



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 5 March–April 2025



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

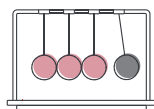
01



CIIE Updates

- Global Promotion of 8th CIIE 2
- CIIE Investment Promotion Events 3
- Business Exhibition 4
- Hongqiao International Economic Forum 6
- People-to-people Exchanges 7

02



CIIE Stories

- Share Your CIIE Stories 8
- CIIE Unlocks Opportunities for Global Wine, Spirits Industry 9

03



CIIE Voice

- CIIE Voice Echoes at "Two Sessions" 12
- Voices from People of All Circles 14
- Envoys' Perspectives on CIIE 16
- Exhibitors' Spotlight on CIIE 18
- Global Views on CIIE 19
- Overseas Media 20
- Domestic Media 22
- Interactions on Overseas Social Media Platforms 24

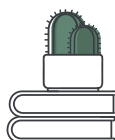
04



CIIE Partnership

- Enterprise Alliance 29
- Trade Missions 30
- HQF Members and Partners 32

05



News of NECC (Shanghai)

- Recent Exhibitions 34
- Exhibitions Preview 36

06



Supporting Enterprises

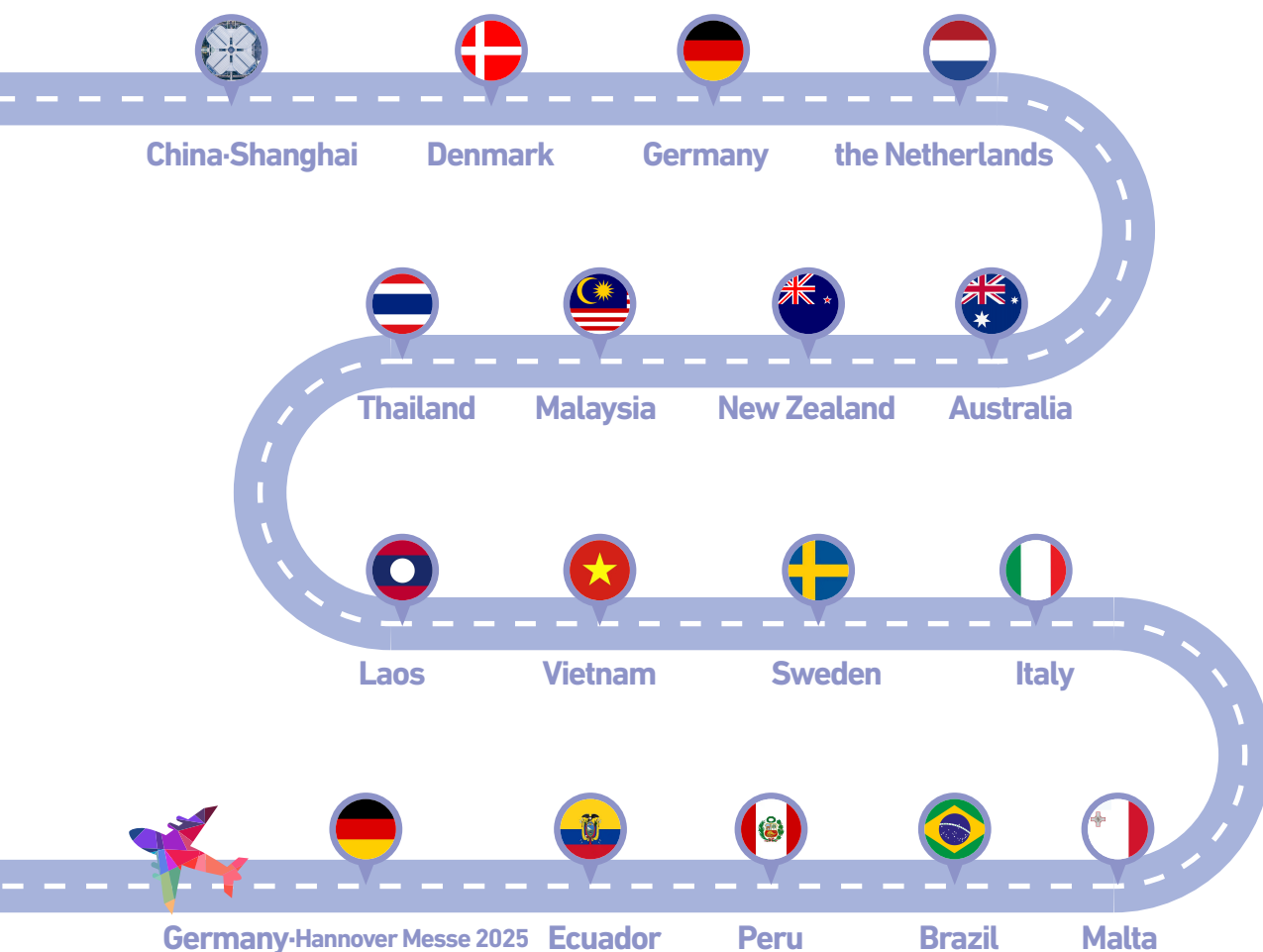


01 CIIE UPDATES

Global Promotion of 8th CIIE

Preparations for the 8th CIIE are progressing smoothly. Over 240,000 square meters of exhibition area for the corporate pavilions has been booked, accounting for around two-thirds of the total planned space.

The 8th CIIE will be more "C.I.I.E". To be specific, more comprehensive: The exhibition area remains at 360,000 square meters, highlighting frontier sections. More interactive: There will be more interactive spaces for business and government engagement and an environment for more collaboration. More inclusive: there will be more support for SMEs with more presence of startups in digital economy, green and low-carbon sectors. More effective: There will be more powerful buyers from both upstream and downstream of the industrial chains and more precise business matching. The 8th Hongqiao International Economic Forum, held back-to-back with CIIE, will focus on the new landscape and emerging challenges of the world economy, and will set the topics on revitalizing multilateral cooperation, digital and intelligent empowerment, etc.



CIIE Investment Promotion Events

► CIIE Investment Promotion Events Successfully Launched in Hubei

From Mar 17 to 19, Ministry of Commerce of the People's Republic of China (MOFCOM) and the Hubei Provincial Government jointly hosted the CIIE in Hubei event with the theme "To Boost Dual Circulation by Introducing More Foreign Investment". The event focused on key industries in Hubei, including healthcare, consumer goods retail sales, automotive and equipment manufacturing, modern agriculture and food, and services. A total of 116 foreign enterprises, investment promotion agencies, and multinational corporations participated in the event, including 80 Fortune Global 500 and industry-leading companies. During the event, foreign businesses and multinational corporations went on in-depth tours in Wuhan, Xiangyang, Yichang, Jingzhou, Jingmen, and Ezhou based on their cooperation interests.



► 8th CIIE Special Promotion Event for Shanghai Waigaoqiao Free Trade Zone

An 8th China International Import Expo (CIIE) Special Promotion Event for the Shanghai Waigaoqiao Free Trade Zone was held on Mar 6, bringing together nearly 80 participants from over 60 enterprises within the zone. The event was organized by China International Import Expo Bureau, National Exhibition and Convention Center (Shanghai) Co Ltd and Shanghai Waigaoqiao Free Trade Zone Group Co Ltd.



► 8th CIIE Promotional Event in Shanghai International Trade Center

On Mar 13, an 8th CIIE promotional event was held at the Shanghai International Trade Center. The event was jointly organized by the China International Import Expo Bureau, the National Exhibition and Convention Center (Shanghai) Co Ltd, and Shanghai International Trade Center Co Ltd. Nearly 100 representatives from over 60 companies and organizations, including Japan External Trade Organization (JETRO), Mitsubishi Electric, Nishikawa Sangyo, Kawasaki Heavy Industries, and Oji Paper, attended the event.



► 8th CIIE Customs Policy Briefing on Food and Agricultural Products

On Mar 14, the 8th CIIE Customs Policy Briefing on Food and Agricultural Products was held. The event was organized by China International Import Expo Bureau, the National Exhibition and Convention Center (Shanghai) Co Ltd, the Bureau of Import and Export Food Safety of the General Administration of Customs of the People's Republic of China, and the China Customs Brokers Association, with support from the Dairy Industry Special Committee and Agricultural Products Special Committee of CIIE Enterprise Alliance. Over 200 companies participated in the event, including exhibitors, exhibition organizers, and food importers from the dairy and agricultural sectors. Participants included Fonterra, Theland, Dole, Goodfarmer, Cargill, JBS, and Melaleuca.

The event focused on new regulations and practical aspects of imported food supervision, featuring in-depth policy insights from Beijing, Hangzhou, Shanghai, and Fuzhou customs experts. At the event, CIIE staff from the Food and Agricultural Products Exhibition Area engaged in extensive discussions with company representatives regarding their participation in the 8th CIIE.



► Symposium on Theme and Topics of 8th Hongqiao International Economic Forum (HQF) Convenes in Beijing.

The Symposium on the Theme and Topics of the 8th Hongqiao International Economic Forum (HQF) was convened on Feb 28 in Beijing by the HQF Secretariat and the HQF Research Center. Tang Wenhong, Assistant Minister of Commerce of China, attended and delivered the opening remarks. Participants suggested the need for the 8th HQF to align closely with the current global economic dynamics, further elevate its international standing, and enhance its role as a global public good in promoting international openness and improving economic governance. Specific discussions could focus on trending areas such as multilateral trade governance, digital empowerment, green development, new quality productive forces, institutional openness, Global South cooperation, and inclusive growth, aiming to establish the forum as a premier platform for global dialogue with greater international influence.



► HQF 2025 Expert Seminar Held in Shanghai

On Mar 14, the Hongqiao International Economic Forum (HQF) 2025 expert seminar on the 3rd sessions of the 14th NPC and the 14th National Committee of the CPPCC was convened by the HQF Secretariat and the HQF Research Center in Shanghai. The seminar was given by Xu Hongcai, Deputy Director of the Economic Policy Committee at the China Association of Policy Science (CAPS). He provided an in-depth analysis of domestic and global macroeconomic trends based on the latest policy directions from China's Two Sessions. Approximately 50 participants from HQF member enterprises, tanks and media partners, representatives of CIIE exhibitors and buyers, and collaborating organizations attended the event and engaged in interactive Q&A sessions with the expert.





02 CIIE STORIES

Share Your CIIE Stories



China-Zambia Trade
Creating sweetness and beauty together

Zambia's specialty products, including wild honey and exquisite jewelry, have been steadily gaining traction in the Chinese market since their debut at the CIIE, winning hearts with their unique allure and charm.


The CIIE has been pivotal in strengthening China-Zambia trade ties, opening the Chinese market to SMEs from least-developed countries like Zambia, and endowing them with new opportunities to thrive on the global stage!

#CIIEStories




Scan the QR Code to explore more

From wild honey to fine jewelry, how does China-Zambia trade strike harmonious chords at the CIIE? Follow *CIIE Stories* and share the highlights!



INSPIRE THE WORLD WITH CIIE STORIES



THE GLOBAL COLLECTION BEGINS


SUBMIT YOUR STORIES:
ciiestories@ciie.org

SUBMISSION TIME:
From now until 26th 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



Scan the QR code and submit your stories



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

CIIE Unlocks Opportunities for Global Wine, Spirits Industry

In recent years, as China continues to expand its high-level opening-up, foreign wine businesses have shown growing enthusiasm for platforms like the China International Import Expo (CIIE), which offers a path for foreign wine and spirits brands, previously hindered by geographic barriers and high market entry costs, to enter the Chinese market and gain visibility among consumers.

Germany's Hallertau region, located in Bavaria, is one of the world's largest hop-growing areas, yet its beers long remained unknown to most Chinese consumers.

At the 6th CIIE, Schlossbrauerei Au-Hallertau, a brewery from this region, introduced its fruit-flavored Radler beer, which quickly gained popularity. Building on this success, the brewery returned for the 7th CIIE, presenting its craft beer to visitors, drawing long queues for tastings and receiving an overwhelmingly positive response.

Even in well-established wine regions like Bordeaux, some historic wineries have struggled to expand in China due to limited market development resources. The CIIE has helped these wineries transition from being relatively unknown to becoming household names among Chinese wine enthusiasts.

At the 6th CIIE, French wine company Sarl France Fortress introduced a collection of winemaker-signed Bordeaux wines. At the 7th edition, the company returned with a wider range of Bordeaux wines, giving Chinese consumers a better understanding of French historic wineries.

The United Kingdom's whisky industry is also doubling down on China. According to 2023 customs data, the UK dominates China's imported whisky market, accounting for 85.61 percent of total imports. Despite this, British whisky brands are still looking to further expand their reach, particularly among China's younger consumers.

Francois Saurel, regional managing director of Edrington Asia Pacific, believes that China's young and affluent demographic will be a key driver



Hallertau hops give beer its distinctive flavor.

of future growth. The CIIE provides Edrington with a unique opportunity to connect directly with this emerging consumer base. According to an October 2024 report from a leading Chinese search engine, over 80 percent of users searching for "CIIE" were under 40 years old.

At the 7th CIIE, Edrington showcased two new releases under its premium single malt whisky brand Macallan: the Macallan Harmony Collection Vibrant Oak and the Macallan "A Night on Earth" 2024 Edition. Both products drew significant attention from younger visitors, many of whom were eager to learn about Macallan's history, craftsmanship, and flavor profiles.

The CIIE's influence also extends beyond Europe. In November 2023, Australian Prime Minister Anthony Albanese attended the opening ceremony of the 6th CIIE and later visited the Food and Agricultural Products Exhibition Area, engaging with Australian exhibitors and sampling their wines.

Australian wineries have taken full advantage of the CIIE to seize market opportunities in China. Since August 2024, Aus-Continent Wine Group has participated in multiple CIIE-hosted promotional



Sarl France Fortress showcases wines from Chateau Lagorce winery at the 7th CIIE.



The Macallan's booth at the 7th CIIE.



Australian Prime Minister Anthony Albanese visits the Food and Agricultural Products Exhibition Area at the 6th CIIE.

events in cities such as Changsha, Harbin, Yangzhou, and Wenzhou, strengthening its connection with the Chinese market.

A representative from Aus-Continent highlighted the quality of business leads generated at the CIIE, noting that the conversion rate from potential deals to actual transactions is remarkably high.

Looking ahead, as China continues to expand market access and create new opportunities, one thing remains certain: for any brand hoping to make inroads into China's vast consumer market, participating in the CIIE will bring them closer to achieving this goal.



Aus-Continent's booth at the 7th CIIE.



03 CIIE VOICE

CIIE Voice Echoes at "Two Sessions"

Chinese Premier Li Qiang delivered the Report on the Work of the Government at the opening meeting of the second session of the 14th National People's Congress (NPC) at the Great Hall of the People in Beijing on Mar 5. The report stated, "We will host major trade events to high standards, such as the China International Import Expo..."



► **Zoran Jovanović, Chairman of the Serbia-BRICS Cooperation Organization**, commented that China's focus on expanding high-level opening-up and boosting domestic demand, as mentioned in the government work report, is a positive development for many developing countries. Numerous Serbian manufacturers participate annually in China's exhibitions, including the China International Import Expo (CIIE). Serbia exports significant quantities of alcoholic beverages, meat products, dairy, and metals to China. These trade flows have substantially driven the growth of Serbia's agriculture and metallurgy sectors, significantly contributing to the country's economic development. (Guangming Daily, Mar 7, *China Strengthens Global Economic Stability – Interview with Zoran Jovanović, Founder of BRICS Cooperation Organization in Serbia*)

► **Marco Balarezo, Peru's Ambassador to China**, expressed hope that Peruvian businesses will seize the opportunity created by the Chancay Port shipping route to diversify their exports and actively participate in key exhibitions like the CIIE. (People's Daily Online, Mar 5, *Peru's Ambassador to China: The Two Sessions Highlights China's Vibrant Development, and New Opportunities for Peru-China Cooperation*)

► **Carlos Aquino, Director of the Asian Studies Center and professor of economics at the National University of San Marcos in Peru**, emphasized that China's clear commitment to an open economic policy, exemplified by initiatives like the CIIE, is essential for both China's economic growth and the global economy, especially in a world marked by growing trade protectionism. (CRI Online, Mar 3, *Global Insight | Peruvian Scholar: China's Opening up and Development is Crucial, and Chancay Port Benefits the Region*)

► **Chen Da, deputy to the National People's Congress (NPC)**, proposed amplifying the spillover effects of CIIE by integrating it with tourism, culture, and other sectors, thereby creating a seamless

domestic and international consumption ecosystem. (Wenhui Daily, Mar 4, *The 3rd Session of the 14th CPPCC National Committee Opens This Afternoon*)

► **Tian Xuan, deputy to the National People's Congress (NPC)**, stated that platforms like the CIIE should be leveraged to promote open policies and investment environments. He emphasized the need to align with world-class standards in areas such as regulations, governance, management, and standards. (Economic Daily, Mar 11, *Deputy Tian Xuan: Attracting Foreign Investment Through Higher-Level Opening-Up*)

► **Shangguan Jian, member of the CPPCC and Secretary of the Shanghai Municipal Committee of the Communist Youth League**, shared that last year, Shanghai invited Taiwanese youth to volunteer at the CIIE for the first time, achieving excellent results. The volunteers not only showcased their talents but also experienced firsthand the remarkable progress of mainland China. (China News Service, Mar 7, *Committee Member Shangguan Jian: Taiwanese Youth Volunteering at CIIE Directly Experienced Mainland China's Progress*)

► **Ding Zuohong, member of the CPPCC and Chairman of Yuexing Group** suggested combining national strategies such as the "Belt and Road" initiative and the CIIE to bolster international cooperation and create new consumer scenarios. (Shanghai Xinmin Evening News, Mar 2, *Representative and Committee Member Stories | Ding Zuohong: A Private Entrepreneur's Commitment to People's Livelihood*)

► **Zhu Dingjian, member of the CPPCC**, proposed introducing a "Convention and Exhibition Pass" visa for foreign business travelers attending key events like the CIIE. (www.chinatimes.net.cn, Mar 1, *Zhu Dingjian: Proposal for Multiple Entries Between the Chinese mainland and Hong Kong/Macao During the Visa-Free Period and Developing a Low-Altitude Economy and Tourism Brand within the Greater Bay Area | Voices from the Two Sessions*)

► **Serik Korzhumbayev, Editor-in-Chief of Delovoy Kazakhstan newspaper**, noted that over 20 Kazakhstani enterprises participated in the CIIE each year. He emphasized that as China continues to advance high-level opening-up, it not only drives its development but also benefits the world. (Xinhua News Agency, Mar 11, *Exclusive Interview: The Significance of China's Push for New Quality Productivity — Interview with Korzhumbayev, Editor-in-Chief of DK News*)

► **Zhu Linbo, President of ADM China**, stated that ADM has participated in the CIIE for several years and has greatly appreciated China's commitment to opening up and optimizing its business environment. (IFNEWS.com, Mar 6, *President of ADM China: Innovation and Localization Shaping the Future of Food | "Foreign Perspectives" on the Two Sessions*)

► **Lily Guan, President of Cargill China**, highlighted that platforms like the CIIE provide Cargill with a window to showcase innovation and connect with industry resources. Over the past seven editions of the CIIE, Cargill signed more than \$30 billion in intended cooperation agreements. (IFNEWS.com, Mar 10, *Cargill's Lily Guan: China Offers Infinite Opportunities, Foreign Enterprises Are Full of Confidence | "Foreign Perspectives" on the Two Sessions*)

► **Ding Hongyu, President of 3M China**, stated that green transformation has become a key driver for 3M's increased R&D investment. At the 7th CIIE, 3M showcased innovative products and solutions, including hollow glass microspheres. (IFNEWS.com, Mar 5, *President of 3M China: Empowering China's High-Quality Development with Innovative Technology | "Foreign Perspectives" on the Two Sessions*)

Voices from People of All Circles



► **Mark Brown, Prime Minister of the Cook Islands**, stated that last year, the country sent a small delegation to the China International Import Expo (CIIE) to showcase local products such as vanilla and black pearls. He expressed hope that businesses would seize the opportunities provided by the CIIE to connect with more suitable buyers. (CCTV NEWS APP, Mar 1, *Exclusive Interview with Prime Minister Mark Brown of the Cook Islands*)

► **Major Gabriel of the Tanzanian Army** said that Tanzania served as the Guest Country of Honor for the first time at the 7th CIIE. Signature products such as sisal, cashews, and Eucheuma seaweed were displayed, introducing Tanzania's unique offerings to global buyers and boosting the country's economic and trade development. (PLA Daily, Feb 22, *Writing More Stories of True Friendship*)

► **Ambassador Cai Run, Head of the Chinese Mission to the European Union**, emphasized that China has proactively expanded imports and hosted the CIIE for seven consecutive years, with its import volume ranking second globally for many years. He also stated that China's doors to further opening up will continue to widen, creating new cooperation opportunities for countries worldwide, including European member states. (Chinese Mission to the EU, Feb 9, *Ambassador Cai Run's Speech at the 2025 China-EU Entrepreneurs Roundtable*)



► **Mohd Mustafa Abdul Aziz, CEO of the Malaysia External Trade Development Corporation (MATRADE)**, announced that approximately 250 Malaysian companies are expected to participate in the 8th CIIE, with a total exhibition area of about 2,500 square meters. (People's Daily Online, Feb 25, *8th CIIE Promotion Event Held in Kuala Lumpur, Malaysia*)

► **Datuk Ng Yih Pyng, President of the Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM)**, stated that Malaysian businesses are increasingly enthusiastic about participating in the CIIE. He believes that the expo will enhance economic and trade exchanges between China and Malaysia, and the broader ASEAN region, creating more business opportunities. (China News Service, Feb 24, *8th CIIE Promotion Event Held in Kuala Lumpur*)

► **Narongsak Putthapornmongkol, President of the Thai-Chinese Chamber of Commerce (Thai CC)**, emphasized that the chamber has long supported and mobilized Thai enterprises to participate in the CIIE. Many companies have successfully expanded and enhanced their brands through the expo. He said that the CIIE not only provides Thai companies with opportunities for international collaboration but also contributes to global trade liberalization and economic globalization. (People's Daily Online, Mar 1, *8th CIIE Promotion Event Held in Bangkok, Thailand*)

► **Michael Schumann, Chairman of the Federal Association for Economic Development and Foreign Trade (BWA)**, stated that major exhibitions like the CIIE serve as key platforms for showcasing innovation and provide global businesses with valuable opportunities to expand their markets and find partners. He added that German enterprises have greatly benefited from the expo. (People's Daily, Mar 4, *German Businesses Confident in the Chinese Market — Interview with Michael Schumann*)

► **Matthew Kleyn, Avocados Australia Chair & North Queensland Director**, said that his organization participated in the 7th CIIE last year and successfully reached cooperation agreements. He looks forward to more pragmatic collaborations with Chinese partners. (Consulate-General of China in Brisbane, Feb 18, *Consul General Ruan Zongze Meets with the Avocados Australia Representative*)

► **Stephane de La Faverie, President and CEO of The Estée Lauder Companies**, said that through the CIIE's spillover effects and the opportunities presented by China's "first-launch economy", the company has introduced numerous new brands in China and opened many new stores. (Xinhua News Agency, Feb 13, *New Projects, New Journeys: Foreign Investment in China Heats Up at the Start of the Year*)

► **Vicky Chen, CFO of Bayer Group Greater China**, stated that the CIIE has facilitated the rapid integration of Verquvo into China's national medical insurance system, improving drug accessibility, reducing patient costs, and creating a "globally pioneering" insurance mechanism. (Xinhua News, Mar 3, *Steady Foreign Investment | Bayer's New Drug Launched in China Simultaneously with the Global Market, Continuing Investment in China*)

► **Yue Tingting, Vice President of Vertaxi**, emphasized that national-level platforms like the CIIE significantly boost corporate visibility and industry recognition. On the second day of the low-altitude vehicle eVTOL M1's debut at the expo, VERTAXI secured an intended purchase order worth 230 million yuan from Longhao Airlines. (Jiefang Daily, Feb 24, *Vertaxi: Taking the "Challenging but Right Path"*)

► **Xu Shaochuan, Chairman of Metro China**, revealed that the company plans to showcase a wider range of products at the 2025 CIIE, with over 30 new items expected to be featured. (CCTV.com, Feb 27, *Financial New Insights | Exclusive Interview with Metro China Chairman Xu Shaochuan: Diversified Retail Innovations Enhancing Everyday Life*)

Envoys' Perspectives on CIIE

► Li Minggang, Chinese Ambassador to Vanuatu

On Mar 26, **Chinese Ambassador to Vanuatu Li Minggang** published an article *Hand in Hand for 43 Years: Writing a New Chapter in China-Vanuatu Friendship* in Vanuatu's mainstream media Daily Post. The article shows that the practical cooperation between China and Vanuatu has yielded fruitful results. Vanuatu participated in the China International Import Expo (CIIE) for 7 consecutive years, bringing more Vanuatu products to the Chinese market.



Të kuptojmë Kinën përmes "Dy Sesioneve"

Nga Pang Chunxue | Ambasadore e Kinës në Shqipëri | 27 Mars, 2025 09:00

Nga Znj. Pang Chunxue, Ambasadore e Kinës në Shqipëri

Pranvera vjen dhe gjithçka është rinovuar. Para disa ditësh, Sesioni i 3-të i Asamblesë së 14-të Popullore Kombëtare dhe Sesioni i 3-të i Komitetit të 14-të Kombëtar të Konferencës Konsultative Politike të Popullit Kinez (të njohur edhe si "Dy Sesionet") u mbyllën me sukses në Pekin. Dy Sesionet e Kinës janë ditare të rëndësishme për botën, për të vëzhguar dhe kuptuar Kinën. Dua të ndaj disa mendime të mia me miqtë shqiptarë, nëpërmjet disa fjalëve kyçe.

Kryefjala e Parë: Rruga Kineze drejt Modernizimit
Produhimi i Brendshëm Bruto i Kinës përbën rreth 18% të botës dhe vlera e shtuar e prodhimit përbën rreth 30% të botës, duke vazhduar të kontribuojë rreth 30% në rritjen ekonomike botërore për shumë vite me radhë. Gjatë Dy Sesioneve, modernizimi kinez u bë përsëri një temë e nxehtë në opinionin publik ndërkombëtar. Komiteti ndërkombëtar pritet të shohë arritje të reja të modernizimit kinez, të përdorë masa të reja për të promovuar modernizimin kinez dhe të shfrytëzojë mundësi të reja që sjell modernizimi kinez. Modernizimi kinez do të çohet përpara përmes bashkëpunimit të hapur, duke i sjellë përfitime botës. Shuma e synuar e transaksionit të Ekspozitës së 7-të Ndërkombëtare të Importit të Kinës tejkaloi 80 miliardë dollarë në një vit, gjë e cila tregon se tërheqja e tregut super të madh kinez vazhdon të rritet. Përmes ndërtimit të përbashkët të Iniciativës "Një Brez Një Rrugë", Kazakistan ka një kanal të hyrjes në det për herë të parë dhe Laos ka një hekurudhë moderne për herë të parë. Modernizimi kinez është një rrugë e sigurt për ndërtimin e një vendi të fortë dhe përtëritjen kombëtare, dhe gjithashtu është një rrugë e duhur për përpërimin njerëzor dhe harmoninë botërore. Modernizimi kinez i përket edhe Kinës edhe...

► Wu Jie, Chinese Ambassador to Côte d'Ivoire

On Mar 28, **Chinese Ambassador to Côte d'Ivoire Wu Jie** had an interview with Côte d'Ivoire's mainstream news portal Linfodrome. Ambassador Wu stated that China is steadily advancing high-standard opening-up, and Ivorian companies can expand exports to China through platforms such as the China International Import Expo (CIIE). He emphasized that CIIE is the world's first national-level exposition dedicated to imports and an excellent platform for foreign goods to enter the Chinese market.



► Pang Chunxue, Chinese Ambassador to Albania

On Mar 27, **Chinese Ambassador to Albania Pang Chunxue** published a signed article titled *Understanding China Through Its Annual "Two Sessions"* in Albania's mainstream media Panorama. The article stated that during China's annual "two sessions", Chinese modernization once again became a hot topic worldwide. The 7th China International Import Expo (CIIE) recorded an intended transaction value of over \$80 billion within one year, proving that the vast Chinese market remains highly attractive.



► Yu Dunhai, Chinese Ambassador to Nigeria

On Mar 29, **Chinese Ambassador to Nigeria Yu Dunhai** was interviewed by Nigeria's mainstream media Nigerian Tribune. Ambassador Yu stated that China welcomes Nigerian products entering the Chinese market through platforms like the China International Import Expo (CIIE), as well as emerging channels such as e-commerce and overseas warehouses in China.

► Chen Zhihong, Chinese Ambassador to Mali

On Mar 29, **Chinese Ambassador to Mali Chen Zhihong** did an interview with Mali's mainstream Internet portal Malijet. Ambassador Chen stated that during the 2024 China International Import Expo (CIIE), China provided over 120 free exhibition booths for exhibitors from 37 least developed countries, including Mali, with a special focus on showcasing specialty foods and agricultural products from Africa. He emphasized that African exhibitors will continue to be supported at this year's CIIE.



► Wang Yu, Chinese Consul General in Sydney

On Mar 25, **Chinese Consul General in Sydney Wang Yu** published a signed article entitled *Amid trade wars, China's open markets are a win for Australia* in the Opinion section of the Australian Financial Review. The article mentions that the China International Import Expo (CIIE) is a vivid epitome of China's expanded opening up. The expo features as the world's first national-level exhibition focusing on imports and symbolizes a major step taken by China to open its market to the world. The CIIE has been held uninterruptedly for seven years, with the cumulative intended turnover exceeding \$500 billion (AUD 800 billion) since inception. A record number of more than 250 Australian companies participated in the seventh exhibition, which is a vote of confidence by them in China's economy and co-operation between the two countries.

Exhibitors' Spotlight on CIIE

Since the inaugural edition of 2018, the CIIE has been held for seven consecutive years. Every November, exhibitors from around the world participate in this expo, seizing opportunities for collaboration, securing orders, and expanding their markets at the NECC (Shanghai). Voices of "Exhibitors' Spotlight on CIIE" highlight the perspectives of international exhibitors, showcasing their unique experiences and genuine impressions while sharing the reasons they appreciate the expo.



Scan the QR code and check out their comments.

Global Views on CIIE

The CIIE is not a solo performance by China but a grand symphony of nations. Since its inaugural edition in 2018, political and business leaders from around the world have gathered at the NECC (Shanghai) every November to discuss openness, foster cooperation, and strengthen friendships. The "Global Views on CIIE" series highlights the insights and firsthand experiences of international leaders attending the expo, showcasing how the CIIE injects new momentum into global trade and contributes to a more inclusive and sustainable economic globalization.

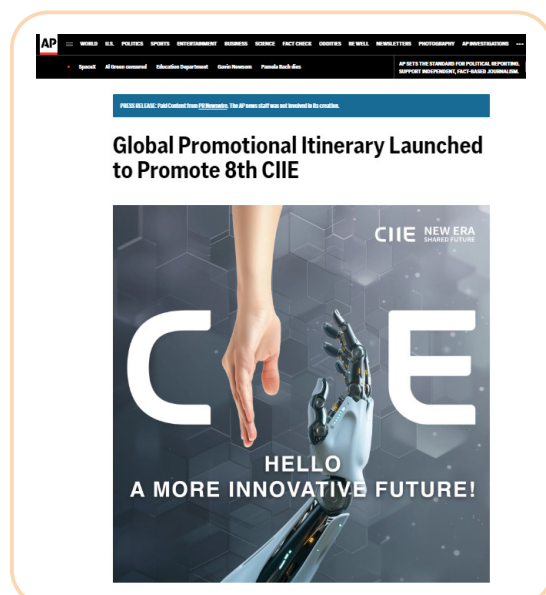


Scan the QR code
and check out their
comments.



Overseas Media

From February to March, major international news agencies such as the Associated Press, Reuters, and Belarusian Telegraph Agency published articles reviewing the achievements of the 7th CIIE and reporting on the latest developments of the 8th CIIE and the Hongqiao International Economic Forum. Media outlets, including Malaysia's Bernama, The Star, Utusan Malaysia, Australian Chinese Daily, and Thailand's The Nation, covered the overseas promotional events for the 8th CIIE.



Associated Press



Reuters



Belarusian Telegraph Agency

Home / Notícias / Agro

Carne de Mato Grosso é destaque na China e garante 7º lugar em ranking de influência

Resultado reforça potencial do estado durante evento internacional em Xangai

por RESNADA - 09/02/2025, segunda-feira, 2 minutos de leitura



A degustação do exclusivo corte bovino MT Steak, desenvolvido pelo Instituto Mato-grossense da Carne (Inac), na China International Import Expo (CIIE) não apenas atraiu uma multidão ao estande de Mato Grosso, mas também impulsionou a conquista do Estado do 7º lugar entre as 30 organizações estrangeiras mais influentes no evento.

O resultado foi divulgado no Relatório sobre a Cultura de Mida e Influência, desenvolvido pelos organizadores do evento, que analisam a presença e o impacto das instituições participantes.

Mato Grosso teve uma avaliação superior à do Governo Federal no ranking. A Agência Brasileira de Promoção de Exportações e Investimentos (APEX Brasil), subordinada ao Ministério do Desenvolvimento, Indústria, Comércio e Serviços, ficou em 22º lugar.

Pesquisar

Mundo Business



- O líder sobre a vida de Lula disse que quer lançar o 10º aniversário da FIC 3 mil
- Indústria americana não se preocupa com o crescimento da China, mas sim com o crescimento da Índia
- Produção de açúcar atingiu 10 milhões em 2024
- Preço médio do diesel comum tem alta de 0,48% em janeiro
- O líder russo e seu ministro da Defesa em uma reunião global

Capital Economico

Thailand strengthens ties with CIIE to boost trade opportunities



A seminar on the 8th China International Import Expo (CIIE) was held in Bangkok, Thailand, on Feb 27, bringing together representatives of Thai businesses and institutions to discuss opportunities at the expo.

Teng Qing, first secretary for economic and commercial affairs at the Chinese embassy in Thailand, highlighted China's position as Thailand's largest trading partner for a consecutive year and its role as the first export market for Thai agricultural products. Teng said that the Thai government and business community strongly support the CIIE, with Thailand actively participating in the expo's various activities and exploring opportunities to showcase their products. He encouraged Thai businesses to leverage the CIIE as a gateway to the Chinese market and seize the opportunities presented by it.

MOST VIEWED

1. Thailand's 'Thailand' Ministry of Agriculture
2. Indonesia on weekend strikes: Inside view from after Trump tariff
3. Hot day with limited thunderstorms for most of Thailand
4. Trump says Japan, China cannot keep reducing value of their currencies
5. Singapore considering ending its partnership for some team efforts

The Nation

EKONOMI • BERITA

MIHAS Terus Kembangkan Sayap Global Di Shanghai Selepas kejayaan Di Dubai

02/27/02/2025 11:16 PM



KUALA LUMPUR, 27 Feb (Bernama) -- Perbadanan Pembangunan Perdagangan Luar Malaysia (MATRADE) akan mengorganisasikan edisi kedua peringkat antarabangsa Pameran Halal Antarabangsa Malaysia (MIHAS) di Shanghai, China.

MATRADE dalam kenyataan hari ini berkata MIHAS@Shanghai dijadualkan berlangsung mulai 5 hingga 10 November ini, yang dianjurkan bersempena dengan Ekspo Import Antarabangsa China (CIIE) 2025.

"Acara berprestij ini menyediakan platform utama bagi perniagaan Malaysia untuk mempromosikan produk dan meluaskan keberadaan pasaran mereka di China, seterusnya meningkatkan daya saing mereka di peringkat global," katanya.

Bernama

Chinese ambassador encourages Malaysian firms to engage at the 8th CIIE

TOPICS: Flood Alert Connecting Communities StarExtra True or Not SOBA 2024 Sabah & Sarawak Do You Know? Hasil

Chinese ambassador encourages Malaysian firms to engage at the 8th CIIE

By BENJAMIN LEE

NATION
Monday, 24 Feb 2025
2:53 PM MYT

Related News



NATION 5h ago
'Golden opportunity' for M'sian businesses in China

WORLD 28 Oct 2024
Danish enterprise eyes partnerships, green solutions at CIIE

WORLD 05 Nov 2024
(CIIE) Economic Watch: Global firms capitalize on China's smart, green...



KUALA LUMPUR: The upcoming 8th China International Import Expo (CIIE) will allow Malaysian businesses to expand their services and products internationally, says Chinese ambassador to Malaysia Ouyang Yujing.

He said CIIE, which will be held in Shanghai, could serve as a catalyst for local Malaysian products and businesses to expand into the Chinese market.

"We hope that friends from the Malaysian business community will seize the new opportunities presented by today's event and actively participate in CIIE.

The Star

Domestic Media

From February to March, major media such as People's Daily, Xinhua News Agency, China Media Group, China National Radio, Guangming Daily, and Economic Daily, along with regional and industry media, extensively covered how CIIE enables the world to share China's vast market and boosts foreign investment confidence. Xinhua, China News Service, eastday.com, and Yicai also highlighted the implementation of past CIIE achievements.



CCTV News



CGTN



Phoenix TV

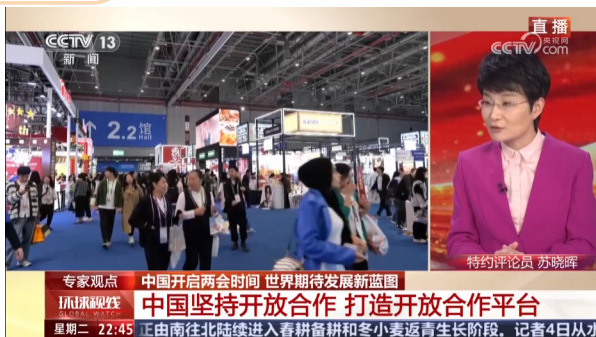
全球政商界研討第八屆虹橋論壇主題 議題框架安排

新华社客户端 2025-03-03 10:15:41 100.5万

2月28日，虹桥国际经济论坛秘书处、虹桥国际经济论坛研究中心在京举办第八屆虹桥国际经济论坛主题议题工作会，商务部党组成员、副部长唐文弘出席并致辞。



Xinhuanet



"Global Watch" on CCTV

在滬港青：做進博會的「小葉子」 向世界講好香港故事



香港文匯報【記者 黃麗 上海報導】「無論將來到上海讀研或留學工作，還是投身到進博會的工作中，在港青來港，都是為了融入國家發展的視野。」這是黃麗對如今在上海的一家知名電商平台工作、工作之餘，她積極投身於各類進博會中，積極參與各類進博會活動的「小葉子」黃麗的採訪。黃麗說，她來到香港，是為了「做進博會的「小葉子」，向世界講好香港故事」。

2022年，第八屆中國國際進口博覽會開幕，為港青來港提供了絕佳的機會。黃麗說，她來到香港，是為了「做進博會的「小葉子」，向世界講好香港故事」。

黃麗說，她來到香港，是為了「做進博會的「小葉子」，向世界講好香港故事」。

Wen Wei Po



2025年首场“进博会走进地方”活动将在湖北举办

2025年03月10日18:11 | 来源：人民网·湖北频道

TV 小字号



People's Daily Online



第七届进博会展品变商品 全球首款磷吸收抑制剂在中国获批上市

2025-02-26 19:02:31 作者：刘秋琳 来源：东方网

东方网记者刘秋琳2月26日报道：记者从复星医药获悉，全新机制降磷创新药盐酸替那帕坦片（万维乐）用于控制对磷结合剂疗效不充分或不能耐受慢性肾脏病（CKD）成人透析患者的血清磷水平的药品注册申请于近日获国家药品监督管理局（NMPA）批准上市。

值得一提的是，万维乐曾于去年在第七届进博会上“中国首展”，作为全球首个且目前唯一获批吸收抑制剂，此次获批开启了多种机制协同降磷的新时代，为中国透析高磷血症患者带来了福音。

Eastday



第八届进博会将增设“魅力城市”板块

中国新闻网 2025-03-13 18:07:16 39.3万

中新社上海3月13日电（记者 姜煜）国家会展中心（上海）有限责任公司总裁宁风13日在上海透露，第八届进博会将增设“魅力城市”板块，邀请海外城市展示特色文化，促进人文交流。

当天，在第八届进博会上海国际贸易中心专场推介会上，宁风透露，第八届进博会筹办工作正在稳步推进，其中企业商业展签约面积已超过22万平方米，完成了规划面积的六成以上，充分体现各方对中国经济发展和进博会的信心和热情。

据宁风介绍，第八届进博会将继续保持36万平方米的超大规模，结合产业技术前沿趋势，升级人工智能体验区、打造未来出行专区、展示低空经济等新题材。

China News Service



Economic Daily

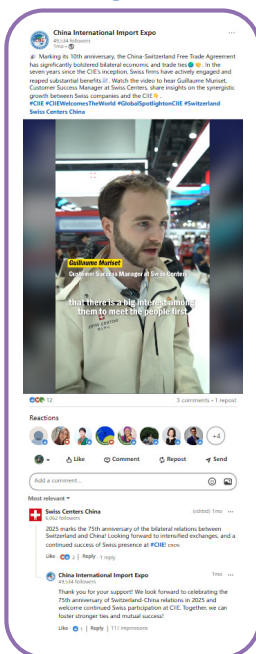


CCTV-4

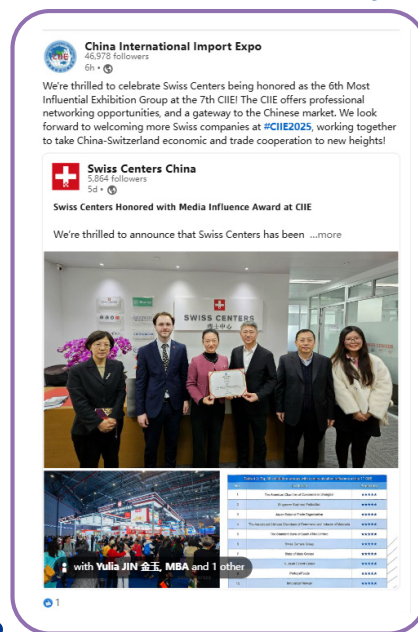
Interactions on Overseas Social Media Platforms

According to incomplete statistics, since the beginning of this year, 588 posts have been published across six major overseas social media platforms, reaching approximately 2.06 million followers — a year-on-year increase of 10.3 percent. The posts have garnered over 3.86 million views and engaged around 140,000 interactions.

On Feb 13, Swiss Centers Group liked and commented on a CIIE overseas social media post, highlighting that 2025 marks the 75th anniversary of China-Switzerland diplomatic relations. The group expressed its hope for stronger exchanges between both sides and continued success for Swiss businesses at the CIIE. The CIIE account expressed gratitude for the group's support and welcomed greater participation by Swiss businesses.



On Feb 22, Swiss Centers Group posted its honor of ranking sixth among the "Most Influential Exhibition Groups" at the 7th CIIE and expressed that this recognition highlights the strong appeal of Swiss brands in China and the group's role in supporting businesses exploring the Chinese market. The group revealed its plans to bring more Swiss companies to the CIIE in 2025. The CIIE account congratulated the group and welcomed deeper China-Switzerland trade ties through this year's CIIE.



On Feb 24, Malaysian media The Star quoted the idea of Ouyang Yujing, China's Ambassador to Malaysia, highlighting that the 8th CIIE will provide important opportunities for Malaysian businesses to promote international services and products. The CIIE account liked and shared the post, expressing a warm welcome for the focus on the CIIE's positive role in promoting the global development of Malaysian businesses.



On Feb 25, Malaysia's trade agency MATRADE posted that it will participate in the 2025 CIIE to help Malaysian businesses expand into the Chinese market and promote bilateral trade cooperation. The CIIE account liked and shared the post, expressing anticipation for creating collaborative opportunities and strengthening trade ties.



China International Import Expo @cieonline · Feb 27
Welcome, @matrade, to #CIIE2025! Thrilled to have you in Shanghai this November! Let's create opportunities, strengthen trade ties, and showcase Malaysian innovation. Looking forward to more Malaysian enterprises joining us!

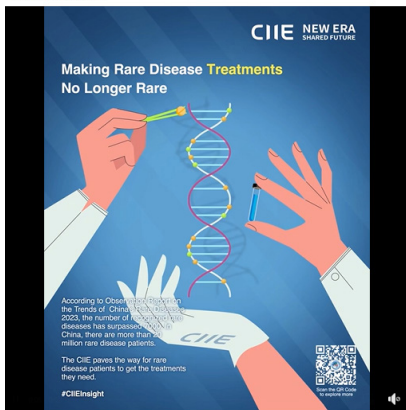
MATRADE @matrade · Feb 25
We are thrilled to announce that the Malaysia External Trade Development Corporation (MATRADE) will be participating in the China International Import Expo (CIIE) 2025 in Shanghai! This prestigious event, scheduled from 5th to 10th November 2025, [Show this thread](#)



On Feb 28, the CIIE Insights poster for Rare Disease Day was released across all social media platforms of the CIIE, achieving 40,000+ views and 519+ interactions.



China International Import Expo · February 28 at 2:44PM ·
Today marks the 18th #RareDiseaseDay. According to Frost & Sullivan, the global market size for rare disease drugs is projected to reach \$383.3 billion by 2030, driving rapid advancements in the field of rare disease treatment...
The CIIE plays a key role in accelerating the import of groundbreaking innovative drugs and medical devices for rare diseases, providing doctors and patients with more treatment options.
#CIIEInsight #CIIE2025



Send message

17

On Mar 4, the World Trade Centers Association posted about the CIIE's role in market expansion for businesses. The CIIE account reposted, welcoming stronger ties and its members' participation in CIIE 2025.



China International Import Expo · 23h ·
Thank you, **World Trade Centers Association**, for your dedication to fostering global trade and innovation in the Food & Beverage Industry! The CIIE is proud to collaborate with WTCA in providing a premier platform for international businesses to expand their reach in China. We look forward to welcoming WTCA Members to CIIE 2025.

World Trade Centers Association

16,210 followers · New · Edited ·

111 Connecting Global Food & Beverage Markets: The WTCA Advantage

The Food and Beverage industry, valued at US\$2.72 billion in 2024, is rapidly growing, and WTCA is at the forefront, connecting businesses across the sector. From Miami to Manila, Dublin to Shanghai, WTCA Members are driving international trade, facilitating market access, and fostering global collaboration.

- **World Trade Center Miami** – Host of the annual **Americas Food and Beverage Show**, welcoming 7,000+ attendees and 700 exhibitors.
- **World Trade Center Metro Manila (WTCMM)** – Home to MAFEX, WOFEX, AFEX, and the Philippine Food Expo, key platforms for regional F&B trade.
- **WTCA Program at annual China International Import Expo (CIIE)** – The WTCA CIIE program provides WTCA Members and their networks the opportunity to reach businesses in China – CIIE brings together 3,500 exhibitors and 430,000 visitors to expand international partnerships.
- **World Trade Center Dublin** – Participant of the WTCA Program at CIIE, promoting Irish brands at CIIE Shanghai, helping companies expand into the Chinese market.

WTCA Members continue to open doors for Food & Beverage businesses worldwide, helping them navigate new markets and seize growth opportunities.

👉 Read the full Manila Insights article to explore how WTCA is helping to shape the future of the Food & Beverage industry: <https://bit.ly/4h1FQ3e>.

#GlobalTrade #FoodandBeverage #FoodIndustry #WTCA
#ConnectingBusinessesGlobally



Savor the World: WTCA connects international Food & Beverage markets - Manila Insight
manilainsight.com

3

On Mar 6, the Chamber of Commerce and Industry of Slovenia posted its plans to bring a business delegation to CIIE 2025. The CIIE account reposted, praising its efforts in strengthening economic cooperation between the two countries.



On Mar 22, the Chinese Consulate General in Munich reposted a promotional post about the CIIE Agricultural and Food Products Exhibition Area's customs clearance policies, stating that China will introduce more opening-up measures to stabilize foreign investment and optimize the business environment. The CIIE is a symbol of high-level opening-up and a platform for global enterprises to access China's vast market. The CIIE account reposted it, emphasizing that CIIE will continue to help global enterprises expand into the Chinese market and seize development opportunities.



China International Import Expo
48,383 followers
23h • 🌐

We're excited to see the Chamber of Commerce and Industry of Slovenia, along with SKPS, strengthening economic ties with China. As a strong advocate for international cooperation, we wholeheartedly support these efforts. At CIIE, we're committed to forging global partnerships and unlocking trade potential. Looking forward to working hand in hand with you to further connect our markets!

Gospodarska zbornica Slovenije
19,661 followers
4d • 🌐

[Internationalization] Through the Slovenian-Chinese Business Council (SKPS), the Chamber of Commerce and Industry of Slovenia...



4

Chinesisches Generalkonsulat in München @ChinaCG_Muc
China will work to further stabilize foreign investment in 2025, implementing measures to open up more fields and improve the business environment. The CIIE is a prominent symbol of China's high-level openness and a platform for global enterprises to access opportunities in China.

China International Import Expo @cileonline - Mar 21
From the field to the dining table, from the world to China! A promotional event for customs clearance policies in the Food and Agricultural Products Exhibition Area of the 8th CIIE was held in Shanghai on March 14. The event focused on new regulations and practical aspects of...



China International Import Expo
49,868 followers
3d • 🌐

We look forward to welcoming more European businesses to Shanghai this November to explore China's vast market, forge strategic partnerships, and expand global reach.

European Union Chamber of Commerce in China
32,619 followers
4d • Edited • 🌐

🔵 The China International Import Expo 2025 is your gateway to one of the world's largest consumer markets! **China International Import Expo**

What's in it for you:

- 🟢 **Access to China's 1.4Bn Consumers:** CIIE is set to be a pivotal platform for global trade, connecting enterprises with China's vast consumer base.
- 🟢 **Close large-scale deals:** Leverage CIIE's exclusive B2B matchmaking platform to secure contracts, as seen in 2024's record \$80.01 billion in intended deals.
- 🟢 **Forge Strategic Partnerships:** Have the opportunity to network with professional buyers from across China and engage in meetings with global and Chinese government officials from various fields.
- 🟢 **Amplify Brand Impact:** Benefit from global and Chinese media exposure, with approximately 5 billion times of the CIIE 2024's cumulative exposure, enhancing your visibility across Asia and beyond.

📅 **Act Now - Booths Available!**
🌟 Visit [<https://lnkd.in/g/8aIC3FA>] to reserve your space. Mark your calendar for CIIE 2025 this November in Shanghai and seize the opportunity!
#CIIE2025 #ConnectGlobal



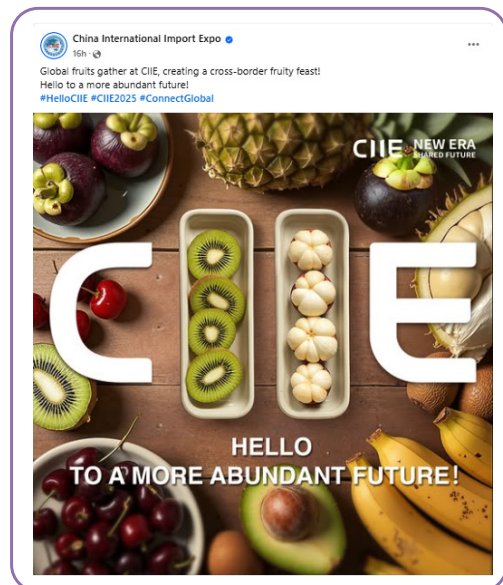
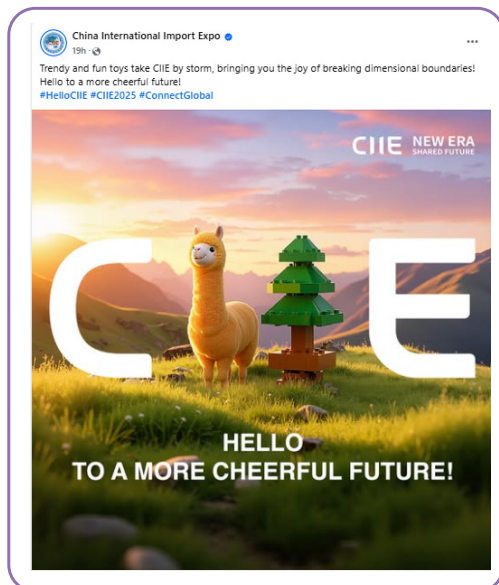
4

1 repost

On Mar 27, the European Union Chamber of Commerce in China posted that CIIE serves as a gateway to China's vast market, detailing the benefits of participation and calling on businesses to join the 8th CIIE. The CIIE account liked and reposted the message, stating that more European enterprises are welcome to come to Shanghai this November to seize opportunities in the Chinese market and enhance their global influence.



Since Mar 7, the "Hello CIIE" poster series has been released on all overseas media platforms of the CIIE. As of Apr 3, the cumulative total views are approximately 270,000, and the cumulative interactions are about 20,000.



On Mar 25, the Camera di Commercio Cinese in Italia posted that the 8th CIIE promotional event was held in Milan, introducing Italian companies to the vast opportunities in the Chinese market. The CIIE account liked and reposted the message, reaffirming that CIIE is a key platform for global enterprises to explore opportunities and deepen cooperation and expressing anticipation for more Italian companies to join in November.



China International Import Expo @cileonline · Mar 27
Great to see the CIIE Promotion Conference held in Milan! As a gateway for global businesses, #CIIE2025 welcomes companies worldwide to explore new possibilities and deepen cooperation. Looking forward to seeing more Italian companies join us this November!

Camera di Commercio Cinese in Italia @CCCIT.Cina · Mar 25
CCCIT e Bank of China hanno organizzato a Milano, presso la sede di Bank of China, la Conferenza di Promozione dell'VIII CIIE.

Il CIIE Bureau ha fornito informazioni chiave e condiviso opportunità di business in Cina con le oltre 30 aziende italiane presenti. 🇨🇳🇮🇹🇨🇳
[Show more](#)



China International Import Expo
49,868 followers
now · 🌐

We are thrilled to hear that ICCF continues promoting the CIIE, as demonstrated by their renewed commitment through this partnership. This November in Shanghai, we look forward to welcoming even more outstanding Italian brands to showcase their excellence at #CIIE2025.

Italy China Council Foundation - ICCF
10,434 followers
2d · 🌐

China International Import Expo 2025!! ICCF has renewed its commitment to promoting the China International Import Expo by confirming its partnership with the Chinese Ministry of Commerce MOFCOM and the Municipality of #Shanghai. The ICCF Director General, Marco Bettin, has signed an agreement establishing this collaboration with the President of the National Convention and Exhibition Centre (Shanghai), Ning Feng.

For information on how to participate in the Expo, you can contact us by writing to consulenza@italychina.org

Show original · Translation settings



On Mar 29, the Italy China Council Foundation (ICCF) posted about renewing its cooperation agreement with the Ministry of Commerce of the People's Republic of China (MOFCOM) and the Shanghai Municipal Government to jointly advance the preparations for the 2025 CIIE. The CIIE account liked and reposted the message, expressing gratitude for ICCF's continuous support in promoting CIIE and looking forward to seeing more Italian brands showcase their excellence at CIIE this November.



China International Import Expo · 1d · 🌐

During the Hannover Messe 2025, the CIIE working team visited the @Baden-Württemberg @Saarland Festo PHOENIX SEW EURODRIVE Schaeffler @Deutsche Messe AG, and gained an in-depth understanding of the advanced technologies and extensive experience.

@Elena Vargova-Ramaneuskas @Jasmin Omer! Thank you all for sparing time to meet with us! Our discussions were fruitful!

We are delighted to reconnect with old friends and meet new partners at the #HannoverMesse. Looking forward to seeing you all at the #2025CIIE in the coming November! 🌟
[#ConnectGlobal](#)



From Mar 31 to Apr 2, the CIIE working team carried out promotion for the 8th CIIE at the Hannover Messe 2025 in Germany.



04 CIIE PARTNERSHIP

Enterprise Alliance

The CIIE Enterprise Alliance (referred to as the "Alliance") hosted a youth networking event at the Bank of China Building by the Bund on Feb 14. More than 60 young professionals from 15 organizations participated. The event had a lively atmosphere, with well-planned activities during which Alliance members collaborated to compete in challenges, showcasing their energy and enthusiasm.



Trade Missions

► Henan Trade Mission

The Henan trade mission actively participates in the CIIE, organizing 23 sub-missions for the expo. Leveraging the CIIE as a platform for openness, Henan showcases its strategic location and highlights its strong momentum in high-quality development, driving comprehensive global engagement.

Tailoring its approach to the needs of enterprises that participate in the CIIE, the mission organized events such as the Procurement Demand Release and On-Site Signing Ceremony, the Henan Online Silk Road Procurement and Signing Event, the 14th China Henan International Investment & Trade Fair, the China (Henan)–Switzerland Industrial Promotion and Matchmaking Event, and the Henan Cross-Border Procurement Signing and Yangtze River Delta Region Economic Cooperation Conference. These efforts have helped achieve a "dual success" in trade and investment.

The mission actively participated in cultural showcases, presenting Henan's rich cultural heritage. Under the theme "Profound Henan", the mission exhibited Ru porcelain, porcelain with twistable clay body, and traditional herbal medicine processing techniques at the "China Time-Honored Brands" and "Intangible Cultural Heritage" exhibition zones. Henan's performing arts were also featured, with traditional opera performances such as local drama in Henan's Taikang county *Wang Jindou Borrows Grain*, Huaxian county's Dapingdiao *The Journey to Youzhou*, and Sanmeixia city's *Little Swan Dance*, vividly demonstrating the local opera culture and artistic charm.



► Jiangxi Trade Mission

The Jiangxi trade mission maximizes the CIIE's role as a platform for international procurement, investment promotion, cultural exchange, and open cooperation. With 14 sub-missions, Jiangxi connects with global resources and embraces vast market opportunities.

To strengthen global trade, the mission actively facilitates business matchmaking between buyers and overseas exhibitors, organizes investment promotion events, and cultural exchanges, and fosters integration with the global market. Through these efforts, Jiangxi promotes an image of open development and supports high-level economic growth.

To attract investment, the mission hosted the CIIE in Nanchang event in July 2022 with the theme "To Boost Dual Circulation by Introducing More Foreign Investment". The event featured economic cooperation promotion conferences, online and offline matchmaking meetings, the "Digital Jiangxi, Shared Future" Hongqiao International Economic Forum, and high-level meetings for provincial, ministerial leaders and key business representatives.

To highlight cultural heritage during the expo, Jiangxi set up a Jingdezhen porcelain exhibition in the Intangible Cultural Heritage Display Zone. The exhibition showcased unique handcrafted ceramics, including blue-and-white porcelain, pierced decorations, famille rose porcelain, color-glazed porcelain, and carved porcelain. Premium ceramic products, used as national gifts and featured at the Dubai Expo were also presented. Additionally, the mission contributed the "Jiangxi's Unique Scenery" porcelain vase, a masterpiece of Jingdezhen ceramic art, which is now permanently displayed at the National Exhibition and Convention Center (Shanghai), highlighting Jiangxi's rich ceramic heritage.

To expand global partnerships, the mission hosted events such as the Jiangxi International Trade and Investment Promotion Conference, the Jiangxi-Multinational Corporations (Shanghai) Exchange Meeting, the Jiangxi Image Exhibition, and various local investment promotion activities. These initiatives aimed to showcase Jiangxi to global exhibitors and visitors, fostering trade and investment collaborations.

HQF Members and Partners

HQF Membership

Hongqiao International Economic Forum Membership was established at the 2nd HQF. It serves as a platform for cooperation, exchange, and interaction among members and organizations from all walks of life by fostering a community of political, business and academic leaders. There are three types of Membership: Diamond Members, Platinum Members, and Elite Members.

Diamond Members



Platinum Members



Elite Members



HQF Partnership

Hongqiao International Economic Forum Partnership provides necessary professional research, expert resources, media promotion and comprehensive support, etc., thus giving an impetus to forum development. HQF Partnership currently includes Think Tank Partners and Media Partners.

Think Tank Partners



Media Partners





05 NEWS OF NECC (SHANGHAI)

Recent Exhibitions

Mar 4-6 2025 SHANGHAI FOOD EXPO

As a global flagship exhibition for food and beverage ingredients, the FOOD EXPO spans nearly 100,000 square meters, showcasing the entire supply chain — from pre-prepared foods and seafood to seasonings, grains, frozen foods, and food machinery. The event highlights the latest industry developments and trends, attracting over 100,000 professionals worldwide.



Mar 4-7 APPPEXPO 2025

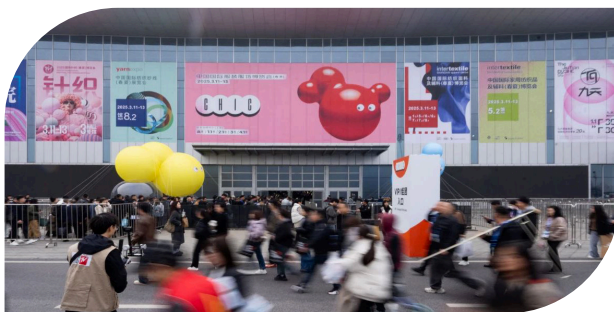
APPPEXPO spans over 170,000 square meters, featuring more than 1,700 leading domestic and international exhibitors and over 180,000 visitors. The exhibition showcases cutting-edge products and technological advancements across digital printing, cutting, engraving, materials, signage, display solutions, commercial retail, lighting, textile printing, graphic printing, packaging, and industrial inkjet applications. As a comprehensive platform, APPPEXPO presents the latest industry innovations, fosters global business opportunities, and drives the integrated development of the domestic and international printing industries.



Mar 11-13

2025 CNTAC Spring Joint Exhibition

This year's joint exhibition, with the tagline "Advancing with Stability, Innovating for the Future", brings together five major trade shows covering a total exhibition area of 380,000 square meters and attracting over 5,000 exhibitors from more than 30 countries and regions. Focusing on deep collaboration across the textile supply chain — from raw fiber and yarn to finished apparel and home textiles — the event offers comprehensive industry coverage through its five exhibition zones. Intertextile Shanghai Apparel Fabrics hosts 3,100 exhibitors from 24 countries, CHIC 2025 (Spring) features 1,211 brands from 13 countries, and Yarn Expo (Spring) gathers over 560 suppliers from 13 countries. Meanwhile, the China International Trade Fair for Home Textiles and Accessories (Spring Edition) and the 2025 International Knitting Fair (Spring Edition) bring together more than 160 industry leaders. Over 60 percent of exhibitors at the event are showcasing new products. International exhibitors make up 35 percent of the total. The number of professional overseas buyers has increased by 28 percent year-on-year, with particularly strong engagement from RCEP-region buyers.



Mar 17-19

China International Agrochemical & Crop Protection Exhibition (CAC 2025)

The CAC 2025 spans over 150,000 square meters, bringing together 2,236 exhibitors, including more than 200 international exhibitors from 34 countries and regions. It features four themed exhibitions: Crop Protection, Fertilizer, Equipment, AgTech. The event attracted over 100,000 visitors.



Mar 17-19

Food Ingredients China 2025

The exhibition spans 170,000 square meters, attracting 1,672 exhibitors, including 430 international and 1,242 domestic exhibitors. On the first day, nearly 100,000 professional visitors attended. The event is structured around three core sectors: raw materials and additives, processing machinery and equipment, and innovation technologies. It features five exhibition zones across seven halls, covering 23 categories of food additives, 35 categories of food ingredients, and thousands of related products. Exhibits also include health foods, food industry raw materials, packaging materials, production technologies, food safety solutions, and testing equipment.



Exhibitions Preview

No.	Name of Exhibition	Opening Date	Closing Date	Hall No.
1	China International Medical Equipment Fair	Apr 8	Apr 11	1.1H、2.1H、3H、4.1H、5.1H、6.1H、7.1H、8.1H、5.2H、6.2H、7.2H、8.2H、NH
2	The 21st Shanghai International Automobile Industry Exhibition	Apr 23	May 2	
3	The One Pet Show 2025	May 8	May 11	5.1H、6.1H、7.1H、8.1H
4	FIBF Food Innovation Expo and FBIF Forum 2025	May 8	May 10	5.2H、6.2H
5	LINK FASHION Apparel Exhibition-Shanghai	May 8	May 10	1.1H、2.1H、3H、4.1H、NH
6	Yangtze River Delta International Emergency Disaster Reduction & Rescue Expo	May 13	May 15	3H、4.1H、NH
7	Bakery China 2025	May 19	May 22	1.1H、2.1H、3H、4.1H、5.1H、6.1H、7.1H、8.1H、5.2H、6.2H、7.2H、8.2H、NH
8	R+T Asia 2025	May 26	May 28	1.1H、2.1H、3H、4.1H、5.1H、6.1H、7.1H、8.1H、5.2H、6.2H、7.2H、NH



06 SUPPORTING ENTERPRISES

Strategic Partner



Comprehensive Partner



Core Supporting Enterprises





WeChat



Official Website



Weibo



Douyin



Mobile APP



Participation Service



Facebook



Instagram



LinkedIn



TikTok



X



YouTube