

Post-exhibition Report of the 4th CIIE Enterprise & Business Exhibition 2021

5-10 November 2021

China International Import Expo Bureau

National Exhibition and Convention Center (Shanghai)

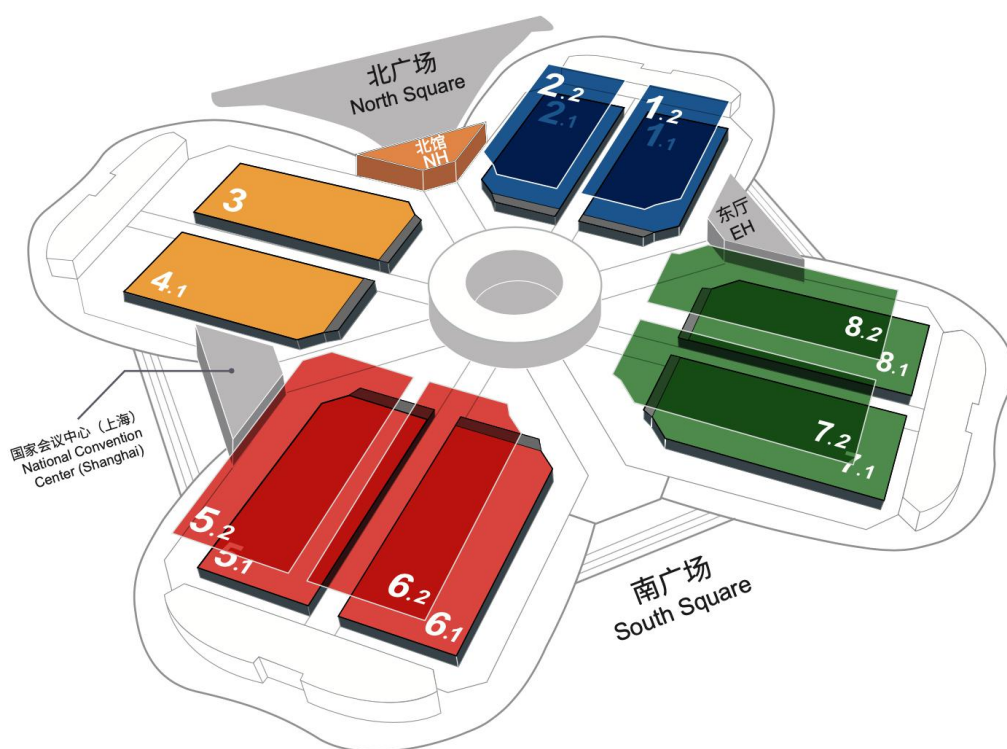
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Overview

- President Xi Jinping delivered a keynote speech via video link at the 4th CIIE opening ceremony in November 4th. Vice President Wang Qishan attended the opening ceremony and addressed at the high-level forum on the 20th anniversary of China's accession to the World Trade Organization (WTO).
- With the exhibition area reaching a new record of **366,000** square meters, over **2,900** enterprises from **127** countries and regions engaged in the 4th CIIE Enterprise & Business Exhibition. More than **280** Fortune Global 500 companies and industry-leading enterprises participated in the Exhibition, which attracted more than **3,000** Chinese and foreign reporters to sign up for interviews. The on-site transaction results were fruitful, and the value of intended deals reached at this year's CIIE was **\$70.72 billion**.
- Enterprise & Business Exhibition Time: 5-10 November 2021
- Venue: National Exhibition and Convention Center (Shanghai)
- Theme: New Era, Shared Future
- Hosts: Ministry of Commerce of the PRC and Shanghai Municipal People's Government
- Partners: World Trade Organization, United Nations Development Programme, United Nations Conference on Trade and Development, Food and Agriculture Organization of the United Nations, United Nations Industrial Development Organization and International Trade Center
- Organizers: China International Import Expo Bureau, National Convention and Exhibition Center (Shanghai) Co., Ltd

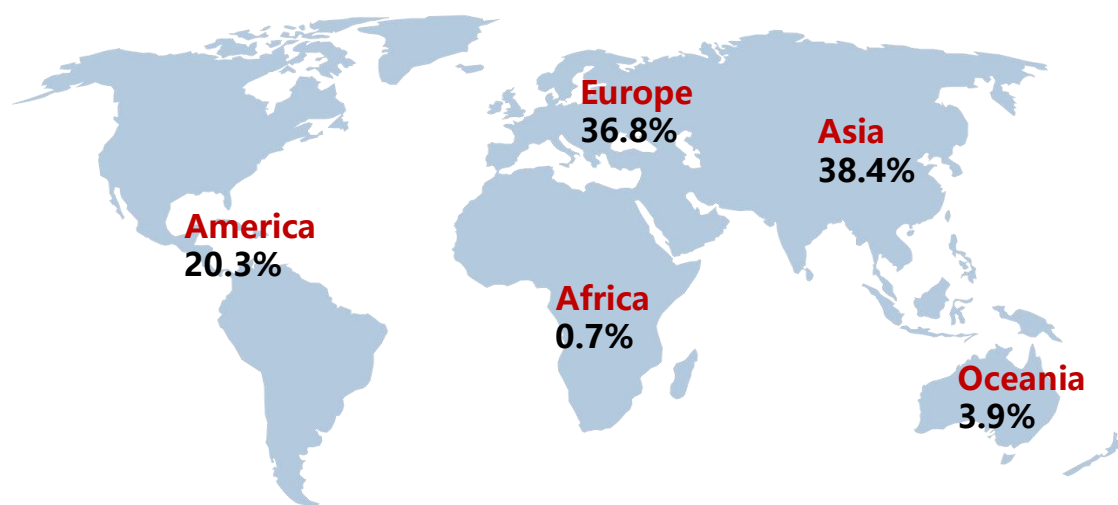
Layout of exhibition halls

- The Enterprise & Business Exhibition consists of six major areas, including “Food and Agricultural Products”, “Automobile”, “Intelligent Industry & Information Technology”, “Consumer Goods”, “Medical Equipment & Healthcare Products” and “Trade in Services”. Special industrial zones were also set up in some areas to meet industrial demands.



Participating countries

- **Exhibitors from 127 countries and regions:**
- 622 enterprises from 50 countries along the “Belt and Road”.
- 90 enterprises from 33 least-developed countries.
- 87 enterprises from 31 African countries.
- 125 enterprises from 13 Central and Eastern European countries.
- 1,503 enterprises from relevant countries of the G20.
- 184 enterprises from relevant countries of the Shanghai Cooperation Organization.



Continent	Asia Including Hong Kong, Macao and Taiwan of China	Europe	Africa	America	Oceania
Proportion of enterprises	45.0%	33.3%	3.0%	13.9%	4.8%
Proportion of exhibition area	38.4%	36.8%	0.7%	20.3%	3.9%

Well-known enterprises

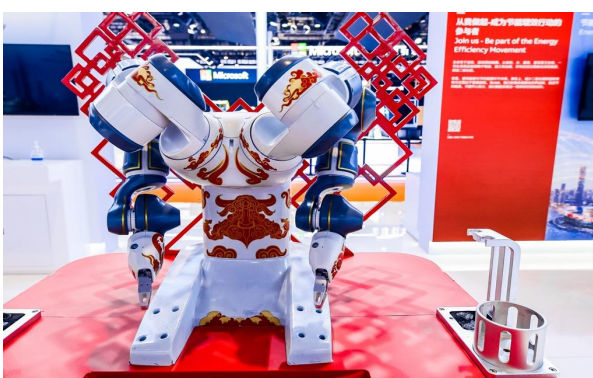
- Many well-known enterprises around the world participated in the Exhibition, including 274 Fortune Global 500 companies and industry-leading enterprises.

(The following are some of the Fortune Global 500 exhibitors, sorted by exhibition area and exhibition hall number)



Debut of new products, technologies and services

- Many new products made their global debut. 422 new products, technologies and services were first released via the 4th CIIE, 88 of which were first launched in the world, including Thailand's multi-species plant-based meat substitutes (debut in Asia), mobile travel concept car (debut in Asia), the world's first collaborative robot, the world's first portable sterilizing and deodorizing instrument weighing only 200 grams, the world's first digital surgical platform for bronchial diagnosis and treatment of lung cancer, the global supply chain smart analyzer solution, etc.



Enterprise Alliance

- The number of CIIE Enterprise Alliance members reached 215 in 2021. Members from 26 countries, such as the United States, Japan, Germany and France, are the Fortune Global 500 or industry leaders.



- To improve the specialization of CIIE, 8 new special committees have been set up this year, covering the fields of agricultural products, low-carbon energy and environmental protection technologies, integrated circuits, smart mobility and new energy, eco-friendly smart appliance, medical devices, pharmaceuticals, and sustainable fashion and lifestyle. At present, there are in total 15 special committees subscribing to the Enterprise Alliance. During the 4th CIIE, they held 25 activities such as policy exchange sessions, round-table dialogues, sub-forums, etc.



Overseas exhibition organizations

- The 4th CIIE engaged nearly 50 overseas exhibition organizations from 41 countries and regions, covering an exhibition area of 43,000 square meters. Most of the 1,200 enterprises were small and medium-sized enterprises, covering a wide range of industries and diversified products. In addition, free standard booths were provided for nearly 30 least-developed countries on CIIE. In the preparatory stage, CIIE Bureau, together with overseas business institutions, overseas exhibition organizations and partners, has organized 21 online promotion sessions, including special sessions in Central and Eastern Europe, the Middle East, Latin America, Africa and other regions.



- To fully implement the economic and trade outcomes of the China-CEEC Summit, the special zone for food in Central and Eastern Europe countries was set up. Nearly 60 food specialties enterprises brought by Poland, Serbia, Greece, Hungary and other country pavilions demonstrated in this special zone, with a total exhibition area of nearly 1,500 square meters in Food and Agricultural Products Area, which form a new beautiful scenery in CIIE.



Visitors and transaction

- There were 39 trading groups with nearly 600 sub groups formulated by purchasers this year, and 108,000 companies and organizations and 350,000 people have registered for the 4th CIIE.
- Among the registered purchasers, more than 2,100 have an annual turnover of more than \$1 billion, and more than 1,300 have an annual import volume of more than \$100 million.
- Considering the industry of registered purchasers, the number of enterprises from manufacturing industry and wholesale and retail industry ranked the top two, accounting for 27.6% and 26.6%



- The 4th CIIE yielded fruitful on-site trading results. The value of intended deals this year at the 4th CIIE reached \$70.72 billion.

Supporting activities

- During the 4th CIIE, a total of 95 on-site activities were held, including policy interpretation meetings, docking and signing activities, investment promotion meetings, research release and other activities.
- Relative activities were held by United Nations Industrial Development Organization, United Nations Global Compact, International Trade Center, World Intellectual Property Organization and other influential international organizations to promote international exchanges and cooperation. Policy interpretation meetings were held by the Ministry of Commerce of the PRC, the Ministry of Industry and Information Technology of the PRC, the Ministry of Culture and Tourism of the PRC, the General Administration of Customs of the PRC, the State Administration of Market Regulation, the National Healthcare Security Administration, the National Medical Products Administration, the China Council for the Promotion of International Trade and other organizing committee members to provide guidance for exhibitors and other foreign enterprises to gain access to the Chinese market and expand their business in China. Those meetings played a more prominent role in promoting exhibitions, and assisting CIIE in acting as a major platform for international procurement, investment promotion, cultural exchange and open cooperation.



Media's attention

- The fourth CIIE was publicized from various perspectives through multiple channels of traditional media (paper media and TV), new media (micro-blog, WeChat, client-side, Tiktok) and network media. People's Daily, Xinhua News Agency, China Media Group and other central level media actively published original articles, and many other domestic media reported on this session of CIIE of multiple levels.
- According to incomplete statistics from third-party public opinion monitoring institutions, during the past year, news reports and other information about the CIIE from home and abroad exceeded 2.54 million. During the CIIE, there were more than 2,000 reports on Peopledaily.com.cn and People's Daily, more than 1,500 reports on Xinhuanet.com and Xinhua Daily Telegraph, and nearly 900 follow-up reports on the CIIE by the China Media Group through various channels.



Exhibitors' feedback



Marcel Smits, Chairman of Cargill Asia Pacific and Head of Corporate Strategy: This year, Cargill commemorates 50 years in China. We are proud and excited to participate in the CIIE for the fourth consecutive year. CIIE is a bridge that connects China with the rest of the world, and that's exactly what Cargill China has been doing for the past 50 years. Inspired by the exciting new opportunities that the CIIE has unlocked for us, we will embrace the next 50 years with even greater hope and ambition as we continue to grow together with our partners and customers in China. Furthermore, CIIE celebrates the culture of innovation that pulses through China. Cargill's innovation focus is not just what China needs today but how we can play a part in its sustainable future.

Mr. Jochen Goller, President & CEO of BMW Group Region China: "The CIIE is the world's first national-level expo with the theme of imports, demonstrating the determination and confidence of China's opening-up and the great potential of the Chinese market. It provides an important platform to strengthen global economic cooperation. As a corporate citizen who enjoys the benefits of China's further opening-up, BMW will actively respond to the call of the Chinese government, promote open cooperation for a win-win result, and make continuous contribution to the community. Apart from offering diversified products and seamless customer experience for our Chinese customers, we will continue our investment on the Chinese market and fully support China's low-carbon economy."



Dr. Ai Zhouping, President of Heraeus Greater China: As a German family business, one of the Fortune Global 500 companies and a diversified industrial materials technology group, Heraeus attaches great importance to the Chinese market and regards CIIE as a unique platform. Since CIIE was launched in 2018, we have participated in the Expo consecutively for 4 times, which leads to great results and helps us to strongly promote our business. Looking forward to 2022, Heraeus will join it for the 5th time as an exhibitor. On the platform, Heraeus will deeply explore Chinese market, and spare no pains to bring more new technologies and products, especially those badly needed in China's market, so as to serve our customers better in semiconductors, precious metals, new energy, environment and industrial applications. We will work together with the value chain to promote China's industrial upgrading and high-quality development. As a loyal member of the CIIE, we hope that it will continue to grow and rise to new heights.

Jenny Gu Richemont China CEO: The 4th China International Import Expo coincided with the 20th anniversary of China's accession to the World Trade Organization (WTO). Richemont and its Maisons have greatly benefited from the opening-up of the Chinese market. We have witnessed the steady growth of luxury goods industry in China during the past 20 years and we are confident about the future development of the industry. The CIIE is a banner highlighting China's commitment to continue opening up and to strengthen international cooperation. Richemont is very honored to be here to share our Maisons' illustrious history, exemplary craftsmanship and fruitful innovation. Richemont has signed the first strategic cooperation memorandum of exhibitors in the history of CIIE. Lead and supported by group headquarter, the team in China will continue to fulfill our commitment to the Chinese market.



Exhibitors' feedback



Jean-Christophe Pointeau, China President for Pfizer Biopharmaceuticals Group.: China's 4th Annual International Import Expo (CIIE) was a resounding success. The expo reflected China's unwavering commitment to opening up, supporting global trade and investment, and driving innovation within its borders and beyond, providing an important confidence boost for multinational companies like Pfizer who have invested in China. Today, as the world economy recovers in the wake of the COVID-19 pandemic, this type of international exchange is more important than ever. Pfizer's exhibition theme, "New Pfizer, New Journey", highlighted our recent organizational transformation into a more innovative and patient-focused biopharmaceutical company. CIIE gave us an unparalleled opportunity to not only showcase this transformation, but also to celebrate new partnerships, debut cutting-edge medical innovations, and share insights and novel research to help strengthen China's healthcare system. We look forward to participating in next year's CIIE!

Stephen Fung, Fung Group China President: This is the fourth consecutive year that Fung Group has participated in CIIE. Along the way, we have witnessed its improvement and the increasingly open business environment in the Chinese market. In the past four years, relying on the Expo, an open platform that gathers global economic and trade development opportunities, Fung Group has continuously deepened its business layout in China and made remarkable progress. As a century-old brand in the supply chain industry, this year marks the 115th anniversary of the establishment of the Group. We will continue to give full play to our accumulated experience and advantages in trade services, supply chain management, retail brand marketing and other fields to promote regional trade exchanges, actively grasp the new opportunities of "dual circulation", continuously promote the reform of supply chain with leading digital technology, help the high-quality development of the industry, and better meet the consumption upgrading needs of China's domestic demand market with high-quality products and services.



Maximilian Butek, Delegate and Chief Representative of the Delegation of German Industry and Commerce Shanghai, Executive Director and Board Member of the German Chamber of Commerce in China | Shanghai: The CIIE has gradually become an important platform for German enterprises to establish contacts, exchanges and cooperation with their counterparts and partners, as well as promoting their products and technologies, and striving to expand further in the Chinese market. AHK Greater China would like to sincerely thank the whole CIIE team for the good cooperation and support within the past four years. We are looking forward to further strengthen our cooperation in the future, and to supporting the German joint pavilion for the fifth consecutive year in 2022!

Shim Joon Seok, Chief Representative of the Shanghai branch of Korea International Trade Association: Thanks to the organizers China International Import Expo Bureau and National Exhibition and Convention Center (Shanghai) Co., Ltd. who have successfully organized the 4th CIIE. This year, more than 100 Korean enterprises participated in the Expo through the Korea International Trade Association, and achieved fruitful results. We will continue to actively participate in the Expo. We also wish the next session of CIIE good performance, good results and continued success in the next year to come! It will bring new opportunities to more Chinese and overseas enterprises!



Invitation to the 5th CIIE

- CIIE is a great decision of China to promote a new round of high-level opening-up and a major measure of China's initiative to open its market to the world. CIIE held successfully when epidemic prevention and control has been normalized fully reflects China's sincere desire to share market opportunities with the world and promote world economic recovery.
- As a vital part of the CIIE, since its first session, Enterprise & Business Exhibition has made every effort to promote international exhibition planning, comprehensive exhibition organizing, professional exhibition handling and industry-classified exhibition arranging, and achieved fruitful results. The specialization, internationalization and the contents of booths are gradually enriched, and trade and investment are promoting each other.
- The Chinese Government sincerely invites exhibitors, professional purchasers and visitors from all walks of life around the world to participate in the fifth CIIE to be held from November 5 to 10, 2022 to share development opportunities.