



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

CIIE NEW ERA  
SHARED FUTURE  
新时代 共享未来

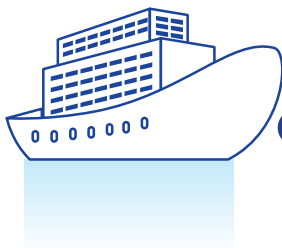
虹桥国际经济论坛  
HONGQIAO INTERNATIONAL  
ECONOMIC FORUM

# CIIE Newsletter

Volume 4 January–February 2025



China International Import Expo Bureau  
National Exhibition and Convention Center (Shanghai)



# 01

## CIIE in Review

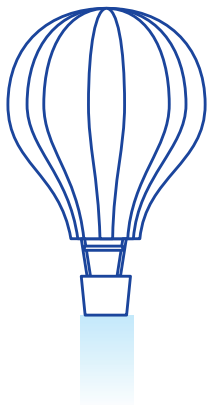
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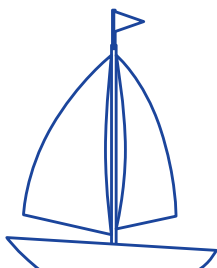
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## 01 CIIE IN REVIEW





## Progress of CIIE Over Seven Years



## Highlights of the 7th CIIE





## The Country Exhibition featured many highlights.

It played a more prominent role in promoting inclusive and shared economic globalization.



77 countries and international organizations attended the Country Exhibition.

France  
Malaysia  
Nicaragua  
Saudi Arabia  
Tanzania  
Uzbekistan

the guest countries of honor.

Benin, Burundi, Lesotho, Madagascar, Namibia, Norway, Slovakia, and UNICEF made their debuts at the Country Exhibition.



Over 200 pavilion activities were held.

The China Pavilion, with the tagline "Advance Chinese Modernization and Jointly Pursue Global Development and Prosperity".

**The Business Exhibition** focused on new quality productive forces and featured high-tech innovations.



A record 297 Fortune 500 companies and industry leaders participated in the Business Exhibition.



186 enterprises and organizations are "full-time" exhibitors at the CIIE.

360 innovative programs from 34 countries and regions were showcased in the Innovation Incubation Special Section.



1,585 companies from 104 countries participating in the Belt and Road Initiative attended the Business Exhibition.



1,185 companies from 13 countries involved in the Regional Comprehensive Economic Partnership attended the Business Exhibition.



113 exhibitors from 35 least developed countries (LDCs).

## The 7<sup>th</sup> Hongqiao International Economic Forum

further boosted global, open cooperation with its distinct international character.

The *World Openness Report 2024* and the latest World Openness Index were released.

13 reports, indices, and initiatives were released by various international organizations, government agencies, and think tanks.



Over 300 authoritative guests from the political, business, and academic sectors participated in the sub-forum discussions, with nearly half of the speakers coming from overseas institutions.

Guests of the HQF included 7 top scholars, including Nobel Prize, Turing Award, and Fields Medal laureates.



11 academicians, members of the Chinese Academy of Social Sciences, numerous senior executives from multinational corporations and guests at the vice-ministerial level were among the attendees.



More than 8,600 people registered to participate in the HQF.

**Highly targeted trade and investment matchmaking sessions** provided exhibitors and buyers with a stronger sense of satisfaction.

Nearly 50 trade and investment promotion events were held during the matchmaking sessions.



Over 280 groups visited the expo.

86 centralized signing events were held, resulting in nearly 600 cooperation agreements.

**On-site service and support** ensured a better experience for attendees.

172 service points across 26 categories were set up.



The expo continued its commitment to fully green construction and 100 percent renewable energy-powered operations.

**The preparation work for the 8<sup>th</sup> CIIE is already in full swing.**



Over 100,000 square meters exhibition spaces have been reserved for next year's business exhibition.



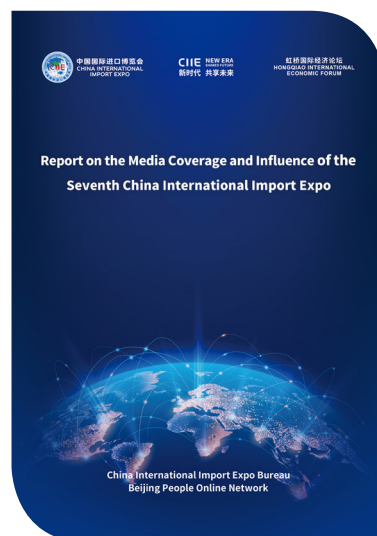
**Let's meet at the 8<sup>th</sup> CIIE!**

## Report Highlights Media Impact Generated by 7th CIIE

The *Report on the Media Coverage and Influence of the Seventh China International Import Expo* was released on Jan 20. The report, divided into eight chapters, provides a detailed analysis of the CIIE's communication achievements using rich data and visuals, covering areas such as the Country Exhibition, Business Exhibition, Hongqiao Forum, Supporting Events, People-to-people Exchanges, and service operations.

According to the findings, exposure of the 7th CIIE-related content exceeded 5 billion views, with over 2 million pieces of information shared across various platforms. Coverage by major domestic media outlets, social media platforms, news websites, and mobile apps contributed significantly to the expo's visibility. Over 45,000 articles about the 7th CIIE were published internationally, engaging nearly 1.2 billion people in almost 100 countries and regions. Prominent media outlets such as the Associated Press, Bloomberg, and Reuters provided frequent coverage, further amplifying the expo's global influence.

Published for seven consecutive years, the report has become a key reference for evaluating the impact of CIIE communication. Exhibitors, participants, and the media have widely recognized it for its professional insights and valuable data.



Scan the QR code to read the full version.



## 7th CIIE Photo Gallery

The photo gallery of the 7th CIIE was released on Jan 24. The gallery records the wonderful moments of the 7th CIIE, including the Country Exhibition, Business Exhibition, Hongqiao Forum, People-to-people Exchanges and Supporting Events and beautiful venue pictures. Scan the QR code to enjoy these moments!



Scan the QR code to enjoy the moments.





## Notable Moments at 7th CIIE

### Country Exhibition



Chinese President Xi Jinping personally announced France as the Guest Country of Honor at the 7th CIIE. Under the theme "60-year of diplomatic relations between China and France", the France Pavilion featured a wide range of top French companies, highlighting the fruitful achievements of friendly exchanges between the two countries, from cultural traditions to cutting-edge technologies.



The most beautiful voices — singers from Rwandan Youth Group — shone at CIIE. Earlier, the Rwandan Youth Group, with their million-strong fanbase, performed live at the NECC (Shanghai), inviting young people to join them in celebration. During the 7th CIIE, they once again captivated audiences with their enchanting performances at the Rwanda Pavilion.



Norway made its debut at the Country Exhibition of the 7th CIIE and achieved successful results through close collaboration with the Business Exhibition. Leveraging the platform of the CIIE, Norwegian salmon has deepened its penetration into the Chinese market. Additionally, more Norwegian seafood products have successfully entered China through the expo, enhancing economic cooperation between the two countries. During the 7th CIIE, key figures including Marianne Sivertsen Næss, Minister of Fisheries and Ocean Policy of Norway, Christian Chramer, CEO of the Norwegian Seafood Council, Vebjørn Dysvik, Norwegian Ambassador to China, and Tobias F. Svenningsen, Consul General of Norway in Shanghai, attended the grand opening of the Norway Pavilion.



**At the CIIE's most cuddly booth, Peru's alpaca stole the spotlight.** With a modest 9-square-meter booth for its debut at the CIIE, the adorable alpaca captured the hearts of Chinese consumers. Thanks to the expo's spillover effects, this cute little animal has become a massive internet sensation.

**At the Tanzania Pavilion, a model of the Dongfanghong locomotive took center stage.** It symbolizes the Tazara Railway — a testament to the friendship between China and Tanzania — and serves as a metaphor for Tanzanian products riding the "CIIE Express" toward shared growth.



**At the 7th CIIE, the China Pavilion stood out in its iconic "Chinese red", with the tagline "Advancing Chinese Modernization and Jointly Pursue Global Development and Prosperity".** With a focus on deepening reforms, the pavilion showcased the historic achievements of China's economic and social development. The China Pavilion showcased the development of new quality productive forces, presenting the latest achievements in future networks, deep-sea and aerospace exploration, artificial intelligence, and new energy. The exhibits were highly interactive and engaging, offering a perfect blend of cutting-edge innovation and public accessibility.

**The "Join CIIE, Build Synergy" networking event for exhibition partners of the Country Exhibition was held for the first time,** providing a platform for exhibitors to deepen connections. The event fostered understanding and integration across cultures while promoting exchange and mutual learning among civilizations.





## ► The Most Influential Exhibitors

### Business Exhibition

The 7th CIIE saw the gathering of both old and new exhibitors, with "old friends" continuing to attract attention, "new friends" offering a variety of highlights and "full-attendance exhibitors" garnering significant attention. Based on comprehensive online coverage, companies such as L'Oréal, Michelin, Siemens, Panasonic, Medtronic, Nippon Paint, Schneider Electric, Theland, Bayer, and Shiseido were among the top in terms of exhibitors' communication influence.

### Exhibitor's Communication Influence Index

01

L'Oréal

96.42

L'ORÉAL  
GROUPE

06

Nippon Paint

85.62

立邦

02

Michelin

95.59

MICHELIN

07

Schneider  
Electric

84.45

Schneider  
Electric  
施耐德电气

03

Siemens

91.78

SIEMENS

08

Theland

83.34

纽仕兰  
Theland

04

Panasonic

87.29

Panasonic

09

Bayer

82.27

BAYER

05

Medtronic

86.52

Medtronic 美敦力  
生命因科技不凡

10

Shiseido

81.09

SHISEIDO

Data is derived from the *Report on the Media Coverage and Influence of the Seventh China International Import Expo*.

## ► Top 10 Most Attention-Grabbing Exhibits

The 7th CIIE showcased 450 new products, technologies, and services for their first unveiling, including over 100 global premieres, 40 Asia debuts, and more than 200 first-time showcases in China. This made for a series of exciting exhibits.

### Michelin | Non-peumatic Tires

Non-peumatic tires (under development) that are resistant to extreme temperature differences. They have a certain level of corrosion resistance, and are capable of functioning in extremely harsh environments.



### Volkswagen | Smart cockpit demo for on-site debut

It is powered by the China Electrical Architecture (CEA), which enables agile customized digital services for the smart cockpit. It reduces system complexity while delivering cutting-edge, smart automotive features. The technology also supports diverse application innovations and smooth intelligent connectivity and enables regular and rapid vehicle-level OTA (Over-the-Air) updates.



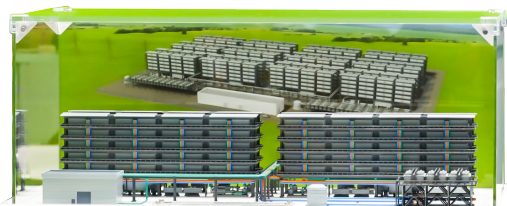
### Shift Robotics | Shift Robotics Moonwalkers Aero

Moonwalkers are the world's first AI-powered shoes that enable users to walk at running speed. Equipped with an adaptive AI-powered system, these lightweight, compact shoes make it effortless to reach more destinations.



### GE Vernova | Direct Air Capture (DAC) Technology Modules

DAC technology marks a key breakthrough in directly capturing carbon dioxide from the atmosphere. The modules are easy to manufacture and assemble, and are designed for easy maintenance, reusability, and ease of handling.



### Nippon Paint | Global debut of Nippon Paint photocatalytic coating

Designed for both automatic driving and traditional driving scenarios, it significantly improves the visibility of road markings.



## Essence Value | 1:1 cabin model of the Volant VE25-100 eVTOL (electric vertical takeoff and landing aircraft).

The cabin interior boasts a height of 1,350 mm, with a seat pitch of 1,250 mm between rows and a seat width of 660 mm. The rear seating area is specially equipped with an infant basket, while the 6-seat flexible cabin layout and the oversized glass cabin provide excellent visibility.



## Qualcomm | Snapdragon 8 Elite Mobile Platform

For the first time, it incorporates cutting-edge technologies such as the second-generation customized Qualcomm Oryon™ CPU, Qualcomm Adreno™ GPU, and enhanced Qualcomm Hexagon™ NPU, delivering a groundbreaking performance boost.



## Michelin | 71% sustainable material tires

Many renewable and recyclable materials are used, including natural rubber, recycled carbon black, scrap steel, and bio-based materials extracted from organic substances such as orange peel and lemon peel.



Data is derived from the *Report on the Media Coverage and Influence of the Seventh China International Import Expo*.

## L'Oréal | "AirLight Pro" optical hair dryer

An innovative hair dryer that combines infrared light with high-speed wind. It can help improve hair quality while drying hair quickly.



## Siemens Energy | Cutting-age technology based on recyclable fan blades

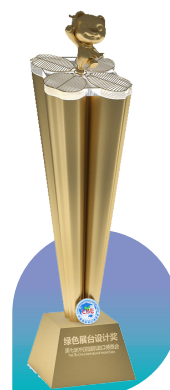
Using innovative resin materials, it can be recycled at the end of its life, minimizing environmental impact.





## ► The Most Eco-Friendly Booth Design

The China International Import Expo (CIIE), a globally renowned event, serves not only as a platform for showcasing products and services, but also as a significant opportunity for companies to demonstrate their commitment to social responsibility and highlight their dedication to sustainable development. At the 7th CIIE, organizations and companies such as the Hong Kong Trade Development Council (HKTDC), Samsung Group, and Kering Group were awarded the Gold Prize for Eco-Friendly Booth Design.



### Hong Kong Trade Development Council (HKTDC)

The HKTDC Booth at Trade in Services Exhibition Area showcased interactive elements and sustainable design, highlighting Hong Kong's commitment to innovation and environmental responsibility. Its design included reusable frames and LED technology to emphasize sustainability.



### Samsung Group

Samsung Group Booth showcased its commitment to sustainability with the theme "AI for All". The exhibition design used modular materials and green, low-carbon materials to minimize the impact of spraying processes to air and soil. Most materials were recyclable, demonstrating Samsung's responsibility towards environmental protection.



### Kering Group

Kering Group Booth featured 60% recycled tiles, 65% bio-leather furnishings, and fully reusable modular structure, supporting a sustainable circular design.



## Hongqiao Forum



## The Most Eye-catching Parallel Session

The press conference on *World Openness Report 2024* & International Symposium on World Opening-up attracted widespread attention from all sectors of society. The latest flagship report, the *World Openness Report 2024*, along with the World Openness Index, sparked heated discussions. Major national media outlets, including People's Daily, Xinhua News Agency, and CCTV News, featured special reports on the event.







## The Parallel Session Offering the Most Immersive Exhibition Experience

The parallel session on "Gathering Global Quality Consumption Resources and Promoting Consumption Upgrading" was held at the L'Oréal Booth at the 6.1H Consumer Goods Exhibition Area, where guests engaged in immersive discussions on topics related to consumption. In addition, this year's Hongqiao International Economic Forum introduced innovative guest group visits, arranging for forum speakers from parallel sessions on new energy vehicles, the silver economy, intellectual property protection, international cooperation on standards, and promotional activities related to "Invest in China" to visit special exhibition sections. This approach enhanced scenario-based communication and interaction among participants.



## The Most "Buzzworthy" Parallel Session

The parallel session on "Globalization and Youth Development: Creating a Shared Better Future" featured a speech by Yao Ming, Founder of Yao Foundation and Vice Chairman of the All-China Youth Federation (ACYF), who shared his insights on how young people can embrace opportunities and tackle challenges in the context of globalization. The session attracted significant attention from the young audience and created a lively atmosphere.

第七届虹桥国际经济论坛  
THE SEVENTH HONGQIAO INTERNATIONAL ECONOMIC FORUM (HQF)



## The Most Popular Networking Event

The CIIE & HQF GALA provides a platform for efficient interaction among international political, business, academic, and media participants. This initiative promotes government-business exchanges, trade, and investment cooperation and supports the "Invest in China" campaign. The event has received positive feedback from both domestic and international guests and from upstream and downstream enterprises in related supply chains.



## ► Highlights of 7th Hongqiao International Economic Forum

From Nov 5 to 7, 2024, the 7th Hongqiao International Economic Forum (hereafter referred to as HQF) successfully held the main forum, 19 parallel sessions, 4 closed-door meetings including roundtables for foreign-funded enterprises and US businesses in China, and promotional activities related to "Invest in China". Chinese Premier Li Qiang delivered a keynote speech at the opening ceremony of the 7th CIIE and HQF (the main forum of HQF). During the parallel sessions and related events, a total of 310 prominent speakers from government, business, and academia engaged in in-depth discussions, including 7 leading scholars such as Nobel Laureates and Turing Award winners, 11 academicians and members of the Chinese Academy of Social Sciences (CASS), and global executives from Fortune Global 500. Parallel sessions and events garnered significant attention and were widely covered by major media outlets, including press conference on *World Openness Report 2024* & International Symposium on World Opening-up, "Invest in China" — Special Event Presenting Pilot Free Trade Zones, parallel session on "Sustainable Development of Global South" and "China-Africa Cooperation", parallel session on "Artificial Intelligence Empowering New Industrialization", parallel session on "A Shared Silver Economy: New Opportunities in an Aging Society" and so on.

The HQF Secretariat and the Research Center for HQF have compiled two key documents: *The 7th Hongqiao International Economics Forum Compilation of Speeches 2024* and *The Parallel Sessions of the 7th Hongqiao International Economic Forum Anthology of Speeches*. These publications capture the essence and highlights of the forum. We invite all sectors to consult and make use of these valuable resources for further insights and reference.



Selected Speeches  
of Guests



## Supporting Events

## ► On-Site Business Matchmaking with the Longest Queue

The 7th CIIE introduced VIP Buyers Selection Event and Buyers' Corner, giving buyers the spotlight and initiative. Hundreds of buyers from sectors such as food service, e-commerce, large retail chains, and international trade set up booths to engage in multiple rounds of face-to-face meetings with exhibitors. The event was a huge hit, with all seats filled and exhibitors lining up to meet with buyers.



## Business Matchmaking Service

## ▶ Group Visits Were the Biggest Hit



As a type of on-site service dedicated to enhancing the connection between exhibitors and professional buyers, the group visit at the 7th CIIE went into six exhibition areas as well as the Innovation Incubation Special Section. A record number of groups registered for and attended the exhibition. The event hosted a total of 281 groups, facilitating over 2,000 group visits to 427 exhibitors, with total attendance surpassing 4,000.

For the first time, special themed routes were created to highlight the Guest Country of Honor, such as a route featuring iconic French companies in the Consumer Goods and Intelligent Industry & Information Technology exhibition areas. Another new initiative was the launch of recommended routes focused on small and medium-sized exhibitors and exhibitor groups to facilitate more effective business matchmaking. For example, the route for the Food and Agricultural Products Exhibition Area included a dedicated section featuring global exhibitor groups. One of them was the Africa Section, which included African exhibitor groups and food and agricultural companies from the least developed African countries. This allowed buyers and visitors to explore African specialties like nuts, coffee, tea, fruits, cocoa, and chili peppers in a "one-stop" experience.

## People-to-people Exchanges



### A Spectacular Feast of the Most Diverse Cultural Performances

People-to-people Exchanges at the 7th CIIE presented a truly diverse feast of performances. Artistic troupes from seven countries around the world came together to deliver a vibrant mix of unique cultural performances with both Chinese and international elements. This infusion of global elements transformed the stage into a vibrant celebration of worldwide cultures, immersing the audience in a lively carnival of global artistry.

The showcase preserved the traditional performances of previous editions — such as singing, dancing, Chinese folk arts, and intangible cultural heritage performances — while boldly expanding its repertoire by introducing modern artistic genres like opera, jazz, piano, and wind ensemble performances. The events gained depth and variety, enhancing both their artistic appeal and global influence. Through a diverse range of performances, audiences were able to experience the unique charm of different cultures.

Particularly noteworthy was the cultural exchange event between Xizang and Bhutan. This marked Bhutan's debut at the CIIE, where it joined with the Xizang trade delegation to host cultural activities showcasing Bhutan's development journey from multiple perspectives. The event offered valuable insight into the exchange and mutual learning between Chinese and other civilizations. In addition, the pop-up event organized by CCTV Digital News themed on the "Harmony and Beauty for a Shared Future" also attracted considerable attention.

To further enhance the influence of the CIIE's People-to-people Exchanges platform, the performances were broadcast live online for the first time. Streaming across multiple platforms, the performances attracted over 1.32 million views, allowing more people to share the joy and beauty of this cultural feast.





## Cutest Food-Themed Cultural Creation

"Rongmomo", a round, plump, and irresistibly cute plush toy inspired by Shaanxi's famous street food *roujiamo* (meat sandwich), stole the show at the cultural exchange zone of Shaanxi Pavilion at the 7th CIIE. Alongside it, a series of immersive performances vividly showcased the process of making *roujiamo*, from chopping the meat to baking the bun, adding the fillings, drizzling the sauce, and finally bagging it up. Though the playful, prop-free performance might seem a bit eccentric, it was a clever way to infuse the toy with unique cultural significance. This *roujiamo*-inspired cultural and creative product became an internet sensation within just a few months, emerging as the new "internet celebrity" in Xi'an's cultural and creative sector. Making its debut at the CIIE, "rongmomo" was enhanced with interactive elements, allowing visitors and exhibitors to experience the ritual of making *roujiamo* and learn more about Shaanxi's culinary traditions.

The impressive display of Shaanxi's cultural and creative products not only amazed visitors but also showcased the brilliance of Shaanxi's culture and creativity on the world stage.



## The Most Enchanting Cultural Fusion — "Black Myth: Wukong" Showcases Authentic Shanxi Culture at the CIIE

"Black Myth: Wukong", an action-adventure game rooted in traditional Chinese culture, won the Best Action Game and Players' Voice awards at The Game Awards (TGA) 2024. At the People-to-people Exchanges events of the 7th CIIE, this award-winning game showcased the unique charm and allure of Chinese culture through the character of Wukong while promoting the rich heritage of Shanxi Province.

At the cultural exchange zone of the Shanxi Pavilion, an interactive sector called "Explore Shanxi with Wukong" was a huge hit. Professional cosplayers, dressed as Wukong and Erlang Shen, seemed to leap straight out of the game, joining visitors on a unique "Journey to the West" adventure. Participants not only had the chance to experience iconic scenes from the game, but also walked among Shanxi's breathtaking ancient architecture and scenic landscapes through the use of modern digital technology. This three-dimensional, immersive experience immersed them in the rich history, culture, and stunning natural beauty of Shanxi. Related cultural and creative products like Wukong paper cuts and lacquer paintings were also immensely popular.



## 02 CIIE STORIES

### Exciting Recap of New *CIIE Stories* Book Launch

The *CIIE Stories* book launch was held on Nov 8, 2024, under the theme "Sharing Opportunities, Everlasting Progress" and saw the launch of the latest bilingual (Chinese-English) edition of *CIIE Stories*.

This marks the third year in a row that a new edition of *CIIE Stories* has been released during the CIIE. The new bilingual edition was compiled by the CIIE Bureau, National Exhibition and Convention Center (Shanghai), and China News Network. The book is divided into four sections: Door of Opportunity, Power of Innovation, Beauty of Development, and Promise to Openness. By telling engaging stories in both Chinese and English, the book immerses readers in the vivid scenes and intimate details that illustrate how the CIIE fosters economic and trade cooperation, mutual trust, and cultural exchanges. At the event, representatives from various sectors were invited to share their CIIE stories, while the "CIIE Stories Social Media Relay Challenge" for short video submissions was also launched.



## Zambia Strengthens Trade Ties with China through CIIE



Zambia, located in south-central Africa, has built a strong connection with the China International Import Expo (CIIE) over the years.

In 2019, Zambia became the only African country to serve as the guest country of honor at the 2nd CIIE. Two years later, during the opening of the 4th CIIE and Hongqiao International Economic Forum, Zambian President Hakainde Hichilema delivered a video speech, praising the expo for providing a vital platform to help businesses from Zambia and other developing nations enter the global market.

Last year, as China and Zambia celebrated the 60th anniversary of diplomatic ties and the Year of China-Zambia Business Cooperation, Zambian exhibitors participated in the CIIE for the seventh year in a row. Their exhibition area has grown for three years in a row, reflecting the increasing importance of the platform.

Zambia's mild climate and abundant wild bees create ideal conditions for producing high-quality wild honey. Alan Chanda, a Zambian honey producer, showcased his products at the 1st CIIE in 2018. Back then, Chanda noted that while the honey's quality was its biggest strength, its low brand recognition in China posed a challenge. Thanks to the CIIE, Zambian wild honey has gained increasing visibility in the Chinese market. At the 7th CIIE in 2024, Chanda returned to exhibit his products in the Africa section, expressing gratitude for the platform that brought Zambian wild honey to the tables of Chinese consumers.



A booth of Zambia's honey producer at the 7th CIIE.



Nyawa Chipalabela, founder of Authentic Crafts Limited, attended the CIIE for the first time in 2024. This was also her first time visiting China.

Before coming, she participated in training programs by the International Trade Centre (ITC), a partner organization of the CIIE, which has helped nearly 300 small and medium enterprises from over 30 developing countries join the expo since its inception.

Through the CIIE, Chipalabela was able to introduce Zambian jewelry to Chinese buyers, hoping to find business partners and connect with end customers. She also explored other booths at the CIIE, saying, "The expo gathers many exhibitors, and by interacting with them, I've broadened my vision and ideas."



Map-shaped earrings from Namayo, a brand under Authentic Crafts Limited, are showcased at the 7th CIIE.

Chipoka Mulenga, Zambia's minister of commerce, trade and industry, also attended the 7th CIIE and the Hongqiao Forum. Speaking at a sub-forum, he emphasized Zambia's desire for mutually beneficial cooperation. "We seek partnerships based on equality, not one-sided assistance," he said.

In an interview, Mulenga highlighted Zambia's growing exports to China, particularly honey, made possible by China's zero-tariff policy on Zambian products. "China has shown true friendship by fostering shared prosperity and win-win cooperation," he remarked.

During the 7th CIIE, Mulenga also met with officials from China's Ministry of Commerce to discuss strengthening economic ties. Additionally, he attended a special investment promotion event in Ganzhou, Jiangxi province, underlining Zambia's commitment to boosting trade with China.

To support 37 least-developed countries, including Zambia, in participating in the expo, the 7th CIIE introduced various measures, such as providing over 120 free exhibition booths and expanding the Africa section in the Food and Agricultural Products Exhibition Area. The Hongqiao Forum also hosted sub-forums to provide insights and recommendations for inclusive growth in least-developed countries.



The "Sustainable Development of Global South and China-Africa Cooperation" session of the 7th Hongqiao International Economic Forum is held on Nov 5, 2024.

At the 2024 Summit of the Forum on China-Africa Cooperation in Beijing, China announced on Dec 1, 2024, it would start granting zero-tariff treatment to all products from least-developed countries with diplomatic ties to China. Zambia is among the beneficiaries of this new policy, further boosting the competitiveness of its products in the Chinese market.

With the support of these favorable policies, Zambia's participation in the CIIE is set to grow even stronger. The country's unique products, from wild honey to handcrafted jewelry, are poised to shine brighter in China, symbolizing a partnership grounded in openness and shared prosperity.

## Share your CIIE Stories

### Sipping Success

**CIIE NEW ERA  
SHARED FUTURE**

The world's top whiskey brands are turning heads with bold localization strategies, crafting refined spirits for the tastes of Chinese consumers.

For global spirit makers, the CIIE is more than an expo—it's a golden opportunity to ensure that every bottle finds its true connoisseur. Cheers to new opportunities!

#CIIEStories



Scan the QR Code to explore more

### Light of the Expo

**CIIE NEW ERA  
SHARED FUTURE**

### Illuminating the path

A top Fortune 500 insurance company marks its third year at CIIE, celebrating a key milestone in its 30-year journey in China.

The CIIE acts as a "lighthouse" for multinational companies, guiding them to understand global trends and the Chinese market, lighting the way to prosperity and growth.

#CIIEStories



Scan the QR Code to explore more

### Innovating green

**CIIE NEW ERA  
SHARED FUTURE**

### A launchpad for sustainability

Industry giants from around the world are showcasing their cutting-edge innovations at CIIE—products made with sustainable materials that push technological boundaries.

CIIE has become the 'Navigator', accelerating enterprises onto the green innovation track, making sustainability possible in every way.

#CIIEStories



Scan the QR Code to Explore More

### Speed to care

**CIIE NEW ERA  
SHARED FUTURE**

### Fast-tracking medical breakthroughs

Leading global innovative medications had been showcased at the CIIE, and three months later, they were launched in China—that's the power of the CIIE advantage.

CIIE has become the ultimate accelerator for global medical innovations in China, fast-tracking cutting-edge medications and devices from exhibits to patient care.

#CIIEStories



Scan the QR Code to Explore More



**CIIE** NEW ERA  
SHARED FUTURE

## INSPIRE THE WORLD WITH **CIIE STORIES**



**THE GLOBAL COLLECTION BEGINS**

**SUBMIT YOUR STORIES:**  
[ciiestories@ciie.org](mailto:ciiestories@ciie.org)

**SUBMISSION TIME:**  
From now until 26<sup>th</sup> July 2025

**ORGANIZER:**  
CIIE Bureau, National Exhibition and Convention Center (Shanghai)

**SUPPORTING MEDIA:**  
People's Daily Digital Communication, China News Service,  
China Daily New Media, Xinmin Evening News, Knews, The Paper,  
Yicai, International Business Daily, Phoenix TV

**SUPPORTING PLATFORMS:**  
Douyin, Toutiao APP



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### A New Round of Global Call for CIIE Stories

Since its debut in 2018, the China International Import Expo (CIIE) has been held successfully for seven consecutive years. Scheduled for Nov 5-10 in Shanghai, the CIIE has become a showcase of China's new development paradigm, a platform for high-standard opening-up, and an international public good for the whole world.

Located by the Huangpu River and designed in the shape of a four-leaf clover, the National Exhibition and Convention Center (Shanghai), the venue for the CIIE, has welcomed guests from around the world to present vivid "CIIE Stories" that embody and celebrate the timeless themes of opening-up, cooperation, innovation and win-win.

If you or your organization has participated in or attended the CIIE in any capacity, or if the CIIE has positively impacted your life or work in any way, we invite you to share your stories.

**We look forward to you helping write  
a new chapter in the CIIE legacy.**



Please send to [ciiestories@ciie.org](mailto:ciiestories@ciie.org) or refer to the relevant announcements on the official website of the CIIE: <https://www.ciie.org/zbh/en/>



## 03 CIIE VOICE

### Voices from People of All Circles



► **The Prime Minister of Malaysia Anwar Ibrahim** stated that the China International Import Expo (CIIE) not only demonstrates China's own development achievements but also provides a platform for developing countries, including Malaysia, to showcase and sell their products, enabling Malaysian companies to access new cooperation opportunities. (The People's Daily published an article on Nov 10, 2024, titled *Malaysian Prime Minister Anwar Ibrahim: Building of the Malaysia-China community with a shared future reaches new heights*)



► **Slovak Prime Minister Robert Fico** stated that the China International Import Expo (CIIE) provides development opportunities for Slovak and undoubtedly presents tremendous business prospects to the Slovak delegation. (The CCTV News published an article on Nov 9, 2024, titled *Exclusive Interview with Slovak Prime Minister Robert Fico*)

► **Serbian Prime Minister Milos Vucevic** hailed the China International Import Expo (CIIE) as a vivid example of "social, economic opening up", and expressing his pride of Serbia's participation in the expo. (The CCTV News published an article on Nov 7, 2024, titled *Milos Vucevic: I Am So Proud That Serbia Can Participate in the CIIE*)

► **Ngozi Okonjo-Iweala, WTO Director-General**, said that China has been offering strong support for the WTO since it joined in 2001 and has played a key role in helping least developed countries (LDCs) build up their economic capacity. She said that global trade and investment show signs of division along with the intensification of geopolitical tensions. As a result, global political and business leaders must work together to maintain and reform the multilateral trading system in



order to cope with the changing global economic structure. (On Nov 5, 2024, *WTO Director-General Ngozi Okonjo-Iweala addressed the opening ceremony of the 7th China International Import Expo (CIIE)*)

► **Rebeca Grynspan, Secretary-General of UNCTAD**, said that the China International Import Expo (CIIE) enables global enterprises to connect with each other and establish partnerships

in an open spirit to jointly build a more prosperous and interconnected global economy. She pointed out that China's import and export activities "are exerting a profound and far-reaching influence on the global economy." (Nov 8, 2024, Xinhua News Agency published *The 7th China International Import Expo (CIIE) Xinhua Review | The Changes and Constants of CIIE in 7 years*)

► **Liu Yantao, Ambassador of China to Cyprus**, noted that in recent years, China-Cyprus economic and trade cooperation has been steadily advancing. Cyprus has participated in the China International Import Expo (CIIE) for the past seven years straight. Cypriot products such as fruit juices, halloumi cheese, and wine have gained recognition among Chinese consumers. (The Chinese Embassy in Cyprus published an article on Nov 29, 2024, titled *Ambassador of China to Cyprus Liu Yantao Meets with the Minister of Agriculture, Rural Development and Environment of Cyprus*)

► **Marie-Pascale Boisson, Ambassador of Monaco to China**, stated that the China International Import Expo (CIIE) is a critical platform for communication and showcasing, allowing more Chinese people to learn about Monaco. (The People's Daily published an article on Nov 14, 2024, titled *Ambassador of Monaco to China Marie-Pascale Boisson: "China is One of the Most Important Markets in the World"*)



► **Caroline Elizabeth Wilson, British Ambassador to China**, said that British enterprises have participated in the China International Import Expo (CIIE) for the past seven years straight. She went on to say that the CIIE is a very important import-themed exhibition in China and offers British brands in various industries an opportunity to showcase their strengths and innovative abilities. (International





Finance News issued on Nov 9, 2024, titled *British Ambassador to China Caroline Elizabeth Wilson: China and Britain need to establish a deeper, more resilient and more important partnership | Focus on the China International Import Expo (CIIE)*

► **Marcelo Suárez Salvia, Ambassador of Argentina to China**, emphasized Argentina's strong commitment to the Chinese market, highlighting the country's participation in all seven editions of the China International Import Expo (CIIE). Exhibitors from the food, beverage, and high-tech industries have showcased their products. Through the CIIE, Argentina has been able to successfully promote its exports to the world and establish direct connections with Chinese importers. (The People's Daily Overseas Edition published an article on Nov 25, 2024, titled *I Share the Same Chinese Name as a Chinese Poet — Interview with Marcelo Suárez Salvia, Ambassador of Argentina to China*)

► **Latifa Mohamed Hamis, Director General of the Tanzania Trade Development Authority**, expressed her sincere gratitude to China for granting Tanzania the status of Guest Country of Honor at the 7th China International Import Expo (CIIE). She said that the CIIE provided an important platform for Tanzania to present its overall image and explore opportunities in trade and investment. She also expressed hope that the country would participate in the next edition of CIIE (The Chinese Embassy in Tanzania published an article on Dec 19, 2024, titled *Ambassador Chen Mingjian Meets with Latifa Mohamed Hamis, Director General of the Tanzania Trade Development Authority*)

► **Jason Hafemeister, Acting Deputy Under the Secretary for Trade and Foreign Agricultural Affairs of the US Department of Agriculture**, said that the China International Import Expo (CIIE) offers an excellent opportunity for US agriculture to engage with Chinese customers, with China being its largest market. (The Xinhua News Agency published an article on Nov 12, 2024, titled *Guests from Various Countries Share Their Views on the CIIE*)

► **Todd McClay, Minister for Trade of New Zealand**, stated that nearly 70 New Zealand companies recently participated in the China International Import Expo (CIIE), the largest delegation to date, and signed 24 cooperation agreements with Chinese companies. He also expressed hope that all parties will continue to work together, strengthen cooperation in various areas, including negotiations regarding the negative list for cross-border trade in services, and promote mutual development. (The Embassy of China in New Zealand published an article on Nov 22, 2024, titled *Ambassador Wang Xiaolong Attends the 10th Anniversary of the Founding of the Bank of China New Zealand and Delivers a Speech*)

► **Daniel Sauvatre, President of Interfel, a French association of fresh fruits and vegetables**, said that participating in the China International Import Expo (CIIE) has allowed him to gain a more authentic, multidimensional, and comprehensive understanding of China. He also expressed a desire to leverage the CIIE to introduce fruit varieties specifically selected for the Chinese market. (Xinhua News Agency published an article on Nov 9, 2024, titled *The 7th China International Import Expo | Overview: We Are Full of Confidence in the Chinese Economy — Shared Voices of French Exhibitors at the CIIE*)

► **Lin Chuqin, President of the Thai-Chinese Chamber of Commerce**, stated that the Chamber will continue to make full use of platforms such as the China International Import Expo (CIIE) to facilitate more practical cooperation projects and jointly promote the building of a Thailand-China community with a shared future. (The People's Daily published an article on Dec 17, 2024, titled *Bringing More Stability to Global Economic Growth*)

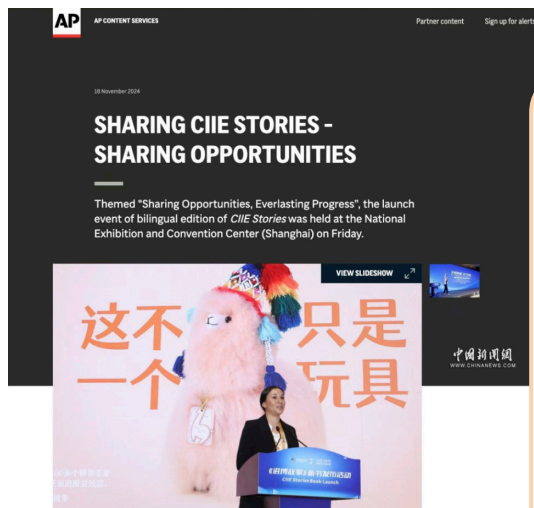
► **Shingo Ueno, President of Sumitomo Corporation**, stated that during his visit to Shanghai for the 7th China International Import Expo (CIIE) in November, he was deeply impressed by the vast potential of the Chinese market and the rapid pace of its economic development. (The Shanghai Observer published an article on Dec 6, 2024, titled *This 430-Year-Old Japanese Corporation is Confident in Shanghai's Development: Meeting Between the Mayor and the President*)

► **Jean-Paul Agon, L'Oréal Group Chairman**, said that the "Next China" is still China, and investing in China is investing in our future. (Nov 7, 2024, China Economic Net issued *Jean-Paul Agon, L'Oréal Group Chairman: Investing in China is Investing in our Future*)



## Overseas Media

From November to December in 2024, dozens of renowned international media outlets, including the Associated Press, Bloomberg, Reuters, AFP, DPA, ANSA, Kyodo News, Yonhap News Agency, Antara News Agency, Financial Times, Lianhe Zaobao, Sydney Morning Herald, and Thai News Agency, covered the 7th China International Import Expo (CIIE). Newsis, Sputnik, Malaysian National News Agency, Kazinform, Antara News Agency, Pakistan's newspaper The Nation, Philippine News Agency, Argentina's Clarin and other foreign media outlets actively reported on the successful outcomes obtained by their local exhibitors at CIIE, highlighting positive feedback from participating businesses. The Radio Romania International, Western Slovak Television, Belarusian Telegraph Agency, Australian Chinese Daily, and Guinea-Bissau's O Democrata reported on the presentations made by Chinese diplomatic envoys regarding the 7th CIIE.

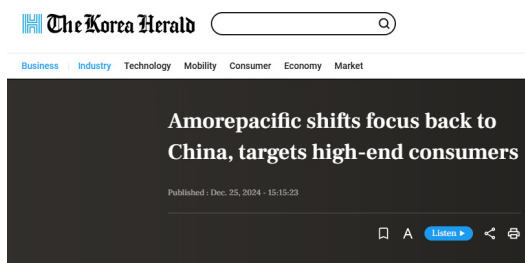


### Press Release

Themed "Sharing Opportunities, Everlasting Progress", the launch event of bilingual edition of *CIIE Stories* was held at the National Exhibition and Convention Center (Shanghai) on Friday.

This marks the third consecutive year that a new edition of *CIIE Stories* has been released during the China International Import Expo (CIIE). The new edition is organized into four sections: *Door of Opportunity*, *Power of Innovation*, *Beauty of Development*, and *Promise to Openness*. By telling engaging stories, it aims to illustrate how the CIIE fosters economic and trade reciprocity, mutual trust, and cultural exchanges.

### Associated Press



Amorepacific's promotional booth at the 7th China International Import Expo in Shanghai, Nov. 5 (Amorepacific)

### The Korea Herald



Jakarta (ANTARA) - Produk kopi luwak premium asal Indonesia, Worcas telah terpilih untuk mewakili keunggulan kopi Indonesia dalam Paviliun Indonesia pada ajang China International Import Expo (CIIE) 2024. (ANTARA/HG-WORCAS)

### Antara News Agency



**PHILIPPINE NEWS AGENCY**

HOME NATIONAL PROVINCIAL OPINION BUSINESS FEATURES HEALTH FOREIGN SPORTS TRAVEL ENVIRONMENT SCITECH

### Durian, other Filipino products shine at 7th China int'l import expo

November 27, 2024, 5:08 pm

SHANGHAI, China — The Puay durian, considered the most delicious durian in the Philippines, took center stage at the 7th China International Import Expo (CIIE), which was held from Nov. 5 to 10, at the National Exhibition and Convention Center (NECC) in Shanghai, China.

In an exclusive interview with China Media Group-Filipino Service (CMG-FS) on Nov. 14, Philippine Ambassador to China Jaime FlorCruz said that Chinese consumers have warmly welcomed Philippine durian.

He noted the long queues of Chinese people who want to taste the delicious and sweet Puay durian of the country during the expo.

Philippine pineapples and bananas are also popular and sell well in the Chinese market due to their good quality and delicious taste.

During the CIIE, the Philippine Embassy in China and Goodfarmer, one of China's leading fruit companies, signed an agreement to purchase pineapples and bananas from the Philippines, on Nov. 6.

Participating in the CIIE was a Philippine delegation consisting of Filipino officials from various departments and businessmen from 16 food companies, which showcased a wide range of the country's products, especially agricultural products, such as bananas, durian, pineapple, and coffee, among others.

FlorCruz shared that CIIE is a "very important" platform to showcase Filipino products to Chinese consumers.



The Philippine pavilion at the 7th China International Import Expo (CIIE) (CMG-FS)


## Philippine News Agency

**DKN NEWS**

Articles in English

### Zhang Xiaojiao: Kazakhstan – An Old Friend of the CIIE and a Reliable Partner of China

16 November, 15:54 | 5203



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In an exclusive interview with DKN News, Zhang Xiaojiao, the Ambassador Extraordinary and Plenipotentiary of the People's Republic of China to the Republic of Kazakhstan, discussed the main outcomes of the 7th China International Import Expo (CIIE), the prospects of Sino-Kazakhstan trade and economic cooperation, and China's role in strengthening an open world economy.

## DKN World News


**Qatar Tribune**

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Home / Business / QFZ, Luyi Holding sign deal to develop global industrial park in Qatar

### QFZ, Luyi Holding sign deal to develop global industrial park in Qatar

15/11/2024 / Business



The project aims to position Qatar as a key economic hub within China's Belt and Road Initiative and advance Qatar's diversification goals under Qatar National Vision 2030.


## Qatar Tribune

**MT**

News | Videos | Podcasts | Newsletter | English

### Monegasque companies out to conquer Chinese market

By Agathe Chénou | Published on 18 November 2024 | 1 minute read



MEB members took part in the China International Import Expo from 5 to 10 November 2024.

With the support of the Monaco Economic Board (MEB) and Marie-Pascale Boisson, Monaco's Ambassador to China, 17 Monegasque companies were able to take part in the China International Import Expo (CIIE), which attracts over 400,000 professional Chinese buyers and 3,500 exhibitors from 130 countries. The aim is to break into a huge market that offers many advantages.

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## Monaco Tribune

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### High-quality development in China opens doors for Trinidad and Tobago

VISIONARY PARTNER 15 NOVEMBER 2024



The TT pavilion at the China International Import Expo held in Shanghai from November 5 to 10. PHOTO COURTESY EMBASSY OF CHINA

**YANG Han**

AS THE partnership between China and Trinidad and Tobago deepens, fostering enhanced collaboration, TT celebrated its fourth consecutive participation in the China International Import Expo (CIIE) this year. The event, held in Shanghai from November 5 to 10, underscored the commitment of both nations to strengthen their economic ties and explore new avenues for co-operation.

## Trinidad and Tobago Newsday

## Domestic Media

From November to December in 2024, central media outlets such as the People's Daily, Xinhua News Agency, China Media Group, Guangming Daily, China Daily, Economic Daily, and China News Service, as well as numerous local and industry-specific media, extensively covered the successful holding of the 7th China International Import Expo (CIIE). Chinese Premier Li Qiang of the State Council attended the opening ceremony of the 7th CIIE and the Hongqiao Forum, delivering a keynote speech that sparked a strong response across various sectors of society. CCTV's special programs, such as *Guests from the Sea*, *Let Jinbao Tell You*, and *Jinbao Explores Treasures*, provided a panoramic view of the grand event of the 7th CIIE. In addition, the distinctive features of openness showcased at the 7th CIIE, along with its remarkable achievements and the significant spillover effects it generated, continued to attract media attention and coverage even after the event concluded.



李强同第七届中国国际进口博览会参展商、采购商代表座谈



李强出席第七届中国国际进口博览会开幕式并发表主旨演讲



第七届进博会各项配套活动全面展开



第七届进博会会期过半 各交易团达成意向合作近600项



People's Daily

## "Xinwen Lianbo" on CCTV

人民日报

国评论员观察

## “中国市场是我们的沃土”

李 雷

什么是中国机遇？  
第七届中国国际进口博览会提供了一个观察窗口。

全面深化改革开放水平对外开放相衔接，为各国提供了市场机遇、投资机遇、增长机遇，为“下一个中国”还是“中国”写下生动注脚。

纵观中国历史，从丝绸之路到郑和下西洋，从鸦片战争到新中国成立，中国始终是世界发展的重要力量。

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## G 经济

## 186家展商七届“全勤”，进博会缘何受青睐

【新华社上海11月5日电】第七届中国国际进口博览会（以下简称“进博会”）开幕在即，来自全球各地的展商正陆续抵达上海。据统计，今年共有186家展商参展，创历史新高。这些展商中，有120家是“全勤”展商，即连续七届参展。进博会为何能吸引这么多展商“全勤”参展？

首先，进博会的平台效应日益凸显。作为全球首个以进口为主题的国家级展会，进博会已成为中国展示开放姿态、促进贸易增长的重要窗口。对于展商而言，进博会不仅是一个展示平台，更是一个拓展市场、寻求合作的重要契机。许多展商表示，通过进博会，他们能够更好地了解中国市场，与潜在客户建立联系，从而推动业务增长。

其次，进博会的营商环境不断优化。中国政府高度重视进博会的举办，不断优化展会服务，提升展商体验。从展前的筹备工作到展中的服务保障，再到展后的后续跟进，中国政府都力求做到最好。这种高效、专业的营商环境，使得展商对进博会的信心不断增强，愿意长期参展。

最后，进博会的展品结构不断优化。随着全球贸易格局的变化，进博会的展品结构也在不断优化，涵盖了更多高新技术产品、消费品和服务。这种多样化的展品结构，使得进博会能够更好地满足中国市场的多元化需求，也为展商提供了更广阔的展示空间。

## 低空经济在进博会迎来“高光时刻”



【新华社上海11月5日电】在第七届中国国际进口博览会上，低空经济展区吸引了众多参观者的目光。该展区展示了包括无人机、eVTOL（电动垂直起降飞行器）在内的多种低空飞行器，以及相关的配套产品和服务。展区负责人表示，低空经济作为新兴产业，具有广阔的发展前景。通过进博会这一平台，参展企业能够更好地展示其技术实力和产品优势，推动低空经济的快速发展。

## 让产业链供应链“齿轮”咬合更紧、运转更畅

【新华社上海11月5日电】在进博会期间，多家企业展示了其在供应链管理方面的最新成果。这些企业通过引入先进的供应链管理系统，实现了从原材料采购到产品交付的全流程优化，有效提升了供应链的效率和韧性。专家指出，进博会不仅是展示产品的重要平台，也是展示供应链管理能力的窗口。通过进博会，企业能够更好地展示其在供应链管理方面的优势，提升其在国际市场的竞争力。

Xinhua Daily Telegraph



"News 1+1" on CCTV



CCTV-4



China Pharmaceutical News



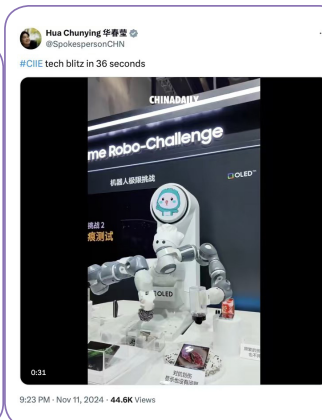
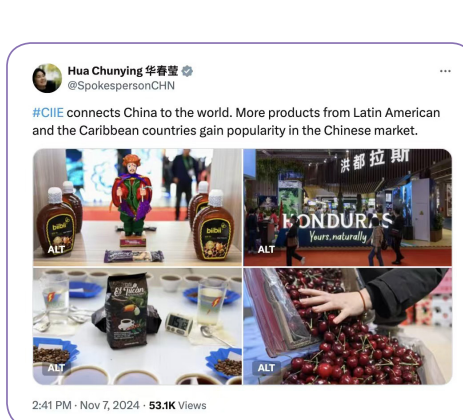
"Overseas Bloggers' Views on China" on CCTV



## Interactions on Overseas Social Media Platforms

According to incomplete statistics, since the opening of the 7th CIIE, the six key international social media platforms of CIIE have published over 1,082 posts, generating over 6.27 million views and 280,000 interactions.

In November, 2024, Hua Chunying, Vice Foreign Minister of China, and Lin Jian, spokesman of China's Ministry of Foreign Affairs, posted a total of 14 tweets (including reposts) on X (formerly Twitter), praising the China International Import Expo (CIIE). The posts covered topics such as China's ongoing efforts to expand its high-level opening-up, the participation of 3,496 enterprises from 129 countries and regions in 7th CIIE's Business Exhibition, and the addition of AI robot services at the media center. These posts garnered more than 400,000 views, with active reposts and responses on CIIE's overseas social media platforms.





Lin Jian 林剑  
@SpoxCHN\_LinJian

Durian, the "king of fruits," is the subject of diplomacy at #CIIE.



2:05 PM · Nov 8, 2024 · 9,594 Views



Lin Jian 林剑  
@SpoxCHN\_LinJian

Honored to be at the opening ceremony of the 7th #China International Import Expo.

Now in its 7th consecutive year, the #CIIE has become a window for China's new development paradigm and a platform for promoting high-standard opening up. It demonstrates China's sincerity & inclusiveness in seeking common development with the world!



5:58 PM · Nov 6, 2024 · 8,824 Views

On Nov 15, 2024, the Glasgow Chamber of Commerce posted that they were delighted to lead the Scottish trade and economic delegation to the China International Import Expo (CIIE), where they showcased high-quality products from Scotland, and that the experience had been highly rewarding. The CIIE's account liked the post and expressed heartfelt thanks to the Scottish delegation for their participation in the 7th CIIE. It emphasized the shared vision between the two sides in advancing global economic and trade development and looked forward to continued collaboration.



China International Im... + Follow  
32,968 followers  
5d · 🌐

We sincerely appreciate the participation of #Scotland delegation in the 7th #CIIE! Your commitment to fostering global trade relations resonates with our vision. Let's seize this opportunity to create a future of mutual benefit and growth. #CIIE2024



Glasgow Chamber of Com... + Follow  
19,314 followers  
1w · 🌐

Scotland to Shanghai 🇬🇧✈️

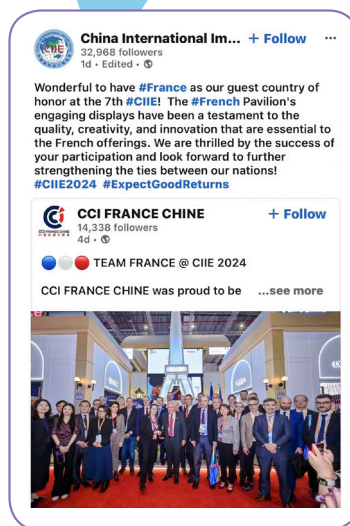
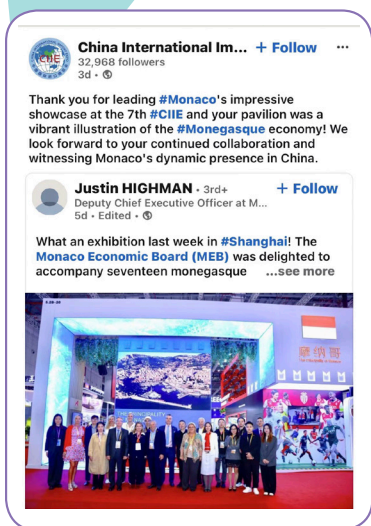
We're thrilled to bring a trade

...see more



On Nov 17, 2024, Justin Highman, Deputy CEO of the Monaco Economic Board (MEB), posted that the Monaco delegation at this year's China International Import Expo (CIIE) consisted of 17 companies spanning a range of industries, including energy, healthcare, cosmetics, and tourism, and that the related business negotiations were all successfully concluded. The CIIE's account liked the post and expressed appreciation to the Monaco delegation for their excellent showcase at the event. It also conveyed anticipation for continued cooperation between the two sides and the opportunity to witness the dynamic growth of Monaco's enterprises in China.

On Nov 18, 2024, the CCI France Chine posted that this year marks the 60th anniversary of the establishment of diplomatic relations between China and France. The participation of 130 French companies in the China International Import Expo (CIIE) is of great significance, and the France Pavilion at the 7th CIIE showcased the charm of Paris once again. The CIIE's account liked and shared the post, expressing great honor in inviting France as the Guest of Honor at the 7th CIIE. It highlighted how the France Pavilion brilliantly showcased France's high-quality, distinctive products and expressed anticipation for further strengthening economic and trade cooperation between the two countries.



On Nov 19, 2024, the Permanent Mission of China to the United Nations posted about the fruitful achievements of the 7th China International Import Expo (CIIE). The CIIE's account liked and shared the post, expressing gratitude to the Mission for its ongoing attention and support. It also highlighted that the CIIE will continue working to enhance its brand influence and make greater contributions to the development of the global economy.



On Nov 27, 2024, the Embassy of Sweden in China posted a review of the visit by Sweden's Minister for International Development Cooperation and Foreign Trade, who led a delegation to China during this year's China International Import Expo (CIIE) and attended the opening ceremony of the Sweden Pavilion at the expo. The CIIE's account liked and shared the post, expressing gratitude to the Swedish trade and economic delegation for their participation in the 7th CIIE. It also expressed a desire to continue strengthening cooperation with Swedish businesses in key areas and contribute to the economic and trade exchange between the two countries.

On Nov 29, 2024, the Benin national promotion account "Fierement Beninois" posted that Benin's participation in the 7th China International Import Expo (CIIE) was a great success, highlighting that Benin showcased products such as pineapples, cashews, and honey at the expo and reached a number of cooperation agreements, laying a strong foundation for expansion into the Chinese and Asian markets. The CIIE's account liked and shared the post, congratulating Benin on its successful participation in the expo and expressing hope for a future of mutually beneficial cooperation and shared prosperity.



China International Impo... + 关注 ...

37,550 位关注者  
5 天前 · 评论

Our heartfelt appreciation to the presence of Minister **Benjamin Dousa** and the participation of Team **#Sweden** at the 7th **#CIIE**! We look forward to continuing the collaboration and partnership with **#Swedish** companies across the key industries, contributing to the bilateral trade and exchange of our nations. **#CIIE2024**

显示译文



瑞典驻华大使馆 + 关注

305 位关注者  
1 周前 · 已编辑 · 评论

On 5-8 November, Swedish Minister for International Development Cooperation and Foreign Trade **Benjamin Dousa** visited Beijing and ...展开

显示译文



China International Impo... + 关注 ...

37,550 位关注者  
4 天前 · 评论

Congratulation to the remarkable showcasing of the best of Beninese products at the 7th **#CIIE**! And the partnerships forged are the testament to the spirit of collaboration we cherish. Together, we can create a legacy of mutual prosperity and shared success!

显示译文

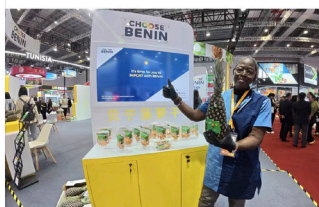


FIEREMENT BENOIS + 关注

21,292 位关注者  
5 天前 · 评论

**#ChooseBENIN** || Le **#MadeInBenin** à la **China International Import Expo (CIIE) 2024**, un tremplin stratégique pour la promotion des ...展开

显示译文



On Dec 4, 2024, the Department of State Development, South Australia posted that 26 of South Australia's premium seafood, wine, dairy and agricultural products took the global spotlight at the 7th China International Import Expo (CIIE) and that 13 memorandums of understanding (MOUs) were signed at the event, totaling 21.6 million US dollars. The CIIE's account liked the post and congratulated South Australian businesses on their success at the expo. It also invited them to participate in the 2025 CIIE, encouraging them to showcase more high-quality Australian products to a global audience.



China International Import E... + 关注

38,295 位关注者  
5 天前 · 评论

Congratulations to all South Australian exporters for your incredible success at the 7th **#CIIE**! As we anticipate the CIIE 2025, we would like to extend a warm invitation to join us again and showcase more premium products from **#Australia** to the global audiences.

显示译文



Department of State Develo... + 关注

35,652 位关注者  
6 天前 · 评论

What a delicious way to wrap up CIIE for another year! 🍷 ...展开

显示译文



China International Import Expo reposted  
UNOSSC  
@UNOSSC

@UNOSSC Director Dima Al-Khatib emphasized the immense potential of #SouthSouth and #TriangularCooperation in building sustainable and resilient cities during the 7th China International Import Expo #CIIE.  
@CIIEonline @CGTNOOfficial @Chinamission2un



10:52 PM · Nov 11, 2024 · 984 Views

On Dec 11, 2024, the United Nations Office for South-South Cooperation posted that it signed a Statement of Intent with the Ministry of Commerce of China at the China International Import Expo (CIIE) to strengthen South-South cooperation. The partnership will support the China-UN Global South-South Development Facility (2025-2030). The CIIE's account liked and shared the post, expressing gratitude for the positive impact of South-South cooperation showcased at the 7th CIIE. It also expressed anticipation for continued collaboration to promote global development.

China International Impo... + 关注  
40,050 位关注者  
6 天前 · 6

We're thrilled to hear about the **Trade & Invest British Columbia** team's fruitful week at the 7th CIIE! Your efforts in fostering strong partnerships and exploring new trade opportunities are truly impressive. We look forward to welcoming you back for even greater achievements in the future.

显示译文

Trade & Invest British Colu... + 关注  
10,219 位关注者  
1 周前 · 6

The 7th **China International Import Expo (CIIE)**, the world's largest import fair held in Shanghai from November 5th-10th, attracted 852,000 ...展开

显示译文



On Dec 18, 2024, the Trade & Invest British Columbia posted a review of its participation in the 7th China International Import Expo (CIIE). A total of 99 Canadian companies participated in the event, 38 of which were from British Columbia, and multiple cooperation agreements were reached. The CIIE's account liked and shared the post, congratulating the Trade and Investment team from British Columbia on their successful outcomes at the 7th CIIE. It also invited them to participate in future editions of CIIE.

On Dec 26, 2024, the US Soybean Export Council posted that it co-hosted the US-China Agricultural Trade Cooperation Forum together with the US Grains Council and the China Chamber of Commerce of Import & Export of Foodstuffs, Native Produce & Animal By-Products at the 7th China International Import Expo (CIIE) to promote cooperation between the two countries in agricultural trade.

USSEC  
U.S. Soybean Export Council... + 关注  
15,932 位关注者  
4 天前 · 6

USSEC co-hosted the U.S.-China Agricultural Trade Cooperation Forum during the 7th China International Import Expo (CIIE) in Shanghai. CIIE to promote open communication and enhance cooperation in agricultural trade and economy between China and the United States.

Thanks to **U.S. Grains Council** and the China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal By-Products (CFNA) for co-hosting the forum with us and to **U.S. Wheat Associates**, **U.S. Meat Export Federation**, **U.S. Dairy Export Council**, **USA Poultry & Egg Export Council** and others who joined us for the productive and encouraging conversations.

Read more here: <https://loom.ly/jmtzrLWI>

#USSoy

显示译文





## 04 LOOKING AHEAD

### Discover Your Annual Keyword

Kick off 2025 with a wish!

What kind of year are you ready to create?

Start by choosing 3 key words for your 2025

from the poster below!

At the CIIE, our words are **NEW**, **SHARED**, and **FUTURE**.

Drop your 2025 keywords in the comments and share the excitement with us!



See all the key words on the next page.→



## Global Promotion of 8th CIIE

The global promotion of the 8th China International Import Expo (CIIE) kicked off in Europe. From Jan 14 to 21, the CIIE working group hosted promotional events for the 8th CIIE at key venues, including the headquarters of the Confederation of Danish Industry in Copenhagen, Denmark, and the Yu Garden in Hamburg, Germany.

A working group from China International Import Expo (CIIE) will visit Australia, New Zealand and Malaysia from Feb 16 to 24. These visits are to jointly promote the 8th CIIE with organizations such as the Australian Trade and Investment Commission, China Chamber of Commerce in New Zealand as well as Malaysia-China Chamber of Commerce, welcoming more local enterprises to participate in the 8th CIIE.

Stay tuned for more exciting updates.



Scan to visit the website of the global promotion of the 8th CIIE.



Did you find all these keywords?

- \* CHANGES
- \* JOY
- \* HAPPINESS
- \* PROSPERITY
- \* MANIFEST
- \* SUCCESS
- \* LOVE
- \* GROWTH

- \* CRUSH
- \* NEW
- \* FUTURE
- \* CIIE
- \* CONNECTION
- \* DEMURE
- \* HEALTH
- \* COURAGE

- \* INCLUSIVE
- \* PEACE
- \* FREEDOM
- \* GATEWAY
- \* WEALTH
- \* HARMONY
- \* BRAT
- \* ADVENTURE

- \* STRENGTH
- \* TRAVEL
- \* SHARED
- \* BALANCE
- \* GRATITUDE
- \* INSPIRATION

## Hongqiao Forum Member and Partner Conference Held

On the morning of Jan 9, 2025, HQF held the 2025 Members and Partners Meeting at the National Exhibition and Convention Center (Shanghai), kick-starting the theme and topic collection for its eighth edition.

The HQF Research Center proposed directions and approaches for the theme and parallel session topics of the 8th HQF. Nearly 100 participants, including from HQF member enterprises, think-tank and media partners, as well as CIIE exhibitors and buyers, and officials from the Department of WTO Affairs of the Ministry of Commerce, the Bureau of Law Enforcement and Inspection of the State Administration for Market Regulation, the Department of Science, Technology and International Cooperation of the National Medical Products Administration, and the Shanghai Municipal Commission of Commerce, attended the meeting. Representatives offered suggestions on the theme and topic design and on further improving the work of the forum.





## 05 NEWS OF NECC (SHANGHAI)

### Recent Exhibitions

2024.11.22-25

#### The 5th Yangtze River Delta International Cultural Industries Expo

The 5th Yangtze River Delta International Cultural Industries Expo (hereinafter referred to as the "Yangtze River Delta Cultural Expo") was held from Nov 22 to 25, 2024. This year's event saw over 1,300 exhibitors and 165,000 visits. The exhibition featured a diverse array of engaging cultural exchange activities, serving as an important platform for mutual learning and exchange across different regions and sectors.

2024.11.25-27

#### The 12th China (Shanghai) International Fluid Machinery Exhibition (CFME2024)

The 12th China (Shanghai) International Fluid Machinery Exhibition (CFME2024) was held from Nov 25-27, 2024. Covering an area of 50,000 square meters, the event reached new heights in both scale and significance, providing a comprehensive platform for the entire fluid machinery industry chain. Over 640 exhibitors and brands showcased their innovative products and cutting-edge achievements during the three-day exhibition, attracting more than 60,000 visitors, including over 20,000 professionals. During the event, special tours were organized for foreign diplomats stationed in China, while business matchmaking sessions brought together international buyers from 18 countries and regions, the most in the event's history.

2024.11.25-28

#### China International Bearing Industry Exhibition

The 19th 2024 China International Bearing Industry Exhibition, organized by the China Bearing Industry Association (CBIA), was held from Nov 25-28, 2024. The four-day event covered an exhibition area of 55,000 square meters and attracted nearly 800 exhibitors from both domestic and international markets. These included globally renowned multinational corporations and influential Chinese companies representing the pinnacle of the national bearing industry. The exhibition showcased a comprehensive range of products across the entire bearing industry chain, including bearings, bearing parts and accessories, bearing-specific equipment, and related supporting products. Around 60,000 visits were recorded by professional visitors during the event.

2024.12.02-05

#### Automechanika Shanghai 2024

Automechanika Shanghai 2024 took place from Dec 2-5, 2024. The event set new records in both exhibitor and visitor numbers. A total of 6,763 exhibitors from 40 countries and regions showcased their products across more than 350,000 square meters of exhibition space. The event attracted 222,341 professional visitors from 181 countries and regions, with overseas visitors making up 28% of the total, a 20% increase from the previous edition. 81 programs were hosted, featuring more than 400 speakers. By providing an open platform for communication, Automechanika Shanghai aims to help businesses strengthen their global strategies, enhance international competitiveness, and promote innovation and sustainable development, injecting new vitality and momentum into the future of the automotive industry.



## Exhibitions Preview

No.	Name of Exhibition	Opening Date	Closing Date	Hall No.
1	Shanghai Wedding Expo 2025	22-Feb-25	23-Feb-25	5.2H, 6.2H
2	CME Shanghai International Machine Tool Exhibition 2025	3-Mar-25	6-Mar-25	2.1H, 3H, 4.1H, NH
3	CFIE 2025 - Shanghai Food Ingredients Expo	4-Mar-25	6-Mar-25	5.1H, 6.1H, 7.1H, 8.1H
4	31st Shanghai International Ad & Sign Technology & Equipment Exhibition 2025	4-Mar-25	7-Mar-25	1.2H, 2.2H, 5.2H, 6.2H, 7.2H, 8.2H
5	Yarn Expo Spring 2025, China International Fashion Fair - CHIC 2025, Intertextile Shanghai 2025 - Home Textiles (Spring Edition), Intertextile Shanghai Apparel Fabrics 2025 (Spring Edition)	11-Mar-25	13-Mar-25	1.1H, 2.1H, 3H, 4.1H, 5.1H, 6.1H, 7.1H, 8.1H, 1.2H, 5.2H, 6.2H, 7.2H, 8.2H, NH
6	25th China International Agrochemical & Crop Protection Exhibition (CAC 2025), 15th International Fertilizer Show (FShow 2025), 25th International Agrochemical & Crop Protection Equipment Exhibition (CACE 2025)	17-Mar-25	19-Mar-25	1.2H, 2.2H, 5.2H, 6.2H, 7.2H, 8.2H
7	Food Ingredients China (FIC) 2025	17-Mar-25	19-Mar-25	1.1H, 2.1H, 3H, 4.1H, 5.1H, 6.1H, NH
8	TCT Asia 2025	17-Mar-25	19-Mar-25	7.1H, 8.1H
9	27th China International Building Trade Fair (CBD) 2025	24-Mar-25	26-Mar-25	3H, 4.1H, NH
10	38th China International Hardware Fair	24-Mar-25	26-Mar-25	1.2H, 2.2H, 5.2H, 6.2H, 7.2H, 8.2H
11	CPCA Show 2025, Shanghai International Water Treatment Exhibition 2025	24-Mar-25	26-Mar-25	7.1H, 8.1H
12	Hotelex Shanghai 2025	30-Mar-25	2-Apr-25	1.1H, 2.1H, 3H, 4.1H, 5.1H, 6.1H, 7.1H, 8.1H, 1.2H, 2.2H, 5.2H, 6.2H, 7.2H, 8.2H, NH



## 06 SUPPORTING ENTERPRISES

### Strategic Partner

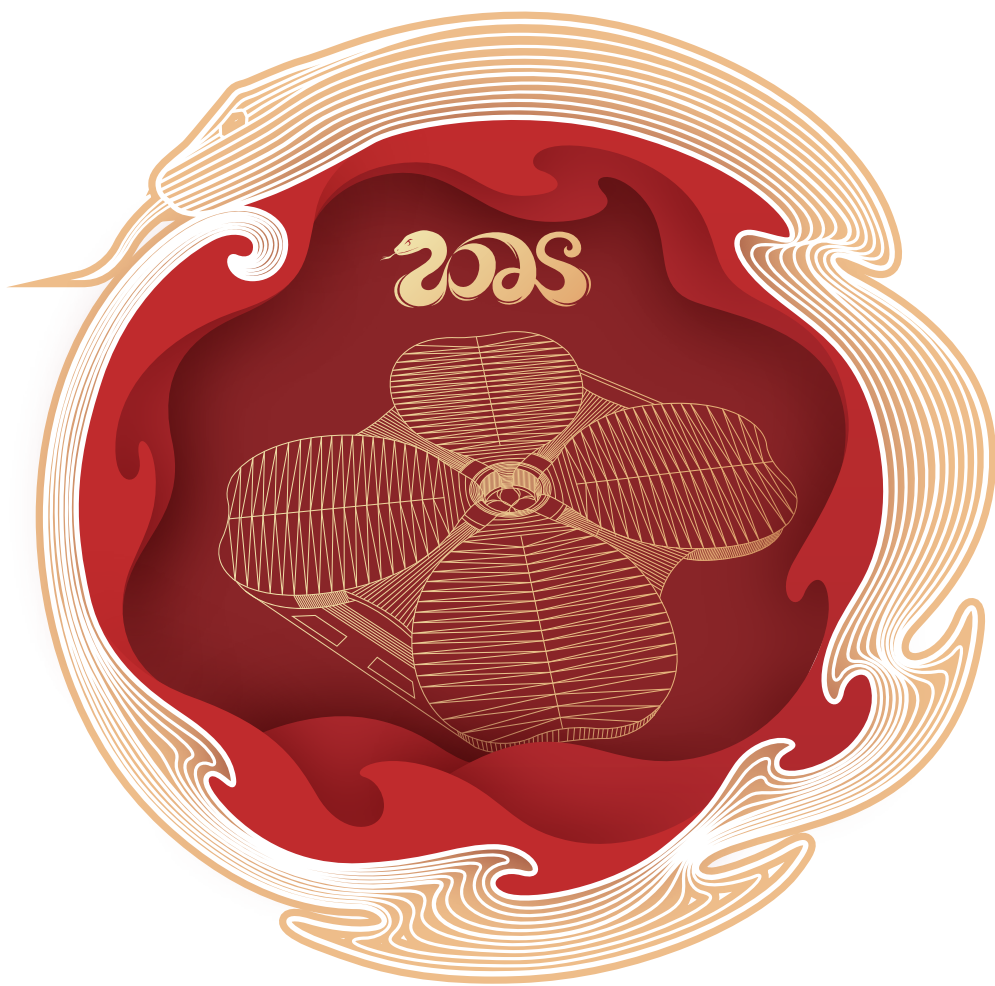


### Comprehensive Partner



### Core Supporting Enterprises





CIIE