



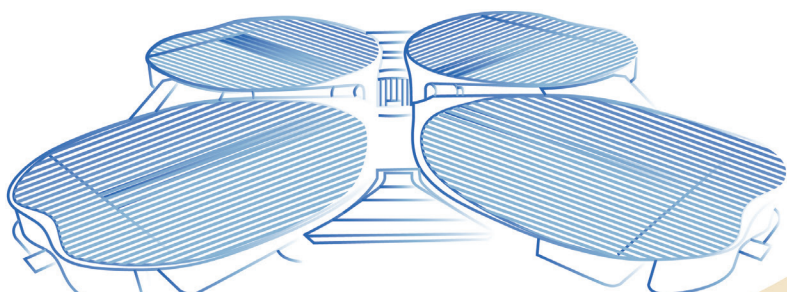
中国国际进口博览会
CHINA INTERNATIONAL
IMPORT EXPO

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

Prepared by:

China International Import Expo Bureau & people.cn

December 2021



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Excerpts from media reports on President Xi Jinping's keynote speech

Chinese President Xi Jinping attended the opening ceremony of the Fourth China International Import Expo (CIIE) on Nov. 4 by video link and delivered a keynote speech titled *Let the Breeze of Openness Bring Warmth to the World*. The speech was well received by all sections of society and widely reported by media at home and abroad. Here are excerpts from the reports of some media organizations:

People's Daily published an article titled "Grasping the Trend of Economic Globalization – On President Xi Jinping's Keynote Speech at the Opening Ceremony of the Fourth China International Import Expo".

President Xi Jinping pointed out that "For any country or nation to thrive, it must follow the logic of history and develop in line with the trend of the times." Opening up is the only way to development and progress, and the key to post-pandemic economic recovery. Only with openness, inclusiveness and connectivity can countries help each other and achieve win-win results.

Xinhua Daily Telegraph published an article titled "Riding the Spring Breeze of Opening-up to Create a Better Tomorrow – On President Xi Jinping's Keynote Speech at the Opening Ceremony of the Fourth China International Import Expo".

President Xi reviewed the Chinese experience and inspiration since its accession to the WTO 20 years ago. And he said it demonstrated Chinese determination to deepen reform and open wider to the outside world in the new era, and aroused strong positive energy for unity and cooperation to overcome difficulties.

CCTV Comments published an article titled "Honoring Promises and Overcoming Difficulties and Building an Open World Economy".

It pointed out that as mankind has entered a new era of connectivity, opening up wider to the world is a clear hallmark of contemporary China. At the opening ceremony of the fourth CIIE, President Xi Jinping declared China's determination to continue opening up and proposed the "four unswerving faiths" – new measures to further open up – demonstrating the China's sense of responsibility again.

Guangming Daily published an article titled "Jointly Basking in the Spring Breeze of Opening-up – An In-depth Study of President Xi Jinping's Keynote Speech at the Opening Ceremony of the Fourth China International Import Expo".

In his keynote speech, President Xi Jinping said that "As for China, we will not change our resolve to open wider at a high standard; we will not change our determination to share development opportunities with the rest of the world; and we will not change our commitment to an economic globalization that is more open, inclusive, balanced and beneficial for all." These words conveyed China's determination to further open up and demonstrate its responsibility as a major country in building a community with a shared future for mankind.

Jiefang Daily published an article titled "Open China Leads the Spring Breeze of Opening". In a sense, globalization is going through a "cold winter" not seen in many years. The colder the winter, the more we need to "Let the Breeze of Openness Bring Warmth to the World" — said the keynote speech by President Xi Jinping at the opening ceremony of the fourth China International Import Expo.

Xinmin Evening News published an article “*Build the Trustworthy Sign of the CIIE to Create Global Development Opportunities*” in which it said China has always been faithful in its words and deeds.

In his keynote speech at the opening ceremony of the fourth China International Import Expo (CIIE), President Xi Jinping said the opening-up measures he announced at the third CIIE had mostly been implemented. Words must be believed and deeds must bear fruit. This is the traditional concept of China, and also the basic principle on which the market economy matures.

Qstheory.cn published an article titled “*Qstheory Commentator: Chinese Determination to Further High-level Opening-up Will Not Change*”. As the world’s first import-themed national exhibition, the China International Import Expo (CIIE) is a pioneering endeavor in the history of international trade. The CIIE is an important decision made by China to promote a new round of high-level opening-up and open its market to the world. China is a firm believer in honoring its words with actions. From 2018 to this year, the CIIE has been held offline as scheduled for four consecutive years, which in itself is a reflection of honoring its promise.

China.com.cn published an article titled “*Let Chinese ‘warmth’ Dissipate the ‘Cold Winter’ of the World Economy*”. This is the fourth consecutive year that President Xi Jinping has attended and delivered a keynote speech at the opening ceremony of the CIIE. The significance of the CIIE has gone far beyond promoting trade itself. It is a platform for the world to see China’s determination to uphold true multilateralism, promote its own high-level opening-up, further deepen reform and achieve high-quality development.

Zaobao of Singapore reported that President Xi Jinping began by saying that China always kept its word and takes concrete actions, and the opening-up measures announced at the last CIIE had mostly been implemented. Last year, China was the only major economy to register positive growth of trade in goods last year, making an important contribution to ensuring the stability of global industrial and supply chains and promoting world economic recovery.

Russia’s *Sputnik* reported that President Xi Jinping said China would unswervingly share market opportunities with the world. “China has a population of over 1.4 billion and a middle-income group of more than 400 million people. Our annual import in goods and services is valued at around US\$2.5 trillion. All this offers an enormous market.”

Bloomberg reported that President Xi Jinping stressed that China would actively participate in the United Nations, the World Trade Organization and other mechanisms of cooperation. In his speech, President Xi reviewed Chinese achievements in the past 20 years since its accession to the World Trade Organization. These 20 years have seen China deepen reform and open up in all respects. They have also seen China shoulder its responsibilities and deliver benefits to the world.

The *Nikkei* website took note of the speech’s reference to China’s “active efforts to join the Comprehensive and Progressive Trans-Pacific Partnership” (CPTPP). China will actively and openly participate in negotiations on the digital economy, trade and environment, industrial subsidies, state-owned enterprises and other issues; safeguard the multilateral trading system as the main channel for international rule-making; and maintain the stability of the global industrial and supply chains, the report said.

President Xi pointed out that the multilateral trading system faces many challenges, and China will pay more attention to expanding imports and promoting balanced trade, Reuters reported. China will further shorten the negative list for foreign investment and open up the service sector, including telecommunications and healthcare, in an orderly manner. In addition, China will revise and expand the Catalogue of Industries to Encourage Foreign Investment. Reuters also reported that President Xi stressed that China would take an active part in tackling climate change and safeguarding global food and energy security.

Aohua.com reported that President Xi Jinping said: “The going may be tough when one walks alone, but it gets easier when people walk together.” The fourth CIIE has demonstrated China's enthusiasm and sincerity to “work with all countries to build an open world economy so that the spring breeze of openness will bring warmth to all parts of the world.

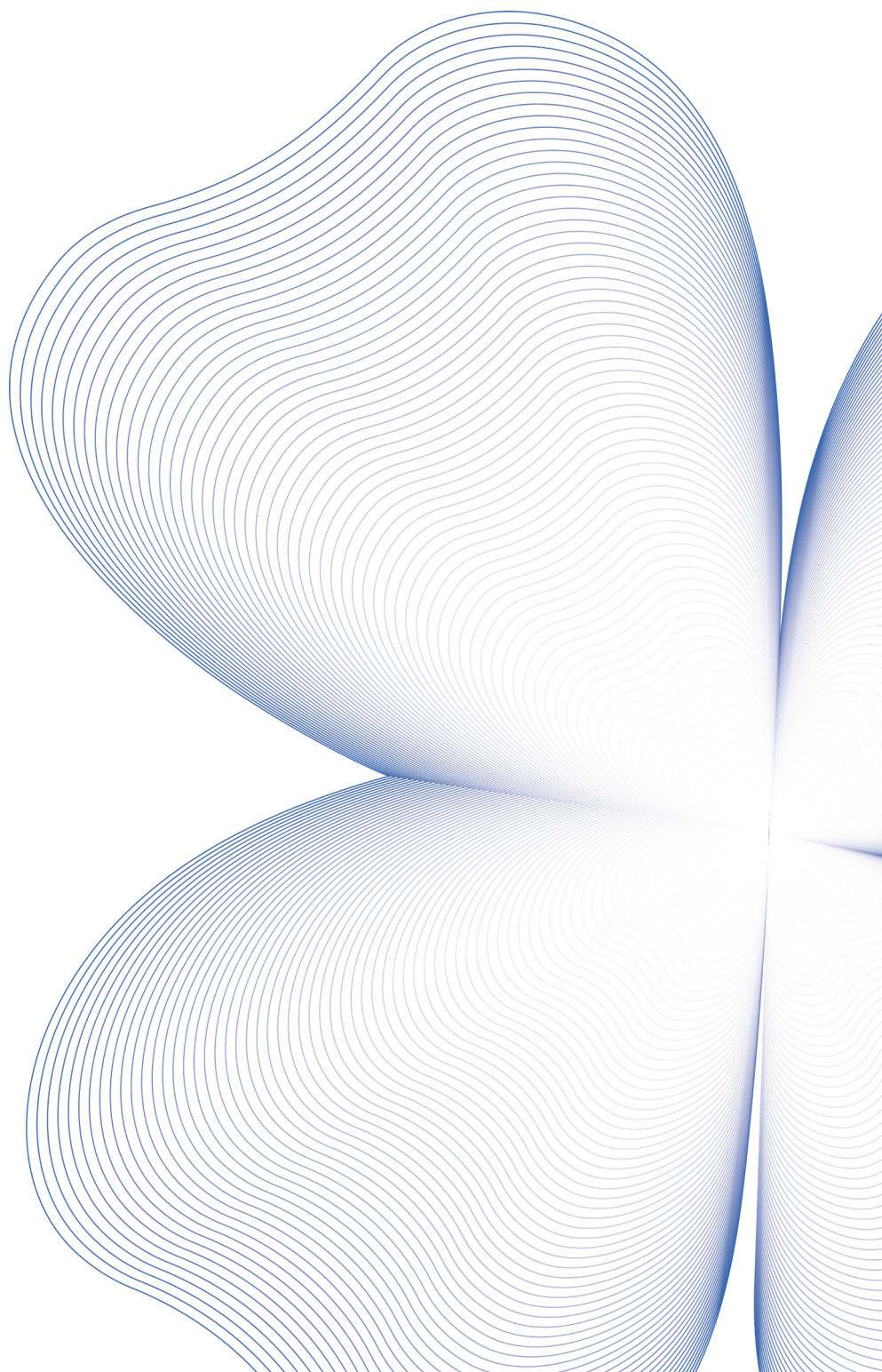
In his keynote speech, Chinese President Xi Jinping said China is willing to work with other countries to build an open world economy and let the breeze of openness bring warmth to the world, *Alwihdainfo* reported. He did an in-depth review of Chinese experiences in the past 20 years since its accession to the World Trade Organization (WTO), demonstrating China's determination to further open up to a high standard, share development opportunities with the world and advance economic globalization.

At the 4th CIIE, Chinese President Xi Jinping stressed that China will expand high-level opening-up, share development opportunities with the world, and make economic globalization more open, inclusive, balanced and win-win, according to Venezuela's *Ultimas Noticias*. “China will firmly uphold true multilateralism.” Noting that the multilateral trading system with the WTO at its core is the cornerstone of international trade, President Xi supported WTO reform moving in the right direction.



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NEW ERA SHARED FUTURE



01

*Overview of
public opinion*



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From November 4 to 10, 2021, the fourth China International Import Expo (CIIE) was successfully held in Shanghai. Chinese President Xi Jinping delivered the keynote speech via video link. The expo achieved fruitful results and won high praise and wide recognition at home and abroad.

During the monitoring period, statistics indicated that the focus on the fourth CIIE remained at a relatively high level, with the total media coverage volume exceeding 2.54 million reports, which is more than 1.5 million during the expo.

During the monitoring period, the amount of Chinese information covered by overseas media increased by over 35% compared with the same period last year. This demonstrated that the international influence of media coverage of the CIIE significantly increased.

From the perspective of evaluation, the media coverage of the fourth CIIE has the following characteristics: **First**, the pre-event publicity was good, and the CIIE effect of “6+365” days continues, as the focus on the “never ending” CIIE story continues. **Second**, the amount of overseas news coverage significantly increased, and the number of participating countries and overseas media both increased, contributing to the CIIE efforts to tell Chinese stories and convey the Chinese voice. **Third**, the large number of media coverage topics and the wide range and multiple angles offered maximized the publicity. **Fourth**, new technologies and new forms of media coverage enabled the expo to be presented in multiple dimensions and on multiple platforms. The CIIE Live broadcast attracted more than 100 million viewers.

Since the official start, the expo has been a hot topic, and a “highlight”. With regard to specific media coverage, the situation is as follows:

First, when it came to traditional media, state-level print and online media, *People's Daily*, *Guangming Daily*, *Xinhua Daily Telegraph*, *Chinanews.com*, *people.cn* and *xinuanet.com* ranked first in terms of coverage.

CCTV and Shanghai Media Group were the main reporting channels for the TV media. And *shobserve.com* of *Jiefang Daily*, *eastday.com*, *thepaper.cn*, *xinmin.cn* led in the number of articles of the same kind of media. Besides, *International Business Daily*, *Financial News*, *China Reform Daily* had high media coverage in the industry media.

Second, in terms of new media platforms, the hot articles with “100,000+” views released on WeChat accounts “cctvnewscenter”, “hqsbox” and “people_rmw” gained a high number of reprints.

Douyin (TikTok) topic #the fourth CIIE# #CIIE heat, Shanghai warmth#, Weibo topics #Meet Shanghai CIIE# #CIIE# and other topics got more than 100 million views.

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, attracting domestic and overseas netizens to watch and discuss. In particular, the series of “*Little sister shows you around the CIIE*” gained the most interactive points and became the biggest booster of the account to increase fans.

Fourth, in terms of offline expo dissemination, the Intelligent Industry & Information Technology exhibition area, and the Low-carbon Energy, and Environmental Protection sub-section ranked first in the six exhibition areas and the 13 sub-sections, respectively.

L'Oréal ranked first among exhibits of the six exhibition areas and the 13 sub-sections with a popularity

score of 39.27.

The YSL intelligent color toner exhibited by L'Oréal was the most popular exhibit.

Fifth, in terms of procurement, transactions, forums, meetings, and cultural exchanges, the Shanghai trade group stood out among its peers with a popularity score of 16.17.

The 15th Belt and Road Forum on Eco-Agriculture and Food Safety received the most attention among supporting activities, with a popularity score of 10.51.

The Trade and Investment Matchmaking Meeting was praised by the media for the “Symphony of Win-win For Online and Offline Ensemble Merchants”.

The Intangible Cultural Heritage Pavilion ranked first among the exhibition areas for cultural exchange activities with a popularity score of 20.00.

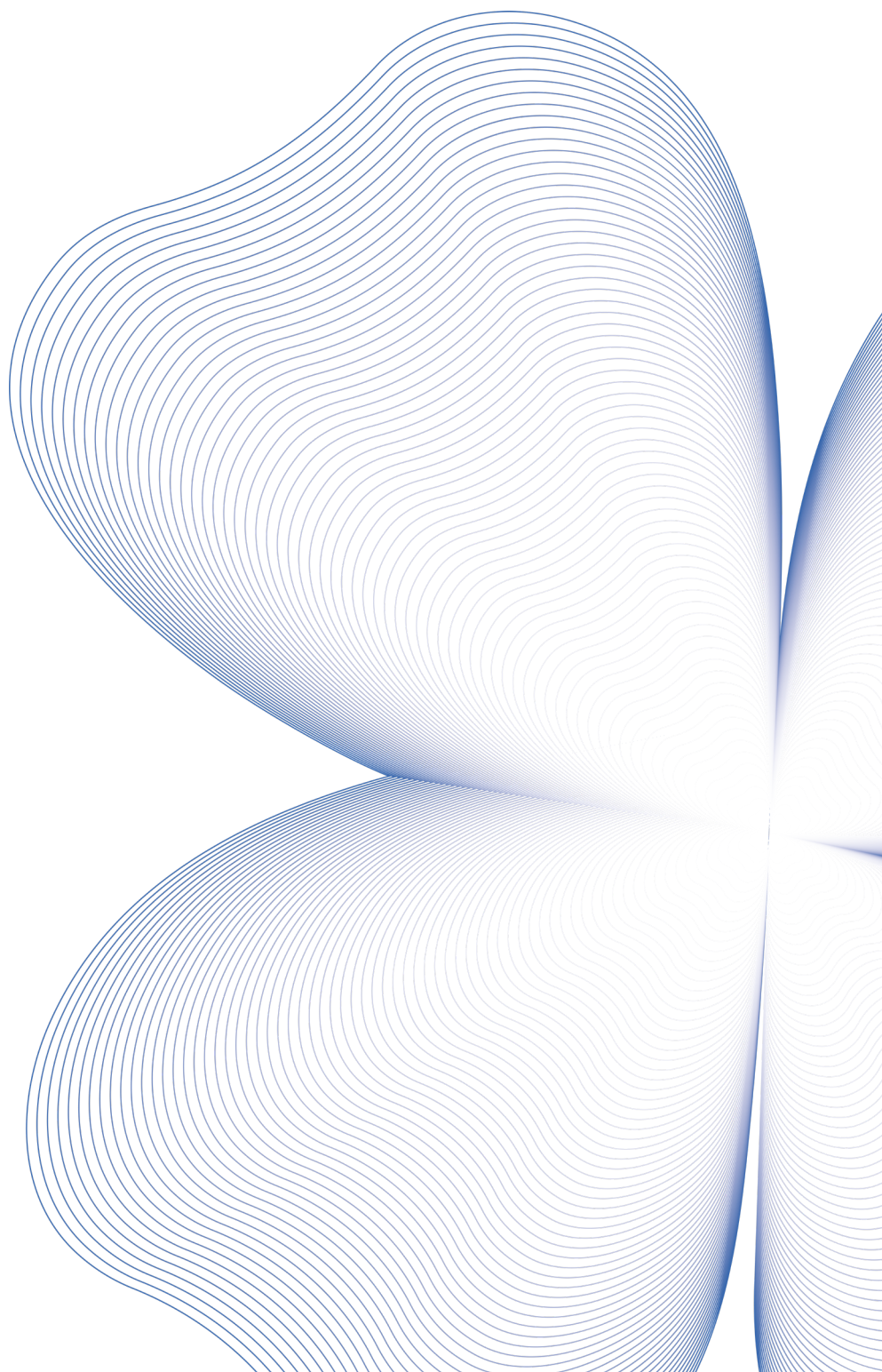
Among the cultural exchange activities and performances, Shanghai was most popular with the public.

Sixth, in terms of service guarantee, Bank of China ranked first among supporting companies with a popularity score of 20.43, and pandemic prevention and control was the most concerned among various service guarantee works.



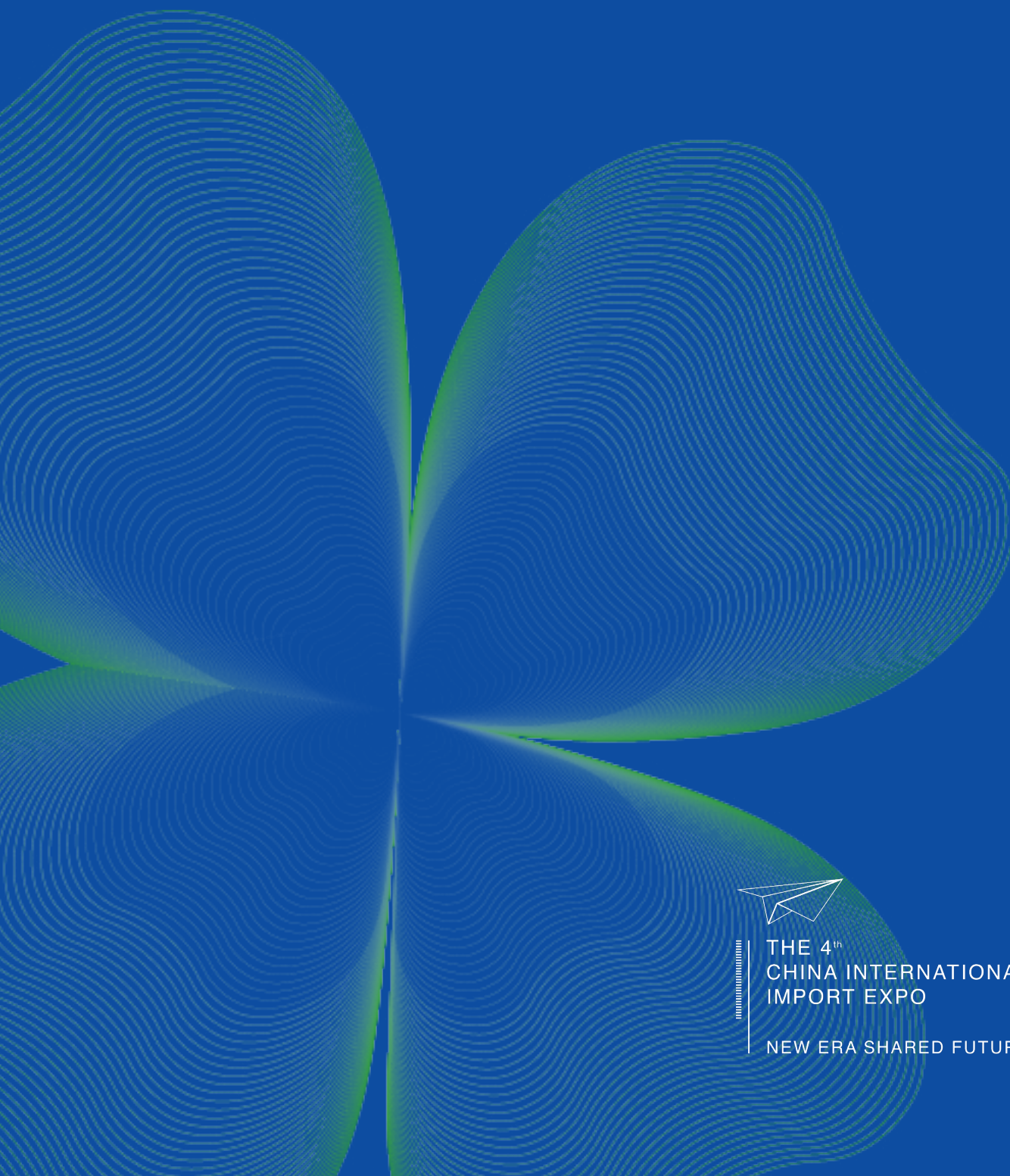
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02

*Impact of
media coverage*



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During the monitoring period, the popularity of the fourth CIIE remained at a relatively high level, with the total communication volume exceeding 2.54 million pieces.

From the perspective of communication, the popularity of the expo ran through the whole year, with repeated climaxes, forming a communication trend of “hot expo period and year-round insulation”.

In terms of communication hotspots, keywords such as “win-win cooperation” and “wider opening-up” appeared frequently, demonstrating China’s determination to share its development opportunities with the world and promote sustainable development of the world economy.

■ (I) Large amount of coverage, and significant increase of influence overseas

According to monitoring data, from January 1 to November 30, 2021, a total of 2,540,573 pieces of information were related with the CIIE, including 2,522,702 pieces on the Chinese mainland, and 17,871 pieces in overseas media (including Hong Kong, Macao, and Taiwan). Among them, 1,212 pieces were from Hong Kong, Macao and Taiwan media, and 16,659 pieces were from foreign media (foreign media in this report mainly refer to online media and social media.).

The amount of information remained relatively high. It is worth mentioning that compared with the same period last year, the amount of overseas report of this year’s CIIE significantly increased, with an increase of over 35%, indicating that the CIIE had a strong increase in international communication influence.

In terms of **domestic communication channels**, Weibo had the highest contribution, totaling 891,003 pieces and accounting for 35.32% of the total. The online media ranked second, totaling 613,976 pieces and accounting for 24.34% of the total. APPs took the third place, with 587,996 pieces accounting for 23.31%. And WeChat ranked fourth, with 347,192 pieces accounting for 13.75% of the total.

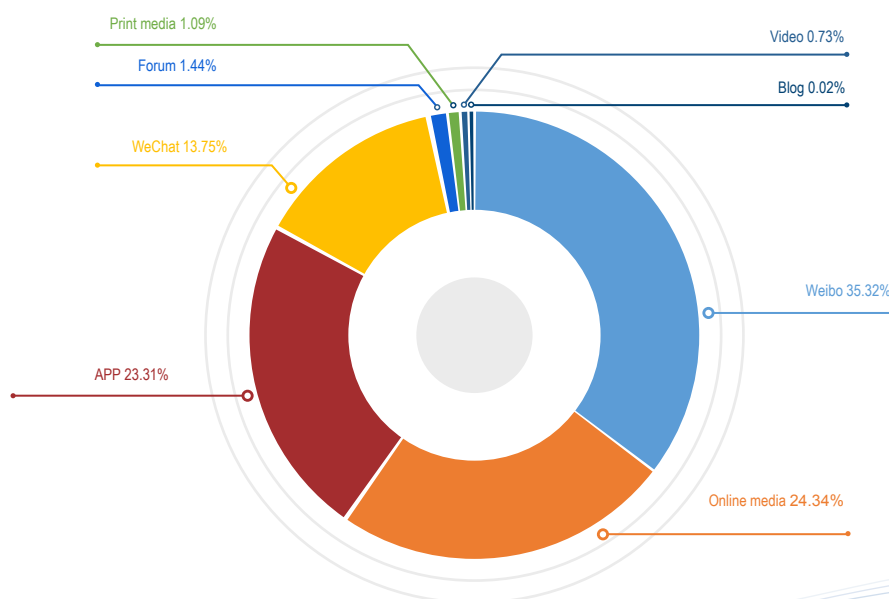


Figure 1: Distribution of communication channels

In terms of communication channels in **Hong Kong, Macao and Taiwan**, the fourth CIIE was covered by media such as *Ta Kung Pao*, *Macau Daily*, *Wen Wei Po*, *Bastille Post*, *HKET*, *Hou Kong Daily* and *chinareviewnews*.

In terms of **foreign communication channels**, there were foreign media and mainstream media, such as the *Associated Press*, *PR Newswire*, *Reuters*, *ITAR-TASS*, *ANSA*, *Sputnik*, *Chosun Ilbo*, *Yonhap*, *Livedoor*, *AFP Japanese Edition*, *Qatar Newswire*, *Thai Post*, *APA*, *The Manila Times*, *Philippine Star*, *JoongAng Ilbo* and *Los Angeles Times*. All of them covered the fourth CIIE, helping expand its overseas influence.

In terms of relevant foreign media by country, the US media paid the highest attention to the fourth CIIE, contributing a total of 1,303 reports, followed by South Korea's media with 1,080 reports and Japan's media with 719 reports.

Indian and German media featured more than 300 articles.

The UK, Australia, France and Russia featured 100-200 reports.

A relatively large number of news reports on the CIIE updates were attributable to media from Canada, Thailand, Singapore, the United Arab Emirates, the Philippines, Vietnam, Czech Republic, Italy, Austria, Switzerland and Spain.

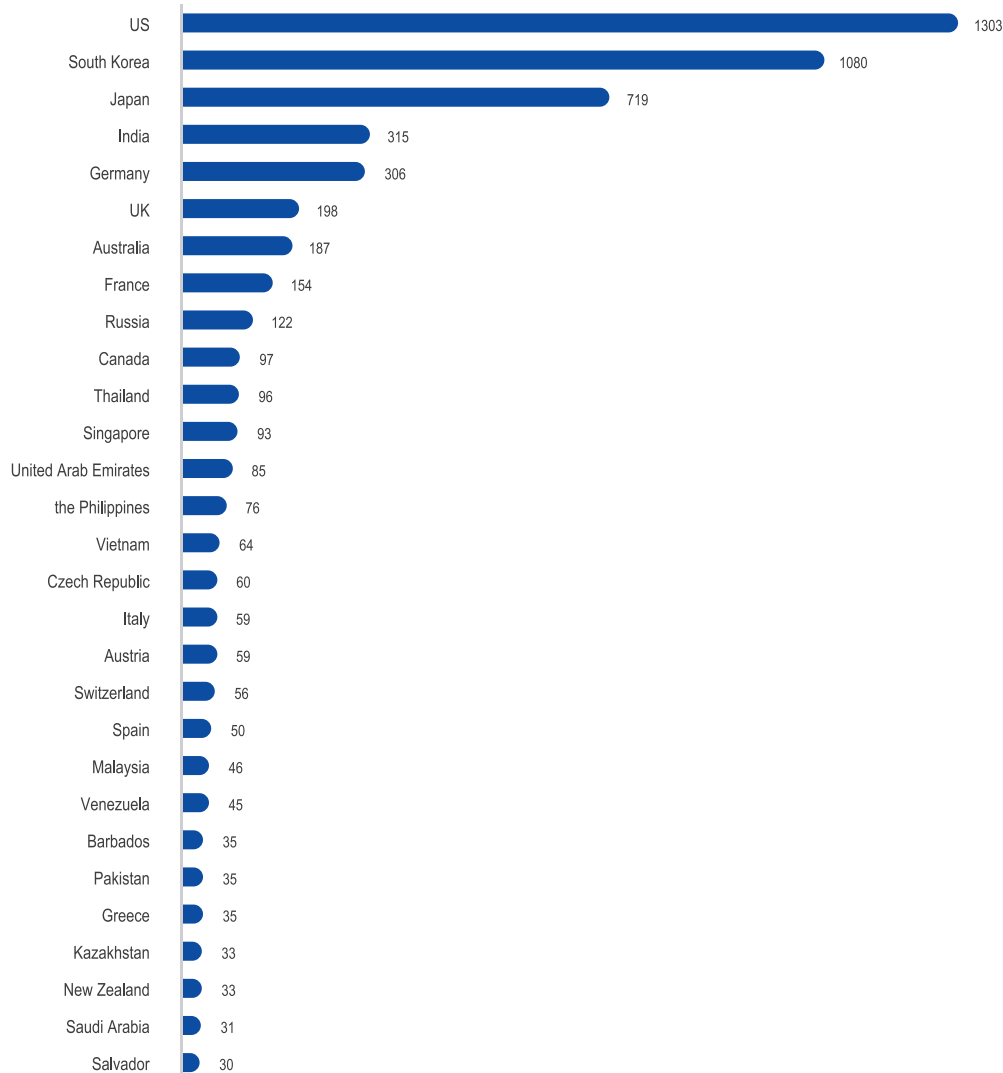


Figure 2: Distribution of foreign communication channels by country

■ (II) Prominent characteristics of communication indicating high coverage during the expo period and during the year

1. The popularity of the expo was seen through the whole year and the climax was repeated. Also, the expo period presented a “highlight moment.”

During the monitoring period, the trend was that the CIIE featured through the whole year, with repeated climaxes, and a session with high fever.

During the preparation period for the expo, CIIE grasped the rhythm and pushed the CIIE dynamic and the CIIE story through the official website, official Weibo and official blog frequently to ensure a continuous focus on the CIIE.

At the same time, in the “200 days countdown”, “100 days countdown” and other important time nodes, the firepower was concentrated to carry out publicity work, with repeated “small climaxes”.

After officially entering “CIIE time”, the mainstream media actively set the agenda and launched innovative media products in a timely manner.

A large number of high-quality reports and a batch of “hot” content products then emerged, showing a trend of “flooding the screen”.

Under the promotion of official and media communication, the cool and novel exhibits at the CIIE also became popular on Weibo, WeChat, Douyin and other new media platforms.

A large number of netizens paid attention to and discussed the exhibits, which promoted CIIE-related topics to “break the wall” in November.

The amount of data was 1.5 million mark, which was the “highlight” in the overall media coverage.

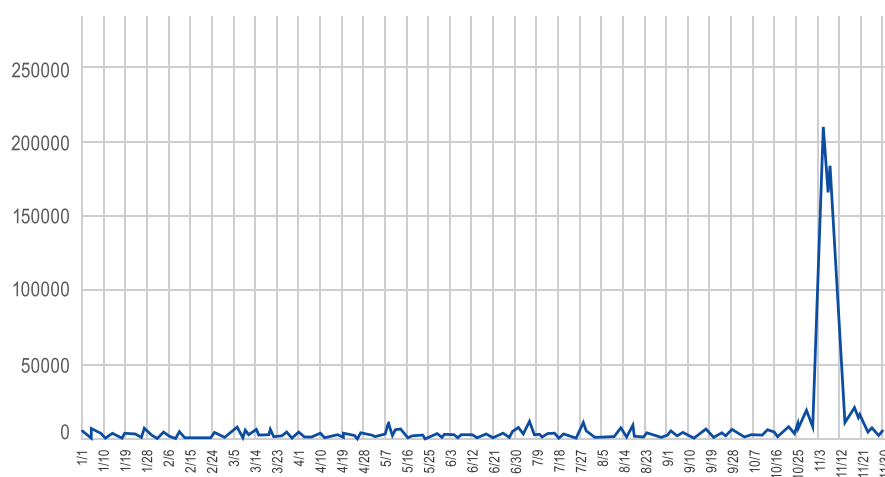


Figure 3: Communication trend of the fourth CIIE

2. Sticking to the key time points, the main lines of the four stages of communication have their own focuses and promotions

On June 24th, the opening ceremony of the road show for investment promotion of the fourth CIIE was held. The nationwide road show was then launched to attract investment. Starting from August 11th, the booths of the pavilions of the fourth CIIE Enterprise Commercial Exhibition were made public.

The focus of the preparatory work then began to shift from exhibition recruitment to exhibition implementation.

On October 23, the first batch of exhibits entered the CIIE under strict pandemic prevention measures, and the fourth CIIE officially entered the stage of exhibition arrangement.

On the evening of November 4, the fourth CIIE grand opening ceremony was held, marking the beginning of the “CIIE time”.

According to the above information, June 24, October 23 and November 4 were taken as important nodes to split the communication of the CIIE into four stages: January 1-June 23, preliminary preparations; June 24-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.

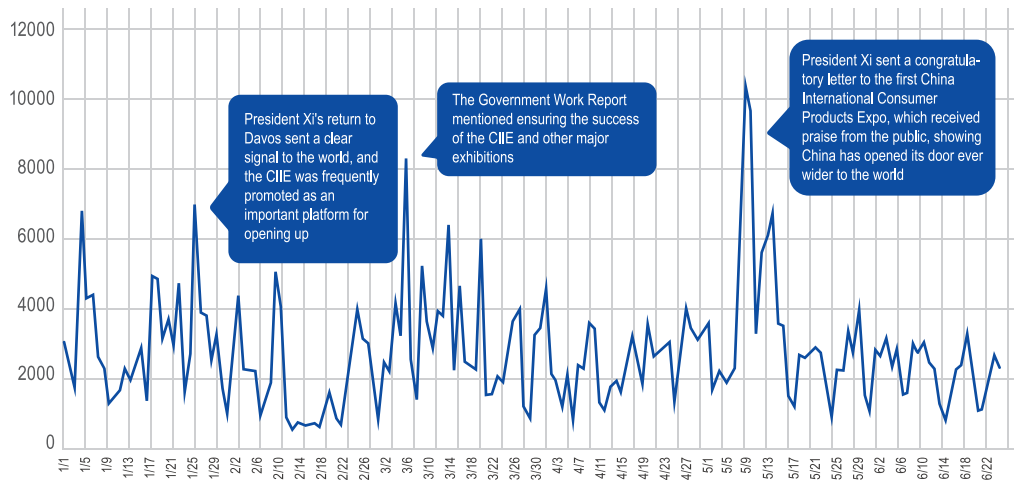


Figure 4: Communication trend in the preliminary preparatory stage

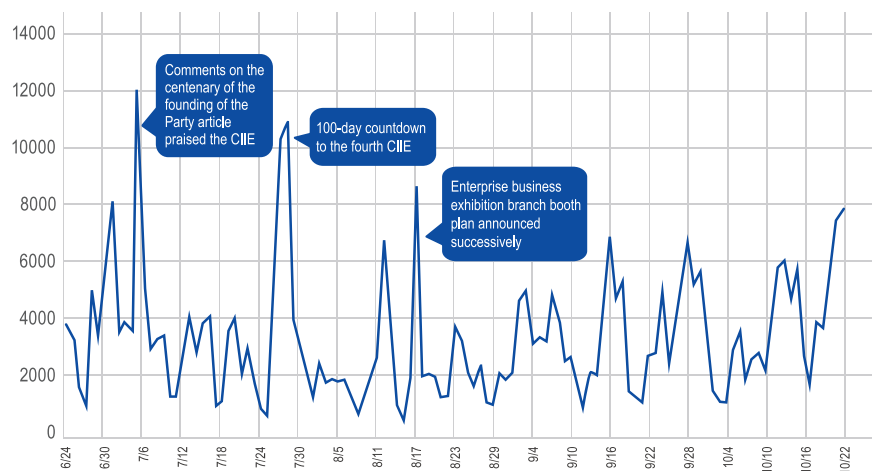


Figure 5: Communication trend in investment promotion and exhibition arrangement

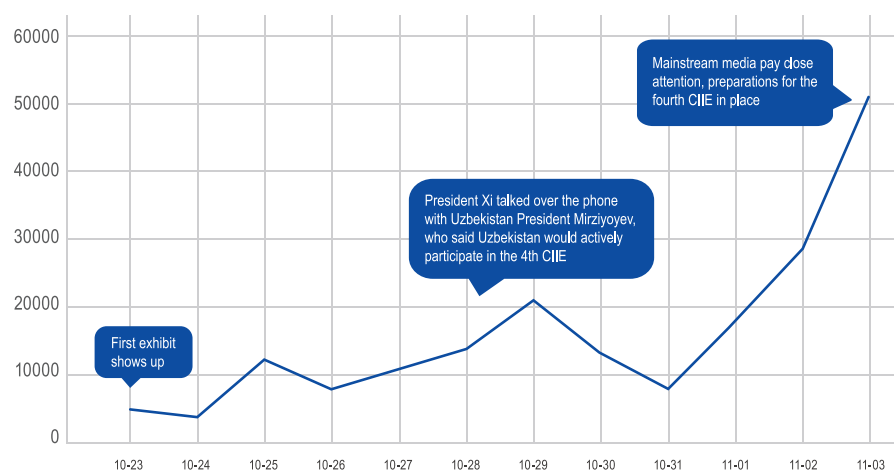


Figure 6: Communication trend in exhibition move-in stage

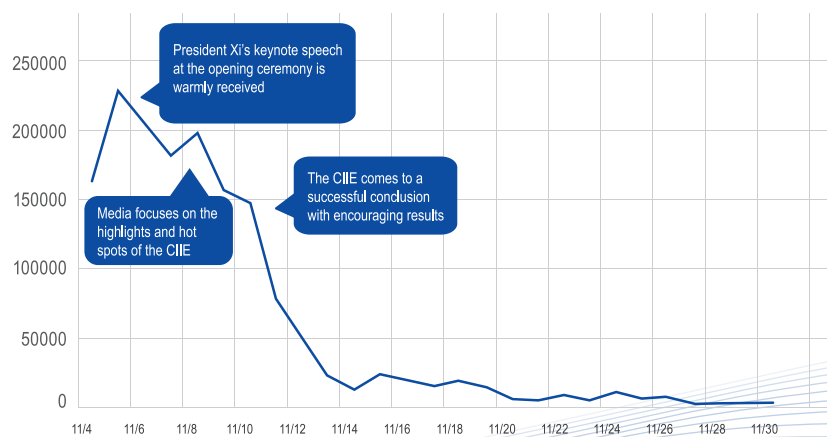


Figure 7: Communication trend in holding CIIE and follow-up work stage

3. Publicity warm-up effect last year, and the gradual stabilizing of the pattern of normal uninterrupted communication

As can be seen from the monthly trend comparison chart, from January to October, the 4th CIIE continued the coverage trend of the 3rd CIIE in the publicity warm-up stage, reflecting the continuous highlighting of the spillover effect of the CIIE. The six-day session radiated throughout the year, and the uninterrupted, full-chain and normalized communication of “6+365” gradually tended to be stable.

As for COVID-19, since November, the number of newly confirmed cases worldwide rebounded, and imported cases were reported in many regions of China, affecting 20 provinces.

Also, combined with seasonal factors like winter and spring, the COVID-19 prevention and control situation was complicated.

Affected by this, the CIIE was less popular than in previous years.

Fortunately, thanks to strict pandemic prevention and control and meticulous services, the fourth CIIE achieved its goal of zero infection, zero occurrence and zero incidents, which strongly demonstrated China's responsibility as a major country and provided a “CIIE plan” for other exhibitions.

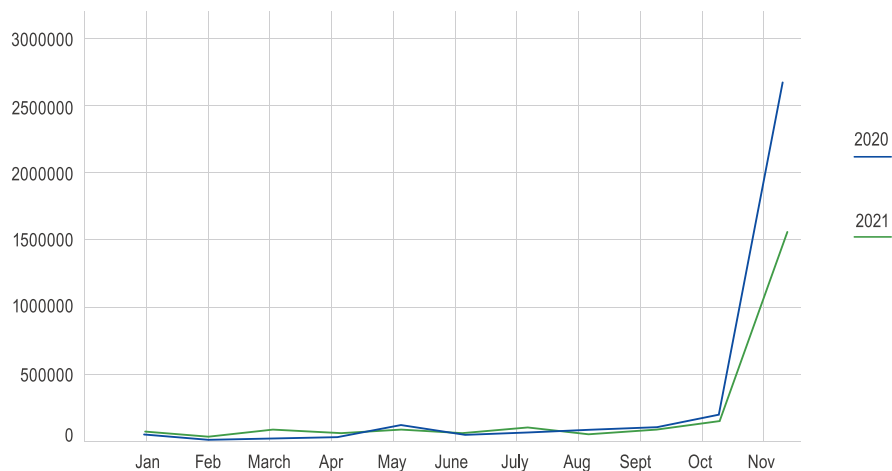


Figure 8: Third and fourth CIIE communication trend comparison

■ (III) Frequent use of “win-win cooperation” “expanding opening-up” and other words or phrases highlighted the content of the fourth CIIE

In many reports and discussions, terms such as “win-win cooperation”, “expanding opening up”, “upgrading consumption” and “RCEP” were frequently used, fully demonstrating the public’s deep understanding that China would continue to open up and share development opportunities with the world.

The words “cutting-edge technology”, “green and low-carbon”, “debut” and “exchanges” were repeatedly mentioned, revealing the new trends and features of the CIIE, and reflecting the changes in China.

The fourth CIIE had a total of US\$70.72 billion in expected transactions, and many enterprises’ “future appointments” with China received concentrated media coverage, highlighting the fruitful outcomes and bright spots of the CIIE.

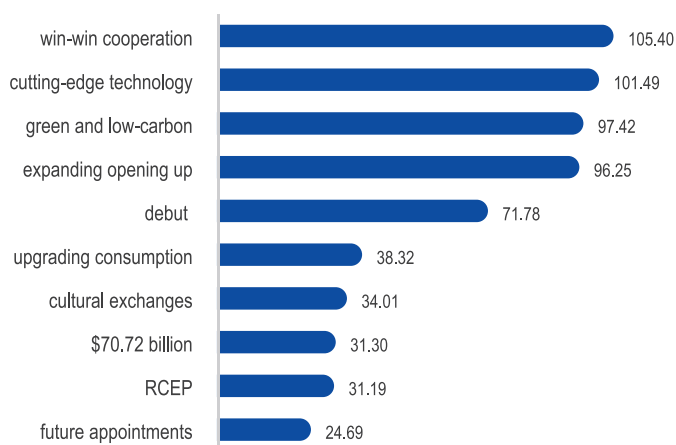


Figure 9: Distribution of buzz words of the fourth CIIE

03

*Distribution of the
popularity of public opinion*



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Since the beginning of the CIIE, traditional media and new media have integrated and interacted with each other, and a large number of news reports and hot topics have flooded the screen, contributing to the soaring popularity of the CIIE.

In terms of traditional media, *People's Daily*, *Guangming Daily*, *Xinhua Daily Telegraph*, *Chinanews.com*, *people.cn* and *xinhuanet.com*, CCTV, Shanghai Media Group, *shobserver.com* of *Jiefang Daily* and *International Business Daily* have provided high coverage. In terms of new media platforms, the hot articles with “100,000+” views released on WeChat accounts “cctvnewscenter”, “hqsbox” and “people_rmw”, and Douyin (TikTok) topic #the fourth CIIE# #CIIE heat, Shanghai warmth#, and Weibo topics #meet Shanghai CIIE# #CIIE# and other topics attracted a large number of netizens.

■ (I) Traditional media actively promoted the theme, and a large amount of high-quality original content became popular

1. Central paper media network media occupied the commanding heights in the communication space

Central paper media dug deep into the highlights of the CIIE by publishing commentary and interpretation pieces in important sections and produced special sections. Among them, the *People's Daily* published “President Xi delivers a keynote speech at the opening ceremony of the fourth CIIE”, “Opening is a distinct identity of contemporary China”, “Let the breeze of openness bring warmth to the world”, “Feel the pulse of high-quality development — Focus on the new stage of development, apply the new development philosophy, and build a new development landscape from the CIIE”, “The fourth CIIE intends to do deals worth US\$70.72 billion” and other articles.

The total number of reports was 117, putting it in first place.

Central print media including *Guangming Daily*, *Xinhua Daily Telegraph*, *CPPCC Daily*, *China Daily* and *Economic Daily* set “CIIE Special Issue” or “Xinhua Focus on the Expo”, giving full-page coverage of the CIIE, or published a large number of review articles and tracking reports, showcasing “CIIE charm” from various dimensions.

The amount of coverage and publicity was extensive.

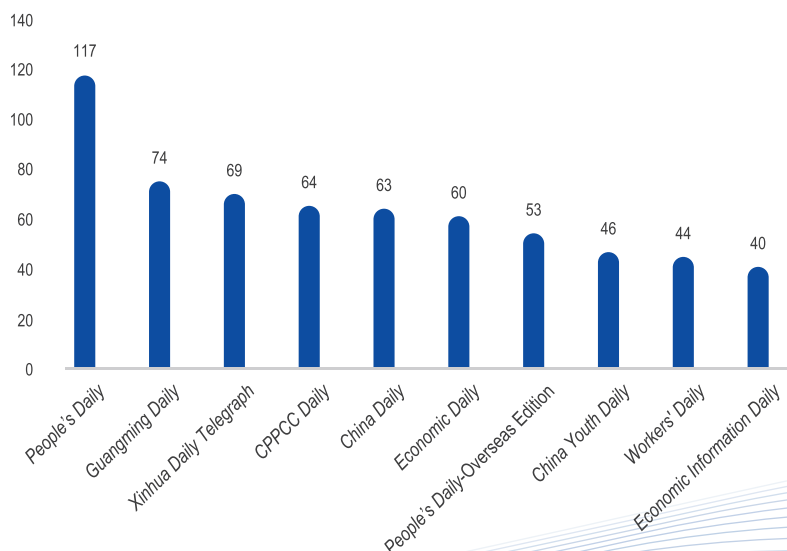


Figure 10: Top10 central print media by coverage volume

In terms of **central network media**, *Chinanews.com* had the largest number of articles on the 4th CIIE, with 1,917 articles. And *people.cn* followed with 1,805 articles. *xinhuanet.com*, *ce.cn* and *china.com.cn* had thousands of reports, showcasing the highlights of the CIIE from an all-round and multi-angle perspective.

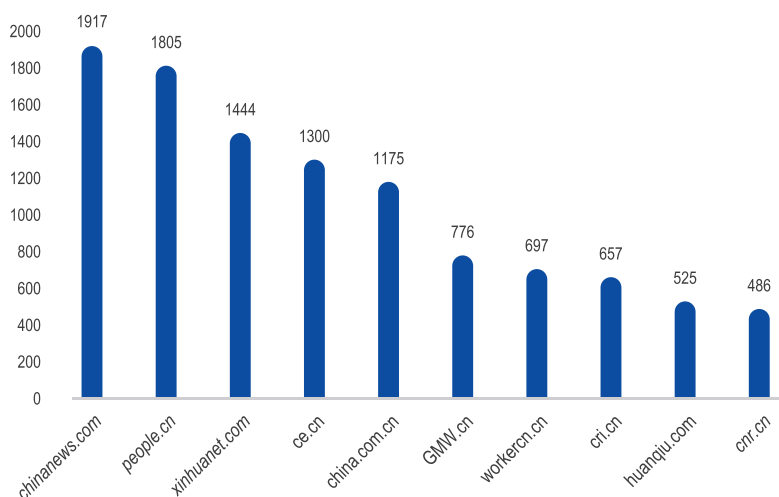


Figure 11: Top10 central online media by coverage volume

2. TV media created wonderful audio-visual programs

In terms of **TV media**, the China Media Group followed the CIIE through its comprehensive channel CCTV-1, financial channel CCTV-2, news channel CCTV-13 and Chinese International channel CCTV-4, ranking first with 878 reports.

Among them, CCTV News covered President Xi's keynote speech at the opening ceremony of the fourth CIIE.

It reported that the CIIE witnessed China's higher-level reform and opening-up and interviewed Sun Chenghai, deputy director of CIIEB.

The news channel broadcast six special reports titled "*A Closer Look at the CIIE*", and the column "Topics in Focus" published a special report titled "*Let the Breeze of Openness Bring Warmth to the World*", which introduced the highlights, great achievements and historical significance of the CIIE.

The Shanghai Media Group came second in the amount of coverage.

Information on the CIIE was released through SHHAI-1, China Business Network, Dragon TV and other channels to create wonderful audio-visual programs and further expand the influence of CIIE.

In addition, BTV, GRT Satellite Channel, Zhejiang Satellite TV and other local TV stations paid attention to the CIIE highlight exhibits and local trading teams.

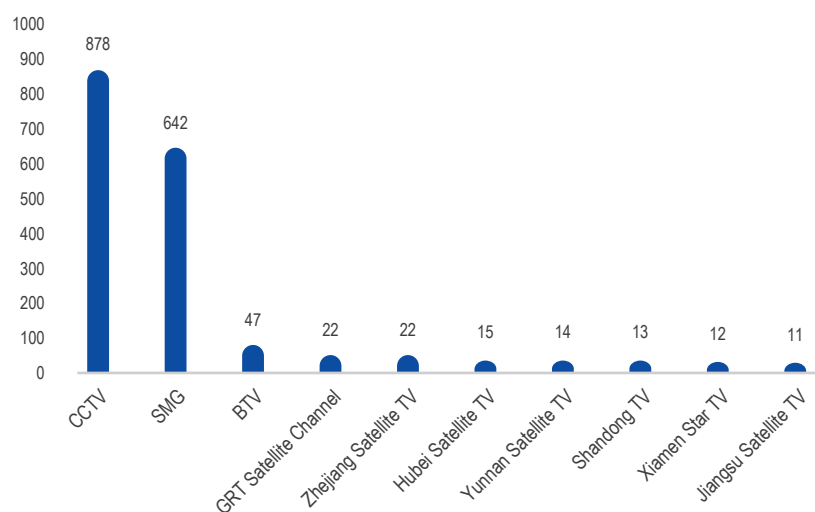


Figure 12: Top 10 TV media by coverage volume



Figure 13: CCTV News covered President Xi's keynote speech at the opening ceremony of the fourth CIIE



Figure 14: CCTV News interviewed Sun Chenghai, deputy director of CIIEB

3. Shanghai's local print media network provided a lot of publicity

In the category of **local Shanghai print media and online media**, local media in Shanghai released a large number of original reports to warm up the CIIE, show highlights and affirm the significance of the CIIE, becoming the main force of publicity reports. In particular, *shobserve.com* of *Jiefang Daily* gave full play to the advantages of the integration of newspapers and networks, with the highest total of 1,848 articles.

xinmin.cn of *Xinmin Evening News* also performed well, with a total of 759 articles. At the same time, *cnhubei.com* of *Hubei Daily*, *yangtse.com* of *Yangtse Evening Post*, *dzwww.com* of *Dazhong Daily* and other local media also reported the CIIE signings, local trading group activities, and provided authoritative reports to boost the information dissemination arrival rate.

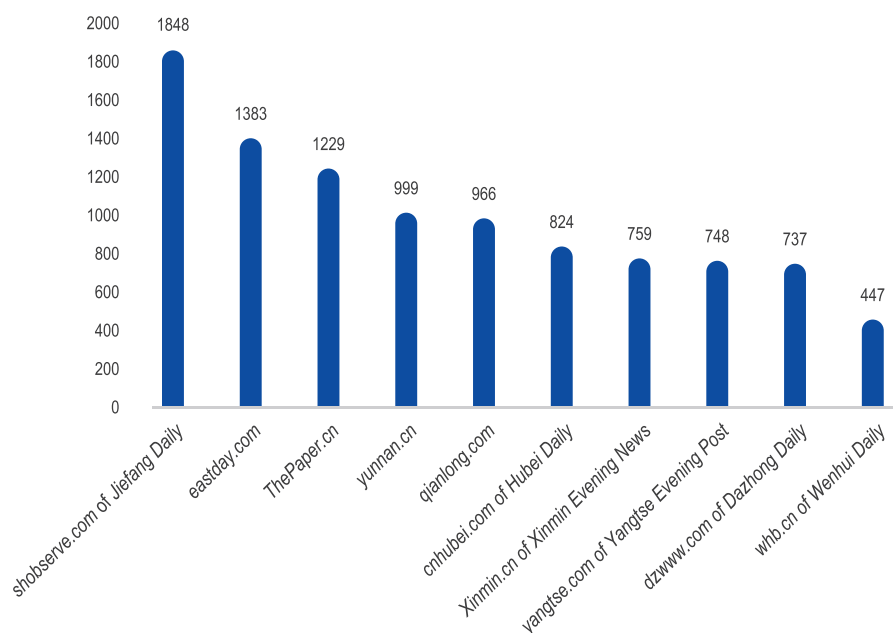


Figure 15: Top10 local media coverage

4. Industry media and promotion agencies presented multi-dimensional aspects of CIIE

In terms of **industry media**, *International Business Daily* had special sections such as “CIIE Special Issue” and “CIIE Special Report” for several days during the CIIE, comprehensively presenting the highlights of the CIIE, and ranking the first with 202 pieces of information.

The *Financial News* followed with 58 articles. And *China Reform Daily* ranked third with 28 articles.

Media outlets such as *China Quality Daily*, *China Tourism News*, *China Business Herald*, *Tuanjiebao*, *Consumption Daily*, *China Financial and Economic News*, and *CAAC News* also published reports covering the preparations and participation of local trade delegations and showcased the new wave of consumption upgrading at the CIIE.

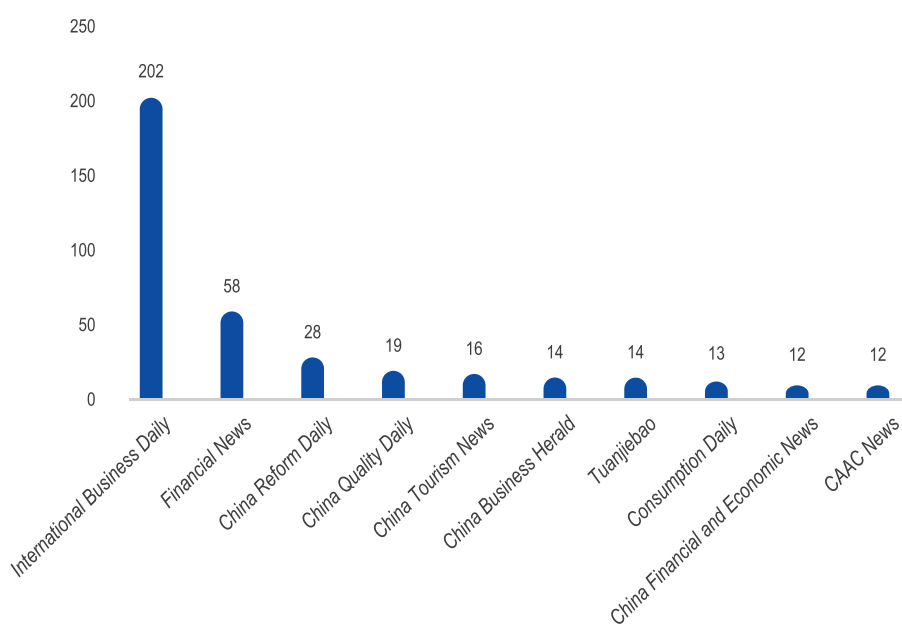


Figure 16: Top10 industry media coverage

In addition, industry promotion agencies such as 36kr, Gasgoo, foodmate.net, Milk Powder Circle, HC360.com, HealthInsight, cheaa.com, gongkong.com, Ringier Industrysourcing Media Co., Ltd, “myguancha.com”, eworldship.com, Energy, WHISKY Magazine, 158jixie.com, “Beyond Shipping”, Global E-businessmen, Journal of HV&AC, putaojiu.com and Intelligent Manufacturing Live also participated in the information dissemination about the CIIE.

5. High-quality original content from mainstream media attracted wide attention

Before and after the opening of the fourth 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 original reports, the list of related popularity is as follows:

Table 1: Popularity of quality reports of central media

No.	Caption	Date	Media	Popularity
1	Keynote speech of President Xi Jinping at the opening ceremony of the fourth CIIE	11/4	<i>Xinhua News Agency</i>	23.28
2	Let the Breeze of Openness Bring Warmth to the World	11/11	<i>People's Daily Overseas Edition</i>	15.84
3	The fourth CIIE intended to do deals worth US\$70.72 billion in total	11/11	<i>People's Daily</i>	11.46
4	News+ The three CIIEs have echoed Xi Jinping's initiatives around the world	11/4	China Media Group	5.58
5	"Consumption Upgrading" at CIIE	11/4	<i>International Business Daily</i>	5.41
6	Standing side by side towards the future - Written at the closing of the fourth China International Import Expo	11/10	<i>Xinhua News Agency</i>	5.06
7	Learning from others, and making progress - Written at the opening of the fourth China International Import Expo	11/3	<i>Xinhua News Agency</i>	4.87
8	Review the "Dividends" of the CIIE shared by President Xi Jinping	11/9	cctv.com	4.84
9	Xinhua full media + Keep the promise! This is how we implement the opening-up measures proposed by President Xi Jinping at last year's CIIE	11/4	<i>xinhuanet.com</i>	4.56
10	CIIE exposure helps Hong Kong and Macao entrepreneurial youth explore the mainland market	11/7	<i>xinhuanet.com</i>	4.30

Table 2: Popularity ranking of quality reports from the Shanghai media

No.	Caption	Date	Media	Popularity
1	5G ushered in large-scale development, and Qualcomm participated in the CIIE four times	11/8	<i>eastday.com</i>	6.71
2	The data tells you that the charm of the CIIE is becoming stronger and stronger with the order amount frequently breaking 100 million and the global attention heat increasing	11/10	<i>Shobserver.com</i>	4.18
3	CIIE Service Trade Exhibition Area: "No physical object" surges green and intelligence	11/10	<i>01caijing.com</i>	4.03
4	Sing the main melody, stick to the main position, and spread positive energy	11/9	<i>Jiefang Daily</i>	2.51

5	What you can see at the CIIE	11/10	<i>Xinmin Evening News</i>	1.96
6	Put "strict" requirements into practice! The municipal group leading pandemic prevention and control studied and arranged these key tasks	10/30	jiemian.com	1.95
7	Let the CIIE become more and more "sticky"	11/11	<i>Jiefang Daily</i>	1.91
8	Video Xi Jinping stresses three "unchanging resolutions" as 4th CIIE opens	11/4	kankannews.com	1.78
9	Undertaking new missions in promoting high-level opening up	11/8	<i>Xinmin Evening News</i>	1.40
10	Continuing to strictly implement the requirements for pandemic prevention and control	11/3	<i>Xinmin Evening News</i>	1.34

Table 3: Popularity ranking of quality reports of other regional media

No.	Caption	Date	Media	Popularity
1	Continuing to expand opening-up and leverage the role of the "two sectors" to pool resources around the world	11/6	<i>Tianjin Daily</i>	2.76
2	More than 1,500 units in our province participate in the 4th CIIE	11/6	<i>Liaoning Daily</i>	2.32
3	More than 1,200 enterprises from Hebei participate in "Gold rush"	11/5	<i>Hebei Daily</i>	2.29
4	Beijing's time-honored brands participate in the CIIE in a group	11/8	<i>Beijing Daily</i>	2.15
5	Yunnan "dance" with the spring breeze of participating the CIIE	11/11	<i>Yunnan Daily</i>	2.02
6	"New arrivals" from Hunan at the CIIE	11/7	<i>Hunan Daily</i>	1.78
7	Participating in the CIIE for the fourth time, what does Zhejiang import?	11/11	<i>Zhejiang Daily</i>	1.78
8	Shenzhen enjoys strong momentum in attracting foreign investment	11/11	<i>Shenzhen Economic Daily</i>	1.77
9	Hainan has actively used the CIIE platform to promote free trade ports, so as to showcase new opportunities, promote new cooperation and explore new markets	11/11	<i>hainan.net</i>	1.62
10	The CIIE kicked off with the arrival of world-renowned enterprises, and the first new products were unveiled at the "Four-leaf Clover"	11/5	<i>Shenzhen Special Zone Daily</i>	1.45

■ (II) New media platform had obvious effect, promoting lots of hot topics to increase public engagement

1. 100,000+ pushes on WeChat

During the fourth CIIE, the WeChat platform frequently saw “100,000+” views with high exposure. The WeChat official account of “cctvnewscenter” contributed the highest reprint volume (6,079 reprints) with its report “Read Xi Jinping’s keynote speech at the opening ceremony of the CIIE from the ‘Five Ones’”.

“Here comes the China Media Group! Showing you an unusual CIIE” was reprinted 4,058 times, ranking second.

The WeChat official account of “hqsbox” published a report titled “First order, \$700 million!”, which ranked third with 3,119 reprints.

In addition, other reports which attracted close attention, were “What signal does the CIIE send when it is held at this important juncture?”

“The Internet of Things will enable us to explore new scenarios of medical ecology at the CIIE”.

Table 4: Popularity ranking of WeChat articles

No.	Caption	Date	WeChat account	Reprint
1	Read Xi Jinping's keynote speech at the opening ceremony of the CIIE from the “Five Ones”	11/5	cctvnewscenter	6,079
2	Here comes the China Media Group! Show you an unusual CIIE	11/4	cctvnewscenter	4,058
3	First order, \$700 million!	11/5	hqsbox	3,119
4	What signal does the CIIE send when it is held at this important juncture?	11/11	banyuetan-weixin	570
5	The Internet of Things will enable us to explore new scenarios of medical ecology at the CIIE	11/11	people_rmw	487
6	[jiefangshizheng]Shanghai Municipal Committee and Government issued a thank you letter to the people of the city for ensuring that the 4 th CIIE was held as scheduled and was safe and wonderful	11/11	jiefangshizheng	486
7	Growth of 21.1%! The intended order volume of the CIIE in Shanghai reached US\$8.16 billion	11/13	shanghaifabu	298
8	[Hint] All kinds of new products released! Highlights of each major exhibition area of the CIIE	11/3	shanghaifabu	245
9	At the opening ceremony of the fourth CIIE, these golden words of President Xi were highlighted!	11/5	qstheory_001	238
10	The fourth CIIE achieved “zero infection” in pandemic prevention and control	11/11	shanghaifabu	196

2. Douyin hot topics enhanced netizens' sense of participation and presence

Topics related to the 4th CIIE attracted a lot of attention on the Douyin platform, where the large number of users became an important source for discussion. Meanwhile, the CIIEB, National Exhibition and Convention Center(Shanghai) and Information Office of Shanghai Municipality jointly held CIIE video solicitation activities titled *"Connecting the World and Illuminating the Future"*. The view counts of the related Douyin topic "The 4th CIIE", reached 200 million times in total.

An event launched by the Cyberspace Administration of the Shanghai Municipal Committee on the topic #CIIE heat, Shanghai warmth# was viewed 190 million times.

The impact of the topics carried on Douyin was obvious. For example, the Douyin topic on #CIIE bot# hosted by "eastday.com·Vertical Video", the topic #Come to CMG Mobile to watch the CIIE# hosted by "CMG Mobile", the topic #Take you to clocking in the CIIE# hosted by "Economic View", and the topic #Take you to visit the CIIE in 30 seconds# hosted by "Sound of Hubei", all saw high view counts.

A series of videos released on Douyin called "Thepaper" focused on exhibits such as a sport car inset with 400,000 gems and Saint Seiya, which received more than 250,000 likes.

Table 5: Popularity ranking of Douyin hot topics

No.	Interaction on hot topics on Douyin	View counts
1	#The 4th CIIE#	200 million
2	# CIIE heat, Shanghai warmth#	190 million
3	#CIIE bot#	28.436 million
4	#Come to CMG Mobile to watch the CIIE#	10.615 million
5	#Saint Seiya at the Shanghai CIIE#	4.881 million
6	#Take you to clocking in the CIIE#	4.32 million
7	#Take you to visit the CIIE in 30 seconds#	4.209 million
8	#A Porsche sports car with 400,000 gems unveiled at the CIIE in Shanghai#	4.192 million
9	#Amazon opens Black Friday at the CIIE#	4.021 million
10	#Taking a look at the hot styles in the CIIE#	3.723 million

3. Hot Weibo topics led the wave of “good things at the CIIE” live with goods

Sina Weibo topics focused on the opening ceremony of the 4th CIIE, and star anchors did live broadcasts with goods and fashionable exhibits, attracting netizens to participate in discussions on a number of hot topics.

The topics were initiated by @crionline, @CCTV News, @National Business Daily, @Xinhua News Agency, etc. The subjects included #Meet Shanghai CIIE#, #CIIE#, #Opening ceremony of the 4th CIIE#, #The 4th CIIE, cloud connecting the world#, #Opening ceremony of the 2021 CIIE# and #Keynote speech at the opening ceremony of the CIIE#, and there were more than 530 million, 400 million, 150 million, 130 million, 120 million and 100 million page views respectively.

4. All kinds of novel reports enhanced the communication power

During the 4th CIIE, central media, such as *People's Daily*, *Xinhua News Agency*, *xinhuanet.com* and CCTV news, gave full play to their advantages through convergence media, and pushed a large number of relevant reports on CIIE through their APPs, further amplifying the coverage.

When President Xi Jinping delivered the keynote speech at the opening ceremony of the fourth CIIE, the event and related reports gained higher page views. At the same time, some novel reports also attracted wide attention.

For example, *xinhuanet.com* released a picture story titled “*The 4th CIIE received a wonderful closing*”, capturing the highlights of the CIIE and attracting 2,005,000 page views.

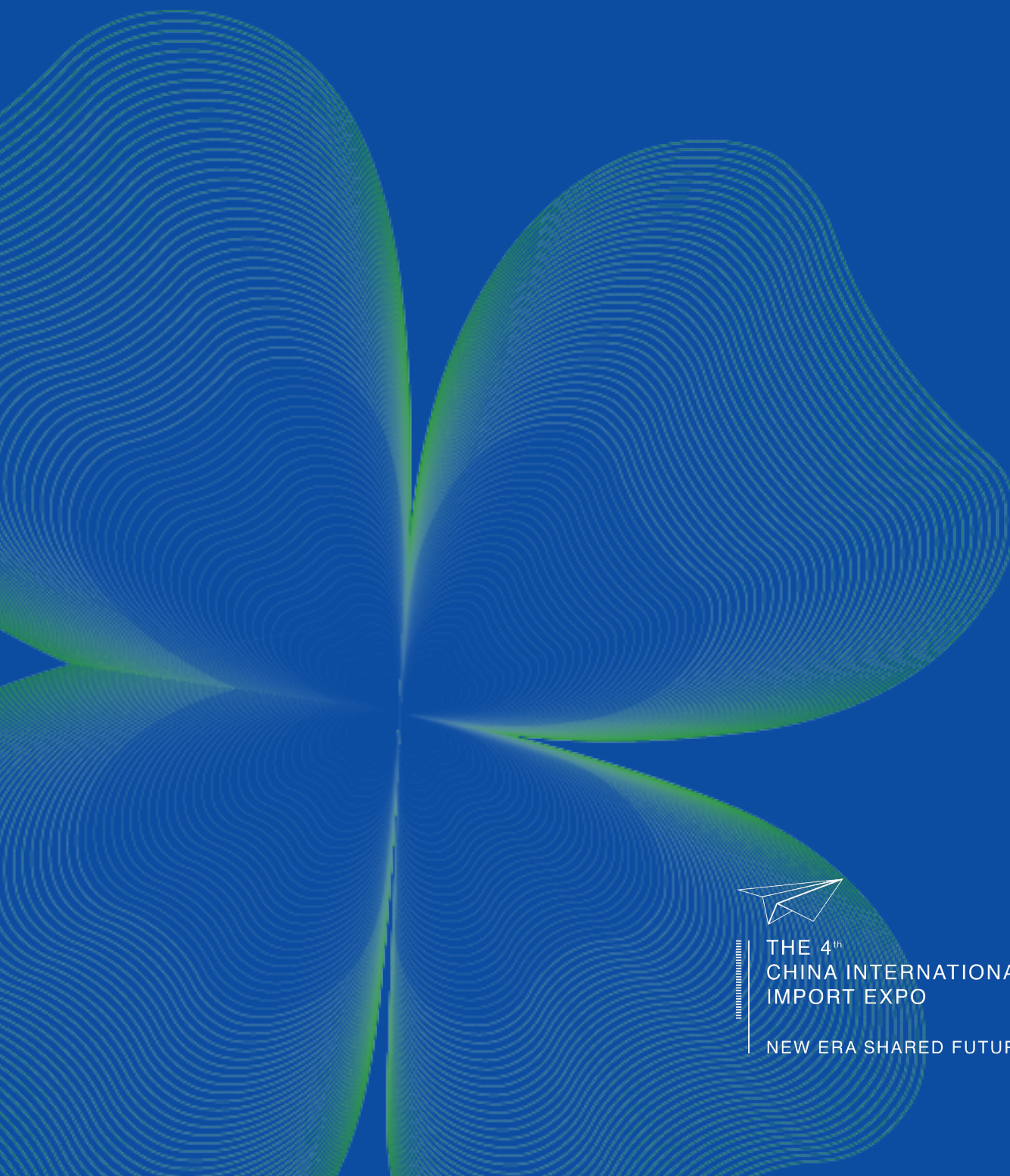
Xinhua released “*Let the breeze of openness bring warmth to the world -- President Xi Jinping delivers a strong message of openness and cooperation in his keynote speech at the fourth CIIE*”, interpreting President Xi's keynote speech combined with video and text, gaining 1,352,000 views.

Table 6: Popularity ranking of APP reports

No.	Caption	Date	APP	Page view
1	The 4 th CIIE received a wonderful closing	11/10	<i>xinhuanet.com</i> APP	2.005 million
2	Unlock the "Appearance Level Zone" of the CIIE: "Research" and "Wisdom"	11/10	<i>Xinhua News Agency</i> APP	2.004 million
3	Summary of President Xi Jinping's keynote speech at the opening ceremony of the fourth CIIE	11/4	<i>Xinhua News Agency</i> APP	1.719 million
4	CIIE's new goods synchronizes with "Double 11", foreign investors rush to upgrade Chinese consumption market	11/11	<i>xinhuanet.com</i> APP	1.682 million
5	Let the breeze of openness bring warmth to the world -- President Xi Jinping delivers a strong message of openness and cooperation in his keynote speech at the fourth CIIE	11/5	<i>Xinhua News Agency</i> APP	1.352 million
6	Xi time The CIIE provides opportunities for the world to share in China	11/5	<i>Xinhua News Agency</i> APP	1.214 million
7	Vlog With the Olympic Winter Games approaching, experience new ways to open the CIIE	11/8	<i>Xinhua News Agency</i> APP	1.046 million
8	Xinhua full media + Plog: Looking for "11.11" in the CIIE	11/10	<i>Xinhua News Agency</i> APP	1.03 million
9	President Xi delivers a keynote speech at the opening ceremony of the fourth CIIE	11/4	<i>People's Daily</i> APP	925,000
10	Read Xi Jinping's keynote speech at the opening ceremony of the CIIE from the "Five Ones"	11/5	<i>CCTV News</i> APP	887,000

04

*Publicity on
official platforms*



THE 4th
CHINA INTERNATIONAL
IMPORT EXPO

NEW ERA SHARED FUTURE

In terms of publicity on the official platforms, the communication matrix dominated by the official website, official Weibo account, official WeChat account, official Douyin account, overseas social platform account and official English journal has grown bigger and stronger, becoming an important window for promoting relevant contents of the CIIE.

Using these platforms, the official accounts pushed information related to the CIIE, attracting the attention of netizens at home and abroad, and a number of WeChat articles received more than 100,000 views.

In particular, the series of “Little sister shows you around the CIIE” gained the most praise and became the biggest booster of the account.

■ (I) Multiple platforms collaborated to expand communication efficiency

During the monitoring period, **the CIIE official website** published 3,350 articles. Among them, 2,139 articles were published on the Chinese official website and 1,211 articles were published on the English official website.

The total number of visits were 1.25 billion, with 1.01 billion in China and 240 million abroad.

Since the beginning of this year, the CIIE official website has continuously updated key columns such as the Press Center, and planned key series such as “*Diplomats in China Talking about CIIE Progress*”, “*Meet at the CIIE, Cloud Travel Exhibition of Countries*”, “*Get Together to Participate in the CIIE*”, “*Big Talk into the CIIE*”, “*A Weekly Voice of the CIIE*” and “*Express to Participate in the CIIE Daily*”.

From the exhibition dynamics, expert comments, policy support, domestic and overseas expectations, the website released important information, highlighted bright spots, and boosted the attention of domestic and foreign audiences towards the exhibition.

The number of articles published on **the official WeChat account** was 619, with a total reading volume of 2.928 million and 5 articles with a total reading volume of 100,000+.

The contents on the official WeChat account covered CIIE news, important policy speeches, comprehensive reprinting, online investment promotion road shows, online supply and demand matchmaking meets, the Hongqiao International Economic Forum, the CIIE story series and interactive H5.

During the opening of the 4th CIIE, reports, warm-up articles, exhibition videos, highlights of exhibits and various tour guides were highlighted. Also, Weibo and Douyin, based on their strong interactive characteristics, cooperated with WeChat for content extension and release, thus boosting the publicity matrix effect.

During the opening of the fourth CIIE, 209 articles were posted on WeChat. And in order to create the right atmosphere for the CIIE, the banners of the articles were also adjusted daily according to the relevant ceremonies.

The daily fixed push of the WeChat official account was also increased from 5 times in previous years to 8 times, and the total number of push items was far higher than the average level of the previous years.

Among the articles, “[Tips] Attention! People from the three areas!” received more than 100,000 reads.

The H5 interactive tweets of “Pandemic prevention and control”, “Traffic guide” and “Food ordering guide” were very interactive.

The newly launched “The fourth Jinbao memes” maintained their popularity like in previous years, and were forwarded by “Shanghai Release”, “Qingpu Release” and “Metro Metropolis”.

During the opening of the CIIE, the WeChat account platform launched the series “Big Talk about the CIIE” and “Attracting Buyers”, giving full play to the communication value, brand value and platform value of the CIIE,

and spreading the voice and telling the story of the CIIE.

A total of 34 videos released by the official Douyin account “China International Import Expo” were viewed 1,694,000 times, outperforming similar content creators by 81.14%.

The series “*I am waiting for you at the CIIE*” had a total of 630,000 views, and the average reading volume of each article was over 100,000.

The series “*Little sister shows you around the CIIE*” received the most likes and was a big booster for the 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 1.144 million, up 150,000+ over 2020.

CIIEB released a total of 5,877 pieces of picture+text and video information on various platforms.

According to incomplete statistics, the posts received more than 80 million page 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 8-page full-color English publications in the *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 fourth CIIE.

■ (II) Official new media launched a series of popular posts

Based on the page views of the information released by the official new media, here is the data of some selected picture+text or videos.

Table 7: Selected articles on official WeChat account

No.	Caption	page view
1	Personnel related to pandemic prevention and control at the 4 th CIIE	100,000+
2	President Xi Jinping's keynote speech at the opening ceremony of the fourth CIIE (full text)	100,000+
3	[Warm Tips] The three areas the personnel were focused on!	100,000+
4	Personnel information health collection system officially online! Go here for the most complete guide	100,000+
5	The overall plan of COVID-19 prevention and control for the fourth CIIE announced	100,000+

Table 8: Selected articles on overseas social platforms

No.	Caption	page view
1	The fourth CIIE successfully concluded with these highlights in urban service guarantee	272,000
2	In-depth report on the CIIE: Food and agricultural products exhibition area	214,000
3	In-depth report on the CIIE: Automobile exhibition area	135,000
4	Winter sports elements attract visitors to the CIIE	113,000
5	"What you need to know about the 4 th CIIE" series of posts - Supporting activities	115,000
6	CIIE greetings	114,000

Table 9: Selected videos on overseas social media platforms

No.	Caption	page view
1	The CIIE shows the light of innovation	1.709 million
2	Connect the world, see a better future with the CIIE	563,000
3	Exhibitors see the CIIE: Full harvest, unlimited future	276,000
4	New Zealand enterprises: What opportunities will the CIIE bring to South Pacific countries	272,000
5	Highlights of the 4 th CIIE	269,000
6	First show of products at the CIIE	200,000
7	Get together to participate in the CIIE New exhibitors, new faces, and new expectations	199,000
8	Twenty years after joining the WTO, China has actively promoted economic globalization	154,000

■ (III) #Little sister shows you around the CIIE# serial Vlog went viral

In terms of official publicity, some typical cases are noteworthy.

For example, the official WeChat account released #Little sister shows you around the CIIE#, and launched 9 Vlogs to guide netizens to focus on many highlights of the fourth CIIE, registering over 60,000 page views.



Figure 17: #Little sister shows you around the CIIE#Vlog

Caption:

Little sister shows you around the CIIE Vlog06|Have you ever seen a boxing robot?

Original CIIE 08:17 November 8, 2021

6,672 views

The official Weibo followed up and re-posted the series of videos, with a total of nearly 20,000 views. The videos presented the fourth CIIE highlights, ranging from exhibition arrangement to the holding of the events, like the “boxing robot”, followed by “The entrance into the CIIE of Hokkaido ice cream”, a station to visit food around the world. This drew internet users to interact and won their praise.



Figure 17: #Little sister shows you around the CIIE#Vlog

Caption:

CIIE

13:17 November 4, from Weibo video account

[#Little sister shows you around the CIIE#Vlog03|The entrance into the CIIE of Hokkaido ice cream] In order to strengthen the pandemic prevention and control of cold chain food exhibits at the CIIE, the Shanghai Municipal Market Supervision Bureau has formulated a special work plan. As a result, the imported cold chain food was transported to the main warehouse in batches according to the requirements for “port inspection and quarantine”. The food entered the main warehouse in batches, and there was centralized disinfection and nucleic acid testing, besides unified transportation into the Expo, and complete “whole body physical examination” before entering the Expo. #2021 the fourth CIIE# #The 4th CIIE is coming# #Little sister shows you around the CIIE#Vlog03|The entrance into the CIIE of Hokkaido ice cream#

CIIE Weibo video

Pack up

05

*Communication
of hot topics about
the exhibitions*



THE 4th
CHINA INTERNATIONAL
IMPORT EXPO

NEW ERA SHARED FUTURE

The fourth CIIE consisted of six exhibition areas and 13 sub-sections.

More than 2,900 enterprises from 127 countries and regions participated in the exhibition, covering 366,000 square meters, reaching another record high, and 422 new products, technologies and services were displayed.

In terms of communication, the Intelligent Industry & Information Technology exhibition area, and the Low-carbon Energy and Environmental Protection Technology sub-section ranked first among the six exhibition areas and 13 sub-sections respectively.

L'Oreal topped the list of exhibitors in six exhibition areas and 13 sub-sections with a popularity score of 39.27.

The YSL intelligent color toner exhibited by L'Oréal was the most popular exhibit.

(I) The enterprise business exhibition was larger in scale, better in quality, and more advanced and professional when it came to planning

The six exhibition areas of the fourth CIIE were Trade in Services, Automobile, Intelligent Industry & Information Technology, Consumer Goods, Medical Equipment & Healthcare Products and Food and Agricultural Products.

The 13 sub-sections were set up in combination with the practical needs of national development strategy and the market, and included Dairy Products, Agricultural Products, Innovation Incubation, Intelligent Transportation, Integrated Circuit, Low-carbon Energy and Environmental Protection Technology, Digital Industry, Green Intelligent Home Appliances and Smart Home, Cosmetics and Daily Products, Sporting Goods and Games, Rehabilitation and Elderly Care, Public Health and Pandemic Prevention, and Biological Medicine.

1.Communication ranking of the six exhibition areas

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

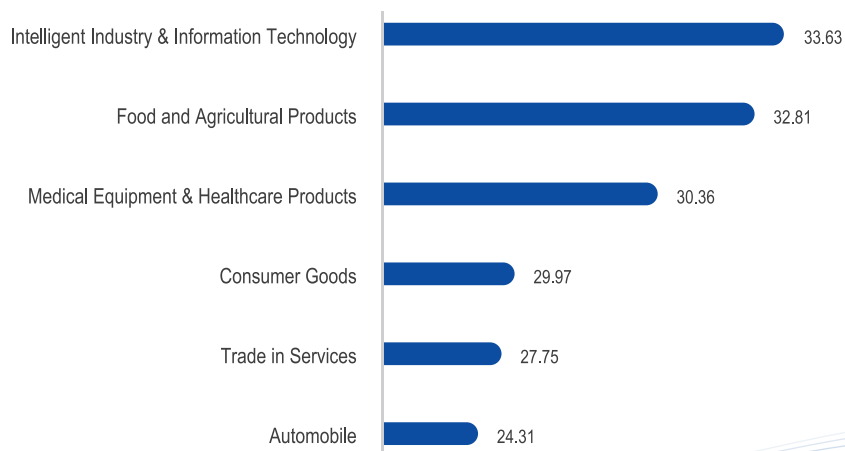


Figure 19: Popularity ranking of six exhibition areas

Among the six exhibition areas, the **Intelligent Industry & Information Technology** exhibition area, with its cool appearance and “hardcore” level of science and technology, ranked first with a popularity score of 33.63.

This year, the Intelligent Industry & Information Technology exhibition area had sub-sections for Integrated Circuit, Digital Industry, Low-carbon Energy and Environmental Protection Technology. It covered a total area of more than 30,000 square meters, and the sub-sections were widely covered by the media such as *People's Daily*, *Economic Daily*, people.cn, xinhuanet.com, CCTV.com and youth.cn.

The **Food and Agricultural Products** exhibition area had a popularity score of 32.81, ranking second. The Food and Agricultural Products exhibition area has always been the “web hot” exhibition area of the CIIE, enjoying the reputation of “A bite of the CIIE”.

The Food and Agricultural Products exhibition area was the largest exhibition area for participating countries and enterprises, xinhuanet.com reported.

This year, the exhibition area presented the world’s most cutting-edge food production technology and the latest exhibits, showcasing the healthy and sustainable development of the food industry.

This exhibition area of the 4th CIIE was praised for being “well-served”, “well-played” and “well-organized” by cnr.cn.

The number of new products and new technologies on show at the **Medical Equipment & Healthcare Products** was 135, making it the exhibition area with the largest number of new products and technologies.

The “luxury” line-up of exhibitors also attracted attention.

Industry leaders from all over the world in the fields of in vitro diagnosis, cardiovascular, medical imaging, life sciences, radiotherapy, oral cavity, orthopedics, equipment and other fields participated in the exhibition.

The Medical Equipment & Healthcare Products exhibition area was further expanded and upgraded from the earlier event, the *Economic Information Daily* reported. And many multinational enterprises were optimistic about the huge Chinese health industry and the opportunities brought by Chinese opening-up and development.

The **Consumer Goods** exhibition area was the largest exhibition area of the CIIE. The Consumer Goods exhibition area covered more than 90,000 square meters, Xinhua Client reported.

The world’s top 10 cosmetics brands and the world’s three fashion and high-end consumer goods giants made their collective debut here.

The Sporting Goods and Games sub-section highlighted ice and snow elements.

The **Trade in Services** exhibition area focused on digital application and promotion, creating new scenes and formats for the service trade industry.

The appearance of cultural tourism attracted extensive attention.

Xinhua News Agency said that many of the “invisible” but “gold content” exhibits in the Trade in Services exhibition area showcased the “invisible” economic driving force.

The **Automobile** exhibition area brought together the world’s top 10 auto groups to display the latest development achievements and future vision of the global auto industry.

According to *China Youth Daily*, under the “dual carbon target”, car companies competed to showcase cutting-edge products, technologies and solutions to reduce carbon emissions.

In the field of intelligent vehicles, car companies focused on intelligence and safety, bringing in their new products.

2.Popularity ranking of 13 sub-sections

The popularity ranking of the 13 sub-sections is as follows according to statistics of media coverage:

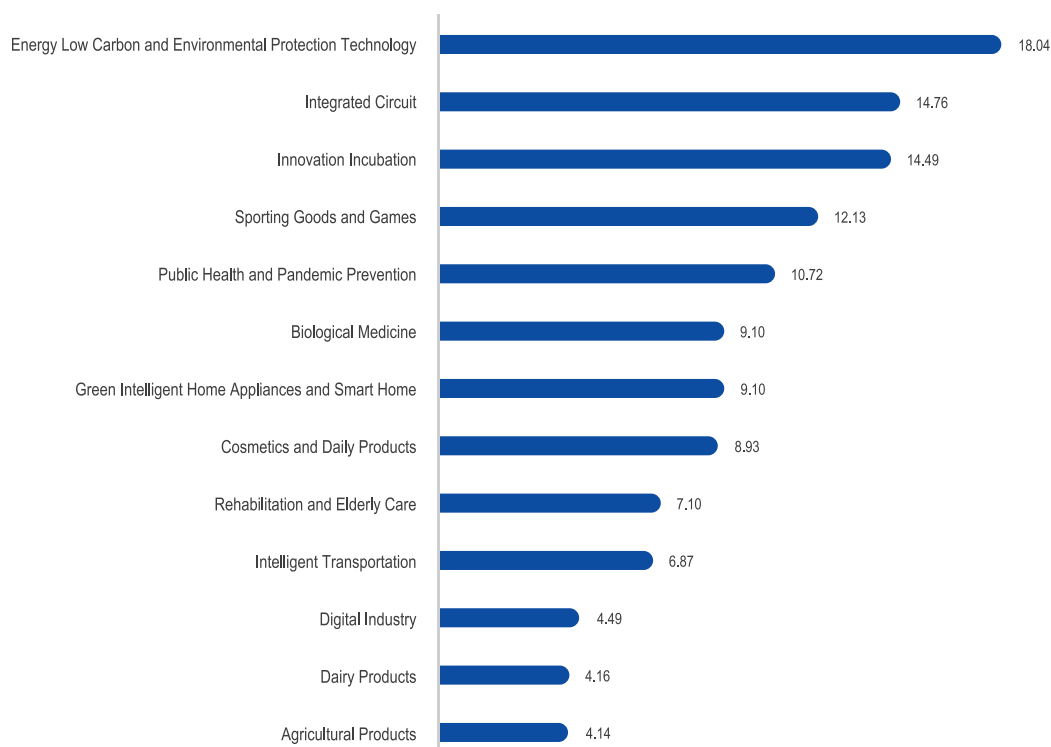


Figure 20: Popularity ranking of 13 sub-sections

Among the 13 sub-sections, the popularity of the **Low-carbon Energy and Environmental Protection Technology** sub-section was 18.04, putting it in first place.

China Economic Weekly reported that a “green and low-carbon wind” swept the 4th CIIE.

The Low-carbon Energy and Environmental Protection Technology sub-section made its debut at the CIIE.

Many of the exhibitors were related to green energy, building energy conservation and environmental governance.

According to Xinhua News Agency, as a new sub-section of the CIIE, the Low-carbon Energy and Environmental Protection Technology sub-section showcased new industrial trends in low-carbon and intelligence.

The **Integrated Circuit** sub-section ranked second in popularity.

According to the *National Business Daily*, the sub-section was home to many star companies in the upstream and downstream chip industry chain. And they used the CIIE as a platform to seek cooperation with upstream and downstream industries, while exhibiting their latest hard technology products.

The **Innovation Incubation** sub-section ranked third in the popularity chart. Wenhui Client said that the newly

established Innovation Incubation sub-section this year spanned the three exhibition areas of Medical Equipment & Healthcare Products, Automobile and Intelligent Industry & Information Technology, and focused on discovering “small but fine” and “small but beautiful” innovative technologies and products from all over the world, so that they could use the CIIE platform to stand out.

In fourth place was the **Sporting Goods and Games** sub-section. Being cool, good-looking and more fun that make this sub-section attractable. Xinhuanet.com said that many exhibitors relied on cutting-edge technologies to create extreme sports experience for consumers, and this was a highlight of the CIIE.

The **Public Health and Pandemic Prevention** sub-section ranked fifth. The special pavilion showcased new developments and achievements in the fight against COVID-19 and the response to new public health challenges, according to Xinhua News Agency.

The **Biological Medicine** sub-section, which showcased the global biopharmaceutical industry, ranked sixth. *Xinmin Evening News* said that the sub-section served as a platform for leading global biomedical enterprises and cutting-edge technologies.

The seventh place went to the **Green Intelligent Home Appliances and Smart Home** special pavilion. The sub-section showcased new technologies and concepts for the next generation of home appliances and homes, xinhuanet.com said.

The **Cosmetics and Daily Products** sub-section was in eighth place. This special pavilion brought together world famous cosmetics brands, and held a “beauty contest”.

Shanghai Securities News focused on the innovative power of well-known brands such as Shiseido and L'Oreal.

The **Rehabilitation and Elderly Care** sub-section ranked ninth. Xinhuanet.com focused on more than 10 exhibitors exhibiting new equipment covering intelligent elderly care, anti-aging beauty and health maintenance.

The **Intelligent Transportation** sub-section, ranked 10th in popularity. Michelin, Bosch, Mobis and other top 500 and industry leading enterprises participated in the exhibition.

Ce.cn paid attention to the latest products and technologies in the field of roof systems and new energy vehicle electrification, while Faurecia brought “customized” exhibits for the Chinese market.

The **Digital Industry** sub-section ranked 11th in the popularity list. The exhibits in the sub-section were based on intelligent manufacturing and focused on industrial development trends such as high-speed and precision, flexible integration, personalized demand, large-scale complexes, green and energy-saving, customer customization, overall solutions and life-cycle management, according to the people.cn article.

The **Dairy Products** sub-section was 12th in terms of popularity. The *Economic Review* reported that the dairy section was very busy, and new product launch activities were held one after another.

The current CIIE saw a substantial increase in the display of nutritious dairy products.

The **Agricultural Products** sub-section ranked 13th in popularity list. Ce.cn reported that for the first time, the world's four largest grain producers — ADM, Bunge, Cargill and Louis Dreyfus — gathered to showcase new agricultural concepts, technologies and business methods, promoting innovative and sustainable development of the industry.

(II) Companies around the world joined the “CIIE Promise” and shared the fruits of the Chinese market opening

1. Top 100 exhibitors in six exhibition areas

Based on media coverage of exhibitors in the six exhibition areas, the Top 100 exhibitors in popularity were as follows:

Table 10: Top 100 exhibitors in the six exhibition areas

No.	Exhibitor	Popularity	Exhibition area
1	L'Oréal	39.27	Consumer Goods
2	Panasonic	30.71	Consumer Goods, Medical Equipment & Healthcare Products
3	Bayer	24.65	Medical Equipment & Healthcare Products
4	Siemens	24.19	Intelligent Industry & Information Technology, Medical Equipment & Healthcare Products
5	SAMSUNG	23.85	Intelligent Industry & Information Technology
6	Michelin	23.53	Automobile
7	Hyundai	23.22	Automobile
8	Tesla	21.78	Automobile
9	Danone	21.32	Food and Agricultural Products
10	Kia	19.98	Automobile
11	LEGO	19.83	Consumer Goods
12	Fosun Group	19.80	Medical Equipment & Healthcare Products, Trade in Services
13	Qualcomm	19.39	Intelligent Industry & Information Technology
14	TOYOTA	19.30	Automobile, Intelligent Industry & Information Technology
15	Fonterra	19.14	Food and Agricultural Products
16	AstraZeneca	18.13	Medical Equipment & Healthcare Products
17	Johnson & Johnson	18.05	Medical Equipment & Healthcare Products
18	SHISEIDO	17.93	Consumer Goods

19	Amorepacific	17.58	Consumer Goods
20	CHRISTIE'S	17.18	Trade in Services
21	GE	17.18	Intelligent Industry & Information Technology, Medical Equipment & Healthcare Products
22	Amazon	17.17	Trade in Services
23	Schneider	17.07	Intelligent Industry & Information Technology
24	Pfizer	17.01	Medical Equipment & Healthcare Products
25	Honeywell	16.93	Intelligent Industry & Information Technology
26	Ford	16.58	Automobile
27	Sotheby's	16.55	Trade in Services
28	Decathlon	16.55	Consumer Goods
29	ESTÉE LAUDER	16.34	Consumer Goods
30	Roche	16.23	Medical Equipment & Healthcare Products
31	Porsche	16.14	Automobile
32	BMW	16.04	Automobile
33	SGS	15.89	Trade in Services
34	Fancl	15.77	Medical Equipment & Healthcare Products
35	Daimle	15.74	Automobile
36	Microsoft	15.42	Intelligent Industry & Information Technology
37	Sanofi	15.13	Medical Equipment & Healthcare Products
38	GM	14.95	Automobile
39	P&G	14.86	Consumer Goods
40	Wilmar International	14.66	Food and Agricultural Products
41	THELAND	14.66	Food and Agricultural Products
42	PHILLIPS	14.55	Trade in Services
43	NU SKIN	14.34	Consumer Goods

44	MSD	14.29	Medical Equipment & Healthcare Products
45	Novartis	14.07	Medical Equipment & Healthcare Products
46	Kao	14.01	Consumer Goods
47	Volvo	13.97	Intelligent Industry & Information Technology
48	IKEA	13.87	Consumer Goods
49	Bright Food International Limited	13.76	Food and Agricultural Products
50	Abbott Laboratories	13.63	Medical Equipment & Healthcare Products
51	Omron	13.63	Intelligent Industry & Information Technology
52	Cargill	13.37	Food and Agricultural Products
53	Volkswagen	13.34	Automobile
54	KPMG	13.16	Trade in Services
55	Karcher	13.00	Consumer Goods
56	Philips	13.00	Medical Equipment & Healthcare Products
57	Audi	12.98	Automobile
58	Unilever	12.96	Consumer Goods
59	Delonghi	12.92	Consumer Goods
60	LVMH	12.89	Consumer Goods
61	Nestle	12.79	Food and Agricultural Products
62	ABB	12.55	Intelligent Industry & Information Technology
63	PWC	12.44	Trade in Services
64	Covestro	12.43	Intelligent Industry & Information Technology
65	GSK	12.35	Medical Equipment & Healthcare Products
66	Nissan	12.24	Automobile
67	Honda	12.23	Automobile
68	OCA	12.14	Consumer Goods

69	Hästens	12.08	Consumer Goods
70	Kering	12.07	Consumer Goods
71	Dole	12.06	Food and Agricultural Products
72	Orion	11.95	Food and Agricultural Products
73	Henkel	11.95	Consumer Goods
74	Jeep	11.86	Automobile
75	Mobis	11.79	Automobile
76	Oishi	11.76	Food and Agricultural Products
77	Beiersdorf	11.72	Consumer Goods
78	Deloitte	11.67	Intelligent Industry & Information Technology, Trade in Services
79	Chia Tai Group	11.66	Food and Agricultural Products
80	adidas	11.60	Consumer Goods
81	FILA	11.57	Consumer Goods
82	RWE	11.56	Trade in Services
83	3M	11.54	Intelligent Industry & Information Technology
84	Ernst & Young	11.52	Trade in Services, Automobile
85	DuPont	11.48	Intelligent Industry & Information Technology
86	Medtronic	11.43	Medical Equipment & Healthcare Products
87	SWAROVSKI	11.39	Consumer Goods
88	Takeda	11.30	Medical Equipment & Healthcare Products
89	Varian	11.30	Medical Equipment & Healthcare Products
90	NBA	11.29	Consumer Goods
91	Dow	11.20	Intelligent Industry & Information Technology
92	SKECHERS	11.18	Consumer Goods
93	Mondelēz International	11.09	Food and Agricultural Products

94	Boehringer-Ingelheim	11.05	Medical Equipment & Healthcare Products
95	Toshiba	10.92	Intelligent Industry & Information Technology
96	IAM	10.86	Consumer Goods
97	FAURECIA	10.85	Automobile
98	Mitsubishi	10.76	Intelligent Industry & Information Technology
99	Essilor	10.66	Medical Equipment & Healthcare Products
100	Texas Instruments	10.58	Intelligent Industry & Information Technology

From the perspective of **exhibitor popularity**, L'Oréal led with a popularity score of **39.27**, followed by Panasonic at **30.71** and Bayer at **24.65**.

In terms of the distribution of the **top 100 exhibitors in the six exhibition areas**, the Consumer Goods exhibition area had 26 exhibitors, ranking first; followed by the Medical Equipment & Healthcare Products exhibition area with 21; and the Intelligent Industry & Information Technology exhibition area ranked third with 19.

The Automobile exhibition area ranked fourth, with 18 exhibitors. The Food and Agricultural Products exhibition area ranked fifth, with 12 exhibitors.

The Trade in Services exhibition area ranked sixth with 11 exhibitors.

Panasonic, Siemens, GE and other enterprises set up booths in several exhibition areas.

2.Top 50 exhibitors in 13 sub-sections

Based on media coverage of exhibitors in the 13 sub-sections, the Top 50 exhibitors in terms of popularity were as follows:

Table 11: Top 50 exhibitors in the thirteen sub-section

No.	Exhibitor	Popularity	Pavilion
1	L'Oréal	22.34	Cosmetics and Daily Products
2	Panasonic	21.25	Green Intelligent Home Appliances and Smart Home
3	Siemens	20.38	Digital Industry
4	SAMSUNG	17.77	Integrated Circuit
5	Michelin	17.69	Intelligent Transportation
6	Qualcomm	17.56	Integrated Circuit
7	Fonterra	16.72	Dairy Products

8	AstraZeneca	16.06	Biological Medicine
9	SHISEIDO	15.90	Cosmetics and Daily Products
10	Amorepacific	15.80	Cosmetics and Daily Products
11	Fosun Health	15.34	Biological Medicine
12	GE	14.74	Digital Industry
13	Schneider	14.52	Energy Low Carbon and Environmental Protection Technology
14	Pfizer	14.50	Public Health and Pandemic Prevention
15	Honeywell	13.99	Energy Low Carbon and Environmental Protection Technology
16	Decathlon	12.31	Sporting Goods and Games
17	ESTÉE LAUDER	11.67	Cosmetics and Daily Products
18	Microsoft	11.43	Digital Industry
19	P&G	11.40	Cosmetics and Daily Products
20	Wilmar International	11.01	Agricultural Products
21	THELAND	10.98	Dairy Products
22	Kao	10.95	Cosmetics and Daily Products
23	Bright Food International Limited	10.71	Agricultural Products
24	Omron	10.62	Digital Industry
25	Siemens Healthineers	10.54	Public Health and Pandemic Prevention
26	Cargill	10.27	Agricultural Products
27	Karcher	10.21	Green Intelligent Home Appliances and Smart Home
28	De'Longhi	9.84	Green Intelligent Home Appliances and Smart Home
29	Siemens Energy	9.73	Energy Low Carbon and Environmental Protection Technology
30	Nestle	9.45	Dairy Products

31	ABB	8.62	Digital Industry
32	Covestro	8.52	Energy Low Carbon and Environmental Protection Technology
33	OCA	7.73	Sporting Goods and Games
34	Dole	7.50	Agricultural Products
35	Orion	7.12	Agricultural Products
36	Beiersdorf	6.82	Cosmetics and Daily Products
37	Deloitte	6.67	Energy Low Carbon and Environmental Protection Technology
38	Chia Tai Group	6.55	Agricultural Products
39	adidas	6.44	Sporting Goods and Games
40	FILA	6.32	Sporting Goods and Games
41	3M	6.27	Integrated Circuit
42	Ernst & Young	6.17	Intelligent Transportation
43	DuPont	6.13	Energy Low Carbon and Environmental Protection Technology
44	NBA	6.02	Sporting Goods and Games
45	Dow	5.95	Energy Low Carbon and Environmental Protection Technology
46	SKECHERS	5.92	Sporting Goods and Games
47	Boehringer-Ingelheim	5.64	Biological Medicine
48	Toshiba	5.45	Energy Low Carbon and Environmental Protection Technology
49	FAURECIA	4.94	Intelligent Transportation
50	GE Healthcare	4.76	Public Health and Pandemic Prevention

In the **13 sub-sections**, L'Oréal ranked first with a popularity score of 39.27, followed by Panasonic (30.71) and Siemens (24.19).

From the **top 50 exhibitors in the 13 sub-sections**, 8 exhibitors from the Low-carbon Energy and Environmental Protection Technology sub-section were listed first.

There were 7 exhibitors in the Cosmetics and Daily Products sub-section, which ranked second.

And there were 6 exhibitors in Agricultural Products and Sporting Goods and Games sub-section taking the third place.

Besides, there were 5 exhibitors in the Digital Industry sub-section, which ranked fourth.

The Integrated Circuit sub-section ranked fifth with 4 exhibitors. And the Green Intelligent Home Appliances and Smart Home, Dairy Products, Biological Medicine, Public Health and Pandemic Prevention sub-section were tied for sixth place. They all had 3 exhibitors each on the list.

The Intelligent Transportation sub-section had 2 exhibitors on the list, and ranked seventh.

3.Top 10 exhibitors in all exhibition areas

Based on the media coverage, the Top 10 exhibitors in popularity were as follows:

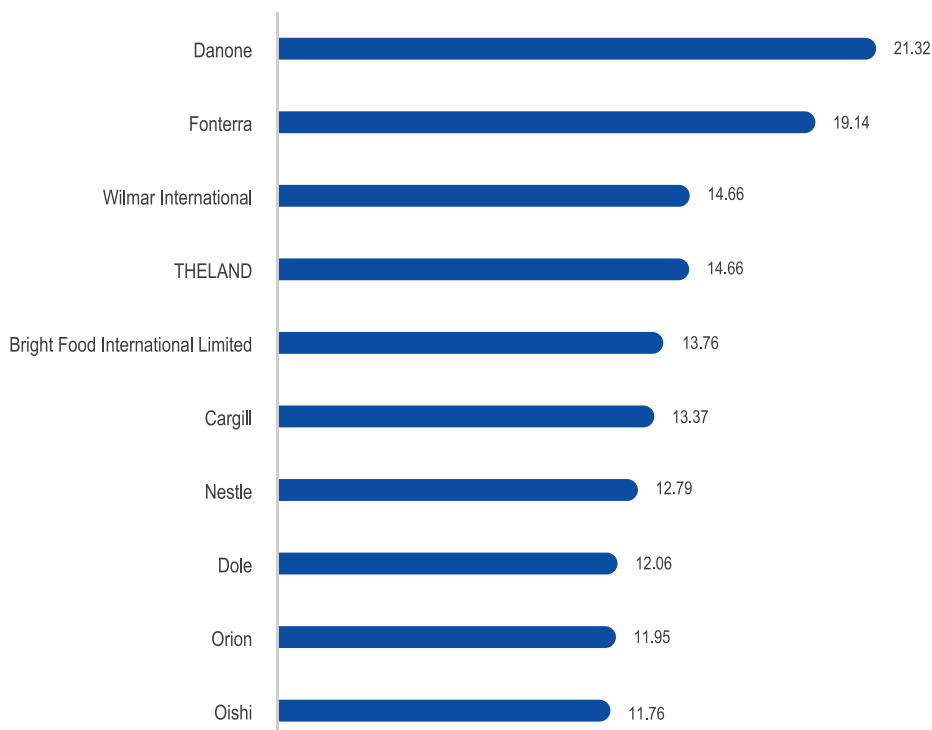


Figure 21: Top 10 exhibitors of Food and Agricultural Products exhibition area

In the **Food and Agricultural Products** exhibition area, Danone, a global Top 500 food enterprise, known as the “biggest fan” of the CIIE, ranked first with 21.32 in the popularity chart.

Themed by “Protecting the earth together, sharing health and common prosperity”, Danone brought nearly 140 advanced scientific research health food and low-carbon environmental protection solutions into the spotlight.

The *International Business Daily* focused on more than 20 new nutrition products specially brought to Chinese consumers, which could meet the nutritional needs of the whole life cycle.

At the same time, Danone’s “full vegetarian, smart”, “plant milk” and other products, as well as “Neocate’s full

link food allergy solution”, “low-carbon environmental protection solution” and “one-stop scientific feeding wisdom platform” became the focus of media such as the People’s Daily Client.

Fonterra, ranked second on the list, unveiled 10 new products at this year’s CIIE, including Anchor imported fresh milk, which was introduced to Asia for the first time, and Kapiti special cheese, which debuted in the Chinese market.

Besides, it signed cooperation letters of intent with Fresh Hema, China Southern Airlines, JD, Qiaochu, Douguo, MILKGROUND, Namchow, Ancient tea and other enterprises, launched green environmental protection projects with partners, which attracted media attention.

At the same time, Fonterra Group took the lead in signing up for the fifth CIIE before the opening of the fourth CIIE.

This move represented the confidence and expectation of many New Zealand export enterprises in the Chinese market, and was highlighted by *International Business Daily*.

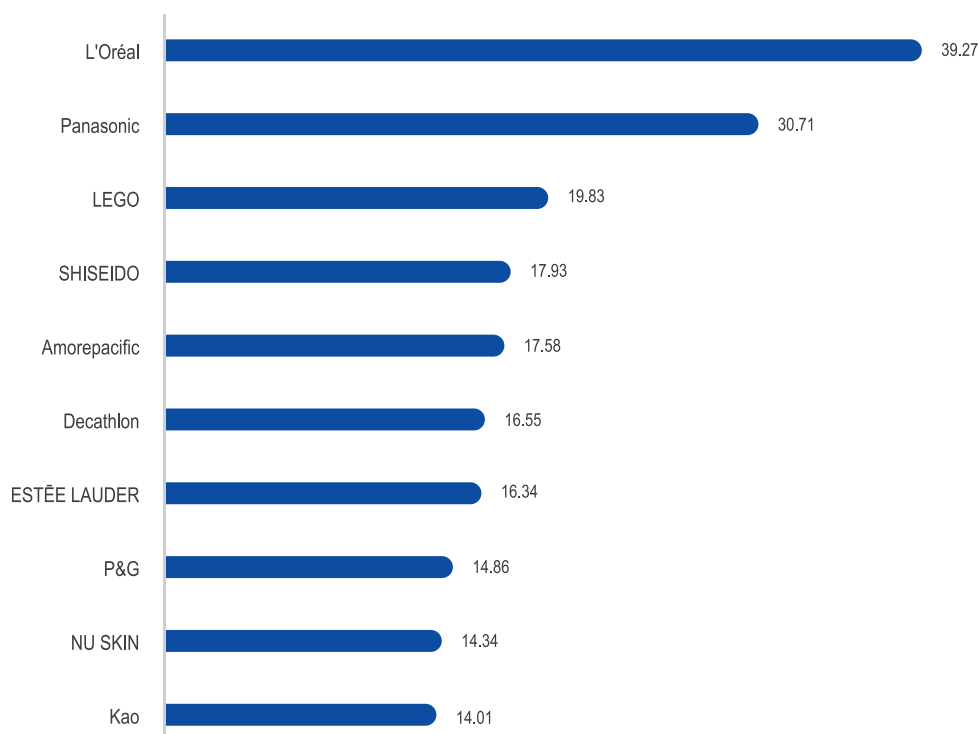


Figure 22: Top 10 exhibitors of Consumer Goods exhibition area

L'Oreal Group ranked first in the Consumer Goods exhibition area with 39.27 in the popularity chart. It attended the CIIE for the fourth time and was reappointed consecutively as the rotating chairman of the Council of Exhibitors Alliance of the Fifth CIIE.

The L'Oreal booth opening was attended by government leaders, industry guests and celebrities from all walks of life.

Many star friends and well-known bloggers gave full support through social media platforms, and a series of activities were staged around the group's theme of “Create beauty, make the world move”, which gained wide

media attention with one climax after another.

Its activities, such as creating a new paradigm of “Cloud shopping”, discussing “creating beauty” with star friends, holding the first “CIIE Talk” debate, cooperating with the CIIE exhibitors to enrich online and offline conversations, and with GQ to create “unconventional” social interaction content, also attracted media attention.

In addition, L’Oreal North Asia President and China CEO Fabrice told *China Economic Weekly* that: “The hosting of the CIIE not only demonstrates China’s economic strength and dynamic market atmosphere, but also demonstrates that China is a major country committed to leading the global economic recovery and sharing new development opportunities with the world.” This interview gained widespread media attention.

The popularity of **Panasonic** was 30.71, putting it in second place. As an enterprise that had never missed the CIIE, Panasonic brought a number of new products under the theme of “Boundless care, joyful body and mind, including Technics earphones, a laundry robot, the Noan Living Water TM technology, hydrogen fuel cells and an energy management system.

The products covered many life scenarios, and gained media focus.

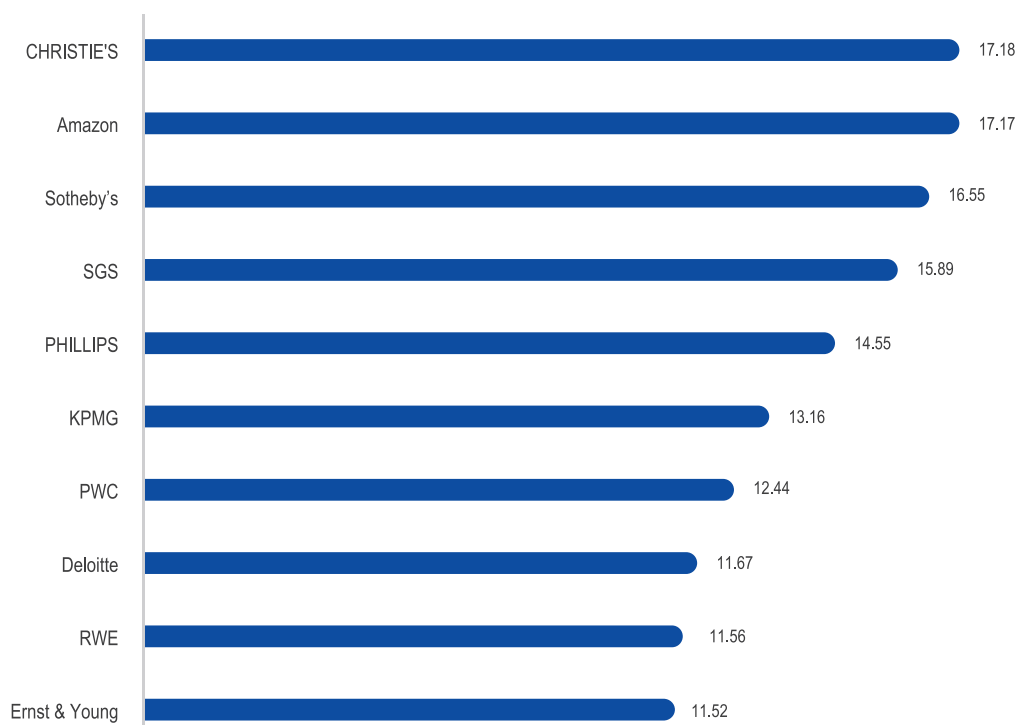


Figure 23: Top 10 exhibitors of the Trade in Services exhibition area

The **Trade in Services** exhibition area had a cultural tourism section for the first time, making it the most artistic and culturally rich exhibition area of the CIIE.

Among the exhibitors was **Christie's** which brought a batch of heavyweight cultural relics and art works to the CIIE, attracting wide attention and won the first place in the exhibition area with a popularity score of 17.18.

E-commerce giant **Amazon**, a first-time participant in the CIIE, ranked second with a score of 17.17. With the theme “Meeting the world with an Amazing box”, it demonstrated the innovative services of the Amazon Global Store to meet the diverse demands of Chinese consumers for cross-border online shopping, attracting media attention.

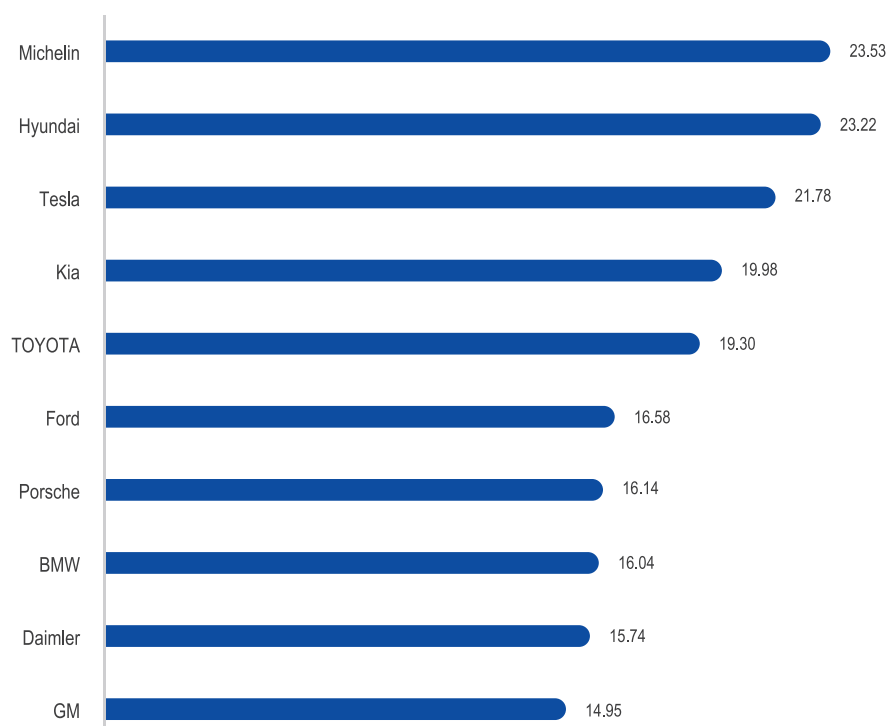


Figure 24: Top 10 exhibitors in the Automobile exhibition area

In the **Automotive** exhibition area, **Michelin's** MissionH24 was one of the first imported exhibits of the CIIE. With nearly half of the tire materials recycled, the hydrogen racing prototype showcased Michelin's latest innovation, demonstrating Michelin's support for a green and low-carbon vision, which was highlighted by Xinhua News Agency and other media. Meanwhile, media focused on Michelin China president and CEO Kamran Vossoughi, who said, "The CIIE is not only a platform for trade and investment, but also a window for multi-party dialogue and communication," which prompted Michelin's popularity score to 23.53, ranking the first place in the Automobile exhibition area.

Hyundai ranked second in popularity with a score of 23.22. Xinhua News Agency and other media reported that in the Hyundai Motor Group booth, except for a fuel imported car, the rest of the vehicles were all powered by new energy. The vehicles included a hydrogen unmanned transport concept car, a hydrogen fuel cell SUV and a high-tech intelligent pure electric vehicle.

Li Hongpeng, the vice-president of Hyundai Motor Group China, said Hyundai is firmly committed to the development path of hydrogen and electricity in China.

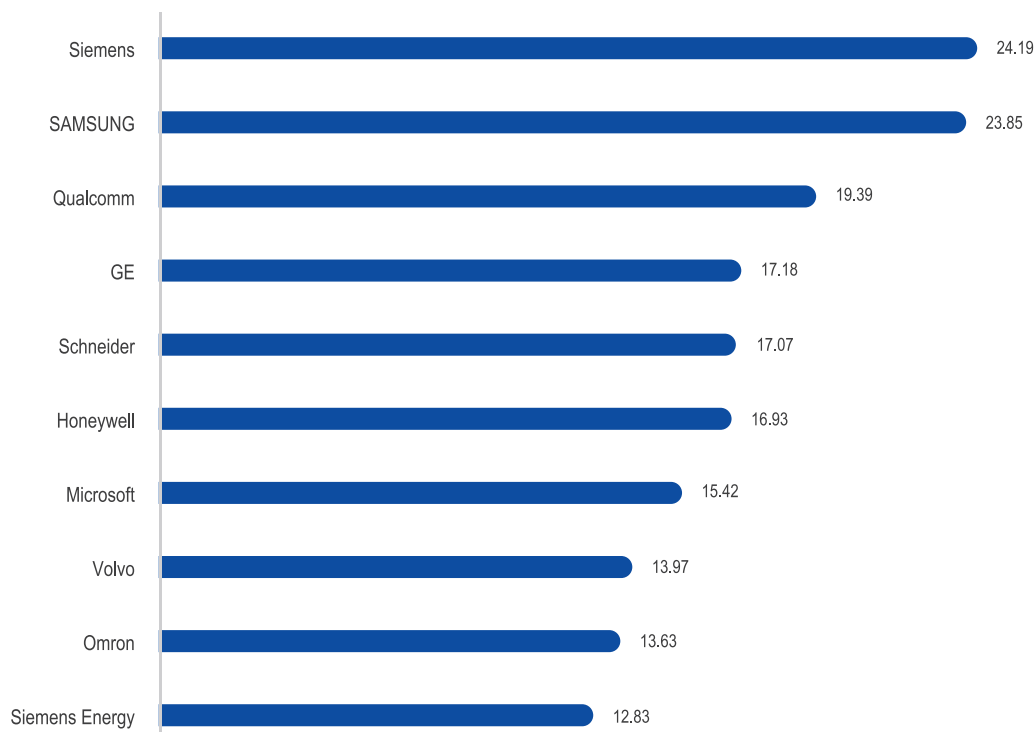


Figure 25: Top 10 exhibitors of Intelligent Industry & Information Technology

In the **Intelligent Industry & Information Technology** exhibition area, **Siemens** had a popularity score of 24.19, putting it in first place.

Siemens demonstrated a series of applications of its digital innovation technology in intelligent manufacturing, intelligent infrastructure, intelligent transportation and the industrial Internet of Things, and demonstrated the great potential of digital technology through numerous co-creation cases with Chinese enterprises.

At the same time, Xiao Song, the global executive vice-president, Chairman and CEO Siemens China, spoke to Xinhua News Agency and other mainstream media interview, and emphasized the vision of Siemens at this exhibition, while effectively promoting Siemens' vision.

The world's leading semiconductor company, **Samsung**, moved from the Consumer Goods exhibition area to the Intelligent Industry & Information Technology exhibition area for the first time, attracting considerable media attention and ranking second with 23.85 popularity

At the CIIE, Samsung exhibited products equipped with advanced technologies such as televisions, mobile phones, refrigerators, washing machines and monitors, as well as semiconductor components.

A number of new products were the focus of attention and received positive media coverage.

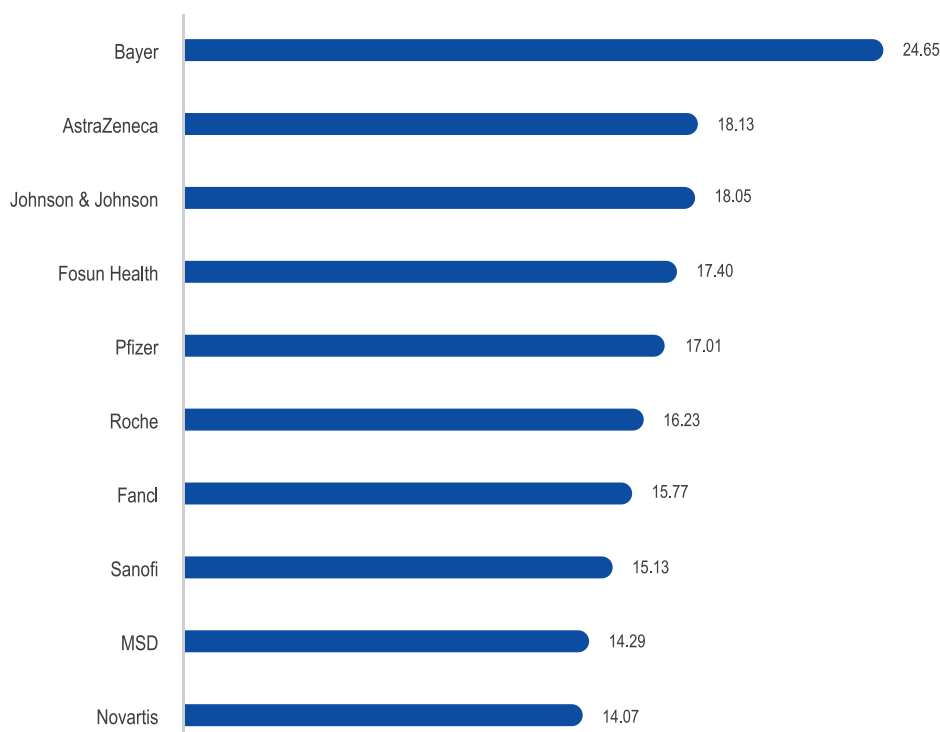


Figure 26: Top 10 exhibitors of Medical Equipment & Healthcare Products

In the **Medical Equipment & Healthcare Products** exhibition area, **Bayer**, the world's leading life science enterprise, won the first place with a 24.65 popularity score. Bayer's three business segments — prescription drugs, health consumer goods and crop science — made their debut at the CIIE, attracting wide media attention. Xinhuanet.com published an article titled "Bayer accelerates the pace of agricultural innovation, digitization and sustainable development at the 4th CIIE", and introduced the company's products. Words such as "innovative medicine" and "benefiting the people" became the focus of public attention.

AstraZeneca came in second place with a popularity score of 18.13. Its 1,000-square-meter main booth was highlighted by the media. The theme of the booth was "Setting a new course, Building a new ecology together", and it showcased AstraZeneca's 28 years of development in China.

It also united for the first time with government, industry, academia, research, medicine, investment and other cross-boundary partners to jointly demonstrate the multi-level health innovation ecosystem, and how it accelerates local innovation to serve China and benefit the world.

4. Top 10 exhibitors of all sub-sections

Based on the media coverage, the top 10 exhibitors of the 13 sub-sections were as follows:

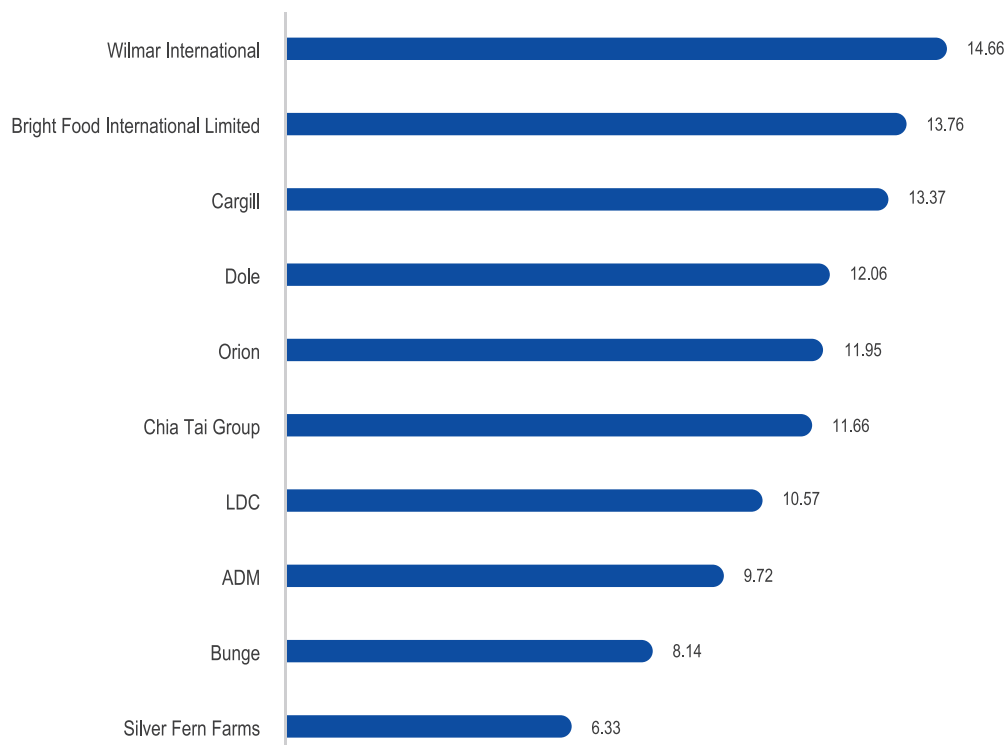


Figure 27: Top 10 exhibitors of the Agricultural Products sub-section

In the **Agricultural Products** sub-section, **Wilmar International**, an “old friend” of the CIIE, gained media attention with its high-end organic brand YOJI, other health products, and the central kitchen project WKitchen. It was first in the popularity list of the sub-section with a popularity score of 14.66.

Bright Food International Limited ranked second in the regional popularity list with a score of 13.76. The modern kitchen and world pasture and “agricultural imported technology and equipment” were the focus of the media.

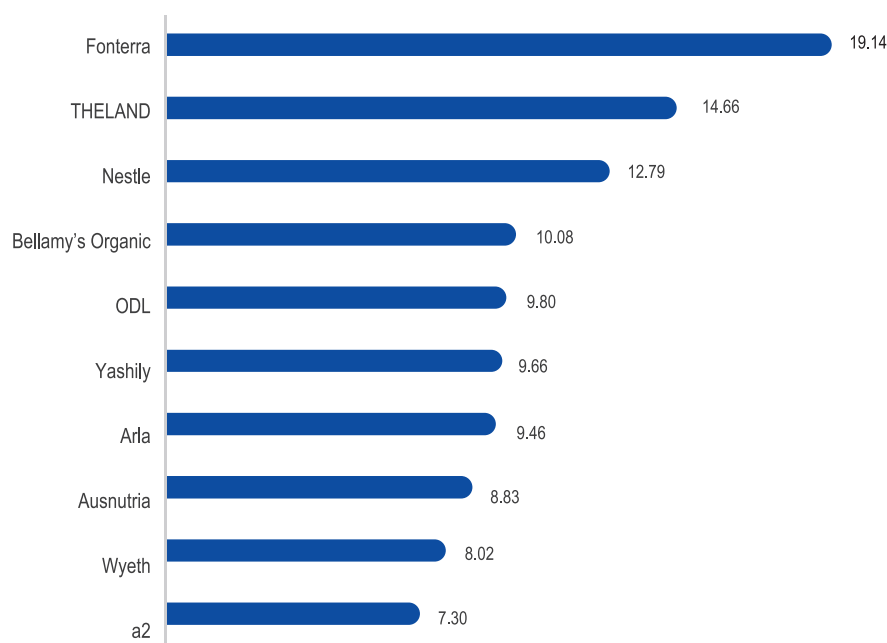


Figure 28: Top 10 exhibitors of the Dairy Products sub-section

In the **Dairy Products** sub-section, **Fonterra** was first with a score of 19.14. Its “Anchor imported fresh milk” and “Kapiti special cheese” attracted media attention. Fonterra’s CFO for Greater China, Akshay Aggarwal, said CIIE would help the company gain more local corporate customers, according to Xinhua News Agency.

This year, enterprises which made their debut in Asia, also locked up the fifth CIIE in advance, signing “future contracts”.

THELAND ranked second in the popularity chart of the sub-section, with a score of 14.66.

The world’s first low-carbon ecological traceable “grass-fed pure milk” and the first transparent “low-carbon supply chain traceability” in the dairy industry became the focus of the media.

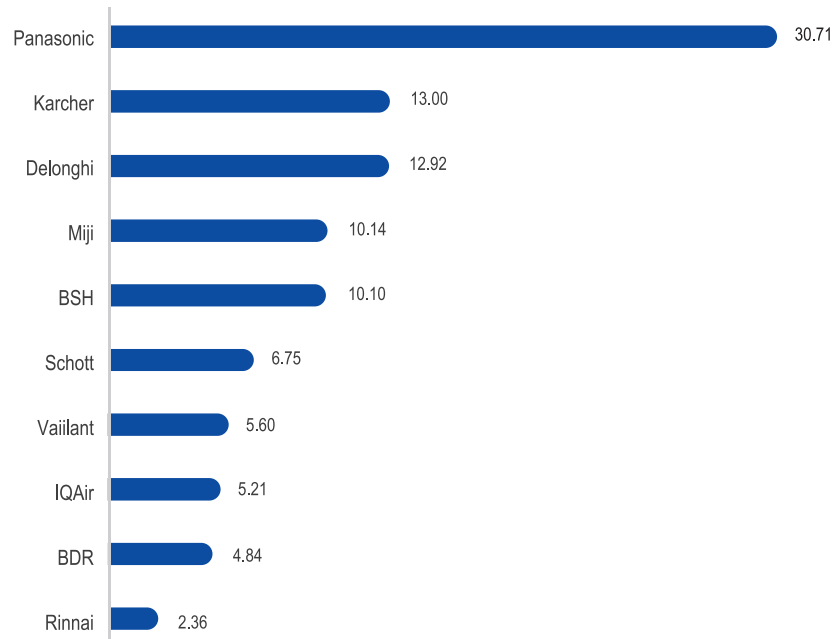


Figure 29: Top 10 exhibitors of the Green Intelligent Home Appliances and Smart Home sub-section

In the **Green Intelligent Home Appliances and Smart Home** sub-section, **Panasonic** was top with a score of 30.71.

Its “Technics earphone”, “laundry robot”, “Noan living water TM technology” and other green intelligent new products attracted media reports.

Karcher was the second most popular in the sub-section with a score of 13.00. The world’s first AI-aware intelligent cleaning robot, as well as a number of cleaning and black technology products such as FutureTech Future Technology and automatic gantry car washing robot, were covered by Dragon TV and other media.

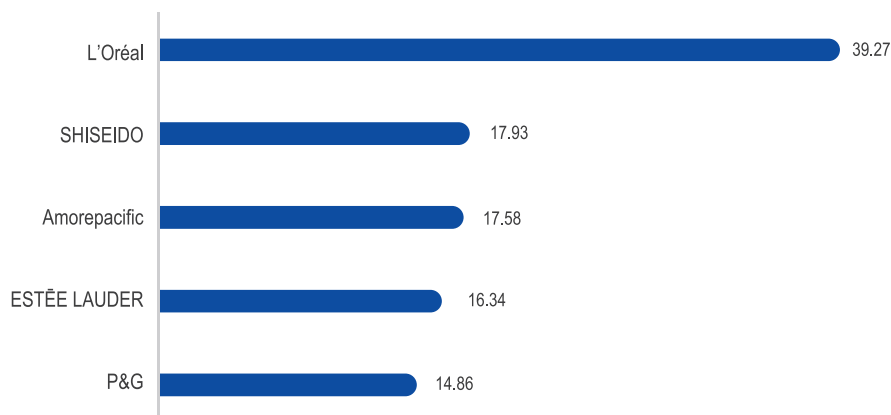


Figure 30: Top 10 exhibitors of the Cosmetics and Daily Products sub-section

In the **Cosmetics and Daily Products** area, **L'Oreal** won the first place with a large advantage, and a popularity score of 39.27.

At the CIIE, L'Oreal's five new products were unveiled.

The "lipstick printer that can print thousands of colors", "the water-saving shampoo and hair care device with water saving up to 80%" and other "black technology" new products made their debut at the CIIE, attracting many exhibitors.

SHISEIDO made a dazzling debut with its super skin beauty technology called "Second skin technology", its new oral beauty brand Inryu, the pure skin care brand Drunk Elephant, and more than 10 new products representing its 13 popular brands.

It attracted a lot of media attention and got a popularity score of 17.93, giving it second position in the sub-section.

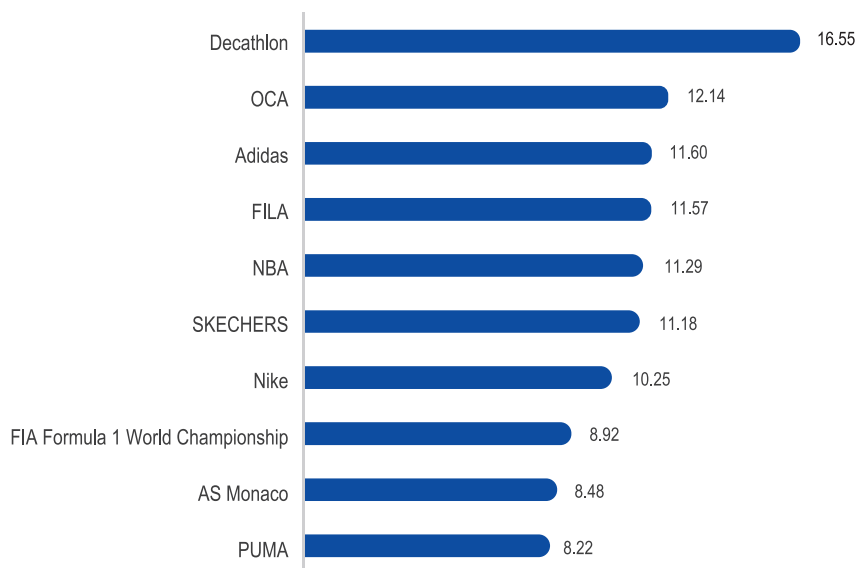


Figure 31: Top 10 exhibitors of the Sporting Goods and Games sub-section

In the **Sporting Goods and Games** sub-section, **Decathlon** won media attention with its “immersive complete skiing solution to help more Chinese participate in ice and snow sports”. It ranked first in the popularity list of the sub-section with a popularity score of 16.55.

The **Olympic Council of Asia (OCA)**, which entered the CIIE for the first time, ranked second in the popularity list of the sub-section with a popularity score of 12.14. The emblem, mascots, torches, music works and licensed products on display of the 19th Asian Games Hangzhou 2022 became hot topics in media reports.

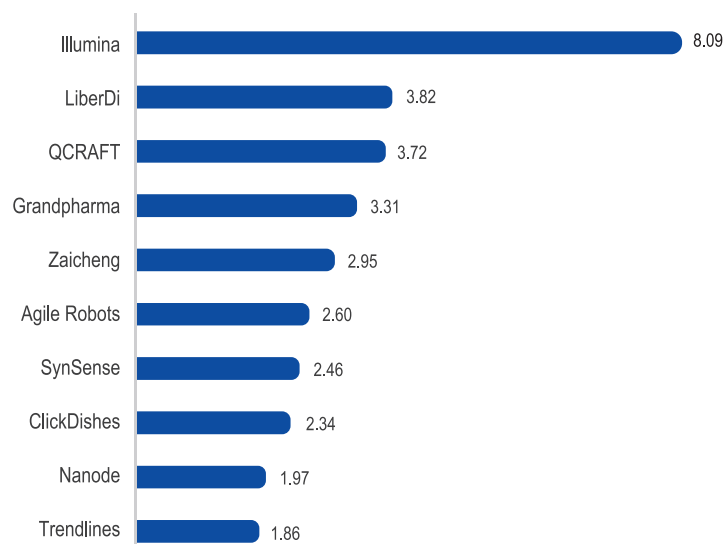


Figure 32: Top 10 exhibitors of the Innovation Incubation sub-section

In the **Innovation Incubation** area, **Illumina**, the global leader in gene sequencing and chip technology, joined hands with its Chinese gene sequencing industry “circle of friends” to jointly present the CIIE this year. It displayed new applications, new breakthroughs and new cooperation in the field of life science and gene testing, which attracted the attention of the media and the public. It ranked at the top of the popularity chart for the sub-section.

In this year's CIIE, The Israeli company **LiberDi** took part in the expo with portable peritoneal dialysis device, which attracted attention from all sides and ranked second in the sub-section.

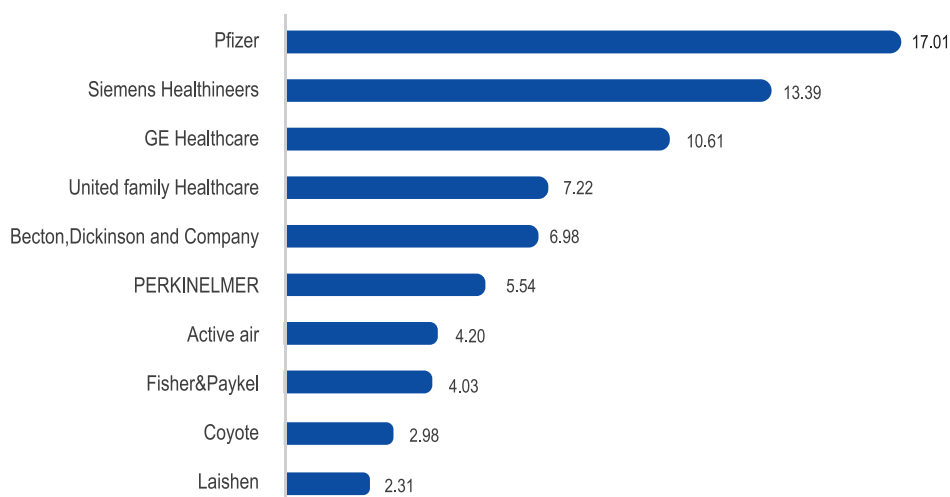


Figure 33: Top 10 exhibitors of the Public Health and Pandemic Prevention sub-section

In the **Public Health and Pandemic Prevention** sub-section, **Pfizer** participated in the exhibition with the theme of “New Pfizer, New Journey”. It displayed its breakthrough and innovative products in tumor, vaccine, anti-infection, inflammation and immunity, and rare diseases in an all-round way.

It attracted a lot of media coverage, and ranked the first in the popularity chart with a score of 17.01.

Siemens Healthineers presented its first exhibition of products and innovative technologies covering cancer diagnosis and treatment, telemedicine, public health construction and other fields, attracting the attention of Xinhua News Agency and other media. It won the second place in the popularity chart for the sub-section.

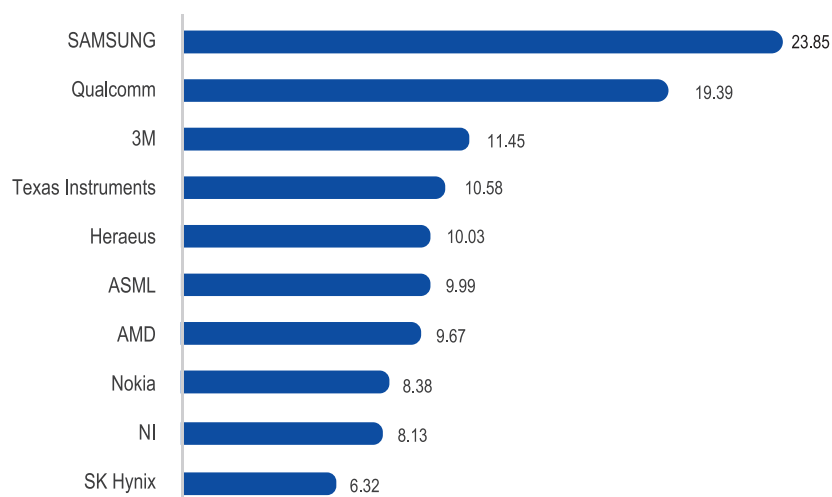


Figure 34: Top 10 exhibitors of the Integrated Circuit sub-section

In the **Integrated Circuits** sub-section, **Samsung** introduced a number of products, including a 200-megapixel image sensor, and topped the list with a popularity score of 23.85. Many media commented that Samsung's technologies and products exhibited at the CIIE not only brought together many of its own cutting-edge technologies and demonstrated the multinational corporation's first-class R&D and innovation strength, but that this also coincided with the trend of Chinese economic and social development in many aspects.

Under the theme of “Let's Connect a Better Future — 5G to Everything”, **Qualcomm** participated in the exhibition for the fourth consecutive year, highlighting the application of 5G, AI, XR, intelligent Internet of Things and other cutting-edge technologies, as well as its achievements with Chinese partners in related industries.

This was reported by People's Daily Client, huanqiu.com and other media. The company ranked second with a score of 19.39 in the popularity chart.

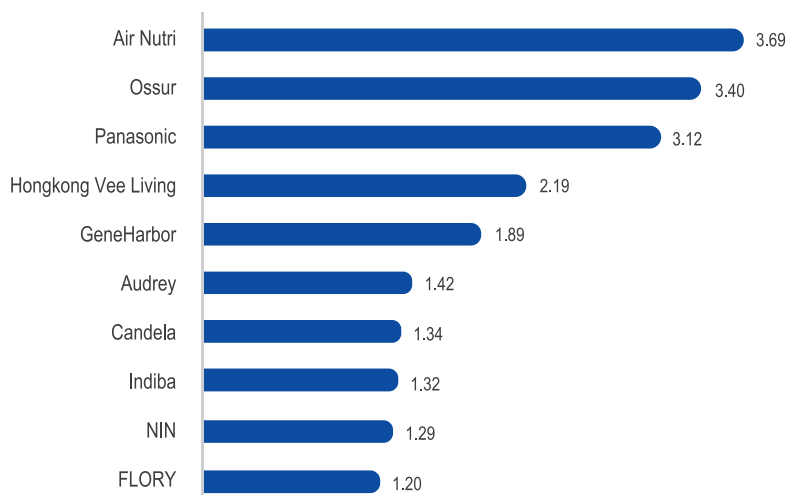


Figure 35: Top 10 exhibitors of the Rehabilitation and Elderly Care sub-section

In the **Rehabilitation and Elderly Care** sub-section, Canada **Air Nutri** Group, with the new “Empower Life” as its theme, focused on the cutting-edge health concept of “Life and Energy”. It brought a number of global leading scientific and technological innovation achievements, becoming the champion of the sub-section.

Ossur, an Icelandic company that makes prosthetic and orthopedic devices, ranked second in the sub-section.

Sun Bianbian, runner-up in the Road Cycling race at the Tokyo Paralympics, completed an extreme challenge -- tightrope walking at the Guangzhou Tower using an Ossur artificial limb.

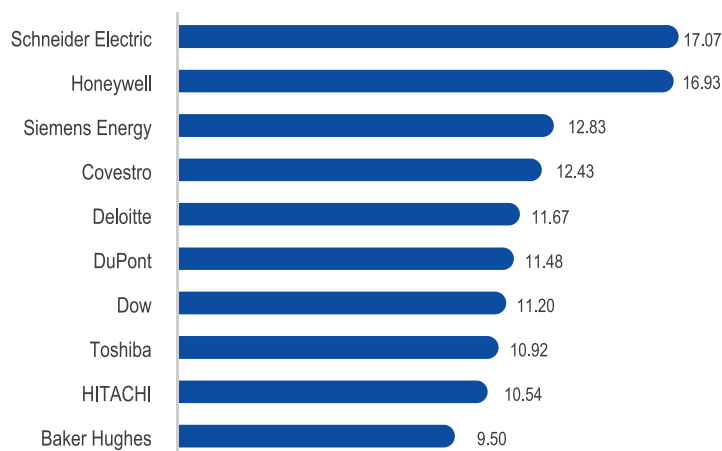


Figure 36: Top 10 exhibitors of the Low-carbon Energy and Environmental Protection Technology sub-section

In the **Energy Low Carbon and Environmental Protection Technology** sub-section, **Schneider Electric** shone with a popularity score of 17.07 to win the first place in this sub-section.

This year, Schneider Electric demonstrated a series of leading practices and technologies related to the

“zero carbon city”, including Schneider Electric’s own “zero carbon factory” and “lighthouse factory” and other achievements. It also demonstrated the end-to-end green supply chain, “zero carbon park” and other low-carbon business models.

It became the focus of media reports to provide reference for Chinese progress towards sustainable development.

Honeywell exhibited a number of high-tech products and solutions in intelligent manufacturing, air transportation, healthy buildings, new retail and logistics, and won positive coverage from *People's Daily*, Xinhua News Agency and other media. It ranked second with a popularity score of 16.93.

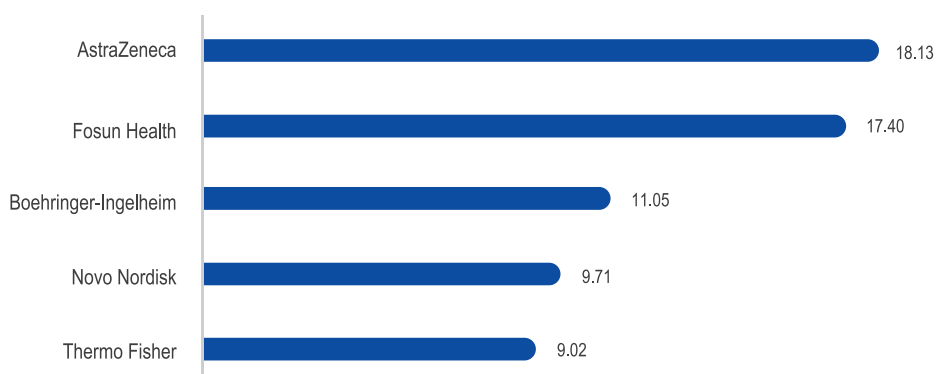


Figure 37: Top 10 exhibitors of the Biological Medicine sub-section

In the **Biological Medicine** sub-section, **AstraZeneca** was ranked first with a popularity score of 18.13. Meanwhile, Baidu Health, Pingan Health and other domestic Internet medical platforms announced formal strategic cooperation with AstraZeneca, which attracted wide attention.

Fosun Health ranked second in the category. And keywords such as “anti-cancer drug costing 120,000 yuan” and “Da Vinci surgical robot” were popular.

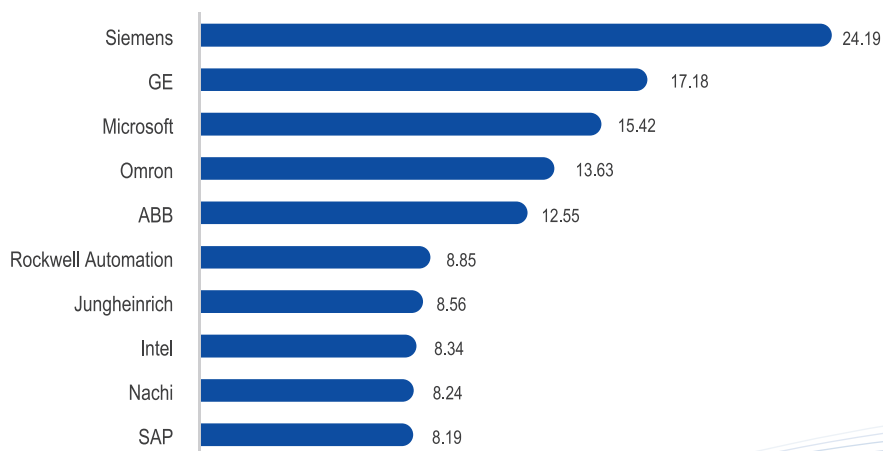


Figure 38: Top 10 exhibitors of the Digital Industry sub-section

In the **Digital Industry** sub-section, **Siemens** was outstanding and occupied the top spot by a large margin.

Various media reported that Xiao Song, the global executive vice-president of Siemens, and chairman, president and CEO of Siemens China, said President Xi constantly emphasized the openness and cooperation in the last three CIIEs.

He showed to the world that China is willing to share development opportunities and achieve win-win results with the world with its huge market and constantly improved business environment, which strengthened Siemens' confidence in staying rooted in China.

GE exhibited the latest technologies and products such as the Energy Transformation Sand table and RISE technology verification project for the first time, which attracted media attention. The company ranked second in the popularity list of the sub-section with a popularity score of 17.18.

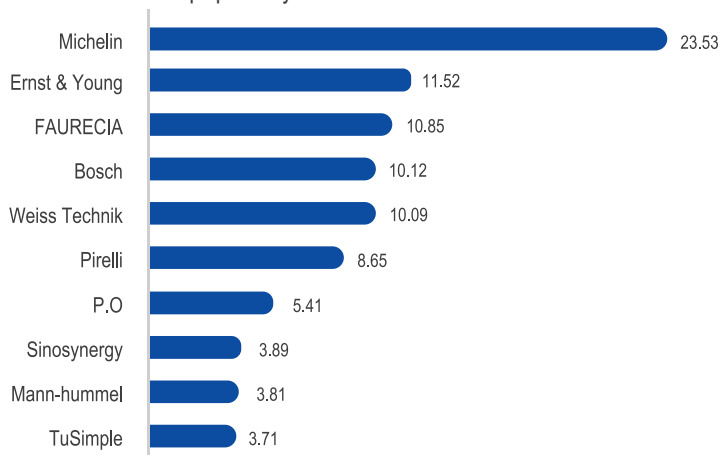


Figure 39: Top 10 exhibitors of the Intelligent Transportation sub-section

In the **Intelligent Transportation** sub-section, **Michelin** exhibited many “cases” of intelligent transportation and smart city development with smart plans.

The signing of strategic cooperation agreement with “ZTO Freight” and “ANE” was highlighted by the media, which promoted its popularity score to 23.53, ranking it first in the sub-section.

Ernst & Young, which participated in the CIIE for the fourth time, made a breakthrough by using dual booths to highlight science and technology and the future. Its popularity score was 11.52.

■ (III) First show of 'best goods' fully demonstrates the unlimited opportunities of the Chinese market

1.Top 50 exhibits

According to media coverage statistics, the popularity of exhibits was as follows:

Table 12: Top 50 exhibits

No.	Exhibitor	Exhibit	Popularity
1	L'Oréal	YSL intelligent color toner	15.79
2	Bright Food International Limited	The king of tuna	15.52
3	Bayer	Continuous glucose monitoring system	15.10
4	Michelin	MissionH24 racing	15.06
5	Omron	Table tennis coach robot	14.64
6	Hidenori Ota	Yayoi Kusama Pumpkin	13.71
7	SHISEIDO	Clean beauty skincare brand Drunk Elephant	13.29
8	Hyundai	Hydrogen-powered intelligent unmanned transport vehicle	13.06
9	Sotheby's	Zhang Daqian Weijiang River	12.68
10	Karcher	The third generation of the AI intelligent cleaning robot	12.47
11	Dole	Zhuying red pear	12.28
12	L'Oréal	Water-saving shampoo and hair care	12.13
13	Hyundai	Chinese version of the hydrogen fuel battery vehicle NEXO	12.10
14	Kia	Emergency rescue vehicle	11.87
15	Schneider	Zero carbon city	11.76
16	Kia	Kia EV6	11.69
17	Decathlon	Innovative snowboard	11.60
18	Sotheby's	Monet - Little Ellie's Cape	11.32
19	BSH	Bosch sterilizer and deodorizer	11.19
20	TOYOTA	Hydrogen car Mirai	11.06
21	FASTRETAILING	3D giant knit dress	10.91
22	Bayer	The new prostate cancer drug NUBEQA	10.55
23	Hyundai	Urban air travel model	10.41
24	LEGO	LEGO Monkie Kid's Staff Creations	10.17
25	MATRO GBJ	Gem cars	10.12
26	Fancl	Intelligent physical examination machine	10.08

27	Panasonic	Noan living water	9.98
28	IAM	Boiled water machine	9.97
29	SAMSUNG	200 megapixel mobile image sensor	9.91
30	Sotheby's	Giacometti Bust of Diego	9.91
31	Decathlon	Quick opening universal roof top tent	9.89
32	Panasonic	Technics headphones	9.88
33	CHRISTIE'S	Modigliani - Beatrice Hastings devant une Porte	9.82
34	TOYOTA	Brand new pure electric concept car bz4x	9.80
35	MSD	The oral anti-COVID-19 drug molnupiravir	9.70
36	SHISEIDO	Super skin beauty technology "second skin technology"	9.55
37	Covestro	Low carbon footprint chemical raw materials	9.38
38	Hyundai	Large high-end family SUV Parisade	9.25
39	Qualcomm	5G terminal based on Snapdragon 888/888 Plus mobile platform	9.17
40	VERTU	The new 4G Cobra phone	9.07
41	BMW	BMW iX	8.84
42	IKEA	"Chinese New Year" KUNGSTIGER series	8.77
43	Essilor	Automatic optometry biometric instrument	8.51
44	BMW	BMW i4	8.48
45	Epson	Cycling low-carbon printer	8.44
46	Jeep	Wrangler Altitude	8.40
47	FILA	Professional ski wear	8.28
48	TOYOTA	COASTER hydrogen engine Welcab	8.20
49	Fosun Health	mRNA COVID-19 vaccine	8.15
50	P&G	Air capsule	8.02

Among the many exhibits, YSL intelligent color toner topped the list with a popularity score of 15.79, followed by The king of tuna (15.52), and Continuous glucose monitoring system (15.10).

The top 20 exhibits also included the following: MissionH24 racing, Table tennis coach robot, Yayoi Kusama Pumpkin, Clean beauty skincare brand Drunk Elephant, Hydrogen-powered intelligent unmanned transport vehicle, Zhang Daqian *Weijiang River*, The third generation of AI intelligent cleaning robot, Zhuying red pear, water-saving shampoo and hair care, the Chinese version of the hydrogen fuel battery vehicle NEXO, Emergency rescue vehicle, Zero carbon city, Kia EV6, Innovative snowboard, Monet - *Little Ellie's Cape*, Sterilizer and deodorizer, Hydrogen car Mirai.

Most of the Top 50 exhibits were close to daily life and in line with the national carbon neutrality initiative.

Statistics show that many products made their “China debut” and “world premiere” at CIIE, and attracted a lot of attention from the media that helped them stand out from others.

2.Popularity ranking of new products

The fourth CIIE set up a new product and service launch platform from November 6 to 8, and dozens of new product release conferences were held.

Outstanding enterprises in 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 represented new development trends of the future.

The popularity of the new products was based on statistics of media coverage of the exhibitors:

Table 13: Popularity ranking of new products

No.	Exhibitor	Exhibits	Popularity	Debut in China, in Asia or in the World
1	L'Oréal	TAKAMI, YSL intelligent color toner	11.88	Debut in China, Debut in Asia
2	Panasonic	5kW pure hydrogen fuel cell, Cold, heat and electricity triple supply solution using hydrogen fuel cells, Noan living water	11.25	Debut in world, Debut in China
3	Karcher	Karcher 3rd Generation of AI ROBOT SCRUBBER CLEANER	10.74	Debut in world
4	Decathlon	Quick opening universal roof top tent	9.90	Debut in world
5	Covestro	Low carbon footprint polyurethane and polycarbonate products	9.45	Debut in Asia
6	Volvo	Volvo unmanned electric wheel loader concept machine Zeux, Volvo's first localized flagship FH heavy-duty truck	9.20	Debut in world, World offline premiere and Debut in China
7	Dole	Dole Belgium Zhuying red pear	9.02	Debut in Asia
8	IKEA	“Chinese New Year” KUNGSTIGER series new product	8.77	Debut in world
9	Siemens	High-end PET/CT Biograph Vision Quadra, NAEOTOM Alpha photon counting CT technology, Clinical research dual-mode 7T magnetic resonance MAGNETOM Terra, 80cm super aperture superconducting magnetic resonance MAGNETOM Free. Max	8.77	Debut in world, Debut in China
10	SHISEIDO	INRYU new oral beauty brand, Urban Environment Triple Benefits Sun Dual Care	8.67	Debut in world

11	FILA	PRO SKI COLLECTION	8.13	Debut in world
12	Medtronic	Percept PC Neurostimulator/Percept PC, rhBMPQ-2 Infuse™ Bone Graft/Infuse™ bone repair material, Cardioblate® CryoFlex™ Cryoablation system, GI Genius™ Intelligent endoscope module	7.54	Debut in China
13	Varian	AI highly automated contactless cancer radiotherapy center	7.32	Debut in world
14	Johnson Controls	Johnson Controls OpenBlue zero-carbon building solution	7.13	Debut in Asia
15	Jungheinrich	New energy tractor EZS 7280	7.02	Debut in Asia
16	BSH	Bosch sterilizer and deodorizer	6.71	Debut in world
17	Beiersdorf	NIVEA LUMINOUS630	6.62	Debut in Asia
18	Kao	SEASAI	6.33	Debut in world
19	Accenture	White paper on low-carbon transformation of Chinese energy enterprises: innovative technologies unlock sustainable new value	6.31	Debut in world
20	Ernst & Young	Ernst & Young Enterprise Carbon Management Suite, Ernst & Young blockchain audit platform	6.25	Debut in Asia, Debut in China
21	ABBOTT LABORATORIES	LibreLinkUp APP	6.10	Debut in China
22	Rémy Cointreau	Rémy Cointreau group champagne brand and new whisky, Telmont Blanc de Blancs 2006 Vintage Champagne, Telmont Réserve Rosé, Telomont Réserve Brut, Bruichladdich Black Art 1992 Edition: 09.1 / 29 Aged Years Unpeated Islay Single Malt Scotch Whisky, Bruichladdich Octomore 12.1 Super-Heavily Peated Islay Single Malt Scotch Whisky	5.56	Debut in China
23	THELAND	THELAND grass-fed milk	5.44	Debut in world
24	Microsoft	Windows 11, Microsoft Ocean Plastic Mouse	5.42	Debut in China
25	Deloitte	Deloitte Innovative solutions to “climate change and sustainable development”	5.33	Debut in world
26	KaVo	DTX Studio™ digital clinic ecosystem, SPARK™ stealth correction upgrade system, X-guide™ 3D dynamic planning navigation	5.22	Debut in Asia, Debut in China
27	RWE	RWE TÜV Carbon emission intelligent simulation operation model	4.96	Debut in world
28	Boston Scientific	PFA system FARAPULSE, the world's first steam thermotherapy ablation system rezūm, Iteratively upgrading products of left atrial appendage occluder WATCHMAN® FLX	4.94	Debut in Asia, Debut in China

29	Trumpf	One-stop laser processing solution for new energy vehicles	4.85	Debut in Asia
30	Thermo Fisher Scientific	Gibco™ CTS™ Xenon™ Large volume cell electrotransfection system, Applied Biosystems™ QuantStudio™	4.78	Debut in world, Debut in Asia
31	PerkinElmer	explorer™ G3 One-stop platform for innovative vaccine research and development	4.69	Debut in China
32	Chongde	Chongde new energy vehicle ground intelligent charging system	4.58	Debut in China
33	SGS	SGS Green and sustainable testing solutions for consumer products	4.55	Debut in world
34	Cargill	Cargill Beijiang functional snacks, Cargill "PetMaster®" immune functional pet food, Cargill Beauty red seaweed extract, Cargill "Truvia®" stevia sugar substitute full range of products, Cargill "PlantEver™" plant sweet "cod fish", Golden Crisp Meat (Vegetable protein products), Cargill "Socfat®" clean frying oil	4.44	Debut in Asia
35	Grundfos	Grundfos Yushuizhi intelligent monitoring platform	4.30	Debut in China
36	Pernod Ricard	Pernod Ricard Church Road debut in China	4.23	Debut in China
37	Accuray	A new generation of radiosurgery robot CyberKnife and CT-guided synchronous tracking spiral tomography radiotherapy system	4.22	Debut in Asia
38	Johnson & Johnson	HAD PK with DYNACORD Suture, Stratafix Spiral Plus	4.22	Debut in China
39	Richemont	World debut of Alaïa's new designer collection	4.01	Debut in world
40	Edrington	Edrington Group Macallan Red Collection	3.81	Debut in Asia
41	PwC	PwC Digital Maker	3.79	Debut in world
42	Smith+Nephew	Smith+Nephew PICO◇7 disposable negative pressure device and protective wound dressing	3.78	Debut in China
43	CBRE	CBRE Build - Virtual building exploration platform	3.77	Debut in Asia
44	GL events	Urban exhibition "digital carbon neutral" development solutions	3.67	Debut in Asia
45	KPMG	KPMG intelligent evaluation tracking system of regional business environment	3.65	Debut in world
46	Novozymes A/S	DSM Ronozyme series of feed enzymes	3.63	Debut in world

47	Philips	Spectral CT7500、Azurion 7M20 with FlexArm Combined operating room system, EPIQ CVx, emergency and severe cases solutions, Smart hospital operation management, Sonicare Portable electric floss, Zoom! tooth whitening gel	3.62	Debut in China
48	Xylem	Xylem EXO2-S multi-parameter water quality monitoring platform	3.40	Debut in world
49	Sekisui	S-LECTM PVB, water anti-virus series products	3.33	Debut in China
50	Chia Tai Group	Chia Tai Group MEAT ZERO plant-based products	3.25	Debut in China
51	Louis DreyfusCompany	Packaging oil new series	3.24	Debut in world
52	Dun&Bradstreet	Dun&Bradstreet global digital intelligence supply chain solutions	2.75	Debut in world
53	Fancl	New and upgraded inner fat support, collagen jelly, immune support	2.50	Debut in Asia
54	Air Natural Capacity Solution GmbH	Active Light Home biophoton-targeted rehabilitation system, German PMT intelligent wearable biological therapy instrument	2.47	Debut in China
55	NACHI	Factory intensive gear compound processing machine GMS100, AquaREVO microbit, ZT screw tap, Energy saving hydraulic valve SS/SA-G01-40, NSPI energy saving hydraulic station, MZ10LF-01 lightweight robot capable of moving 10 kg	2.37	Debut in world
56	Alfa Laval	Alfa Laval new generation of high efficiency plate heat exchanger T21 series	2.29	Debut in Asia
57	Diageo	Diageo special releases series	2.02	Debut in world
58	Dow Chemical	Solution for synthetic leather vehicles	1.98	Debut in Asia-Pacific
59	Savills	"Savills" value-added service	1.97	Debut in world
60	Majorel	Majorel customer experience management solutions	1.90	Debut in Asia
61	Willie	SEEDITA WAFER	1.50	Debut in China
62	Salov	Filippo Berio extra virgin olive oil special funds for e-commerce	1.33	Debut in China

3. Buzz words about exhibits at the six exhibition areas

The popularity of exhibits was as follows according to media coverage statistics:



Figure 41: Buzz words for exhibits of Consumer Goods exhibition area

Specifically, the **Consumer Goods** exhibition area has always been the “latest” and “most fashionable” debut place, and also offered the “prototype” of a better life. The products showcased included YSL intelligent color toner, which can adjust thousands of shades of lipstick, to Clean beauty skincare brand Drunk Elephant, which debuted in China. Then, there was the AI ROBOT SCRUBBER CLEANER and an innovative snowboard, and a series of good things that met consumers' pursuit of “good-looking”, “fun” and “useful” things, fitting people's yearning for quality life, and reflecting the upgrade of the potential of Chinese consumer market, besides becoming the “internet celebrities” of the CIIE.



Figure 42: Buzz words for exhibits of Food and Agricultural Product exhibition area

The **Food and Agricultural Products** exhibition area brought together thousands of exhibitors from more than 100 countries, where you could find the freshest and most wonderful food, making it a “heaven for foodies”.

The main attractions were the largest “Bluefin king of tuna” imported from Shanghai, “Anchor imported fresh milk” from Fonterra, and chocolate with a wine heart which integrated Chinese liquor and had its own

Every year, the Food and Agricultural Products exhibition area is the most “popular” part.



Figure 43: Buzz words for exhibits of Automobile exhibition area

MissionH24 racing cars, hydrogen-powered unmanned transport vehicles, emergency vehicles and other “hydrogen” vehicles were the highlights of the exhibition area.

With this “dual carbon” goal in mind, “green” was the biggest keyword at the Automobile exhibition area.

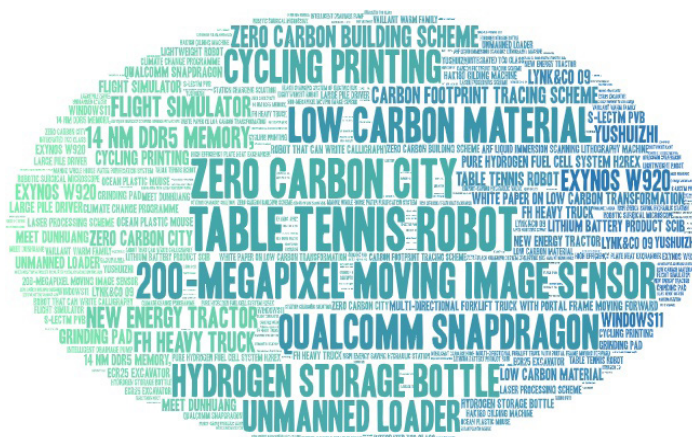


Figure 44: Buzz words for exhibits of Intelligent Industry & Information Technology exhibition area

The **Intelligent Industry & Information Technology** exhibition area has always been the focus of all previous CIIEs with its science and technology.

Here, there was a table tennis robot that can read minds, a printer that can be driven by cycling, and a 200 million pixel image sensor attracted many visitors to the expo.

Cnr.cn said that the Intelligent Industry & Information Technology exhibition area was “more green and low-carbon” and “more smart and intelligent” became the two core themes that exhibitors focused on.



Figure 45: Buzz words for exhibits of Medical Equipment & Healthcare Products exhibition area

In the **Medical Equipment & Healthcare Products** exhibition area, the number and quality of “global new, Asian new and Chinese new” products brought by the exhibitors reached a new high, and the debuts of products and technologies were far ahead of those in the previous CIIEs.

Exhibits such as “unmanned vaccination capsule”, “cancer radiotherapy center” and “10,000 degree spectacle lens” were either “big” or “small and beautiful”. And thanks to the spillover effect of the CIIE, more and more medical exhibits landed in China, realizing the transformation from exhibits to commodities and from commodities to hot cakes.

In recent years, pharmaceutical exhibitors have been happiest when “the CIIE is in progress and another drug has been approved in China”.

The industry calls these new products “CIIE babies”, *Economic Information Daily* said.



Figure 46: Buzz words for exhibits of Trade in Services exhibition area

This year, auction houses and galleries participated for the first time in the **Trade in Services** exhibition area.

Zhang Daqian's "*Weijiang River*", Kusama Yayoi's "Pumpkin", Monet's "*Little Ellie's Cape*" and other art treasures appeared, offering a visual feast for the exhibition audience, and becoming a representative of both appearance level and flow.

At the same time, “green and sustainable testing solutions for consumer products”, “global digital intelligence supply chain solutions”, “innovative solutions to climate change and sustainable development” debuted at the event.

Although there was “no material object” on show, there was spot consultation, negotiations, and signings at the event.

4. Buzz words for exhibits of 13 major sub-sections

On the basis of the four sub-sections of the last CIIE, the fourth CIIE added or optimized sub-sections such as Integrated Circuit, Digital Industry, Cosmetics and Daily Products, Low-carbon Energy and Environmental Protection Technology, etc.

In addition, the innovation incubation sub-sections were set up in three exhibition areas — Medical Equipment & Healthcare Products, Automobile and Intelligent Industry & Information Technology, totaling 13 sub-sections and bringing together the latest wisdom of global industry.

With media attention on the exhibits in the 13 major sub-sections, information on the exhibits was presented in the form of word clouds.

The details are as follows:

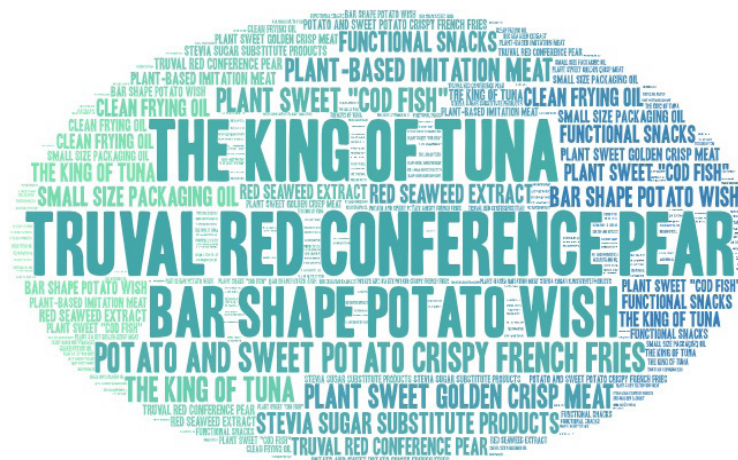


Figure 47: Buzz words for exhibits of Agricultural Products sub-section

The **Agricultural Products** sub-section was the “most down-to-earth” sub-section in the CIIE.

Among the many exhibits that captured the taste buds of the public, the bluefin king of tuna weighing 353 kg was the most popular. Besides, there were new products such as Zhuying red pear and the bar-shaped Potato Wish.

At the same time, this year's Agricultural Products sub-section focused on displaying new agricultural concepts and technologies, and diverse innovative products such as plant sweet "cod" willow, plant-based imitation meat, functional snacks, etc.

In addition, products such as practical small-size packaging oil, clean frying oil, as well as a wide range of red seaweed extracts were also showcased.



Figure 48: Buzz words for exhibits of Dairy Products sub-section

Among the new products in the **Dairy Products** sub-section, Fonterra's Anchor imported fresh milk saw its first introduction to Asia. Then, there was the world's first bottle of "low-carbon traceability" grass-fed pure milk from

Theland, and Bellamy's first organic milk powder for children, highlighting the concept of green, healthy and low-carbon.

With the upgrading of consumption, Chinese consumers are showing an increased demand for cheese products, and Capetti special cheese, children's cheese sticks, meal cheese slices and other related products.

In addition, plant-based dairy products were competing with ordinary milk, and became "internet celebrities". Fonterra's probiotic milk powder and Yili's single cream also attracted attention.

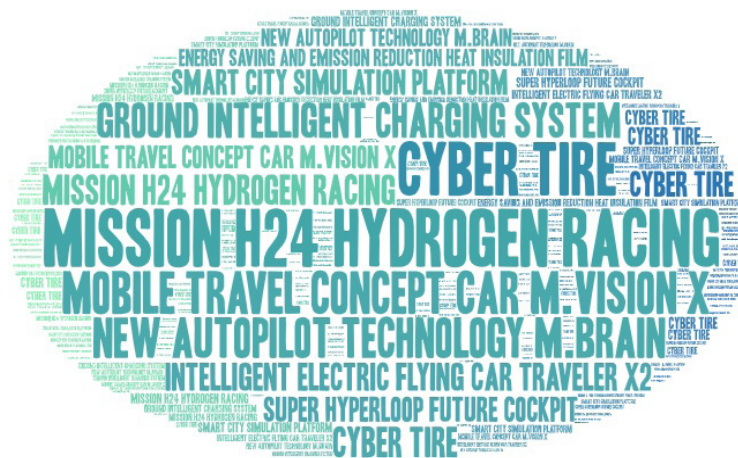


Figure 49: Buzz words for exhibits of Intelligent Transportation sub-section

Unlike last year, when exhibitors competed to show off driverless technology, this year's **Intelligent Transportation** sub-section had more diverse themes and exhibits.

Among them was the Mission H24 hydrogen energy racing car, the mobile travel concept car M.vision X, the intelligent electric flying car Traveler X2 and other futuristic models.

Exhibits such as CYBER tire, new autopilot technology M.Brain, an intelligent ground charging system, a smart city simulation platform, a hyperloop future cockpit, and energy saving and emission reduction heat insulation film focused on the "intelligent" trend also impressed the public.

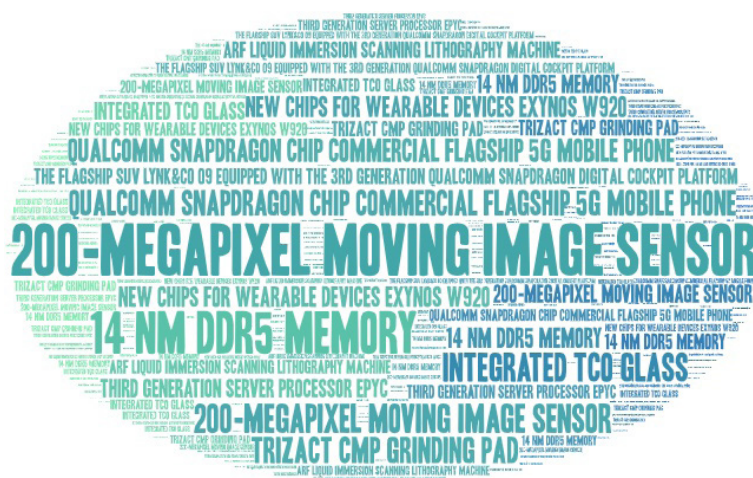


Figure 50: Buzz words for exhibits of Integrated Circuit sub-section

The **Integrated Circuit** sub-section was a highlight of the CIIE. Industry giants showcased sophisticated products here. And industry insiders were encouraged by Chinese openness toward cooperation.

In terms of exhibits, Samsung brought several “industry first” products including its 200-megapixel moving image sensor, 14 nm DDR5 memory and new chips for wearable devices Exynos W920.

Besides, Qualcomm joined hands with its partners to display the commercial flagship 5G mobile phone “Family Photo” equipped with Qualcomm Snapdragon chip and the flagship SUV Lynk&Co 09 equipped with the 3rd generation Qualcomm Snapdragon digital cockpit platform, attracting a lot of attention.

In addition, AMD’s third generation server processor EPYC, 3M’s new Trizact CMP grinding pad, Nikon’s ArF liquid immersion scanning lithography machine, AGC integrated TCO glass and other exhibits also drew a lot of media attention.

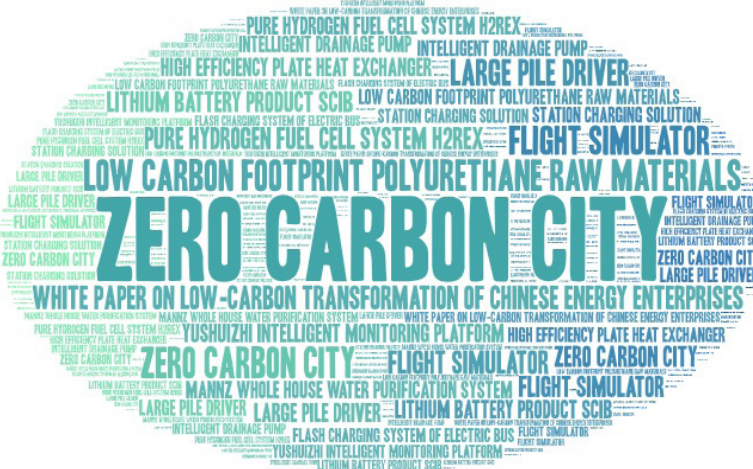


Figure 51: Buzz words for exhibits of Low-carbon Energy and Environmental Protection Technology sub-section

The **Low-carbon Energy and Environmental Protection Technology** sub-section had “double carbon” as its

main theme. Here, exhibitors featured many new technologies, new ideas and new solutions around the theme of “low-carbon development, green recovery”.

Among them, Schneider Electric showcased a number of “zero-carbon city” practices and technologies, and the Honeywell flight simulator demonstrated how to optimize the aviation industry’s operational efficiency and reduce its carbon footprint, attracting media attention.

Exhibits such as low carbon footprint polyurethane raw materials committed to “follow through on carbon reduction”, the pure hydrogen fuel cell system H2Rex, the lithium battery product SCiB, the Yushuizhi intelligent monitoring platform and high efficiency plate heat exchanger also attracted attention.

In addition, exhibits such as “White paper on low-carbon transformation of Chinese energy enterprises” and innovative solutions to “climate change and sustainable development” demonstrated the Chinese sense of responsibility to jointly protect the homeland of mankind, and received much attention and praise.

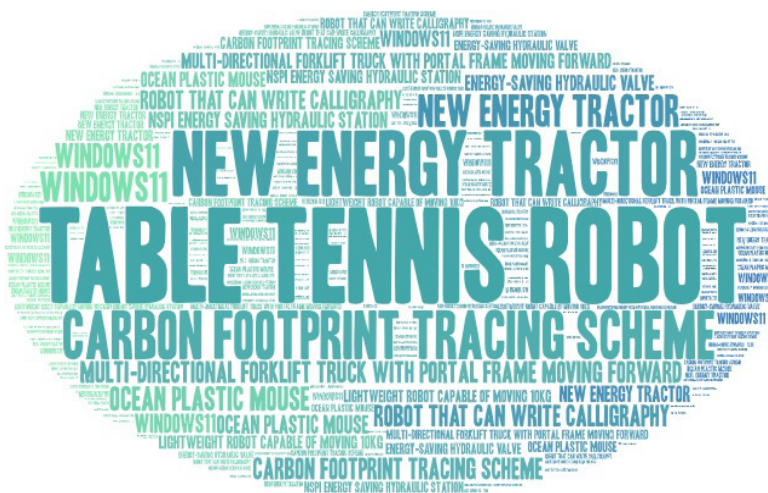


Figure 52: Buzz words for exhibits of Digital Industry sub-section

The **Digital Industry** sub-section was unveiled for the first time, allowing visitors to experience the limitless possibilities of “industrial digitization”.

Among the exhibits, the table tennis robot, a robot that could write calligraphy and the lightweight robot capable of moving 10kg showcased cutting-edge industrial technologies in vivid and interesting forms.

The exhibits of a new energy tractor, a multi-directional forklift truck with portal frame moving forward, a NSPI energy saving hydraulic station, an energy-saving hydraulic valve and other exhibits confirmed that digitalization and manufacturing were moving towards deep integration, and this received a lot of media attention.

In addition, industrial giants such as Siemens’ carbon footprint tracing scheme, Microsoft’s Ocean Plastic Mouse and the new generation Windows11 operating system were the focus of attention.



Among the exhibits in the sub-section, “good partners” for living and entertainment such as a commercial cleaning AI robot, laundry robot, sterilizer and deodorizer, integrated flat smoke stove and Technics headset attracted visitors' attention.

In response to Chinese consumers' preference for "drinking more hot water", the boiled water machine was launched to showcase the black drinking water technology of "cold boiled water in 3 seconds".



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YSL's intelligent color toner, which claimed to create thousands of different lip colors, was dubbed the "lipstick printer" and became the focus of attention.

Water-saving shampoo and hair care, skin beauty "Second skin technology", the visualization technology of skin elasticity, fine fiber technology, RNA monitoring technology and many other cutting-edge skin beauty technology opened the eyes of the audience and got much media coverage.

In addition, high-end skincare brand SENSAI and TAKAMI, as well as pure skin care brand Drunk Elephant, oral beauty brand Inryu, LUMINOUS630, and Urban Environment Triple Benefits Sun Dual Care were among the most popular, reflecting the growing popularity of high-end and functional products.



Figure 55: Buzz words for exhibits of Sporting Goods and Games sub-section

The **Sporting Goods and Games** sub-section once again was praised as "cool", "good looking" and "fun". The audience could "play while watching", feeling the happiness of sports in this sub-section. Due to the opening of the Beijing 2022, exhibits related to ice and snow sports attracted high attention, such as innovative skis for infants and young children, professional ski wear, VR skiing machine, etc. F1 esports simulator, "Heart fire Index Test" platform, somatosensory photography technology of "superstar SHOW on the same stage", virtual clothes changing technology, motorcycle off-road VR equipment, 3D foot scanner and other black technology exhibits received high popularity, attracting on-site audiences queuing up to experience. The exhibits, such as the quick opening universal roof top tent and sneakers with carbon footprint less than three kilograms, were both scientific and practical, attracting keen interest from the media and the audience.

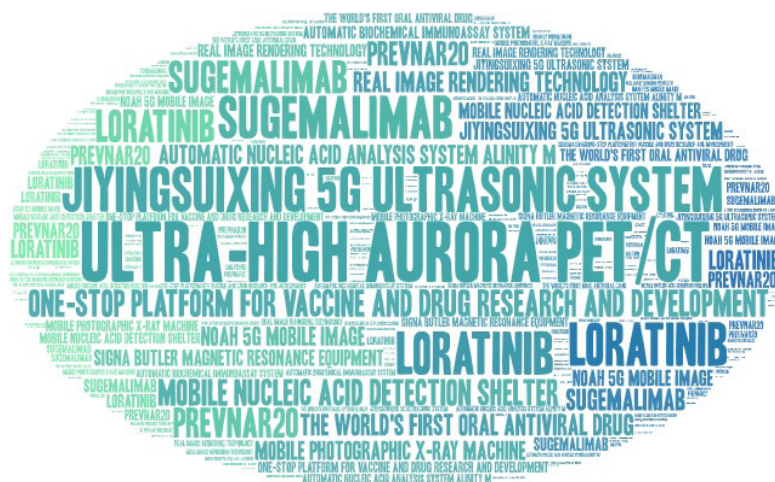


Figure 56: Buzz words for exhibits of Public Health and Pandemic Prevention sub-section

The **Public Health and Pandemic Prevention** sub-section were still popular this year. A large number of exhibitors brought future solutions under the COVID-19 situation, and "mobile" and "unmanned" became new directions. The one-stop platform for vaccine and drug research and development, mobile nucleic acid detection shelter, automatic nucleic acid analysis system, automatic biochemical immunoassay system and other exhibits became highlights. In this sub-section, Pfizer's three innovative drugs Loratinib, Sugemalimab and Pevnar20, as well as the world's first oral anti-novel coronavirus drug under development by MSD, were also of great interest. At the same time, cutting-edge technologies enabling public health and pandemic prevention also attracted media attention, such as ultra-high-end aurora PET/CT, 5G ultrasound system, mobile photographic X-ray machine, Noah 5G mobile image, SIGNA Butler magnetic resonance equipment, etc.

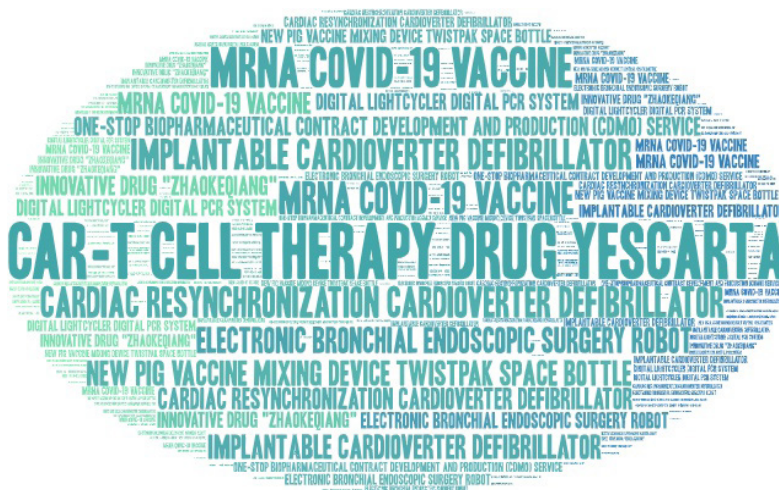


Figure 57: Buzz words for exhibits of Biological Medicine sub-section

This year's new **Biological Medicine** sub-section highlighted new biomedical therapies, aiming to create a medical ecosystem of in the whole industrial chain. Many leading enterprises in the industry brought new products to the exhibition. Medical products such as CAR-T cell therapy drug Yescarta, mRNA COVID-19 vaccine, innovative

drug "Zhaokeqiang", as well as medical instruments such as cardiac resynchronization cardioverter defibrillator, electronic bronchial endoscopic surgery robot and Digital LightCycler digital PCR system attracted a lot of attention.

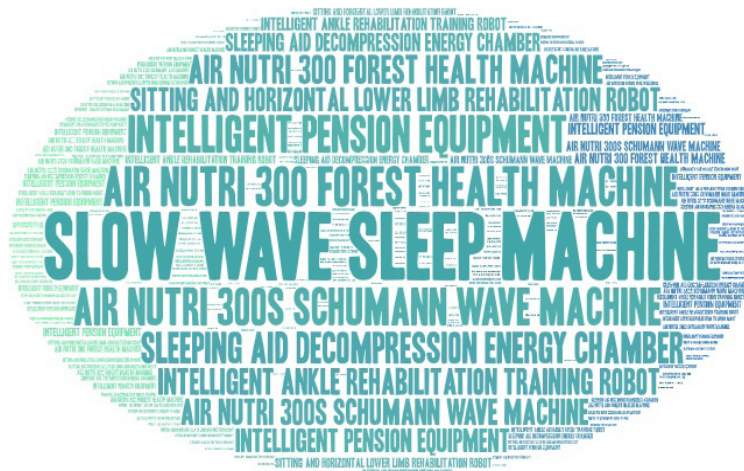


Figure 58: Buzz words for exhibits of Rehabilitation and Elderly Care sub-section

The exhibits in the **Rehabilitation and Elderly Care** sub-section were mainly aimed at the elderly consumer group, providing them with a comfortable and convenient life by means of intelligent technology. The slow-wave sleep machine Nutri Sleep 6 from Canadian company Air Nutri, aimed to alleviate the common problem of insomnia among the elderly. The sleeping machine could imitate the forest wave and create a sleeping environment similar to nature, thus became the most eye-catching exhibits in the sub-section. In addition, Air Nutri 300 forest health machine, Air Nutri 300S Schumann wave machine, sleeping aid decompression energy chamber, intelligent pension equipment, intelligent ankle rehabilitation training robot, sitting and horizontal lower limb rehabilitation robot and other health "artifacts" highlighted the concept of high-quality care, and were actively reported by the media.

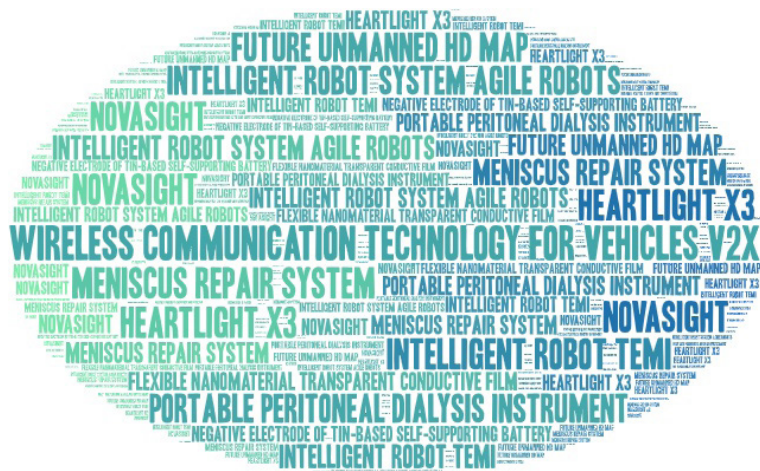


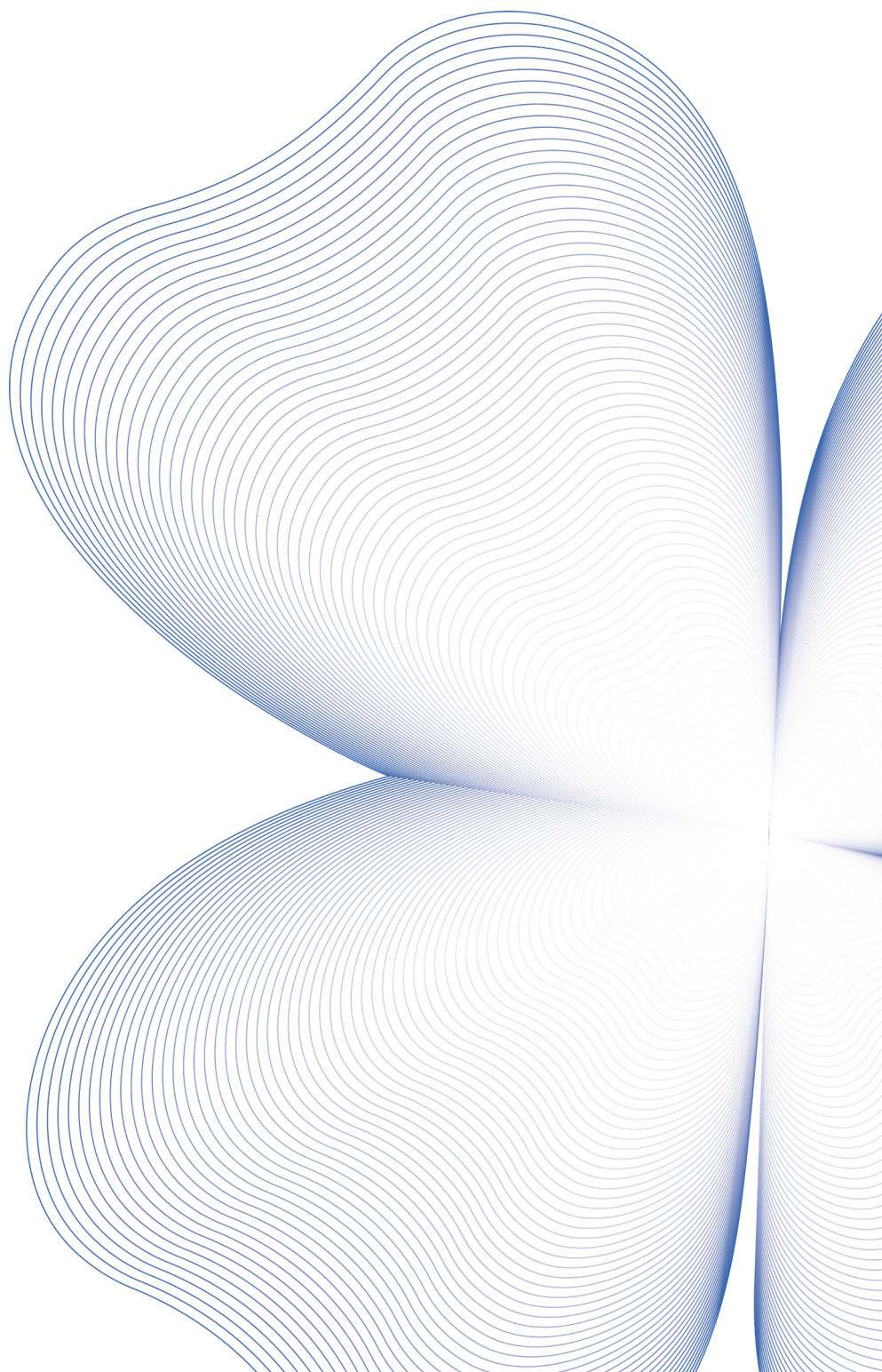
Figure 59: Buzz words for exhibits of Innovation Incubation sub-section

The **Innovation Incubation** sub-section set up for the first time spanned the three exhibition areas of Medical Equipment & Healthcare Products, Automobile and Intelligent Industry & Information Technology, and focused on discovering innovative technologies and products of "small but fine" and "small but beautiful" all over the world. Among them, wireless communication technology for vehicles V2X, intelligent robot system Agile Robots, future unmanned HD map, flexible nanomaterial transparent conductive film, negative electrode of tin-based self-supporting battery, portable peritoneal dialysis instrument, meniscus repair system, Novasight, HeartLight X3, intelligent robot temi and other exhibits attracted media attention and were praised as "small but dazzling".



THE 4th
CHINA INTERNATIONAL
IMPORT EXPO

NEW ERA SHARED FUTURE



06

*Communication of procurement,
transactions, Hongqiao
International Economic Forum
and other activities*



THE 4th
CHINA INTERNATIONAL
IMPORT EXPO

NEW ERA SHARED FUTURE

The CIIE has many on-site events, which gave rein to the four platforms. For procurement and transactions, the Shanghai trade group recorded the highest popularity with a score of 16.17. The conferences at the Hongqiao International Economic Forum were upgraded and a total of 12 parallel sessions and the release of World Openness Report 2021 and online and offline international seminars showcased the “Hongqiao Voice”.

As for supporting activities, the 15th “Belt and Road” Ecological Agriculture and Food Security Forum caught the most attention with a popularity of 10.51.

When it came to culture exchanges, the intangible cultural heritage exhibition area took first place in popularity with a score of 20.00.

Among the culture exchange projects, Shanghai Municipality topped the popularity charts.

■ (I) Trade groups show strong “purchasing” power, and the achievements of the large CIIE order attract attention.

At the CIIE, trade groups from different areas did active enrollment and professional procurement.

Over several days, the “purchase carts” of the trade groups were fully filled with high-end equipment, machinery devices and imported cars.

Comments from the media showed that behind the piles of orders and applause, there were results showcasing assisting innovation, promoting transformation, expanding the market, optimizing supply and seeking cooperation.

After tracking the media attention focused on trade groups, their popularity was as follows:

Table 14: Popularity ranking of trade group

No.	Trade group	Popularity Score
1	Shanghai	16.17
2	Central Enterprises	14.31
3	Zhejiang	8.52
4	Jiangsu	8.51
5	Tianjin	7.41
6	Fujian	6.57
7	Henan	6.51
8	Yunnan	6.45
9	Shandong	6.44
10	Shenzhen	6.34

Early on Nov 5, less than one hour after the opening of the Enterprise Business Exhibition of the CIIE, the Shanghai trade group was the first to sign a \$700 million contract and became the focus of attention of the media and public. It ranked the first in popularity with a score of 16.17.

The Central Enterprises trade group also bagged big deals: China National Offshore Oil Corporation, China National Petroleum Corporation and Sinopec signed purchase agreements with suppliers from many countries and regions.

The media gave wide coverage to the full “purchase carts” and the optimized structure of imported products of the Central Enterprises.

The Zhejiang trade group and the Jiangsu trade group, both from the Yangtze River Delta, caught the media attention.

For the Zhejiang trade group, Ecns.cn and zjol.com.cn reported that the group inked 25 new projects.

For the Jiangsu trade group, the media reported that Jiangsu continued to give rein to the advantage of “quasi host” of the CIIE, and accelerated its pace of opening up and made professional purchases.

In particular, it bought technology equipment such as intelligent high-end and energy-saving environment protection items, which accounted for more than 40 percent of the accumulated transactions of the trade group, showing the great market potential of the manufacturing giant.

In addition, the transactions of trade groups from Tianjin, Fujian, Henan, Yunnan, Shandong and Shenzhen also caught the attention of the media.

“The Tianjin trade group makes distinctive achievements at the expo”, “Fujian trade group makes splendid debut at the 4th CIIE”, “Henan trade group inks 42 projects”, and “Yunnan trade group organizes 1,980 entities to participate in and match purchases” were the headlines.

■ (II) Hongqiao International Economic Forum, supporting activities, culture exchange upgrade, CIIE shows distinctive effect

1. Hongqiao International Economic Forum airs Hongqiao Voice

Focusing on the theme “World Economy amidst Profound Changes: Global Economic Cooperation in Post-Covid Era”, the 4th Hongqiao International Economic Forum, in the form of online and offline meetings, held one main forum, one high-level forum, 12 parallel sessions and one international seminar.

More than 170 government officials, heads of international organizations, academicians of the Chinese Academy of Sciences and Chinese Academy of Engineering, Nobel laureates and other experts, senior executives of Fortune 500 and leading enterprises participated in the forum and delivered speeches.

The forum attracted more than 3,000 guests. Led by opening development and innovation, the themes of the forum covered green development, digital economy, and new trends of consumption, providing a high-end dialogue platform for the guests from the government, business and academic fields.

Among the key events was the High-Level Session on the 20th Anniversary of China's Accession to the WTO: Mutual Benefit, Shared Future.

Wang Qishan, Vice-President of the People's Republic of China, participated in the forum and proposed the China Plan on Maintaining the Multilateral Trade System. This reflected the consistent stand of China to push forward economic globalization and global opening-up and cooperation.

In addition, at the release of World Openness Report 2021 and international seminar, the “World Openness Index” was released. The index gauged the openness level of 129 major economies since 2008.

China's release of World Openness Index has had great repercussions and occupies the center space among buzz words.

The 12 parallel sessions launched discussions on aspects of the digital economy, green development, intelligent technology, a consumption upgrade, financial opening, intellectual property protection, and health for all, through the “Hongqiao voice” to promote a global economic recovery and building of a community of shared future for mankind.

The popularity of related key words such as new trend of consumption, intellectual property protection, sustainable development, global pandemic prevention and international economy rose.



Figure 60: Buzz words for Hongqiao International Economic Forum

To be specific, the **High-Level Session on the 20th Anniversary of China's Accession to the WTO: Mutual Benefit, Shared Future** offered an overall conclusion to China's development achievements and contribution since its accession to the WTO 20 years ago, and further offers a global consensus for maintaining a multilateral trade system and promoting open cooperation in the world.

The forum caught the attention of the media and the public, and the key words of “mutual benefit”, “co-building future” also attracted attention.



Figure 61: Buzz words for the High-Level Session on the 20th Anniversary of China's Accession to the WTO: Mutual Benefit, Shared Future

Among the parallel sessions and seminar, the **Green Development and Global Trade under Climate Change** focused on new opportunities and challenges brought by green development to global trade.

It also let guests jointly discuss the connotation and core of green development, the outlook and new prospects of international trade in the context of green development, and showcased the popularity of key words such as “climate change”, “global economic and trade development”, and “carbon and discharge reduction”.



Figure 62: Buzz words for Green Development and Global Trade under Climate Change

Here, the media and the public focused on “new trends of consumption” and “diversified consumption scenario”.



Figure 65: Buzz words for “New Trends of Consumption in the New Dual Circulation Development Pattern”

The parallel session of **“The New Era of Intelligent Manufacturing: Intelligent Technology and Industrial Cooperation”** focused on strengthening international cooperation, jointly promoting the development of intelligent manufacturing and helping economies improve quality and enhance efficiency.

The session gave key words of “artificial intelligence”, “digitalized transformation” and “international cooperation” a lot of widespread attention.



Figure 66: Buzz words for The New Era of Intelligent Manufacturing: Intelligent Technology and Industrial Cooperation

The terms of “green finance”, “global sustainable development”, “carbon trade” saw a lot of relatively high attention here.



Figure 69: Buzz words for “Green Finance Facilitates Sustainable Development”

At the parallel session on “**Financial Cooperation and Opening Up for Regional Economic Integration**”, the terms of “RCEP” and “regional economic development” were discussed. Here, the media and the public focused on the opportunities and challenges of financial openness and cooperation under the trend of regional economic integration, and affirmed the important role of RCEP in regional economic development and financial opening.



Figure 70: Buzz words for the “Financial Cooperation and Opening Up for Regional Economic Integration”

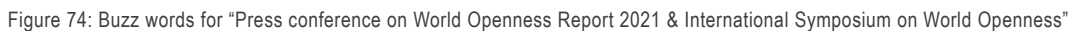
It discussed the internationalization, openness and new role in the new global landscape of the Hongqiao Central Business District, and forecast the new dimension of the Hongqiao blueprint.

The terms of “one core two belts” and “Yangtze River Delta reform and opening new high land” reflected the view that the Hongqiao International Open Hub will be a high-level coordinated open new high land and a key way to build a new development pattern.



It also focused on contributing Chinese wisdom to the building of a community with a shared future for mankind.

One of the core achievements of the report was the popularity of the key words “world openness index”. “The ranking of China’s foreign openness index” also gained much attention.



2.Supporting activities focus on expanding roles of the “four platforms”

Even as the supporting activities were rich in content, they helped the CIIE to give rein to the roles of the “four platforms” of international procurement, investment promotion, cultural exchange, opening-up and cooperation, making greater contribution to the world economic recovery.

And based on the media attention gained by the supporting activities, the corresponding popularity scores were worked out:

Table 15 Ranking of popularity of supporting activities

No.	Supporting activities	Sponsors	Popularity score
1	The 15th Belt and Road, Eco-Agriculture and Food Safety Forum	State Administration for Market Regulation, China Council for the Promotion of International Trade, The Chinese People's Association for Friendship with Foreign Countries, Codex Alimentarius Commission	10.51
2	China Automotive Industry Development Forum	Ministry of Industry and Information Technology of P.R. China	10.22
3	The 1st Intelligent Transportation Forum (Shanghai) & Founding Congress of Shanghai Technical Committee for Standardization of Intelligent Transportation	Science and Technology Committee of Shanghai Municipal Transportation Commission, Shanghai Technical Committee for Standardization of Intelligent Transportation	9.90
4	The 4th Industrial Revolution and Smart Mobility Forum	UNIDO ITPO Beijing, China International Import Expo Bureau	9.62
5	RCEP High-Level Dialogue on Economic and Trade Cooperation	Shandong Provincial People's Government	9.43
6	“Start the engine of YRD Share the Integration” – Yangtze River Delta Integration High Quality Development Theme Activity	Bank of Communications Co., Ltd.	9.03
7	Press conference on Foreign Investment and Promotion	Department of Foreign Investment Management, Investment Promotion Agency of the Ministry of Commerce of P.R. China	9.03
8	The 10th China International Oil and Gas Trade Congress	Trade Development Bureau of the Ministry of Commerce, P.R. China	8.92
9	The Trade and Investment Matchmaking Conference of the Fourth China International Import Expo	China International Import Expo Bureau, National Convention Center (Shanghai), Bank of China	8.23
10	The 4th Hongqiao International Health Technology Innovation Forum	Shanghai Fosun Pharmaceutical (Group) Co., Ltd.	8.04

11	Signing Ceremony of Imported Drugs and Medical Consumables and Seminar on Policy of Medical Insurance Supporting the Import of Pharmaceutical Products of the State Medical Insurance Administration	State Medical Insurance Administration, China International Import Expo Bureau	7.60
12	Epson Innovation Days	Epson (China) Co., Ltd.	7.40
13	The 4th China-Singapore Trade in Services Innovation Forum	Jiangsu Provincial People's Government	6.95
14	International Cooperation Forum on Semiconductor Industry of Guangdong-Hong Kong-Macao Greater Bay Area & Investment Promotion Meeting in Zhuhai	China Chamber of Commerce for Import and Export of Machinery and Electronic Products, Zhuhai Bureau of Commerce	6.58
15	Science, Technology and Finance Services for the Double Carbon Economy -- 2021 International Summit Forum	China Pacific Property Insurance Co.	6.54
16	Sino-European Entrepreneurs Summit	Industrial and Commercial Bank of China Ltd.	6.44
17	China Time-Honored Brand Innovation and Development Conference	Ministry of Commerce, P.R. China	6.38
18	The Fourth Global Dairy Forum	China Chamber of Commerce For Import and Export of Foodstuffs, Native Produce and Animal By-Products	6.15
19	Forum on International Cooperation in Fighting Against IPR Infringement and Counterfeiting	World Intellectual Property Organization, State Administration for Market Regulation, Office of the National Leading Group for Combating Infringement of Intellectual Property Rights and Production and Sale of Fake and Shoddy Commodities	6.09
20	Signing Ceremony of Procurement for Large Retail Purchaser Alliance of Shanghai Trading Group	Shanghai Bailian Group Co., Ltd.	5.81
21	Fujian New Round Opening Policy Interpretation and Project Matchmaking Conference	Fujian Provincial Department of Commerce	5.68
22	2021 China Import Food Summit	China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal By-Products	5.67
23	The 12th China International Meat Conference	China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal By-Products	5.61

24	2021 Green Future Forum	China Council for the Promotion of International Trade	5.34
25	China Pacific Life Insurance Technological Innovation & Elderly Service Summit 2021	China Pacific Insurance (Group) Co., Ltd.	5.28
26	2021 Yangtze River Delta Industrial Internet Integrated Development Forum	Ministry of Industry and Information Technology, P.R. China, UNIDO	5.24
27	2021 China Agricultural Forum for International Development	China Council for the Promotion of International Trade, Harbin Municipal People's Government	5.15
28	Overseas Chinese and Chinese Market Summit	All-China Federation of Returned Overseas Chinese	5.05
29	Collective Signing Ceremony for State-owned-Assets Sub-Group of the Shanghai Trade Group of the 4th CIIE	Shanghai State-owned Assets Supervision and Administration Commission	5.04
30	International Forum on Quality Life	China General Chamber of Commerce	4.97

The supporting activity with the highest popularity at the 4th CIIE was the **15th “Belt and Road” Eco-Agriculture and Food Safety Forum** with a popularity score of 10.51, followed by China Automotive Industry Development Forum at 10.22. The 1st Intelligent Transportation Forum (Shanghai) & Founding Congress of Shanghai Technical Committee for Standardization of Intelligent Transportation ranked 3rd with a score of 9.90.

Separately, the 4th Industrial Revolution and Smart Mobility Forum, RCEP High-Level Dialogue on Economic and Trade Cooperation, “Start the Engine of YRD Share the Integration” – Yangtze River Delta Integration High Quality Development Theme Activity, Press Conference on Foreign Investment and Promotion, the 10th China International Oil and Gas Trade Congress, the Trade and Investment Matchmaking Conference of the Fourth China International Import Expo and the 4th Hongqiao International Health Technology Innovation Forum were among the top 10 events with a score of above 8.00 each.

The large-scale trade and investment matchmaking meeting was distinctive for its professionalism, and it focused on five investment promotion themes and six industrial fields.

It also had an exhibition area for the “Belt and Road”, improved online talk services and strengthened trading matchmaking to promote “exhibits turning to commodities” and “exhibitors becoming investors”.

Statistics indicate that there were 640 exhibitors and 766 purchasers from 55 countries in the online and offline expo and cooperation on 273 projects.

Meanwhile, the expo held 17 investment and promotion meetings. And during the expo, the collective signing desk served 80 sessions.

People's Daily, Xinhua News Agency, Ecns.cn and other media paid attention and gave coverage to the events. The headlines focused on “Trade investment matchmaking meeting see more than 200 cooperation deals”, “Online and offline guests and business people play win-win symphony” and “Trade and investment matchmaking meeting fruitful”.

3. Culture exchange activity creates warm atmosphere

This year the culture exchange activity featured a total of 261 intangible heritage projects. Among them, seven were world class and 142 were national level. “China’s time-honored brands”, 104 in total, made their debut at the expo.

Hebei, Zhejiang and Tibet organized 62 culture public welfare performances to create a warm culture exchange atmosphere.

The culture exchange activities at this CIIE added one exhibition area at the Hongqiao International City “Guestroom” on the basis of the Intangible Heritage Exhibition Area, China’s Time-honored Brand Exhibition Area, China’s Tourism Exhibition Area, State-level Pedestrian Exhibition Area, and the Comprehensive Image Exhibition Area.

Guangming Daily reported that the exposition pavilions at the CIIE showed that culture exchange was continuously increasing – with cultural highlights and in-depth civilization integration, with richer, fresher and trendier connotations.

(1) Popularity of different culture exchange activities

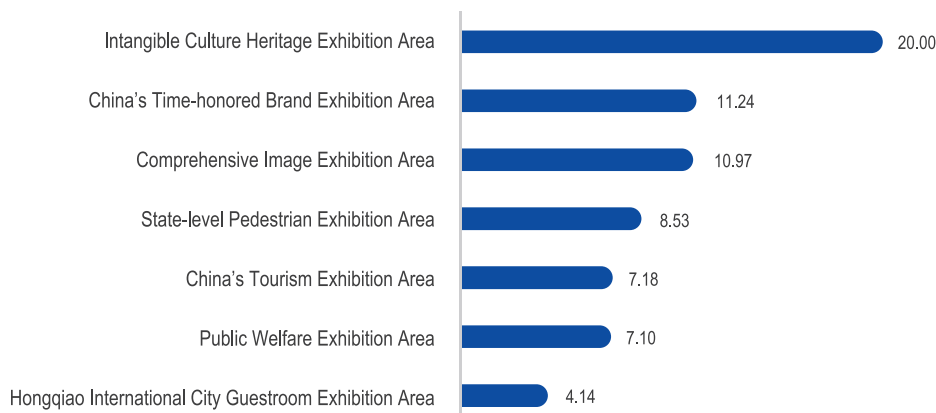


Figure 75: Ranking of popularity of different sections of humanity and culture exchange activity

The Intangible Culture Heritage Exhibition Area stood first in popularity with a score of 20.00. The intangible heritage exhibitions of Shanghai, Beijing, Yunnan and Sichuan were in the spotlight. People.cn and youth.cn paid a lot of attention to the debut of the intangible heritage of Hong Kong at the CIIE.

In addition, the intangible heritage project “Wuliangye Liquor Traditional Brewing Technique” also caught the attention of bjnews.com.cn, xinhuanet.com and banyuetan.org.

The popularity of **China’s Time-honored Brand Exhibition Area** was 11.24, putting it in 2nd place. The debut of Shandong time-honored brands attracted the attention of people.cn, china.com.cn and ce.cn.

The popularity of the **Comprehensive Image Exhibition Area** was 10.97, putting it in third place. Here, the comprehensive image of Shanghai, Shandong, Zhejiang and Hubei were in the spotlight. People.cn stressed on the

unique immersive elements of comprehensive image display zone of Yunnan with both pictures and articles.

At the State-level Pedestrian Street Exhibition Area, the pedestrian streets of Huaihe Road in Hefei, Anhui Province, Nanping in Yunnan Province, Huangxing South Road in Changsha, Hunan caught the attention of the media, attracting ynet.com and ThePaper.cn.

At the **China Tourism Exhibition Zone**, Shandong, Shanghai, Hainan, Hong Kong, Fujian and other places showcased their rich tourist culture resources and local conditions and customs.

Hb.dzwww.com reported that the “Hospitality Shandong” booth made an appearance at the China Tourism Exhibition Area of the Humanity and Culture Exchange Event at the 4th CIIE.

Shandong not only showcases many classic cultural innovation works, but also presented online Shandong culture and tourism products.

At the **Hongqiao International City Guestroom Exhibition Area**, Changjiang Daily focused on “The Origin of the 10,000-li Tea Road” set up by the Hubei Trade Group. ThePaper.cn and other media focused on the related showroom, new products and local elements at the Dongguan Image Hall.

(2) Culture exchange activity of the province, autonomous and municipality and foreign countries

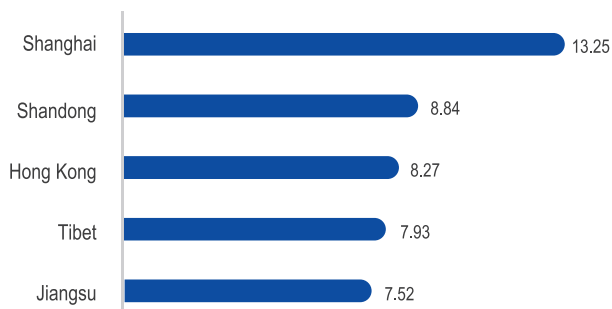


Figure 76: Ranking of popularity for culture exchange activity of province, autonomous region and municipality

Among the culture exchange activities of the 4th CIIE, the top five places went to Shanghai, Shandong, Hong Kong, Tibet and Jiangsu.

Various provinces, autonomous regions and municipalities launched culture projects to help visitors learn about local culture.

Among the media, Xinhuanet.com, China.com.cn paid attention to the theme of “Beautiful Shandong”. The Hong Kong exhibitors and its scale of participation was a point of focus for people.cn and chinanews.com.

In addition, the culture exchange activity of Italy at the CIIE also attracted the attention of xinhuanet.com and youth.cn.

07

*Services guarantee
communication*



THE 4th
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IMPORT EXPO

NEW ERA SHARED FUTURE

The on-site service guarantees of the 4th CIIE were strictly in line with the bottom line, and supporting enterprises played their part to perfection.

When it came to pandemic prevention and control, the organizers made use of advanced technologies and means such as informatization to “run a high level, effective and better CIIE”.

Among the organizations involved, media popularity of Bank of China took first place in the category of supporting enterprise with a score of 20.43. And pandemic prevention and control was the most important aspect among the various service guarantees.

■ (I) Supporting enterprises provide quality service to safeguard the CIIE

Based on statistics, the popularity of the supporting enterprises was as follows:

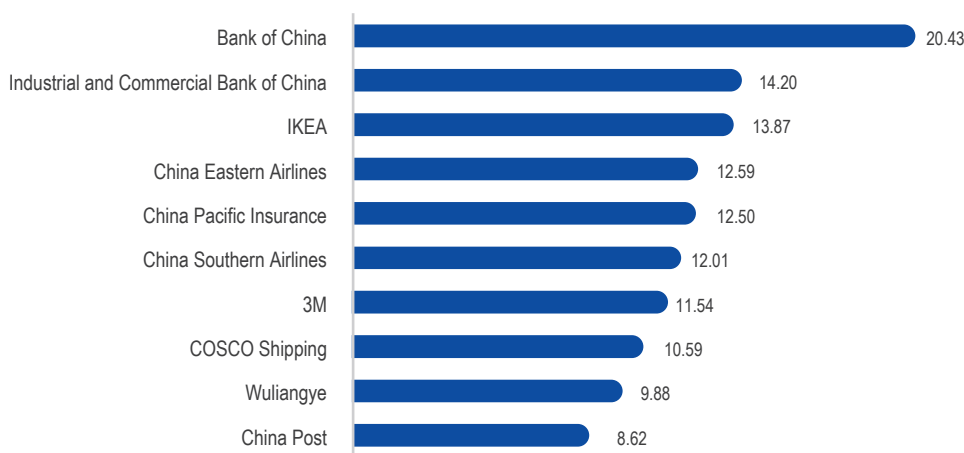


Figure 77: Ranking of popularity of supporting enterprises

Bank of China, the strategic cooperation partner of the CIIE, topped the list with a popularity score of 20.43. This year, the bank launched many activities, including a digital RMB chip “wallet” and foreign currency exchange machine that provided digital RMB to give visitors the feel and the convenience of digital RMB.

At the same time, Bank of China also participated in hosting trade and investment matchmaking meetings.

Separately, using the overall upgraded “BOC E-cooperation system”, the global enterprise ecological system, the bank provided participating enterprises more focused and integrated supply-demand matchmaking services.

It also helped build new channels for business and investment introduction. For its efforts, the bank gained media coverage from the People's Daily and the Economic Daily and the local mainstream media such as *Wenhui Daily* and *Dazhong Daily*.

The Industrial and Commercial Bank of China, which took second place with a popularity score of 14.20, was entrusted with the task of providing exhibition areas for food and agricultural products for nearly 50 overseas enterprises from about 20 countries and regions.

This drew the attention of the People's Daily and China Youth News.

■ (II) Strict and orderly pandemic prevention and control, and high-level services to guarantee success of the expo

This session of the CIIE was held under the shadow of the pandemic. But with the joint efforts of participants, the urban service guarantee realized the goal of keeping everyone safe.

Based on media statistics related to the service guarantee, the popularity chart was as follows:

Table 16: Ranking of popularity for service guarantee

No.	Category	Popularity score
1	Pandemic prevention and control	86.55
2	Transport	68.72
3	Catering service	64.69
4	Financial support	55.99
5	Volunteer service	34.57
6	Network communications	33.65
7	Accommodation service	25.40
8	Permit issuance	23.00
9	Security checks	29.44
10	Green exhibition arrangement	21.18

Given the uncertain situation due to COVID-19 at home and abroad, **the pandemic prevention and control work** of the 4th CIIE focused on the key elements of “people, things and pavilion”.

And with strict standards and measures, the CIIE used precise prevention and control, and adopted closed loop management to realize zero infections, zero occurrences and zero incidents.

A report by China News Service said that this session of the CIIE was the “strictest one” in terms of measures of pandemic prevention and control.

When it came to **transportation**, gov.cn focused on the collective transport and priority for public transportation with reference to the “precise, orderly and controlled” transport guarantee of the previous three sessions.

For this, it worked out a precise transport guarantee plan, took measures to provide convenient transport, and offered more smart reservations and a safe transport guarantee.

Related departments also worked out special pandemic prevention and control plans for different means of transportation to carry out prevention and control measures and realize the goal of being able to “enter and exit with a smooth traffic flow and pandemic prevention”.

As for the **catering service**, the varieties of food and beverage were many and the service time was extended.

A single day's food supply comprised 202,000 portions.

China Market Regulation News reported that the food supply for the buffet cart, temporary food stands, emergency food supply and special forums, volunteers, security staff and media staff were guaranteed. And they were provided by many food supply entities with multiple stands.

To ensure the safety of food supply, the staff members of the law enforcement brigade of Shanghai Market Supervision Administration were stationed at the venue from Oct. 24 to kick off the "5+2", "day and night" work mode.

In terms of **financial support**, xinhuanet.com reported that China's digital RMB trial made its debut at the CIIE.

The food and beverage service and culture innovation product vending machines at the venue accepted the digital RMB.

And the National Exhibition Culture Innovation Souvenir Shop offered discounts of "over 50 yuan minus 30 yuan" when using digital RMB.

About 80 percent of the clients chose to use digital RMB to pay bills.

People.cn released a short video to show netizens the on-site experience of how to use digital RMB to buy soft drinks from vending machines.

In terms of **volunteer service**, people.cn reported that for the past four sessions of the CIIE, more than 20,000 volunteers provided services to guests from different countries.

The young people, known as "Little Leaves", were not only a beautiful calling card for Shanghai, but also showed confident Chinese youth in the new era.

China Youth Daily reported that at each CIIE event, the smiles of the young volunteers were a wonderful sight.

In terms of **network communication**, people.cn reported that during the 4th session of the CIIE, the mobile phone instantly became a magic device for visiting the exhibition.

With the support of telecommunication technology, audiences both inside and outside the venue could watch live streaming, venue introduction and on-site activities simply by scanning a special poster of the CIIE.

In terms of **accommodation**, the China Consumer Journal reported that on the third day of the 4th CIIE, the service and guarantee team of Shanghai Consumer Council launched a coordinated online and offline mode to handle an on-site complaint related to accommodation at a hotel.

In terms of **permit issuance**, people.cn, xinhuanet.com and other media focused on the issuance of the first "license and permit" in less than two hours, giving people a taste of "Shanghai service".

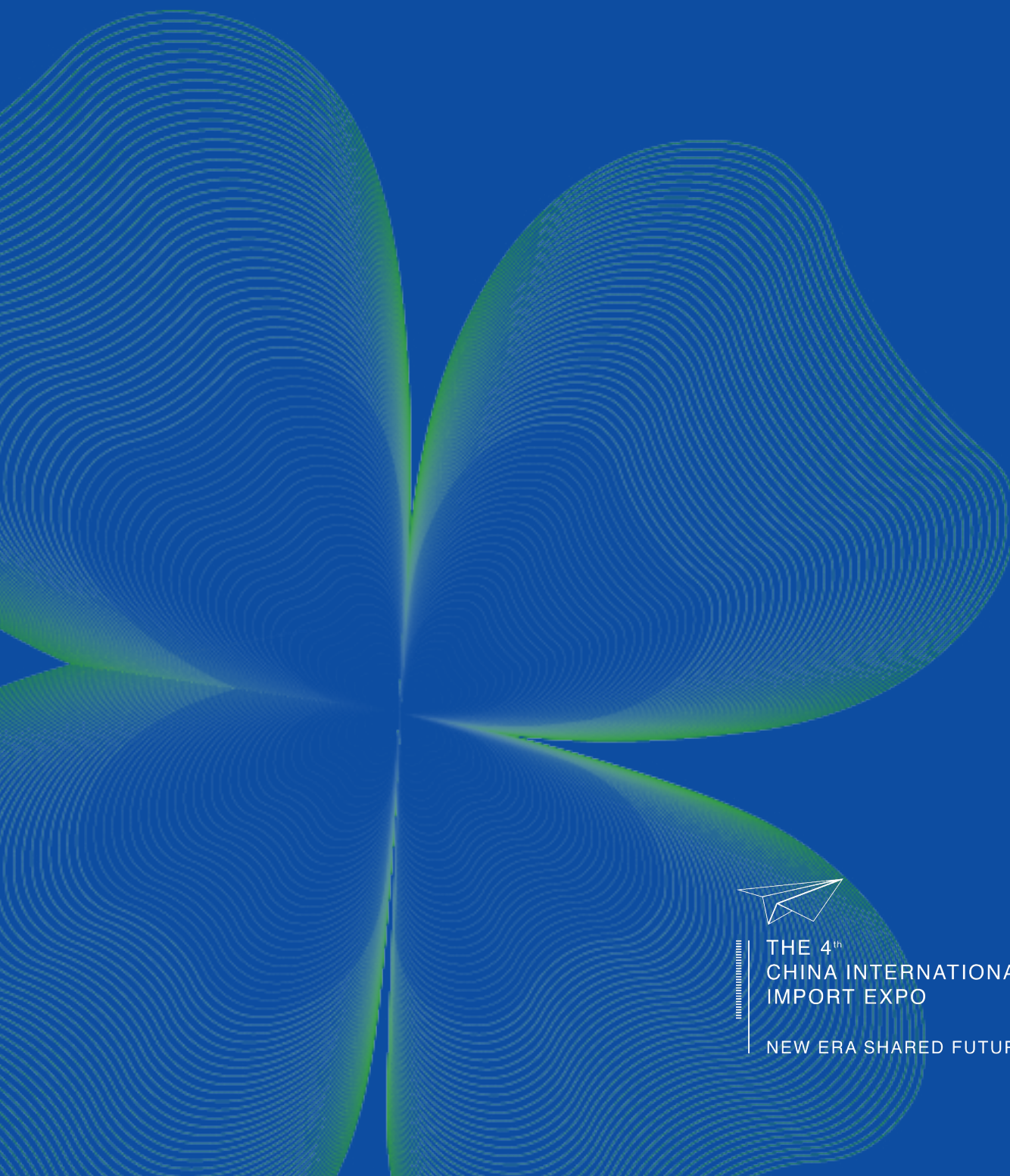
As for **security checks**, *People's Daily* reported that Shanghai would use the achievements in urban digital transformation for the 4th session of the CIIE.

Therefore, everyone could have their temperature-taking, security check and certificate verification done automatically when passing by the checkpoints.

Xinhuanet.com said that the 4th session of the CIIE, for the first time, supported the re-use of the certificate of the previous session, which reduced production costs and enhanced efficiency.

08

*Summary
comments*



THE 4th
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IMPORT EXPO

NEW ERA SHARED FUTURE

At the opening ceremony of the first session of the CIIE, President Xi Jinping said: “The CIIE, an event to be held on an annual basis, will feature good performance, good results, continued success in the years to come”.

Guided by the concept of “continued success in the years to come”, the 4th session of the CIIE realized the most optimized publicity, would come from relying on a whole year of preheating, dynamic international dissemination, profound themes, novel and interesting cutting-edge technologies.

In addition, the CIIE attracted a lot of attention from the public at home and abroad. It was also a good opportunity for various participants to promote themselves to attract attention and make an impact.

Based on the popularity list, the report summarized the experiences of participants at the CIIE when it came to publicity.

■ (I) Publicity produced positive impact

In general, the publicity of the 4th session of the CIIE produced many positive results:

First, the preheating, created the story of a “365-day never ending” CIIE. Since the beginning of the year, China International Import Expo Administration paid attention to the preparatory period of the exposition.

Publicity work was done throughout the year. On one hand, the official website, official Weibo and official WeChat of the CIIE created a certain audience, becoming an important window for the introduction of related information of the CIIE.

Also, by making use of these official channels, the CIIE continuously released information at high frequency and gradually created fixed columns such as “CIIE story”, “Dialogue with senior officials”, “Expert’s opinion”, “Exhibitor and exhibits information”, “Exhibition zone spoiler” and “I am waiting for you at CIIE”, which gained the attention of the media and the public and helped sustain the popularity and data of the themes of the CIIE.

At the same time, the China International Import Expo Administration used various important occasions such as the “200-day countdown”, “100-day countdown” and “50-day countdown” to kick off preheating publicity and create small “climaxes”. In terms of the effect of the news dissemination, the 4th session of the CIIE experienced sound preheating and realized the “6+365” continuous effect of the event to create the “never ending” CIIE.

Second, the amount of information overseas increased as the international communication about the CIIE was strengthened. Media statistics indicated that, in comparison with the corresponding period last year, the amount of information about the 4th session of the CIIE increased by 35%.

The number of countries and overseas media involved in coverage of the event also increased.

In terms of content in the foreign media, most gave a focus on shared development opportunities between China and the world and the prosperity of the Chinese market.

Also, some “small stories” under overarching narrative caught the attention of the domestic and overseas audience.

For example, a young man from Afghanistan brought two tons of carpets to the CIIE. And he said during an interview that weaving such carpets needed eight months for one piece.

The two tons of carpets could support 2,000 Afghan families for a year, he said. Such close-to-life stories gave the CIIE a different perspective, related to an individual sense of gain and happiness, and created a positive view of China and boosted its image.

Third, the wide scope and multiple angle coverage of themes, the panoramic display of trends and

characteristics gave a profound connotation to the CIIE. With the support of the government and the media, a good many CIIE themes were frequently focused on during the exposition.

These themes, ranged from exhibition trends and characteristics to exhibits and exhibitors of significance.

First, the CIIE helped boost the effect of the “opening and cooperation” platform. And President Xi Jinping’s speech, “Let the Breeze of Openness Bring Warmth to the World”, the issuance of World Openness Report 2021 at the Hongqiao International Economic Forum and international seminars became the focus for the media to elaborate on.

Second, the annual nature of the 4th session of the CIIE caught the attention of the media.

Also, due to the national “Carbon Peak and Carbon Neutrality” strategy, a lot of exhibitors showcased new trends and put a new focus on zero-carbon and low-carbon products, and green development solutions, which caught public attention.

“Green and Low-carbon” was a key theme at the CIIE this year.

Third, the media focused on “Internet celebrity exhibits” and paid attention to the items in the purchase carts of trade group and consumers, which affirmed the lasting expansion of the CIIE effect.

At the same time, the 4th session of the CIIE saw US\$70.72 billion worth of possible transactions and its “WeChat Moments” further expanded.

All these achievements caught the attention of the media.

In addition, culture exchange activities, changes in the exhibition area and the opinions of exhibitors also caught the attention of the media.

Fourth, new technology and new forms empowered integrated media reports, showed the situation at the CIIE from multiple angles and platforms. Many cutting-edge technologies were applied in the coverage of the CIIE, making it more interesting and bringing the event closer to audiences.

For example, China Media Group used the new-type 4K/8K flying-cam for the first time to bring audiences to the landscape and landmarks of Shanghai.

Also, the Shanghai People’s Radio used a “robot reporter”, which combined artificial intelligence and cloud computing, for the first time.

As for Knews and China Unicom, they joined hands to set up a “5G+VR Live Streaming Room” to show the 360 degree real-time situation of the exposition.

Then, the virtual new anchor “Shen Xiaoya” appeared as a “guide” in the short movie “Xiaoya Brings You to Visit CIIE” and introduced the highlights of the event.

At the same time, the live streaming influencer at the CIIE attracted more than 100 million views.

The general manager’s office of China Media Group joined hands with News and New Media Center, the Audio and Visual New Media Center, the CGTN and Asia-African Center and the Shanghai General Station to showcase the “global ‘import’ season”, the “Hi Go CIIE to ‘import’ good goods” CGTN special and three live streaming influencers of Asia-African special events of the “global ‘import’ season”.

The events attracted more than 95 million views and the total views of related themes exceeded 900 million. Besides, the integration of short video, audio and poster H5 attracted netizens.

■ (II) Decoding popularity list data and assisting CIIE participants to take the publicity initiative.

This report summarizes some of the experiences and ways to enhance the quality and effect of publicity in line with the popularity lists and the participants.

Firstly, in terms of the content, themes that closely followed policy, and showcased the enterprises involved drew a high degree of attention. All themes that were closely related with domestic affairs drew attention. For example, after China proposed its “carbon peak and carbon neutrality” goal, “green and low carbon” was third in the buzz rankings at the CIIE.

Many participating enterprises then adopted the theme of green development or put forward related exhibits to catch up with the CIIE buzz, gaining publicity. Second, during the CIIE, some senior executives of enterprises gave media interviews and expressed their views to the Chinese market in their capacity as spokespersons of their enterprises.

This move caught the attention of the public, and enhanced the popularity of enterprise and the reputation of the brands as well.

Third, words like “the most” and “first time” helped consolidate this impression. For example, exhibits such as “the largest blue fin tuna” and the largest integrated molded 3D knitting skirt caught public attention.

The popularity of those exhibitors who had “first released” and “first exhibited products” gained relatively high scores in popularity.

Secondly, in terms of communication channels, omni-media communication was helpful in extending coverage and enhancing the reach rate. Specifically, the authoritativeness, influence and content of the central media such as People’s Daily, Xinhua News Agency, China Media Group was a “destination” for the chief participants.

The local mainstream media and industrial media related to the exhibitors, supporting enterprises and trade groups were also major players.

The new media platforms of Weibo, WeChat and douyin with their resources and strong interactive nature also played a part.

The comments and forwards by the netizens were helpful in enhancing popularity and realizing “quantity breakthroughs”.

Various participants also discovered new media communication, and actively set up topics for Weibo and douyin to encourage netizens to view original contents or be involved in discussions and to forward content to increase exposure.

Thirdly, in terms of communication, the media got hold of the overall popularity trend of the exposition and gave it an effective rhythm. The communication trend of the 4th session of the CIIE showed the popularity of related themes. And various participants worked out plans for communication and handled them well. In terms of the daily communication, the communication trend of the four stages of the 4th session of the CIIE showed how the special occasions of 200-day countdown, 100-day countdown and 50-day countdown created fluctuations in popularity and the periodic small climaxes.

Various participants also picked their own opportunities to do precise communication.

Appendix: Indicator system and disclaimer

1. Index weight

The communication popularity score is gained based on eight comprehensively weighted A-level indexes on the communication volume through the eight channels -- 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

The communication popularity score is given by weighting different indexes according to the authenticity of the channels based on the volume of channel information of online media, print media, blog, Weibo, WeChat, apps and videos.

It is calculated by modeling.

The final popularity value is related to elements of various channel information volume and weighting.

The modeling is independently developed by People's Daily Online Public Opinion Data Center.

3. Indicator system

The report volume of radio and television is the number of news pieces by China Media Group and various local television stations.

The report volume of digital newspapers is the number of news pieces published by various newspapers and magazines. Original reports and copied reports are included.

The report volume of the online media is the number of news pieces released on various media websites, information websites, government institutional websites, and enterprise websites. Original reports and copied reports are included.

The report volume of Weibo refers to the number of Weibo blogs containing related key words. Follow-up comments are not calculated.

The report volume of WeChat refers to the number of news pieces issued by the official WeChat account. Original reports and copied reports are included.

The report volume of apps refers to the number of news pieces issued by news apps and information apps. Original reports and copied reports are included.

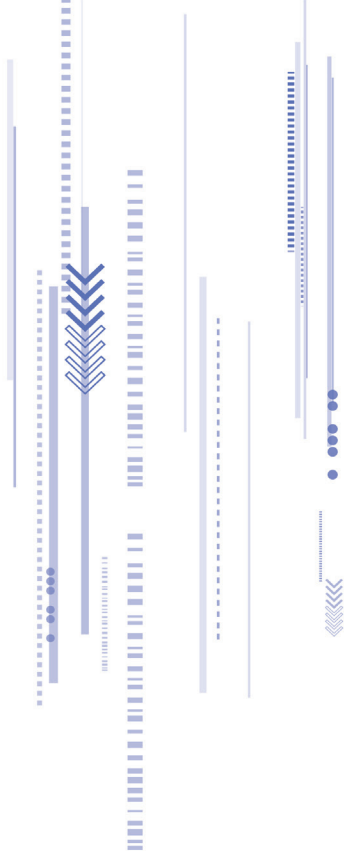
The report volume of forum is the main post issued by network forum, community and Q&A platform containing related key words. Follow-up comments are not calculated.

The report volume of blog is the number of related articles issued on various blog platforms. Original and copied reports are included.

4. 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.

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