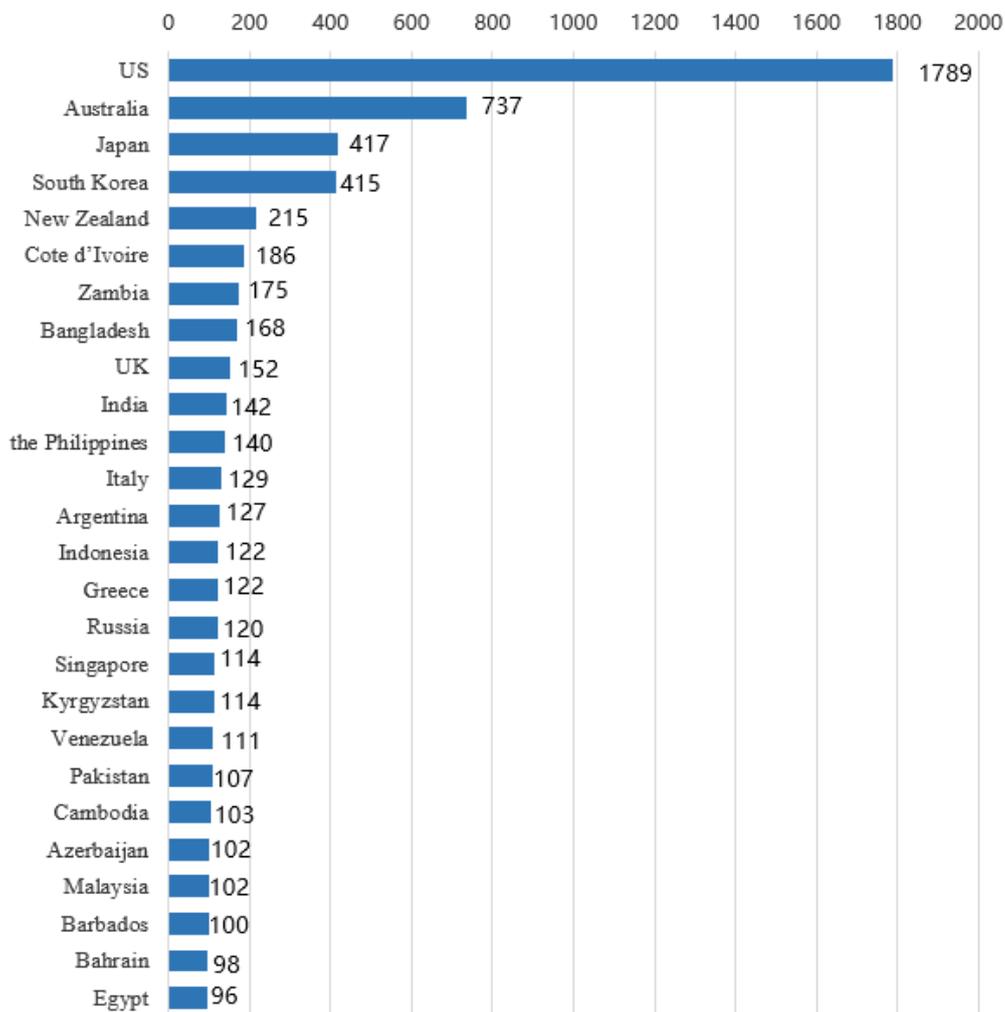


Figure 2: Distribution of foreign communication channels by country

**(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.

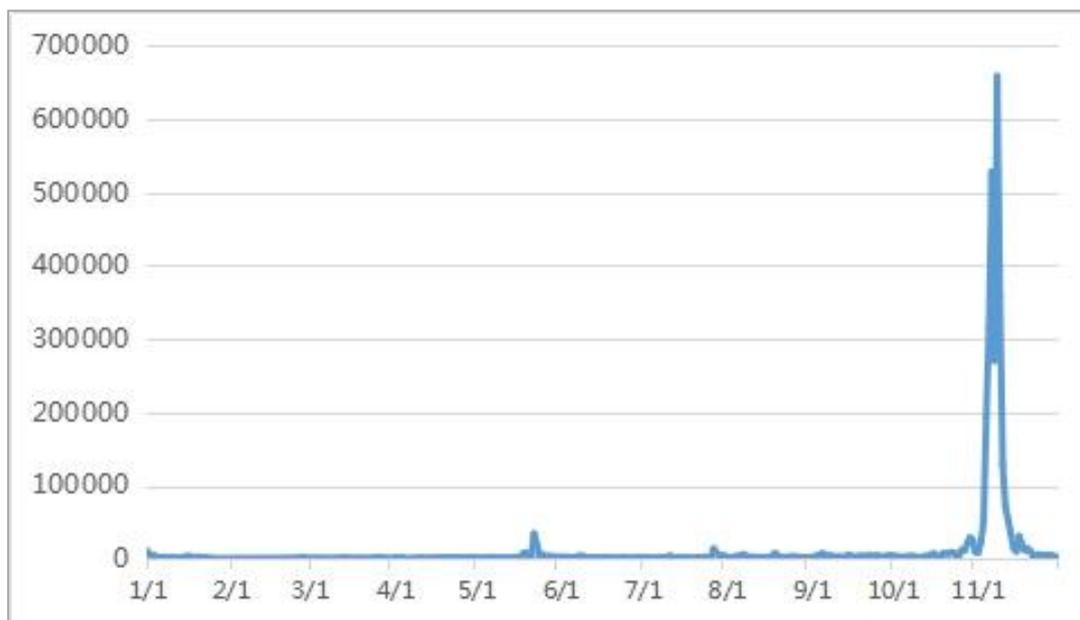


Figure 3: Communication trend of the third CIIE

**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.

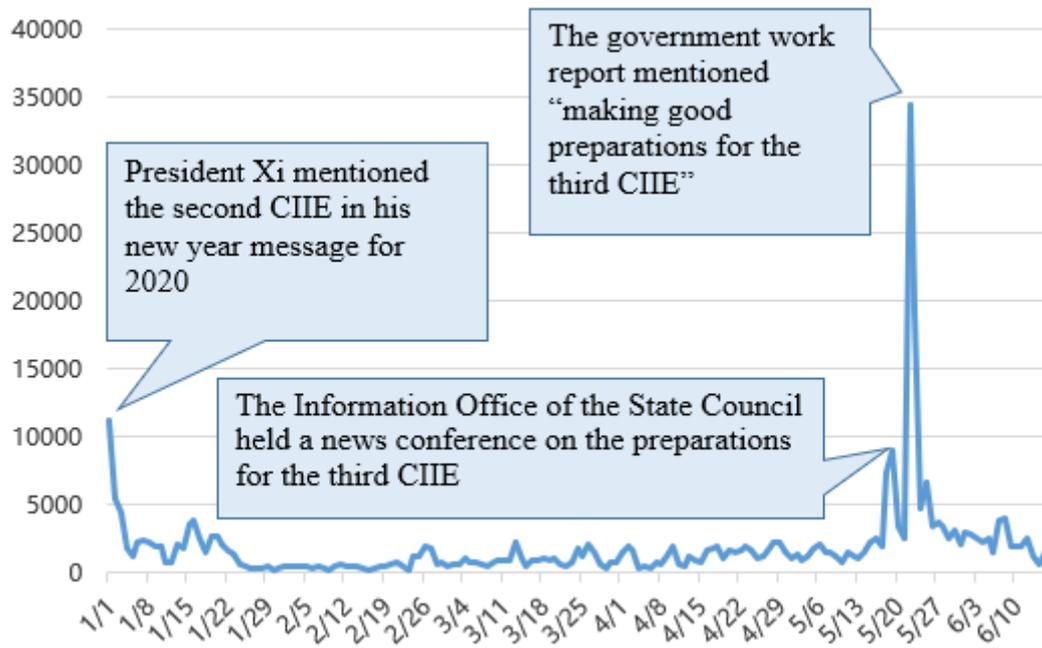


Figure 4: Communication trend in the preliminary preparations and preparations for exhibition recruitment stage

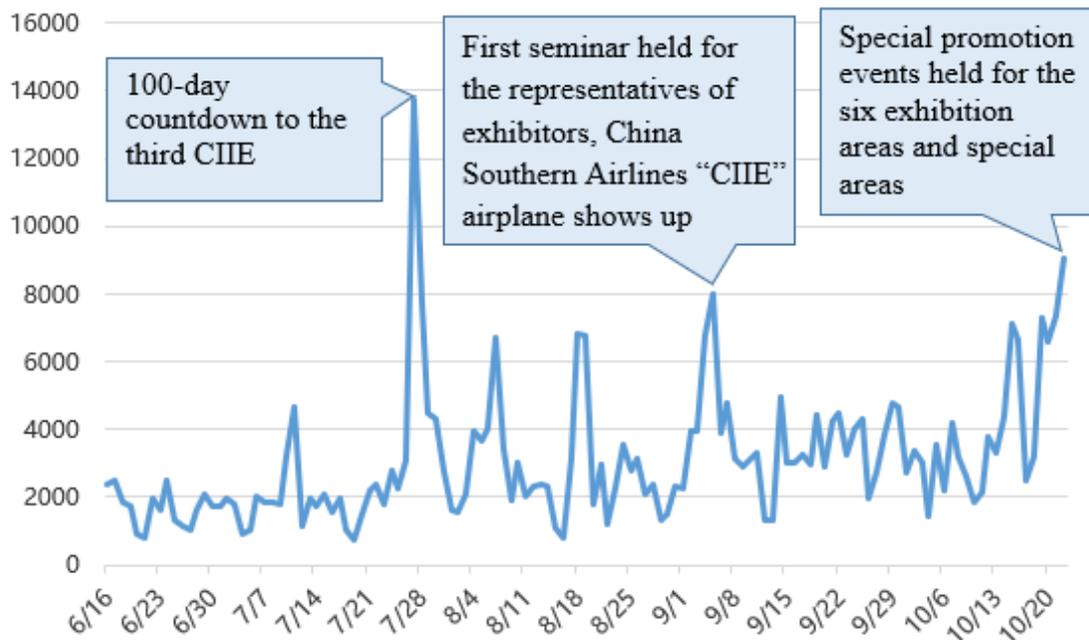


Figure 5: Communication trend in investment promotion and exhibition arrangement stage

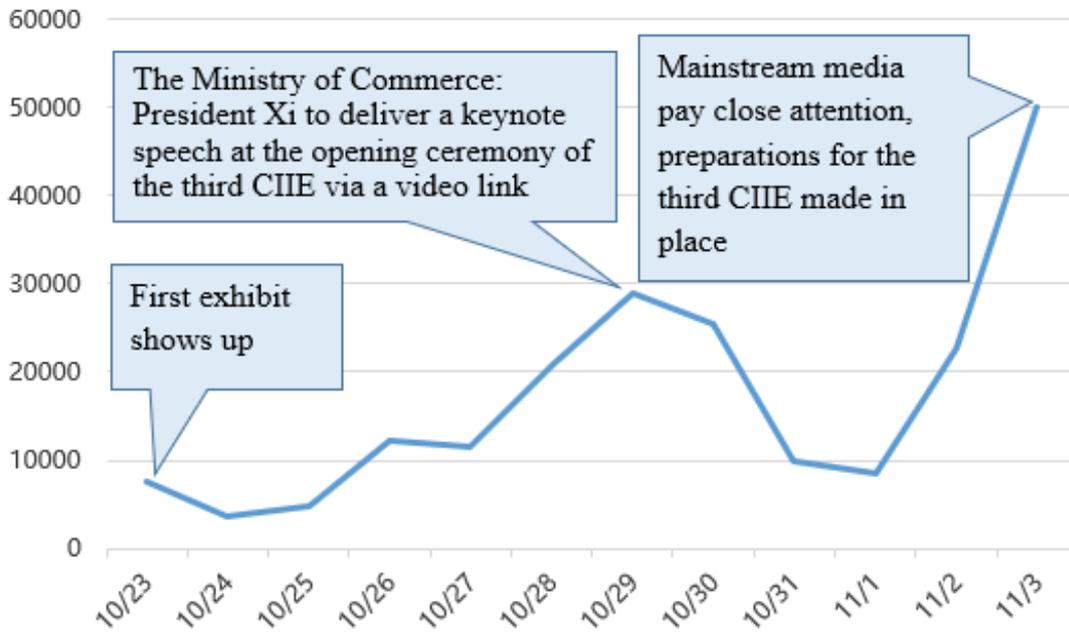


Figure 6: Communication trend in exhibition move-in stage

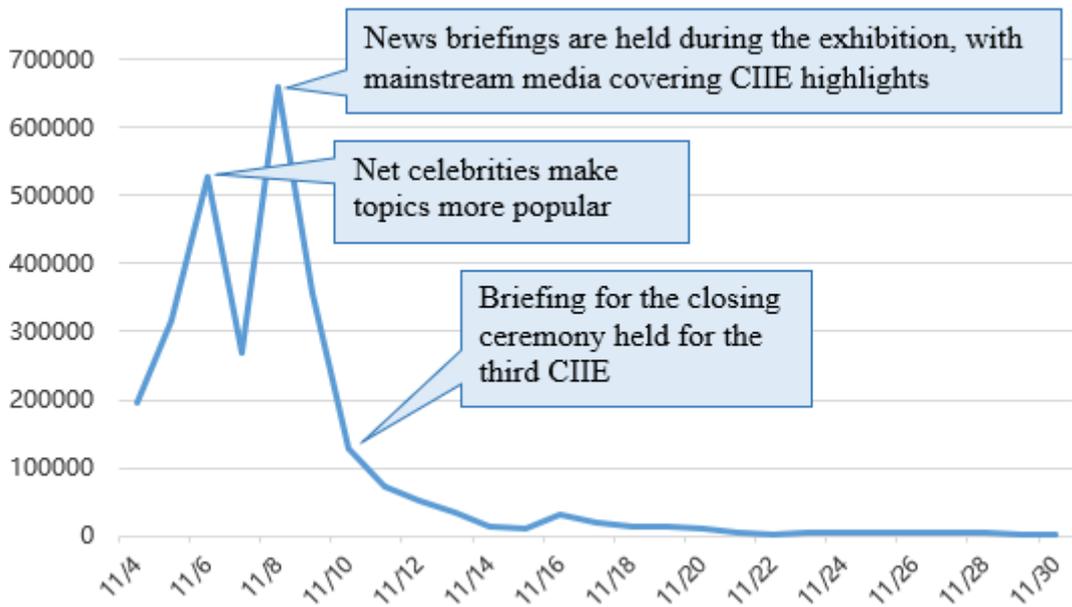


Figure 7: Communication trend in holding CIIE and follow-up work stage

**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.

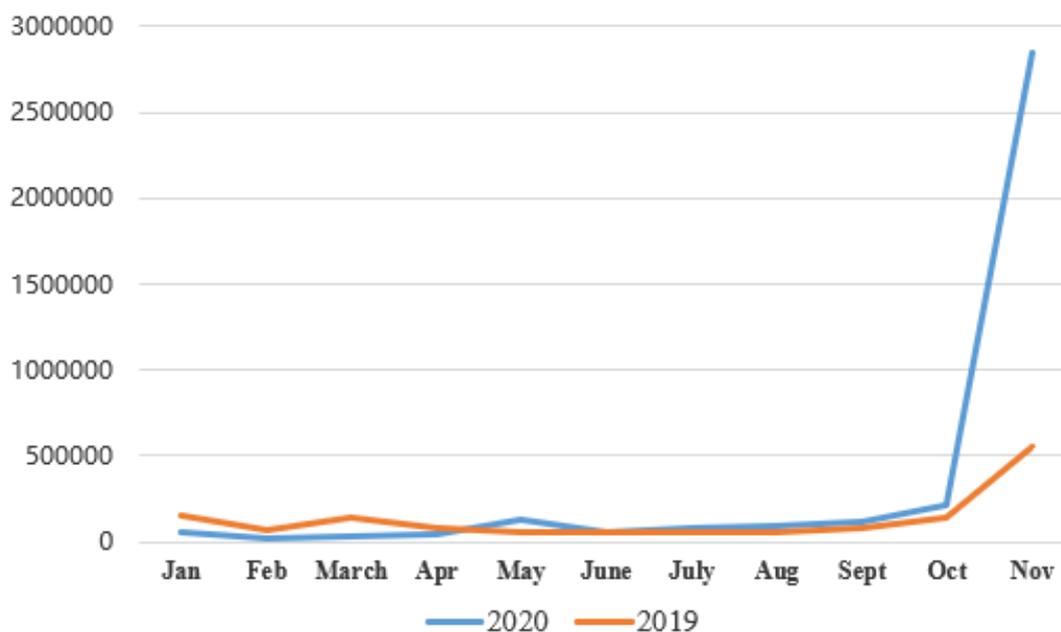


Figure 8: 2rd and 3rd CIIE communication trend comparison

**(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.



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.

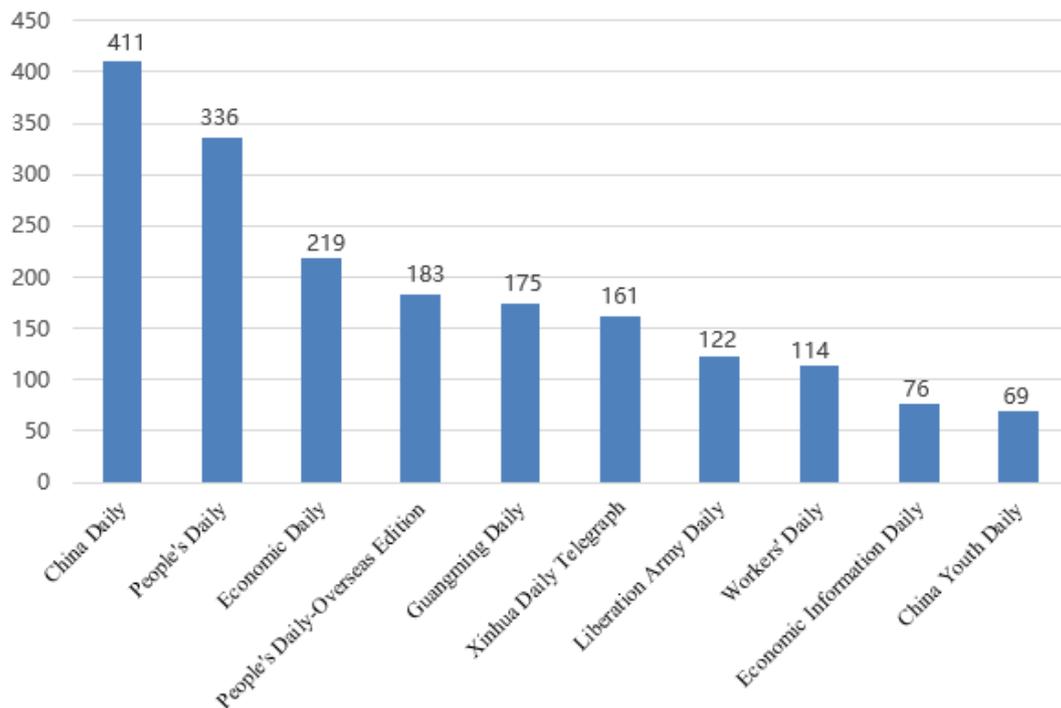


Figure 10: Top10 central mainstream print media by coverage volume

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.

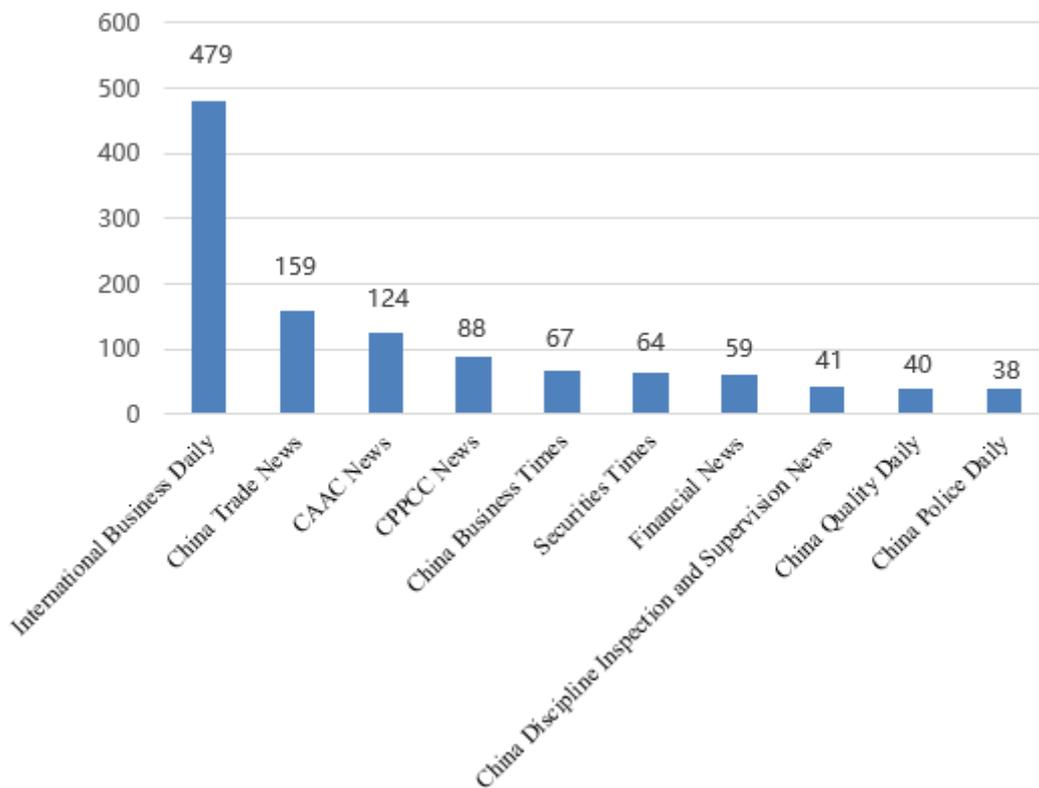


Figure 11: Top 10 industrial print media by original coverage volume

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.

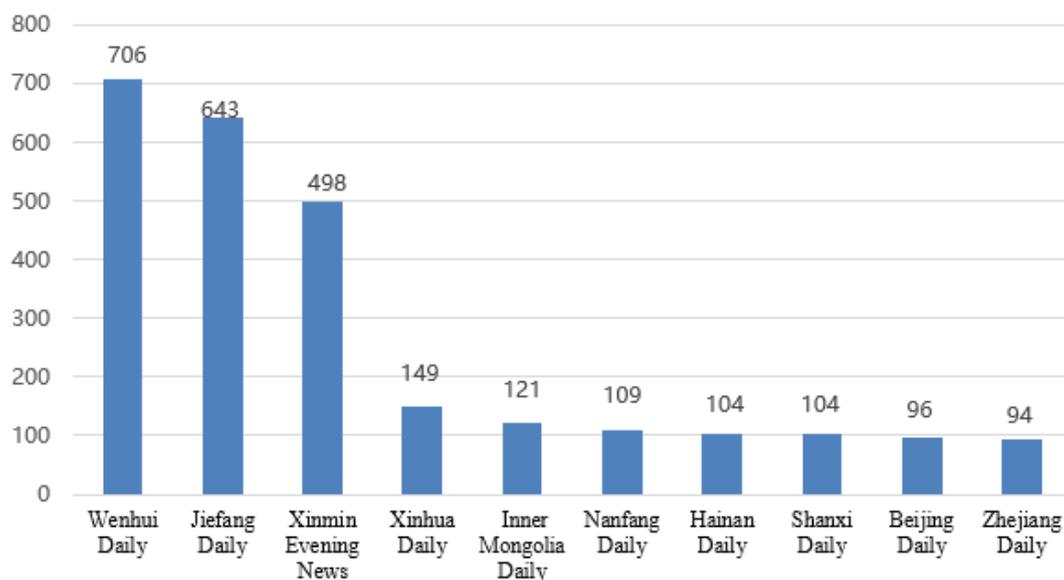


Figure 12: Top10 local mainstream media by coverage volume

## **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.

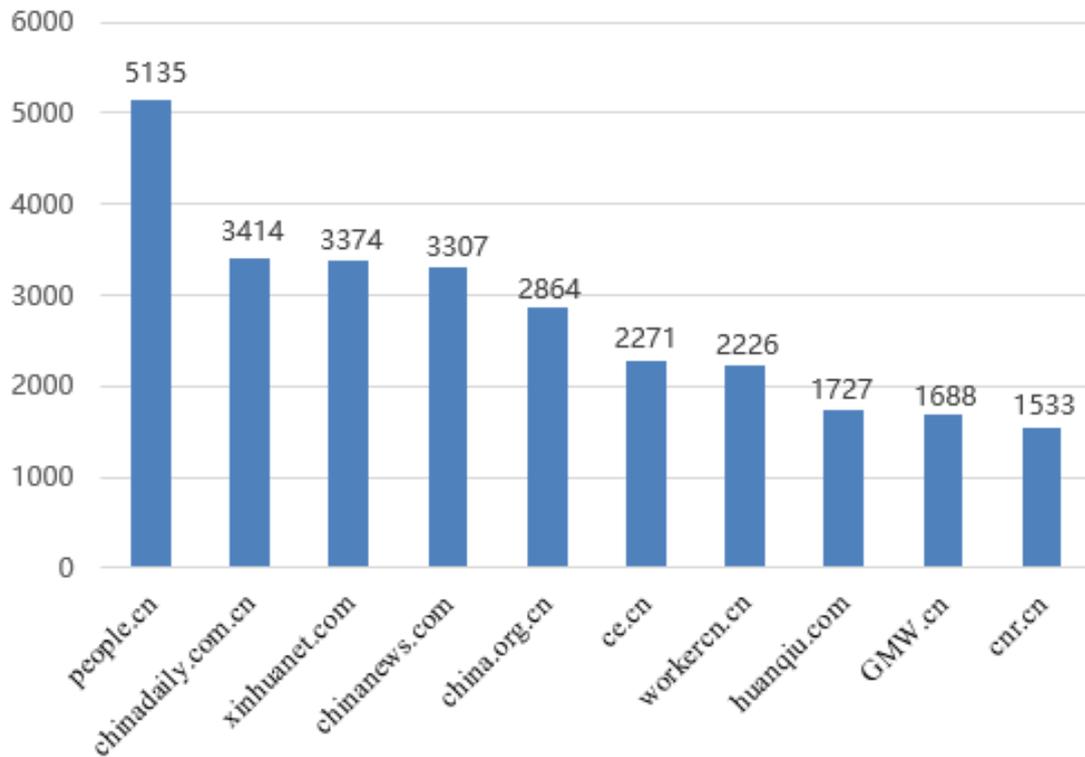


Figure 13: Top10 central mainstream online media by coverage volume

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, cna.com covered the third CIIE in such contents as overseas promotion and marketing events, and supply-demand meeting before the exhibition.

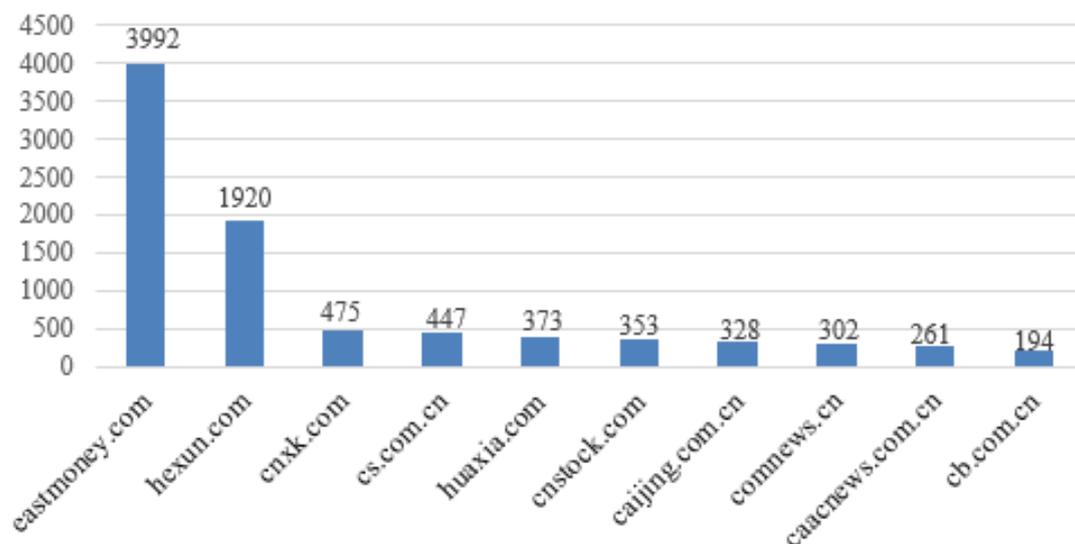


Figure 14: Top10 industrial mainstream online media by coverage volume

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.

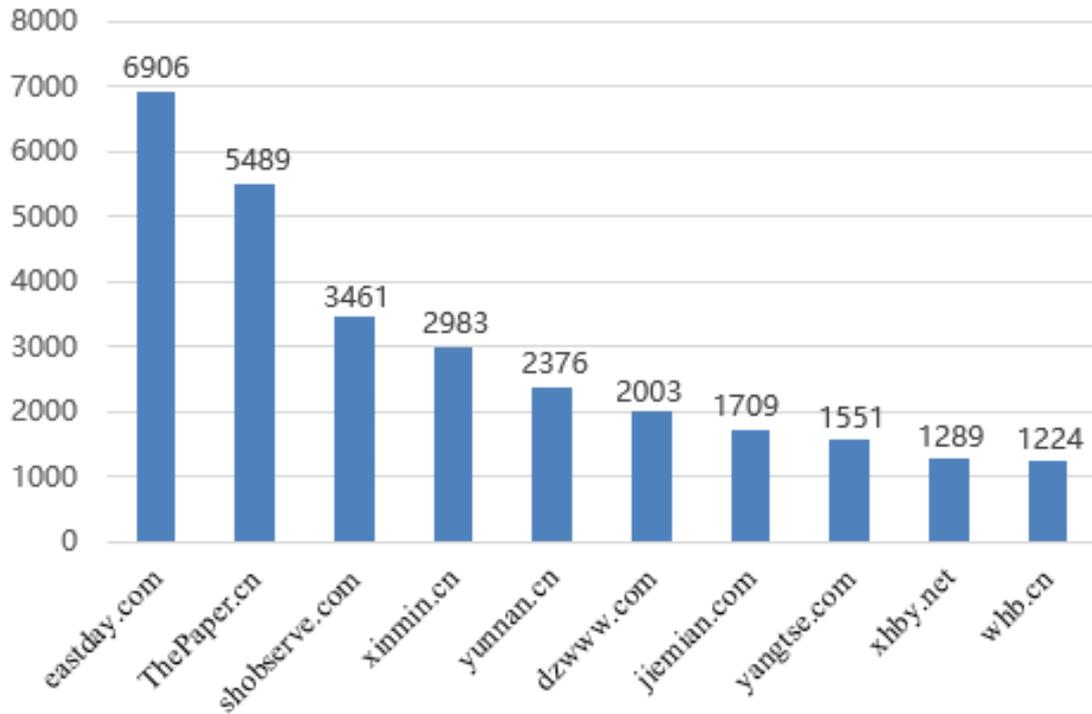


Figure 15: Top10 local mainstream online media by coverage volume

### **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.

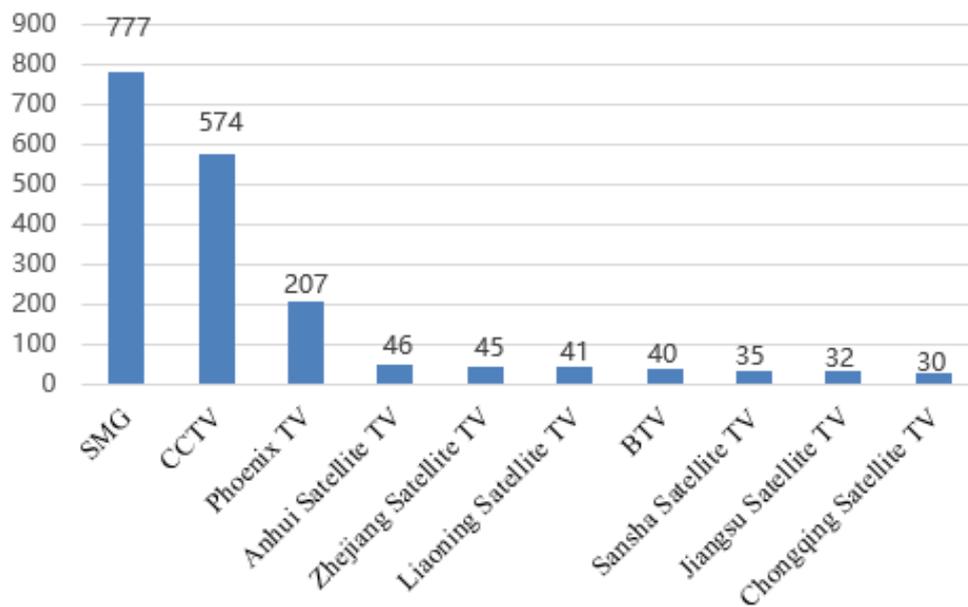


Figure 16: Top 10 mainstream TV media by initial coverage volume



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

Central-level media				
No.	Caption	Date	Media	Popularity
1	Keynote speech of President Xi Jinping at the opening ceremony of the third CIIE	11/5	People's Daily	28.96
2	Cumulative amount of intended transactions totals US\$72.62 billion at the third CIIE	11/10	Xinhua News Agency	13.49
3	Make third CIIE a success, contribute to "dual circulation"	11/2	Xinhua News Agency	12.68

4	Opening-up measures announced by President Xi at the 1st and second CIIE implemented one by one	11/4	Xinhua News Agency	10.14
5	Create opportunities for development and share them with the world	11/5	Economic Daily	7.89
6	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
7	Join hands toward a future of common harmony	11/8	People's Daily	6.73
8	CIIE, an important window to share opportunities for China's sound economic growth	11/5	China Daily	5.28
9	Embrace new opportunities through unimpeded “dual circulation”	11/5	Guangming Daily	4.90
10	CIIE demonstrates China's opening-up to the outside world, injecting new impetus into the world economy	11/5	China Media Group	3.03

#### Shanghai media

No.	Caption	Date	Media	Popularity
1	CIIE held as scheduled, a signal of China's opening-up	11/5	Jiefang Daily	6.06
2	First deal struck by a trading group in Shanghai at the third CIIE	11/5	Shobserver	4.27
3	Global executives' remote talk about “hypotheses on Chinese market “	11/6	Wenhui Daily	2.74
4	What do “top 500” enterprises benefit from the third CIIE	11/8	Jiefang Daily	2.56
5	How much importance do “overbearing executives” pay to CIIE?	11/6	Xinmin Evening News	1.77
6	“Super Brain” helps SMEs out of	11/7	Wenhui Daily	1.71

	“toughest time”			
7	Cancer drugs, rare diseases, disease management systems...Review the light of life at the CIIE	11/10	The Paper	1.69
8	CIIE boosts Pudong's new round of take-off	11/9	Xinmin Evening News	1.66
9	5G applications used at the CIIE for the first time, creating emergency support platform amid epidemic prevention	11/5	SMG	1.40
10	Special area set for public health epidemic prevention, cutting-edge technology makes its debut	11/8	SMG	1.21
<b>Other regional media</b>				
<b>No.</b>	<b>Caption</b>	<b>Date</b>	<b>Media</b>	<b>Popularity</b>
1	“Jiangsu procurement” at the third CIIE	11/8	Xinhua Daily	3.30
2	Open Shanxi shows up at the third CIIE	11/5	Shanxi Daily	3.28
3	5,636 exhibitors from Shandong participate in the third CIIE	11/5	Dazhong Daily	3.25
4	1,600+ Anhui enterprises participate in the third CIIE	11/5	Anhui Daily	3.01
5	Guiyang holds overseas live stream at the third CIIE	11/6	Guiyang Daily	2.98
6	Shaanxi sets up 19 trading subgroups at the third CIIE	11/2	Shaanxi Daily	2.74
7	Nearly 8 billion yuan deals signed for Beijing theme events at the third CIIE	11/5	Beijing Daily	2.61
8	Henan trading groups procurement needs release & on-site signing ceremony held at the third CIIE	11/7	Henan Daily	2.43
9	What do Zhejiang enterprises favor most at	11/10	Zhejiang Daily	2.13

	the third CIIE			
10	What has Hunan reaped at the third CIIE	11/5	Hunan Daily	2.11

**(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).

No.	Caption	Date	WeChat account	Reprint
1	The cumulative intended transactions total 72.62 billion dollars as the third CIIE concludes	11/10	Shanghai release	2,724
2	Here come the golden sentences from President Xi's opening speech at the third CIIE	11/4	People's Daily	2,238
3	Anchorman: Foreigners will come to China even if they are quarantined for 14 days, Zheng Li has more	11/4	CCTV News	2,103
4	This is the very street deserving your visit in 2020	11/5	People's Daily	749
5	President Xi's keynote speech stressed these points!	11/4	Xinhuanet	493
6	Cloud CIIE, these 'futuristic technologies' not to be missed	11/6	People's Daily	489

7	72.62 billion dollars	11/10	Xinhuanet	242
8	Sinopharm: 56,000 people leave China after administering vaccine for COVID-19, none infectious	11/7	The Paper	190
9	Nice goods from Russia, France, Spain, and Germany? Weiya recommends→	11/7	CCTV News	166
10	Shining, golden, bluish...loving it	11/6	CCTV News	102

“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.

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

### 3. Topics on Weibo gained increasing popularity, and “star exhibits” and

#### “CIIE significance” sparked animated discussions

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

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 (xinhuaashidian) 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, Weiya, 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.

No.	Caption	Date	Client	Page View
1	Recommended goods at CIIE launched!	11/6	Mobile Taobao	23.782 million
2	Weiya recommends goods from four countries	11/7	Mobile Taobao	23.362 million
3	Kanghui-Italian goods	11/6	Mobile Taobao	13.403 million
4	Non-stop visit to CIIE A winter/fall match for you from the CIIE	11/6	Xinhua News Agency	1.828 million

5	President Xi delivers a keynote speech at the opening ceremony of the third CIIE	11/4	People's Daily	1.605 million
6	Open and broadminded -- President Xi's keynote speech at the opening ceremony of the third CIIE	11/10	Xinhua News Agency	1.371 million
7	This is the very street deserving your visit in 2020	11/5	People's Daily	1.185 million
8	Li Jiaqi, Wu Minxia visit the home of CIIE volunteers	11/5	Xinhuanet	885,000
9	Current affairs micro-video Our Asia Our Community	11/4	CCTV News	436,000
10	Cumulative amount of intended transactions at the third CIIE hit US\$72.6 billion, up 2.1% over the second edition	11/10	CCTV News	232,000

#### **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.

Selected articles on official WeChat account		
No.	Caption	PageView
1	President Xi Jinping’s keynote speech at the opening ceremony of the third CIIE (full text)	100,000+
2	President Xi Jinping to deliver a keynote speech at the opening ceremony of the third CIIE via a video link	100,000+
3	Here comes the third CIIE guidebook! Please keep this “most detailed” tips	100,000+
4	Attractive! How much do you know about these “top” exhibits at the third CIIE?	100,000+
5	Come on in! The third CIIE open for purchasers and other professional visitors to make a reservation	100,000+
6	How do you visit the third CIIE? Look here, you won't get lost!	100,000+
7	The fastest way to reach the “four-leaf clover”! The most complete transport guide to light rails, buses, taxis, coaches, parking lots!	100,000+
8	Have you got your CIIE permit? One-click check progress!	100,000+
9	Site activity schedule of the third CIIE released	100,000+
10	Just 1 minute, Jinbao (CIIT mascot) takes you to learn about ways for “the safest meeting” after returning to cities for resumption of work	100,000+
Selected articles on overseas social platforms		
No.	Caption	PageView

1	Jinbao animated tips on COVID-19 prevention	873,000
2	Automobile exhibition area of the third CIIE (picture+text)	870,000
3	third CIIE agreements signed online for the first time	497,000
4	Special area of smart travel of the third CIIE automobile exhibition area	427,000
5	Exhibitor's wishes for the 4th CIIE	419,000
6	People behind the just-concluded third CIIE	127,000
7	Exhibitors' experience in participating in the third CIIE	127,000
<b>Selected videos on overseas social media platforms</b>		
No.	Caption	PageView
1	The registration procedure for the third CIIE	3.209 million
2	Animated video for publicity of preparations for the third CIIE	926,000
3	Theme Vlog of intangible cultural heritage exhibition area	551,000
4	Theme video of the automobile exhibition area of the third CIIE	530,000
5	Promotional video for the 30-day countdown of the third CIIE	409,000
6	Enjoy global special foods at home, Enter the “Food paradise” -- theme Vlog video of the food exhibition area	337,000
7	Overseas big names talk about [Standard Bank of South Africa]	324,000
8	Video of the automobile exhibition area of the third CIIE	281,000
9	Promotional video of the official implementation of Foreign Investment Law	268,000
10	Animated video for publicity of preparations for the third CIIE	258,000

**(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.

# 小姐姐带你逛进博Vlog05 | 美好生活，就此开启！

原创 中国国际进口博览会 2020-11-08



收录于话题 #小姐姐带你逛进博 7

观看 6.2万

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

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:

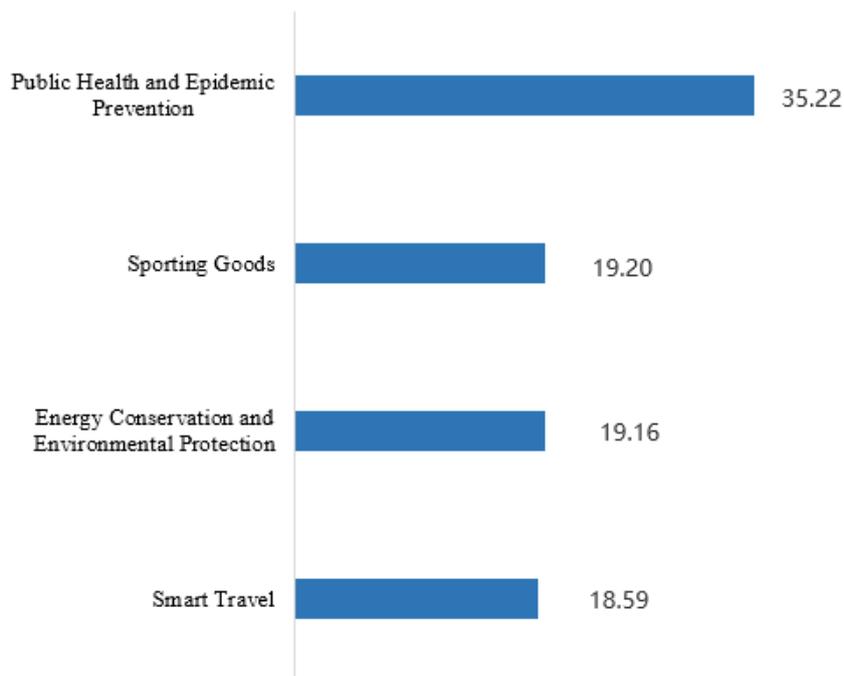


Figure 21: Popularity ranking of four special pavilions

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. *Wenhui 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](http://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:

No.	Exhibitor	Popularity	Exhibition area
1	L'Oreal	29.70	Consumer Goods
2	Amore Pacific	26.64	Consumer Goods
3	Siemens	26.49	Intelligent Industry & Information Technology
4	Qualcomm	24.33	Intelligent Industry & Information Technology
5	Johnson & Johnson	22.99	Medical Equipment and Healthcare Products
6	Danone	20.98	Food and Agricultural Products
7	Samsung	20.92	Intelligent Industry & Information Technology
8	Tesla	20.14	Automobile
9	Fast Retailing	19.83	Consumer Goods
10	Lego	19.71	Consumer Goods
11	ABB	19.37	Intelligent Industry & Information Technology
12	Schneider Electric	18.85	Intelligent Industry & Information Technology
13	The Land	18.17	Food and Agricultural Products
14	Shiseido	17.77	Consumer Goods
15	Medtronic	17.39	Medical Equipment and Healthcare Products
16	Hyundai	17.24	Automobile
17	Estee Lauder	17.17	Consumer Goods
18	Honeywell	17.05	Intelligent Industry & Information Technology
19	Volvo	16.97	Automobile
20	Microsoft	16.93	Intelligent Industry & Information Technology
21	Carrefour	16.92	Food and Agricultural Products
22	GE	16.81	Intelligent Industry & Information Technology
23	Deloitte	16.71	Trade in Services
24	Omron	16.59	Intelligent Industry & Information Technology
25	Epson	16.56	Intelligent Industry & Information Technology
26	Cargill	16.53	Food and Agricultural Products
27	Richemont	15.74	Consumer Goods
28	Mercedes Benz	15.60	Automobile
29	Brother Industries	15.58	Intelligent Industry & Information Technology

30	Louis Dreyfus	15.49	Food and Agricultural Products
31	Metro	15.36	Food and Agricultural Products
32	Miji	15.21	Consumer Goods
33	Panasonic	15.15	Intelligent Industry & Information Technology
34	Varian	14.91	Medical Equipment and Healthcare Products
35	Volkswagen	14.88	Automobile
36	Ford	14.86	Automobile
37	PWC	14.70	Trade in Services
38	Fonterra	14.44	Food and Agricultural Products
39	Nestle	14.37	Food and Agricultural Products
40	CBRE	14.23	Trade in Services
41	Novo Nordisk	14.10	Medical Equipment and Healthcare Products
42	General Motors	13.92	Automobile
43	KPMG	13.20	Trade in Services
44	Kering	12.94	Consumer Goods
45	Hitachi	12.92	Intelligent Industry & Information Technology
46	Daimler	12.72	Automobile
47	Toyota	12.70	Automobile
48	Kao	12.69	Consumer Goods
49	Unilever	12.66	Consumer Goods
50	P&G	12.62	Consumer Goods
51	SGS	12.53	Trade in Services
52	Dow	12.33	Intelligent Industry & Information Technology
53	Novartis	12.27	Medical Equipment and Healthcare Products
54	Amway	12.14	Medical Equipment and Healthcare Products
55	Honda	12.10	Automobile
56	Mitsubishi Electric	12.02	Intelligent Industry & Information Technology
57	Ernst & Young	11.70	Trade in Services
58	Genesis	11.66	Automobile
59	Nachi	11.60	Intelligent Industry & Information Technology

60	Nuskin	11.47	Consumer Goods
61	Canon	11.26	Intelligent Industry & Information Technology
62	Vale of Brazil	11.14	Trade in Services
63	Baker Hughes	11.06	Intelligent Industry & Information Technology
64	Eli Lilly	11.02	Medical Equipment and Healthcare Products
65	Johnson Controls	11.00	Intelligent Industry & Information Technology
66	Jaguar Land Rover	10.89	Automobile
67	Piraeus	10.84	Trade in Services
68	Orix	10.83	Trade in Services
69	Lesaffre	10.66	Food and Agricultural Products
70	Boston Scientific	10.57	Medical Equipment and Healthcare Products
71	UPS	10.44	Trade in Services
72	ExxonMobil	10.29	Intelligent Industry & Information Technology
73	Wirtgen	10.26	Intelligent Industry & Information Technology
74	CP Group	10.25	Food and Agricultural Products
75	Dole	10.23	Food and Agricultural Products
76	GlaxoSmithKline	10.19	Medical Equipment and Healthcare Products
77	Heraeus	10.02	Intelligent Industry & Information Technology
78	Herbalife	9.93	Medical Equipment and Healthcare Products
79	Essilor	9.78	Medical Equipment and Healthcare Products
80	Tapestry	9.78	Consumer Goods
81	Elekta	9.77	Medical Equipment and Healthcare Products
82	Caterpillar	9.76	Intelligent Industry & Information Technology
83	a2	9.72	Food and Agricultural Products
84	Takeda	9.65	Medical Equipment and Healthcare Products
85	Fujifilm	9.63	Intelligent Industry & Information Technology
86	Vorwerk	9.62	Consumer Goods
87	Toshiba	9.51	Intelligent Industry & Information Technology
88	Accenture	9.46	Intelligent Industry & Information Technology
89	Sinar Mas Group	9.33	Consumer Goods

90	Karcher	9.28	Consumer Goods
91	BMW	9.23	Automobile
92	Infineon	9.16	Intelligent Industry & Information Technology
93	Zespri	8.96	Food and Agricultural Products
94	Emerson Electric	8.85	Intelligent Industry & Information Technology
95	Wilmar International	8.76	Food and Agricultural Products
96	Ferrero Rocher	8.47	Food and Agricultural Products
97	Itochu	8.35	Trade in Services
98	Air Natural Capacity Solution	8.21	Medical Equipment and Healthcare Products
99	ASML	8.16	Intelligent Industry & Information Technology
100	TÜV Rheinland	8.14	Intelligent Industry & Information Technology

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:

No.	Exhibitor	Popularity	Pavilion
1	AstraZeneca	22.34	Public Health and Epidemic Prevention

2	Roche	21.25	Public Health and Epidemic Prevention
3	Pfizer	20.38	Public Health and Epidemic Prevention
4	Abbott	17.77	Public Health and Epidemic Prevention
5	Michelin	17.69	Smart Travel
6	Decathlon	17.56	Sporting Goods
7	Sanofi	16.72	Public Health and Epidemic Prevention
8	Bosch	16.06	Smart Travel
9	Boehringer Ingelheim	15.90	Public Health and Epidemic Prevention
10	Ikea	15.80	Energy Conservation and Environmental Protection
11	Nike	15.34	Sporting Goods
12	GE Healthcare	14.74	Public Health and Epidemic Prevention
13	Philips	14.52	Public Health and Epidemic Prevention
14	Bayer	14.50	Public Health and Epidemic Prevention
15	Merck	13.99	Public Health and Epidemic Prevention
16	Pony.ai	12.31	Smart Travel
17	Thermo Fisher Scientific	11.67	Public Health and Epidemic Prevention
18	Skechers	11.43	Sporting Goods
19	Nintendo	11.40	Sporting Goods
20	NBA	11.01	Sporting Goods
21	Danaher	10.98	Public Health and Epidemic Prevention
22	Siemens Healthcare	10.95	Public Health and Epidemic Prevention
23	Abbvie	10.71	Public Health and Epidemic Prevention
24	Webasto	10.62	Smart Travel
25	Watkin	10.54	Energy Conservation and Environmental Protection
26	Fosun Health	10.27	Public Health and Epidemic Prevention

27	ASICS	10.21	Sporting Goods
28	3M	9.84	Public Health and Epidemic Prevention
29	Zeiss	9.73	Public Health and Epidemic Prevention
30	Icona	9.45	Smart Travel
31	Juss Intellisports	8.62	Sporting Goods
32	China Energy Conservation and Environmental Protection Group	8.52	Energy Conservation and Environmental Protection
33	Yonex	7.73	Sporting Goods
34	SYR	7.50	Energy Conservation and Environmental Protection
35	Aisin	7.12	Smart Travel
36	Mannz	6.82	Energy Conservation and Environmental Protection
37	Divergent	6.67	Smart Travel
38	Asian Electronic Sports Federation	6.55	Sporting Goods
39	Perkin Elmer	6.44	Public Health and Epidemic Prevention
40	Multi-Pure	6.32	Energy Conservation and Environmental Protection
41	Brizal's 99	6.27	Smart Travel
42	Grundfos	6.17	Energy Conservation and Environmental Protection
43	Dräger	6.13	Public Health and Epidemic Prevention
44	Olympus	6.02	Public Health and Epidemic Prevention
45	Fresenius	5.95	Public Health and Epidemic Prevention
46	Novozymes	5.92	Energy Conservation and Environmental Protection
47	Crocs	5.64	Sporting Goods

48	Aland	5.45	Public Health and Epidemic Prevention
49	TuSimple	4.94	Smart Travel
50	Rockwool	4.76	Energy Conservation and Environmental Protection

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:

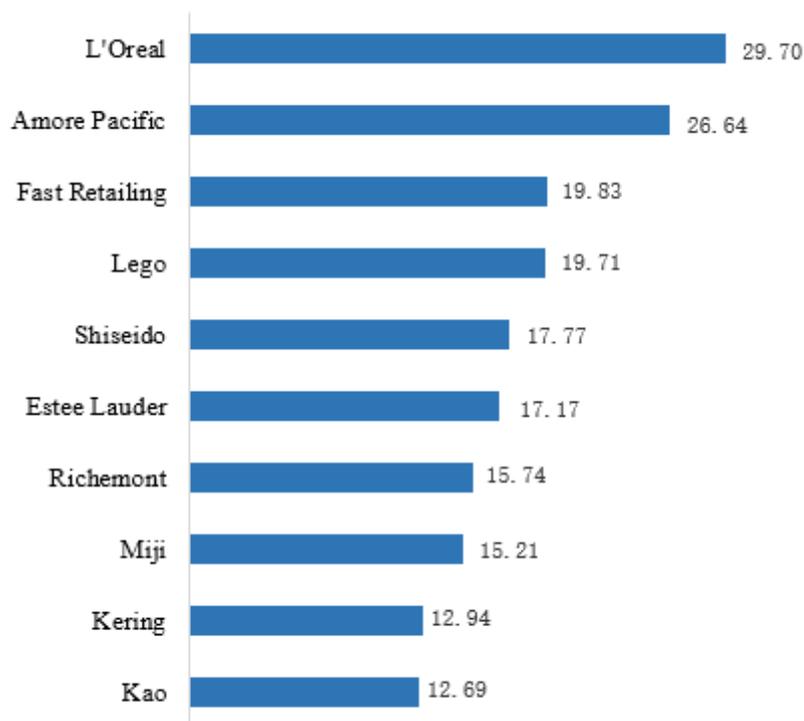


Figure 22: Top 10 exhibitors of Consumer Goods exhibition area

**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.

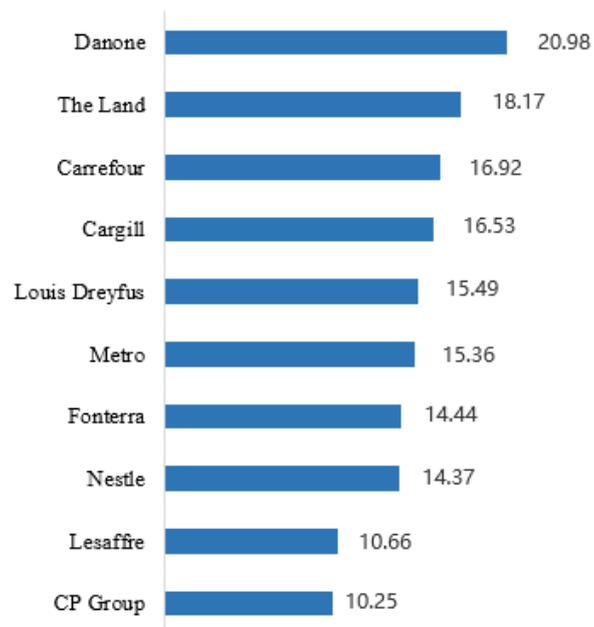


Figure 23: Top 10 exhibitors of Food and Agricultural Products exhibition area

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.

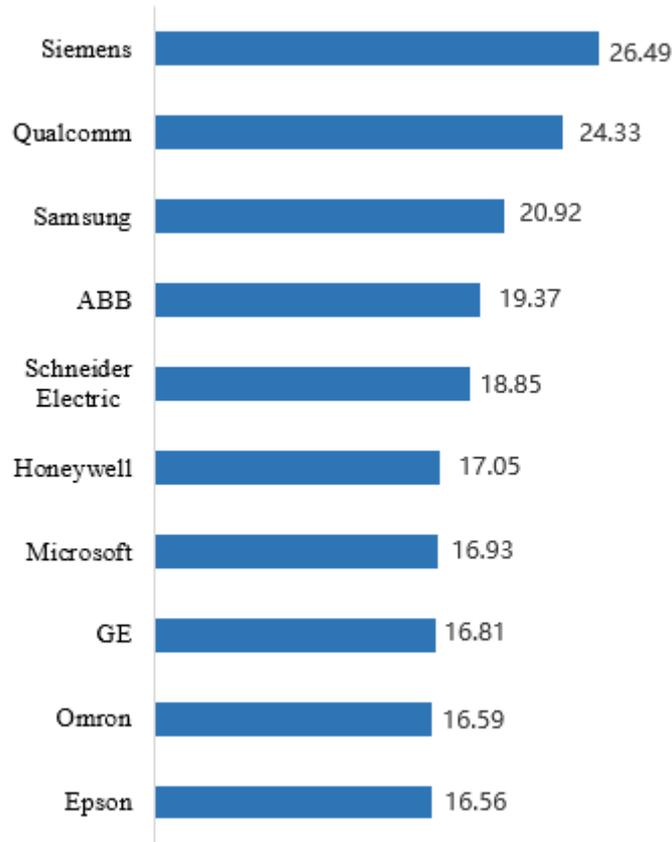


Figure 24: Top 10 exhibitors of Intelligent Industry and Information Technology exhibition area

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.

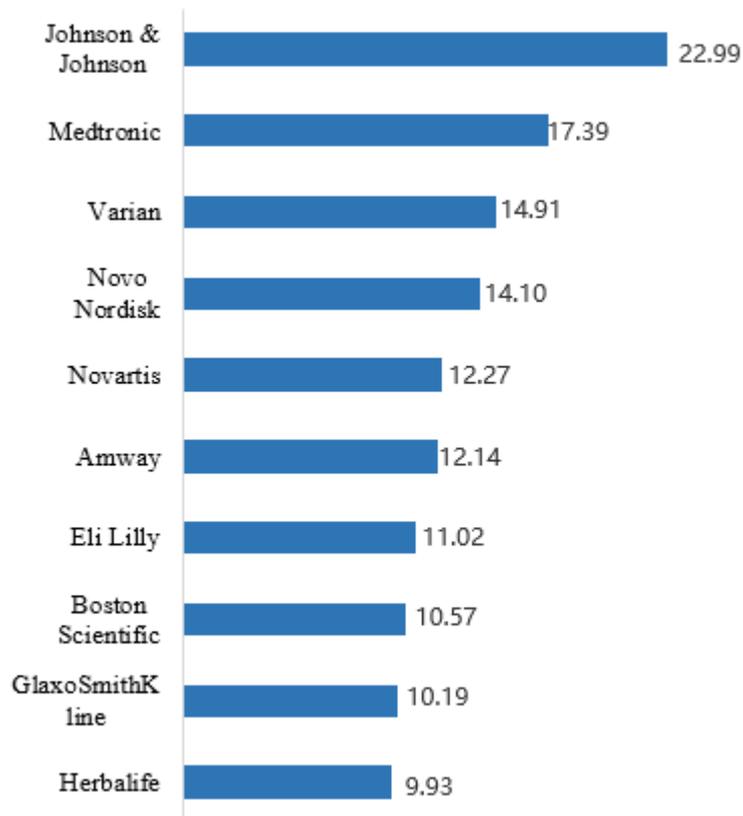


Figure 25: Top 10 exhibitors of Medical Equipment and Healthcare Products exhibition area

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.

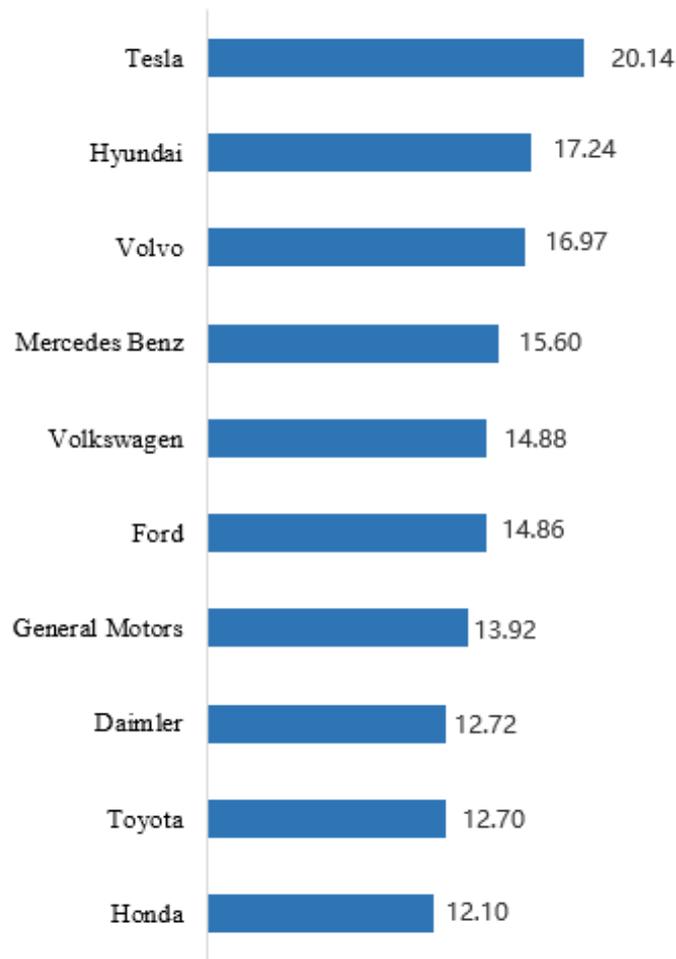


Figure 26: Top 10 exhibitors of the Automobile exhibition area

**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.

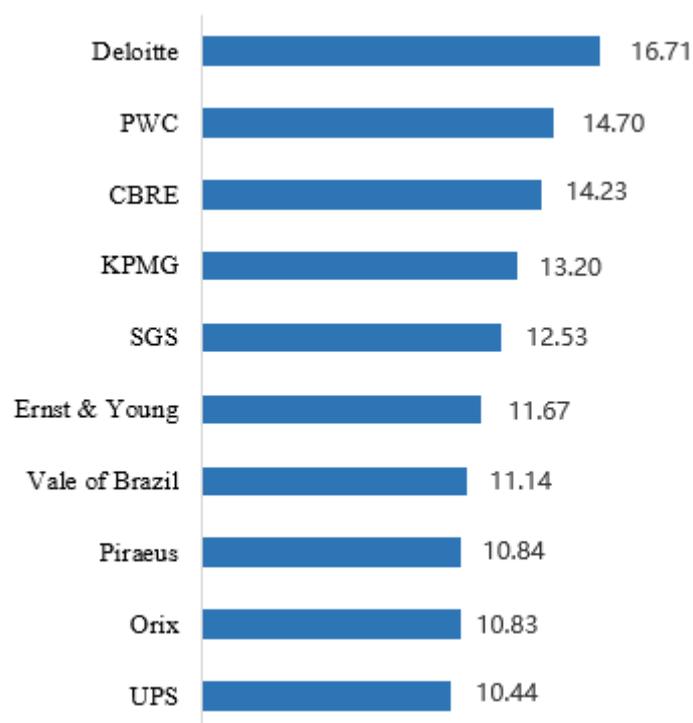


Figure 27: Top 10 exhibitors of the Trade in Services exhibition area

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

coverage of these exhibitors:

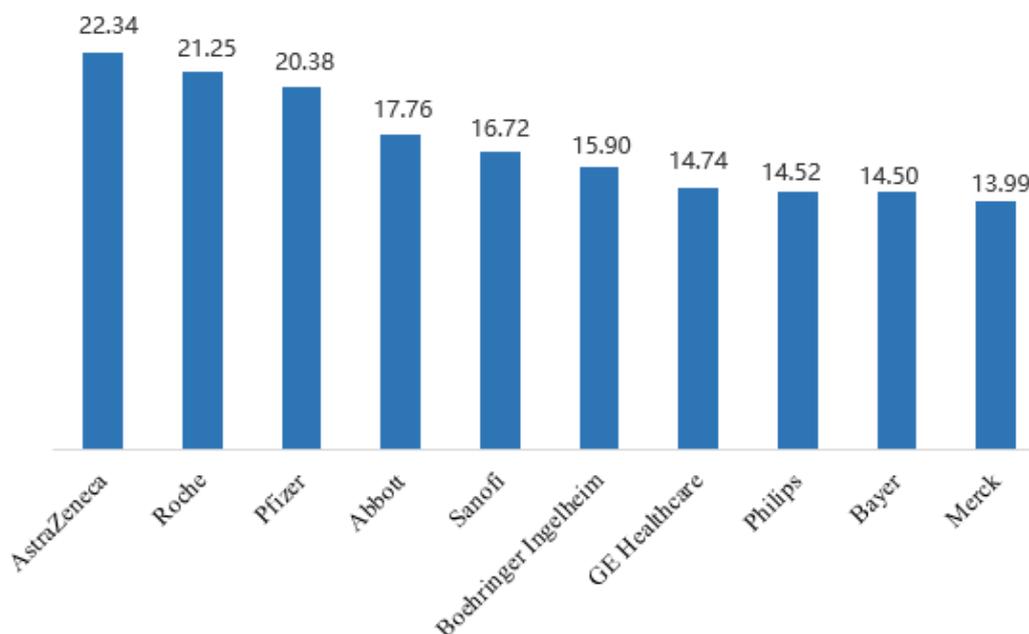


Figure 28: Top 10 exhibitors of the Public Health and Epidemic Prevention special pavilion

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.

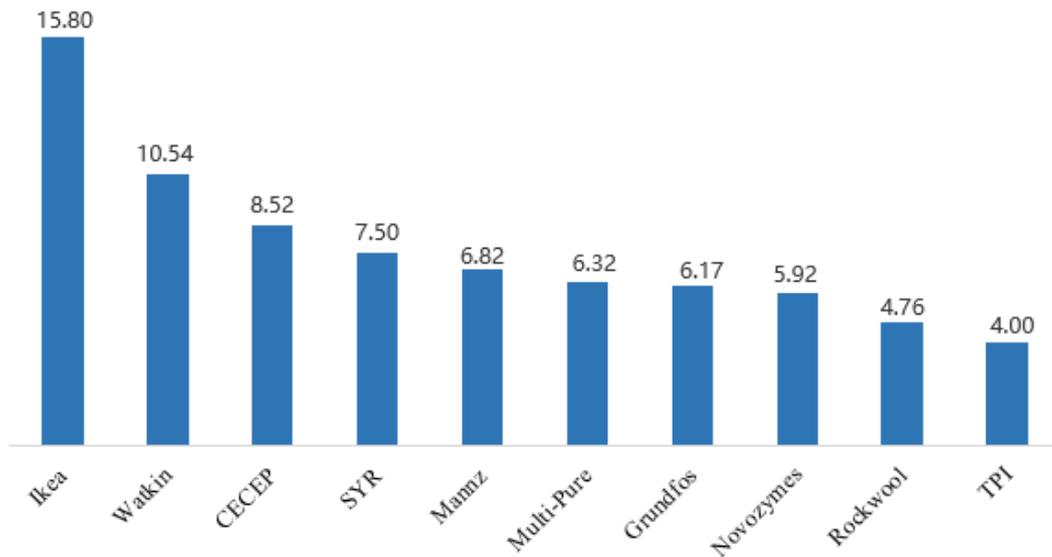


Figure 29: Top 10 exhibitors of the Energy Conservation and Environmental Protection special pavilion

**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.

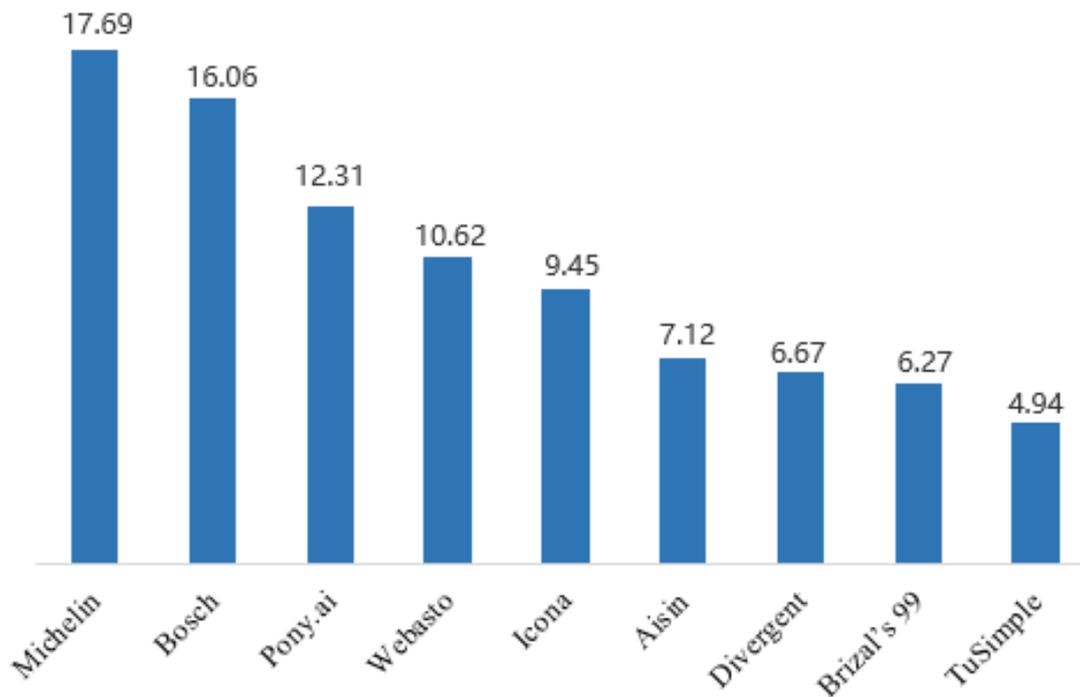


Figure 30: Top 10 exhibitors of the Smart Travel special pavilion

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.

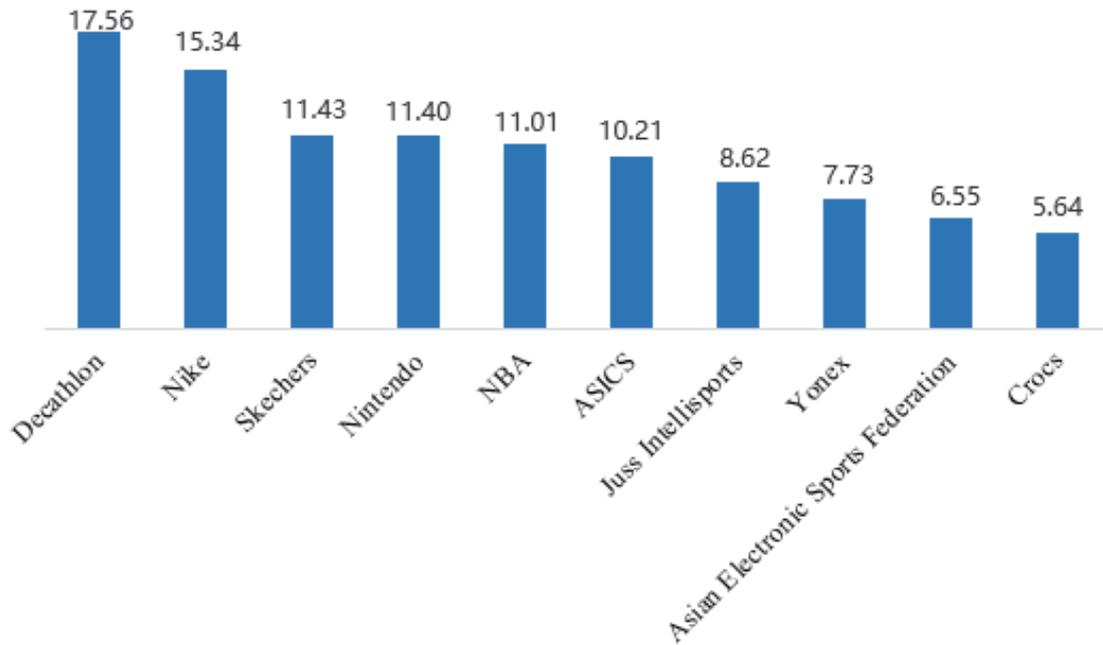


Figure 31: Top 10 exhibitors of the Sporting Goods special pavilion

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

No.	Exhibitor	Exhibit	Popularity
1	Korloff	88-carat super black diamond	18.09
2	Qualcomm	Snapdragon X60	14.96
3	Decathlon	Inflatable kayak	11.61
4	Pfizer	Pneumonia vaccine	10.44
5	Apollo Future Mobility	All-carbon fiber supercar Apollo	9.97

	Group		
6	Epson	Waterless recycled paper system	9.74
7	Cargill	Plant-based meat	9.70
8	Hyundai Motor	Mass-produced hydrogen fuel cell heavy-duty tractor	9.50
9	John Deere	8R-3004 wheeled tractor	9.15
10	Dinghan Cafe	Civet coffee	9.11
11	Fast Retailing	Giant down jacket	8.66
12	Wirtgen	W380CR cold in-place recycler	8.53
13	Shiseido	THE GINZA skin care products	8.01
14	Medtronic	The world's smallest cardiac pacemaker	7.94
15	Lanvin	Lanvin exhibits	7.72
16	Michelin	Vision concept tire	7.55
17	Kia Motors	Sorento hybrid	7.46
18	Nintendo	Ring Fit Adventure	7.43
19	Toyota	Hydrogen fuel cell commercial vehicle FCEV Coaster	7.31
20	Bosch	Smart travel solutions	7.21
21	Pony.ai	L4 autonomous driving software and hardware system	7.06
22	Watkin	Atmospheric water generator technology	6.80
23	Essilor	Stellest myopia control lens	6.70
24	Juss Intellisports	F1 Esports Series China Championship	6.68
25	AstraZeneca	Latest progress of Covid-19 vaccine AZD1222	6.36
26	Intuitive	Da Vinci SP surgical system	6.29
27	SGS	Blockchain traceability system	6.21

28	Elekta	High-field magnetic resonance radiotherapy system	6.01
29	GlaxoSmithKline	Herpes zoster vaccine	5.99
30	Volvo	Electric wheeled excavator	5.94
31	Omron	Sixth-generation table tennis robot coach	5.92
32	Ikea	Electric lamp with bamboo lamp shade	5.84
33	Estee Lauder	Kilian brand-new fragrance series	5.78
34	Swarovski	Dilraba goddess dress at China Golden Eagle TV Art Festival	5.74
35	Skechers	Rechargeable heated down jacket	5.70
36	NBA	360-degree shooting studio	5.69
37	Tesla	Autonomous driving Model S	5.60
38	Richemont	The world's thinnest mechanical watch Ultimate Concept	5.49
39	Air Natural Capacity Solution	Air Estetic medical personal protection system	5.47
40	Zai Lab	"Tumor electric field therapy" products	5.45
41	Boehringer Ingelheim	Feline leukemia vaccine	5.43
42	Audi	Audie-tron	5.38
43	Mitsubishi Electric	Traditional tea ceremony robot	5.37
44	Deloitte	Finance robotic arm	5.25
45	Kao	Est beauty device	5.16
46	Samyang Group	Turkey noodles	5.13
47	Dun & Bradstreet	Modular global data service	5.07
48	Icona	Fuselage concept car	5.01
49	Ausnutria Dairy	Camel milk powder	4.94
50	Honda	Honda all-electric concept car	4.91

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-3004wheeled tractor; Civet coffee; Giant down jacket; W380CRcold 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:

No.	Exhibitor	Exhibits	Popularity	Debut in China, in Asia or in World
1	Deloitte	Little yellow duck smart factory, Finance robotic arm (D.Transformer), REAccess, Intelligent DOU, Global Trade Classifier, Converge Health,	18.66	Debut in China Debut in World
2	Ikea	Vegetable protein meatballs, electric lamp with bamboo lamp shade, Recycled PET Hillborg blackout curtains, commercial apartment product LIVAT	12.86	Debut in China
3	Decathlon	Inflatable kayak	11.61	Debut in World
4	Thermo Fisher Scientific	Automatic magnetic bead purification system, High-throughput automatic Covid-19 nucleic acid detection platform, Countercurrent centrifugal system	10.37	Debut in China Debut in World
5	Boston Scientific	Nitinol Paclitaxel-eluting vascular stent, coronary interventional cutting balloon catheter, disposable intravascular ultrasound diagnostic catheter, biliary pancreatic duodenal stent	9.16	Debut in China
6	Essilor	Stellest myopia control lens	6.70	Debut in World
7	SGS	Blockchain traceability system	6.21	Debut in World
8	Volvo	Electric wheeled excavator	5.94	Debut in World
9	Air Natural Capacity	Medical personal protection system	5.47	Debut in World

	Solution			
10	B. Braun	Optical 3D laparoscopic system, Actreen disposable intermittent urinary catheter, Nexadia digital system, Diapact Pro dialyzer	5.36	Debut in Asia
11	Dun & Bradstreet	Modular global data service	5.07	Debut in Asia
12	L'Oreal	Home-made customized cosmetic formula concept product Perso	4.89	Debut in Asia
13	Shiseido	BAUM brand	4.87	Debut outside Japan
14	David Rockefeller Fund	Rockefeller Center	4.81	Debut in World
15	BSH	Lift extractor hood	4.80	World offline premiere
16	Medtronic	New generation extracorporeal membrane oxygenation technology, robotic navigation platform, biodegradable biliary and pancreatic stent	4.78	Debut in China Debut in Asia
17	Johnson Controls	OpenBlue digital platform	4.70	Debut in World
18	Sanofi	DUPIXENT	4.53	Debut in Asia
19	Mars	Squeeze-on honey	4.26	Debut in World
20	Hitachi Construction	Hydraulic excavator	4.15	Debut in World
21	Johnson & Johnson	66-hole pressure monitoring microelectrode radiofrequency ablation catheter	3.55	Debut in Asia

22	FPD	Platinum Management Service 2.0	3.19	Debut in World
23	Kao	“Second skin” sub-micron fiber technology	3.18	Debut in World
24	The Land	The Land 3F milk power standard	3.17	Debut in World
25	Panasonic	6C air circulation system	3.08	Debut in World
26	ABB	UAV-based natural gas leak detection solution	3.04	Debut in World
27	AFC	Manuka honey, milkshake, Longview Estate's White Diamond wine	3.01	Debut in Asia
28	Dow	MobilityScience platform	2.89	Debut in Asia
29	Cargill	FiberDesign Sensation	2.77	Debut in World
30	Fancl	“Basic nutrition pack”, “Functional Food Certification”	2.36	Debut in World
31	Mitsubishi Electric	E-JIT concept	2.23	Debut in Asia
32	Novozymes	New enzyme molecule-fiber enzyme	2.14	Debut in World
33	Epson	Micro-ecological safety printing closed-loop solution, Matrix parallel printing system	2.10	Debut in Asia
34	Exxon Mobil	Mobil Serv Lubrication Management, Mobil Serv Lubricant Analysis	1.88	Debut in Asia
35	Accenture	SynOps platform	1.63	Debut in Asia
36	Perkin Elmer	Automation workstation	1.42	Debut in Asia
37	Hongkong Vee Living	RAINFOREST WATER series	1.26	Debut in World
38	CP Group	COCO Product	1.18	Debut in Asia
39	Europ Assistance	Tech-inside One stop solution for Belt & Road travel safety risk management	1.17	Debut in World
40	Sinowei Ltd	Nordic Ice Cream Product Lines	1.11	Debut in World

41	AUSTRALIA NEW BABY Olam	AUSBAO instant whole milk (skimmed) milk powder	1.04	Debut in World
42	International	Natural Ghanaian cocoa nibs	1.01	Debut in Asia

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:

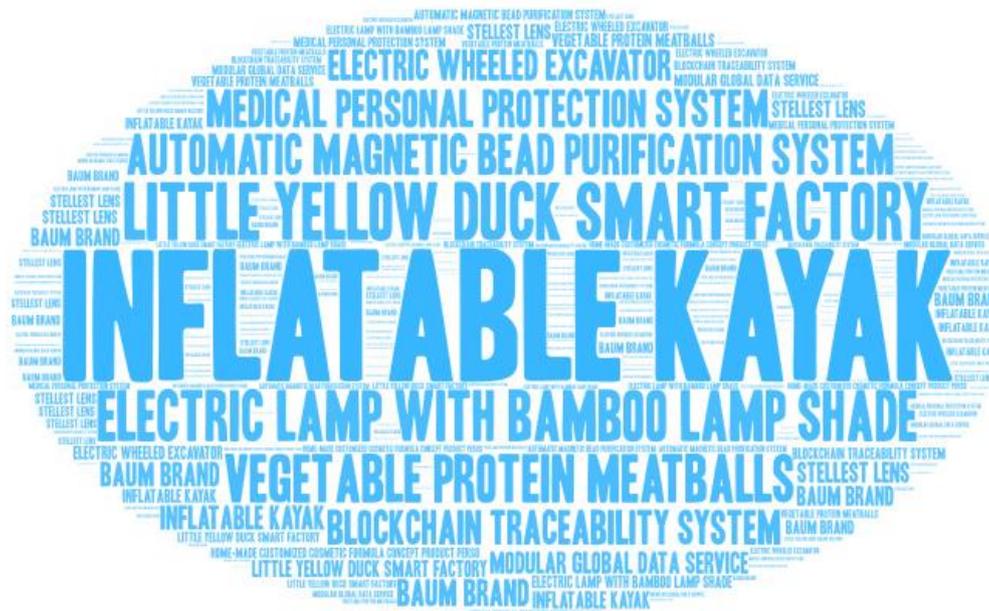


Figure 32: Buzz words for new product release

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.



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

statistics of media coverage:



Figure 34: Buzz words for exhibits of Consumer Goods exhibition area

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.



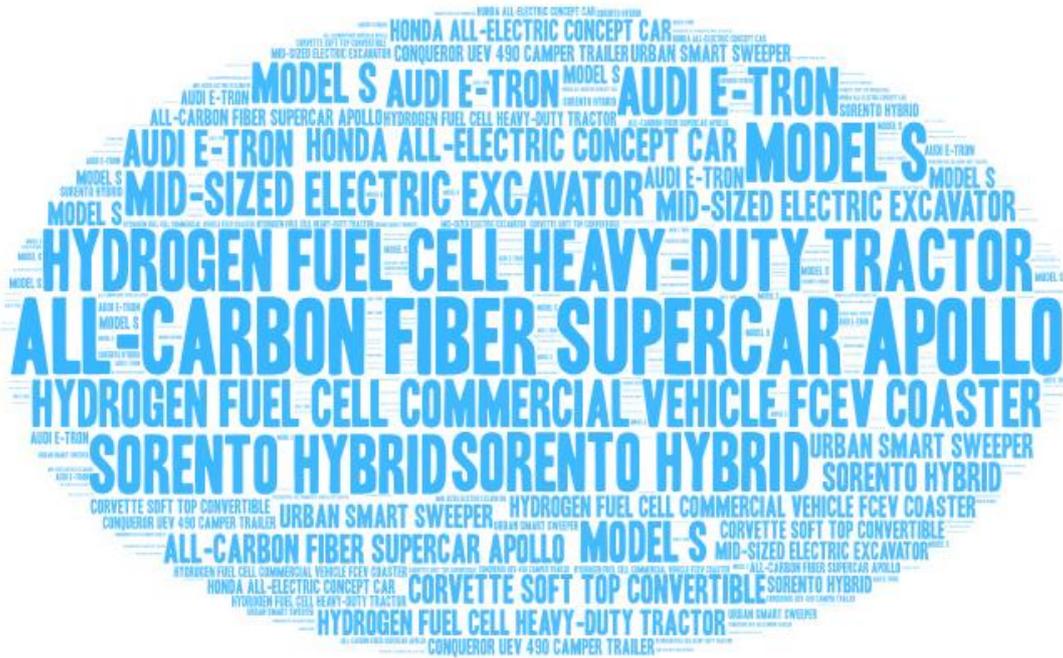


Figure 36: Buzz words for exhibits of Automobile exhibition area

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.



Figure 37: Buzz words for exhibits of Intelligent Industry and Information Technology exhibition area

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”.



Figure 38: Buzz words for exhibits of Medical Equipment and Healthcare Products exhibition area

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.



Figure 39: Buzz words for exhibits of Trade in Services exhibition area

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:

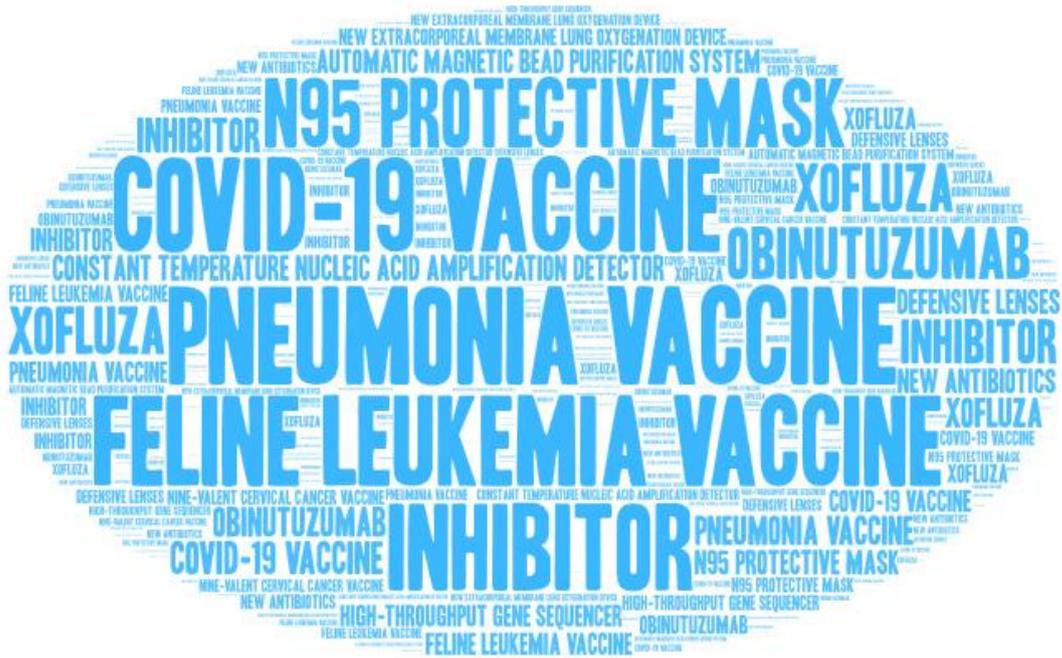


Figure 40: Buzz words for exhibits of Public Health and Epidemic Prevention special pavilion

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.



Figure 41: Buzz words for exhibits of Energy Conservation and Environmental Protection special pavilion

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.



Figure 42: Buzz words for exhibits of the Sporting Goods special pavilion

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.

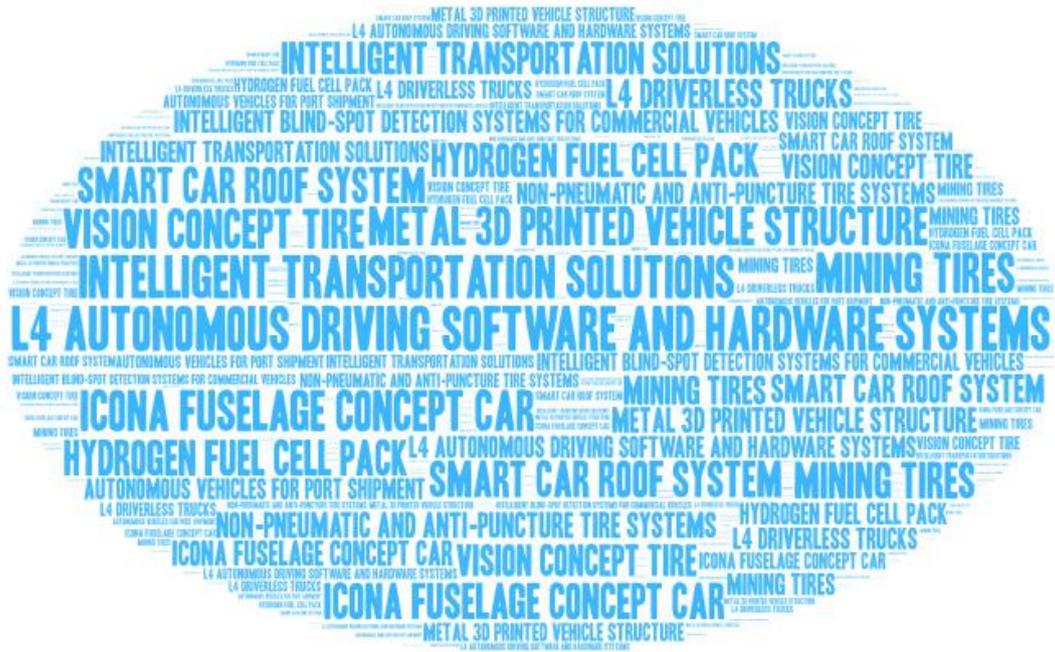


Figure 43: Buzz words for exhibits of Smart Travel special pavilion

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<sup>®</sup>, 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.

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<sup>®</sup>Russian exhibition went online on November 7<sup>th</sup>, and other countries on November third.

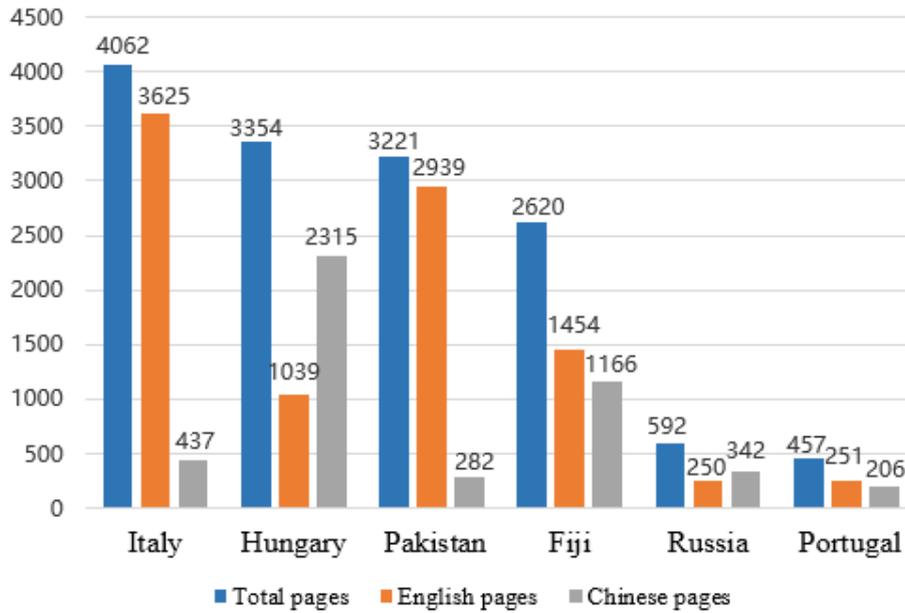


Figure 45: Ranking of page views of the six countries' presentations

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.

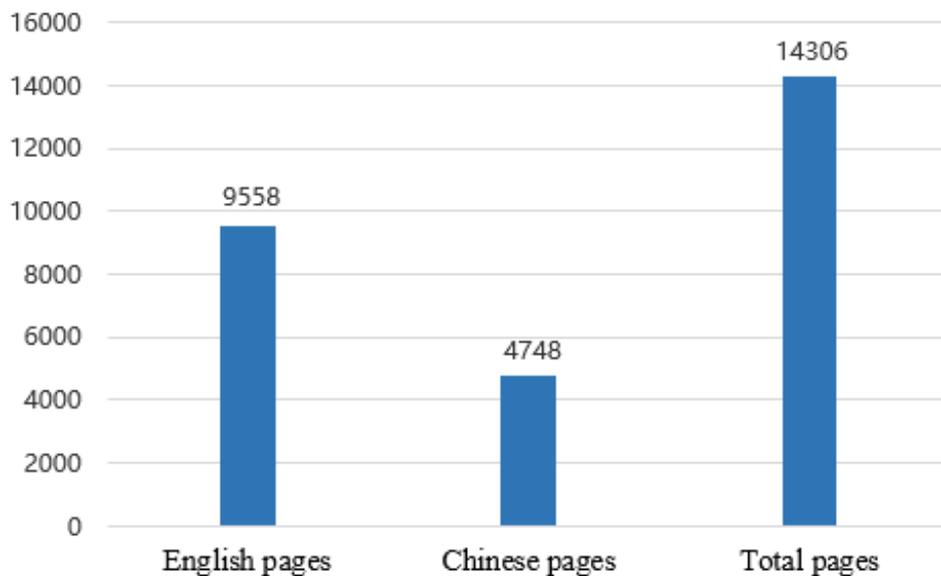


Figure 46: Total page views and page views comparison between Chinese and English editions

## 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:

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

**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

procurement projects. Cnr.cn and *Dazhong Daily* reported that a Ji'nan enterprise placed the first order of the Shandong trade group. People.com.cn, bjnews.com.cn and ynet.com focused on Beijing trade group placing 173 intended orders and signing agreements worth RMB 7.88 billion. Chinanews.com and qh.chinanews.com concentrated on the signing of a \$60 million contract by Qinghai trade group.

## **(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:

No.	Supporting activities	Sponsors	Popularity score
1	China Automotive Industry Development Forum	Ministry of Industry and Information Technology	13.98
2	The third Hongqiao International Health Technology Innovation Forum	Fosun Healthcare US LLC	11.68
3	The 11 <sup>th</sup> China International Meat Conference	China Chamber of Commerce For Import and Export of Foodstuffs, Native Produce and Animal By-Products	10.45
4	Trade Fairs for Countries and Regions along the “Belt and Road”	Industrial and Commercial Bank of China Limited, China Council for the Promotion of International Trade UNIDO Investment Promotion	9.65
5	The Fourth Industrial Revolution and Smart Healthcare Forum	Service for China in Beijing, China News Service Guoshi Forum	9.60
6	China-Europe Entrepreneurs Conference	Industrial and Commercial Bank of China Limited	9.52
7	2020 International Industrial Internet Innovation and Development Forum	Ministry of Industry and Information Technology	9.24
8	2020 World M&A Conference	Shanghai United Assets and Equity Exchange	8.46
9	Financial Cooperation Forum	People's Bank of China, Industrial and Commercial Bank of China	8.35
10	The Fourth Industrial Revolution and Smart Mobility Forum	UNIDO Investment Promotion Service for China in Beijing, China International Import Expo Bureau	8.05
11	Dialogue between Shandong and	The People’s Government of	7.99

12	Fortune 500 on Industrial Chain's High-quality Cooperation and Development 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	Shandong Province  The People's Governments of Nine Cities in the Yangtze River Delta G60 Science and Technology Innovation Corridor	7.59
13	The third China International Import Expo Guizhou Economic and Trade Exchange Fair	The People's Government of Guizhou	7.47
14	International Cooperation Forum on Combating Infringement and Counterfeiting	World Intellectual Property Organization, State Administration for Market Regulation, Office of the National Leading Group on Fight against IPR Infringement and Counterfeiting,	6.92
15	2020 Smart Technology and Industry International Cooperation Forum	Ministry of Industry and Information Technology	6.61
16	The third China International Import Expo Exhibitor Alliance Conference	China International Import Expo Bureau	6.60
17	"Create a New Chapter of Beijing's Opening-up" Thematic Event	The People's Government of Beijing	6.11
18	The third Global Dairy Forum	China Chamber of Commerce For Import and Export of Foodstuffs, Native Produce and Animal By-Products	5.91
19	The third China Convention and Exhibition Industry International	As-Sociazione Enti Fieristic Italian/As-Sociatzon of	5.89

20	Economic and Trade Forum  Influence Investment: Rebuilding a More Beautiful World	Exhibitions and Ital-Ian Fairs, World Trade Point Federation United Nations Industrial Development Organization, China Council for the Promotion of International Trade	5.78
21	A Century-long Dream for Forging a High-quality Steel Ecosystem	China Baowu Steel Group	5.66
22	The 13th Belt and Road Ecological Agriculture and Food Safety Forum	State Administration for Market Regulation, Chinese People's Association for Friendship with Foreign Countries, Codex Alimentarius Commission, Silk Road Planning Research Center	5.39
23	2020 Cross-border E-commerce and Trade Digital Development Forum	International Trade Center, China Electronics Chamber of Commerce, Shanghai Hongqiao Central Business District Administrative Committee, The People's Government of Minghang District, Shanghai	5.18
24	Gansu Import Trade Matchmaking Fair and On-site Signing Ceremony	The People's Government of Gansu Province	4.93
25	Invest in Xinjiang and Share the Future: Investment Promotion Conference for the Core Area of the Silk Road Economic Belt	The People's Government of Minghang District, Xinjiang Trade Group	4.91
26	The 9th China International Oil and Gas Trade Congress	Trade Development Bureau of the Ministry of Commerce	4.87
27	Signing Ceremony of Shanghai Trade Group's State-owned Assets	Shanghai Municipal State-owned Assets Supervision and	4.76

	Sub-Group	Administration Commission	
28	2020 Industrial Investment and International Financial Cooperation Forum	China-Europe Association for Technical and Economic Cooperation	4.70
29	Forum on Norms and Development of Sharing Economy	China Economic Information Service, Development Research Center of the State Administration for Market Regulation	4.69
30	Signing of Memorandum of Cooperation	Qualcomm	4.60

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 11<sup>th</sup> 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.

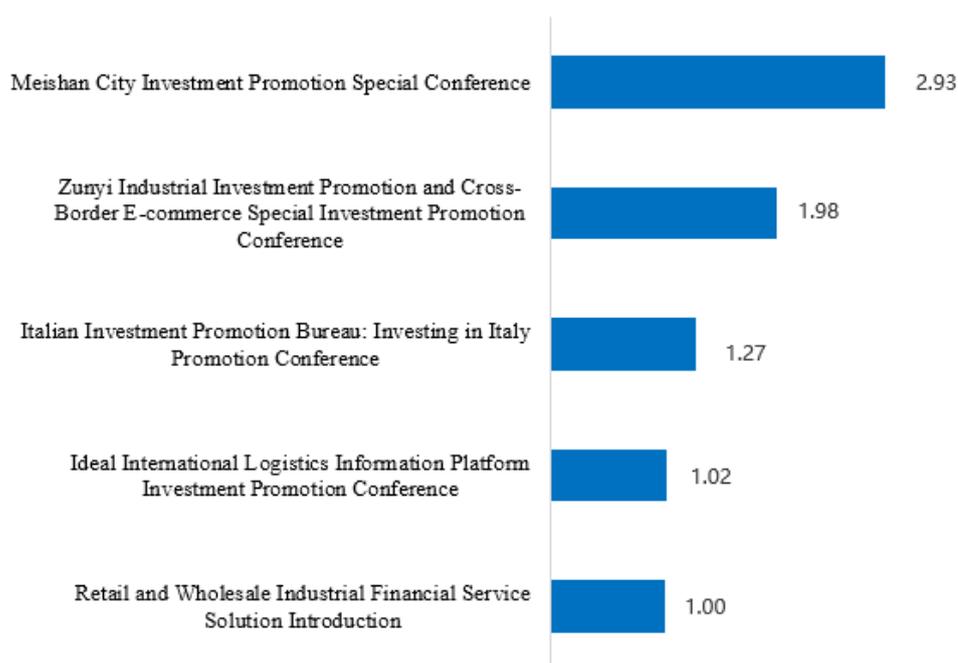


Figure 47: Top 5 investment matchmaking activities in popularity

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**

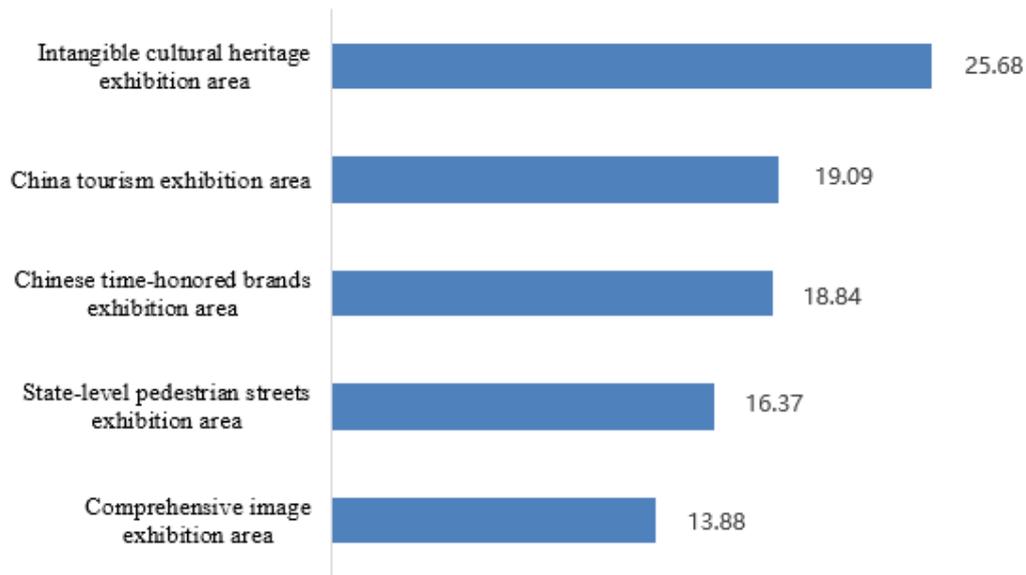


Figure 48: Communication popularity of five humanity exchanges exhibition areas

**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**

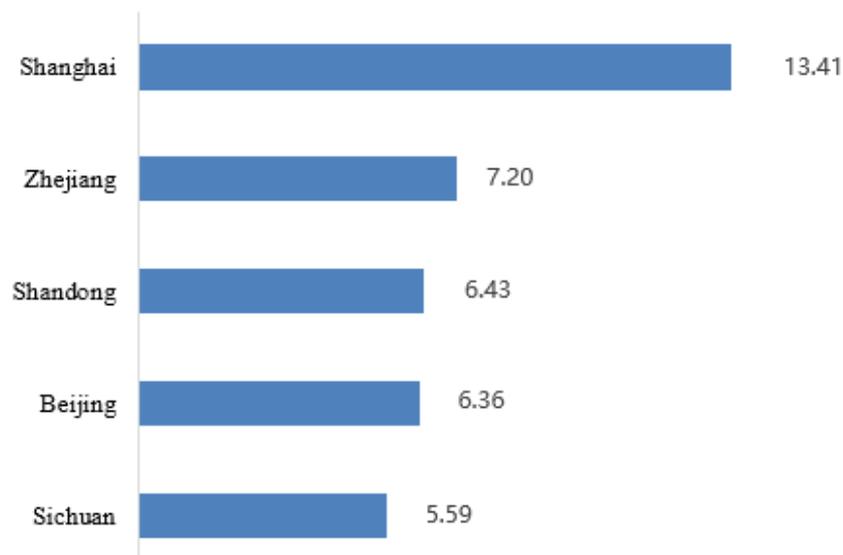


Figure 49: Ranking of the popularity of cultural exchange activities of provinces, autonomous regions and municipalities

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:

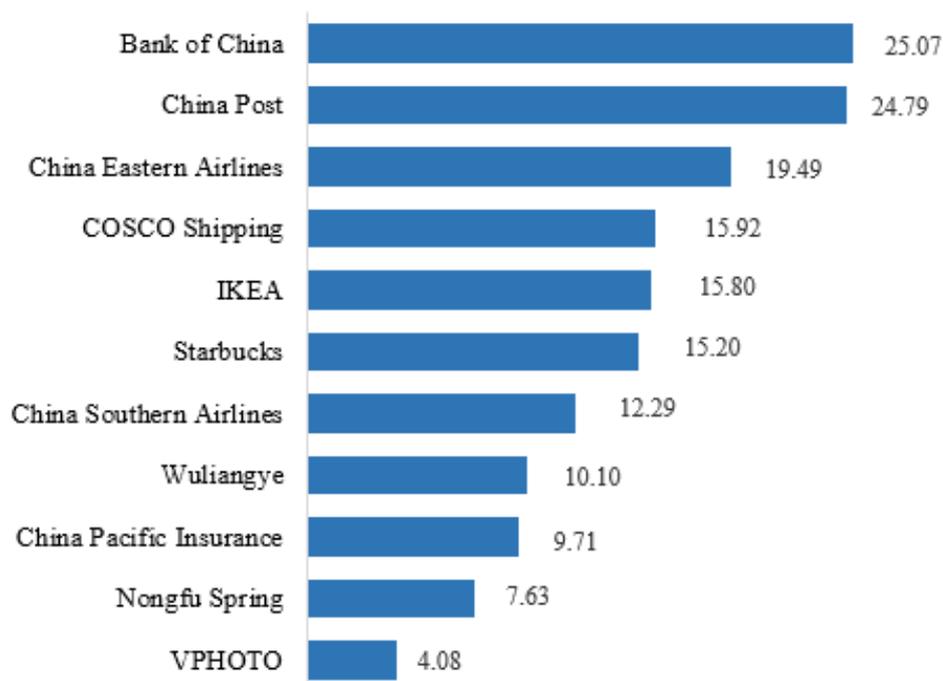


Figure 50: Ranking of supporting enterprises

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:

No.	Classification	Popularity Score
1	Pandemic prevention and control	64.20
2	Transport	49.37
3	Volunteer service	38.77
4	Catering service	31.61

5	Permit issuance	23.91
6	Accommodation service	17.68
7	Financial support	17.02
8	Network communications	15.61
9	Green exhibition arrangement	11.27
10	Security checks	10.12

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, @xinhuaashidian, @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.