



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 6 May-June 2025



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



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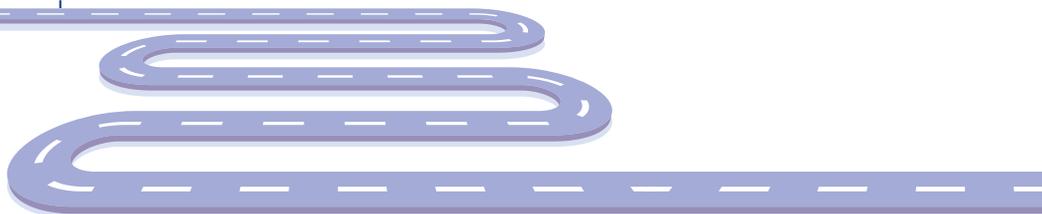
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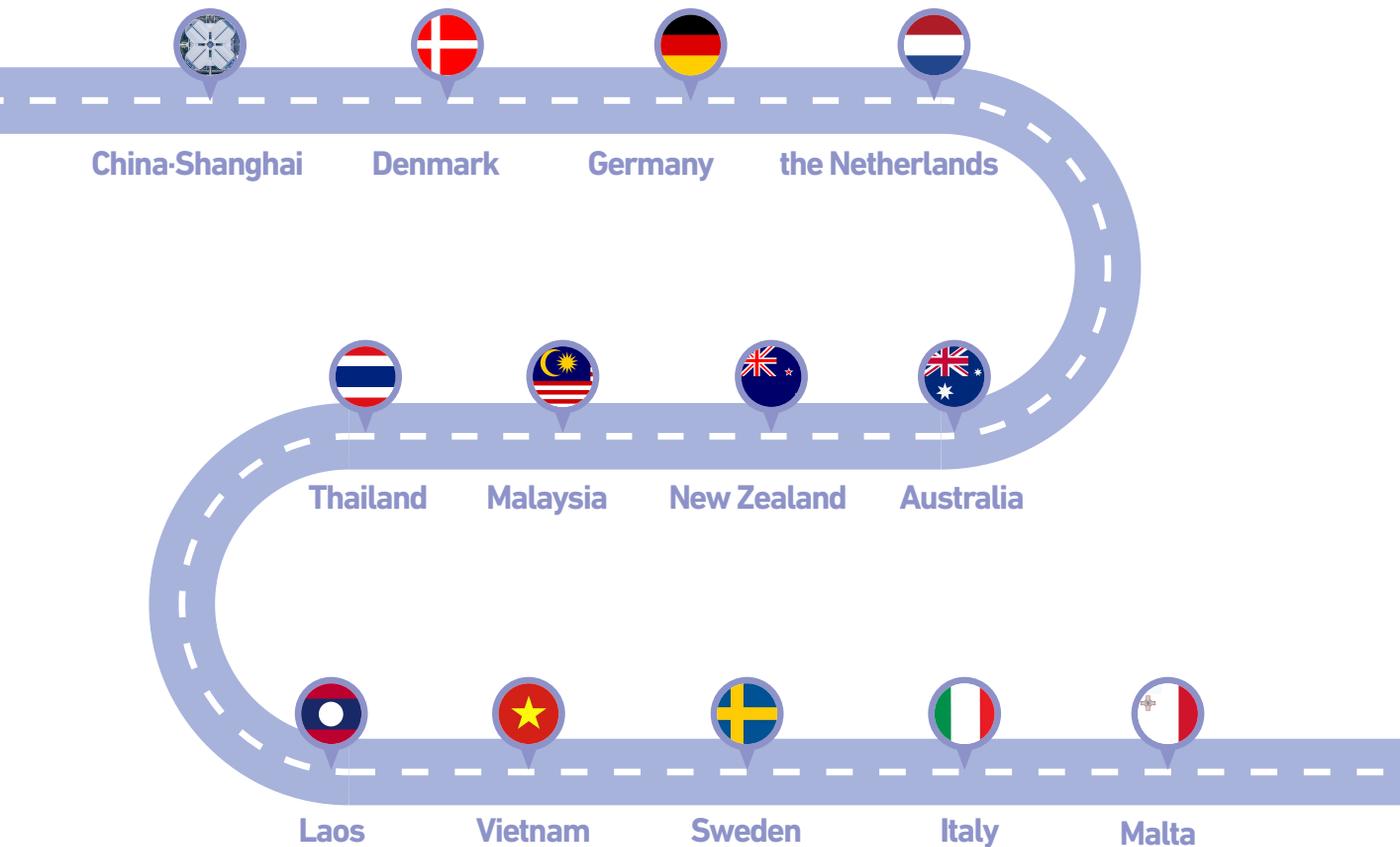
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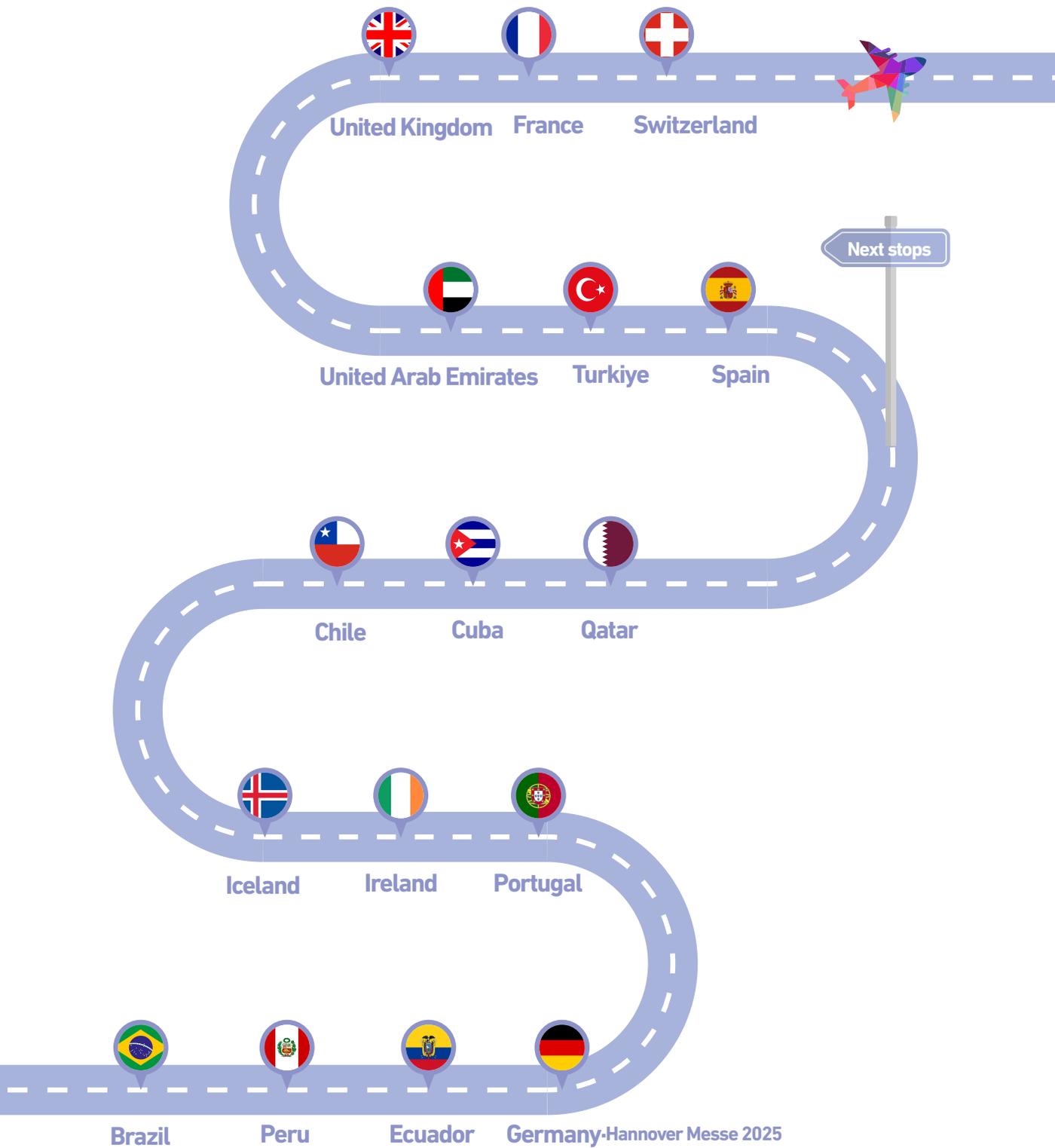


01 CIIE UPDATES

Global Promotion of 8th CIIE

The 8th China International Import Expo (CIIE) will be held from Nov 5 to 10, 2025, at the National Exhibition and Convention Center (Shanghai). Currently, preparatory work is underway across all fronts. Active invitations for the Country Pavilion have been fully extended, and have been reciprocated with warm responses. The Corporate Pavilion has secured over 260,000 square meters of signed exhibition space. Adhering to the principle of "comprehensive in scope, professional in operation", it will maintain the overall scale while further optimizing the setting of exhibition areas and special sections. It will introduce innovative display formats, enrich content, and place greater focus on globally leading new products, technologies, and services. More professional buyers will be organized to attend for business matchmaking, and a wide range of professional visitors from across industries, academia, and research institutions will be widely mobilized to attend and engage in the expo. Preparations for the Hongqiao International Economic Forum are also progressing steadily and the forum will continue to inject positive momentum into building an open world economy and promoting inclusive globalization.







► CIIE Bureau Broadens Global Outreach

In the lead-up to the 8th China International Import Expo (CIIE), the CIIE Bureau engaged with a number of diplomatic and trade representatives, including David Murphy, consul general of Ireland in Shanghai; Özlem Kural, consul general of Türkiye in Shanghai; Luís M. M. Costa, economic and commercial counselor at the Consulate General of Portugal in Shanghai; Abdulla Albasha Alnoaimi, commercial counselor of the United Arab Emirates Embassy in China; Sarwar Kamal Rahem, deputy minister of trade and industry of the Kurdish Regional Government of Iraq; Carmen Caballero, president of ProColombia, and Neisy Abdolsadeh, deputy chairperson of the Trade Promotion Organization of Iran. At meetings with these dignitaries, the CIIE Bureau encouraged their participation in both the Country Pavilion and Corporate Pavilion.

Representatives from the CIIE Bureau were also invited to the Opening Ceremony of the 5th China-Arab States Forum on Reform and Development and delivered a keynote speech at the main forum. In the speech, the CIIE Bureau emphasized the CIIE's role in advancing the Global Development Initiative and supporting the economic growth of Arab states, encouraged entities from Arab states to participate in the CIIE and expressed China's readiness to import more non-energy goods, especially agricultural and food products from the Arab world.

The CIIE Bureau was also invited to the Policy Briefing on China Economy and Trade Cooperation with Africa, and it was reaffirmed at the event that China will continue to support African countries and enterprises in participating in the CIIE, so that more high-quality African products can enter the vast Chinese market and China-Africa cooperation can be more fruitful.



► 8th CIIE: Promotional Event for Consumer Goods and Trade in Services Exhibition Areas Held in Shanghai

On the afternoon of Apr 21, a promotional event for the Consumer Goods and Trade in Services exhibition areas was successfully held at the National Exhibition and Convention Center (Shanghai). The event was co-hosted by the China International Import Expo Bureau and the National Exhibition and Convention Center (Shanghai), with strong support from the China Chamber of Commerce for Import and Export of Machinery and Electronic Products, the Shanghai Pudong New Area Association of Enterprises with Foreign Investment, and Red Star Macalline Group Corporation Ltd.

At the event, the CIIE Bureau signed participation or supplementary contracts with four companies: CROCS, Johnson Health Tech, Pacific Alpacas, and EFC, confirming their involvement in the 8th China International Import Expo. Nearly 30 foreign-invested enterprises took part in the event, engaging in dynamic discussions in a vibrant and energetic atmosphere.



► Exhibitor Highlights for 8th CIIE (Partial list to follow)

⊕ Medical Equipment and Healthcare Products Exhibition Area

Medical Instruments



Pharmaceuticals



Healthy and Nutritional Products



🚗 Automobile and Smart Mobility Exhibition Area

Finished Vehicles



Components and New Energy Technology



Automotive Packages and Maintenance



🏭 Intelligent Industry & Information Technology Exhibition Area

Technology





Intelligent Industry & Information Technology Exhibition Area

Environmental Protection



Industry



Consumer Goods Exhibition Area

Home Appliances and Furnishings



Beauty and Cosmetics



Fashion and Jewelry / Sports and Outdoors



Food and Agricultural Products Exhibition Area

Fruits, Vegetables and Agricultural Products



Dairy Products





Food and Agricultural Products Exhibition Area

Comprehensive Food



Snack Food, Sweets and Seasonings



Beverages and Alcohol

Meat, Aquatic Products and Frozen Food



Trade in Services Exhibition Area

Financial and Consulting Services



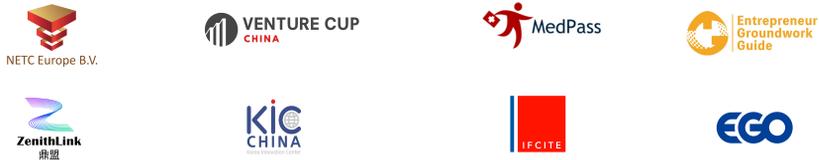
Logistics and Supply Chain Services



Convention & Exhibition and Cultural and Tourism Services



Innovation Incubation Special Section



Exhibition Organizers



Without particular order of precedence.

► Potential Buyers, Sellers of Food, Agricultural Products Meet in the Run-up to 8th CIIE

A matchmaking event for potential exhibitors and buyers of food and agricultural products for the upcoming 8th China International Import Expo (CIIE) was held at the National Exhibition and Convention Center (Shanghai) on Apr 18.

The event aimed to build a bridge for business cooperation between exhibitors and buyers of the food and agricultural product sector. A total of 41 exhibitors had business negotiations at the event, including Dole, Goodfarmer, Joy Wing Mau (Chile), Theland and Swiss Centers, as well as over 150 potential buyers such as ddfresh.net, Shanghai Federation of Supply and Marketing Cooperatives, Sinopec Easy Joy, Bailian Group, Shanghai Eastern Airlines Food Co Ltd and Pinwo Food Co Ltd. The CIIE Bureau and Bright Food (Group) Co Ltd, a major buyer at the CIIE, signed a memorandum of cooperation at the event.



► A Matchmaking Event for 8th CIIE Held in Chongqing

On the afternoon of May 22, a supply-demand matchmaking event for the upcoming 8th China International Import Expo (CIIE) took place in Chongqing. The event was co-hosted by the CIIE Bureau, the Chongqing Municipal Commission of Commerce, the Chongqing Branch of Industrial and Commercial Bank of China, the National Exhibition and Convention Center (Shanghai), and Chongqing Liangjiang New Area Industrial Development Group Co, Ltd. Nearly 40 CIIE exhibitors and more than 110 purchasing companies participated.

During the event, the CIIE Bureau signed a strategic cooperation agreement with the Chongqing Municipal Commission of Commerce. It also signed memorandums of understanding with key buyers including Chongqing Kuajingbao E-Commerce Service Co Ltd, Chongqing Bottle Planet Liquor Group Co Ltd, Chongqing Lidao New Material Technology Co Ltd, Chongqing Fuling Cross-Border E-Commerce Co Ltd, and Chongqing Yuge Supply Chain Co Ltd.

In addition, representatives from the Intelligent Industry & Information Technology Exhibition Area held discussions with relevant local government departments including the Municipal Commission of Commerce, the Development and Reform Commission, the Economic and Information Technology Commission, the Bureau of Ecology and Environment, and the Urban Management Bureau, on topics such as semiconductors, environmental protection, and green and intelligent industries.

Exhibitors from the Intelligent Industry & Information Technology, Food and Agricultural Products, and Consumer Goods exhibition areas also conducted field visits to industrial parks such as the Chongqing Hub Port Industrial Park in Jiangjin District, Jiulongpo Area of the Western (Chongqing) Science City in Jiulongpo District, and the Land-Sea New Corridor Integrated Industrial Park in Hualongqiao, Yuzhong District.



► A Buyer Recruitment Roadshow for 8th CIIE Held in Nanchang, Jiangxi Province

On May 29, a buyer recruitment roadshow for the 8th China International Import Expo (CIIE) made a successful stop in Nanchang, Jiangxi Province. The event was co-hosted by the CIIE Bureau, the Jiangxi Provincial Department of Commerce, the Nanchang Municipal People's Government, and the National Exhibition and Convention Center (Shanghai), while Bank of China served as the organizer.

The event welcomed representatives from over 10 key exhibitors spanning exhibition areas for Medical Equipment and Healthcare Products (BD, TUTTI), Automobile and Smart Mobility (Innovation Centre for China-Europe Cooperation, China RV & Camping Association), Intelligent Industry & Information Technology (Mitsubishi Electric, Nippon Paint, Signify, Alfa Laval), Trade in Services (Standard Chartered, DHL, Nippon Express, EFC), as well as the the Innovation Incubation Special Section (EGO International (HK) Limited).

One of the roadshow's highlights was that the CIIE Bureau signed memorandums of understanding with seven Jiangxi-based major buyers, including Tellhow Power Technology Co Ltd, Liansheng Group, Jiangxi Omai Technology Co Ltd, HPY Sorting, Jinko Solar, Jiangxi Kangya Medical Products Co Ltd, and Jiangxi Shengjue Supply Chain Management Co Ltd signaling strong local interest in global partnerships.

Representatives of exhibitors from the Medical Equipment and Healthcare Products Exhibition Area, the Intelligent Industry & Information Technology Exhibition Area, the Trade in Services Exhibition Area, and the Innovation Incubation Special Section paid a visit to Nanchang Xiaolan Economic and Technological Development Zone.



► CIIE Bureau, NECC (Shanghai) and Nanjing Ink Strategic Partnership

On Jun 4, the China International Import Expo Bureau, the National Exhibition and Convention Center (Shanghai), and the Nanjing Municipal People's Government signed a strategic cooperation agreement in Nanjing.

The three parties will strengthen collaboration and resource integration, focusing on international industrial and supply chain cooperation, high-level business exchange activities, and expanding channels for quality international trade. The partnership will help boost Nanjing's high-standard opening-up and contribute to the continued success of the CIIE and the development of NECC (Shanghai).

► Promotional Roadshow for 8th CIIE Held in Suzhou

On Jun 5, a promotional roadshow for the 8th China International Import Expo (CIIE) was successfully held in Suzhou. The event was co-hosted by the CIIE Bureau, the Department of Commerce of Jiangsu Province, and the National Exhibition and Convention Center (Shanghai), organized by the Suzhou Municipal Commerce Bureau, and supported by Bank of China Suzhou Branch.

Seventeen exhibitors from the Intelligent Industry & Information Technology and the Consumer Goods exhibition areas, including Samsung, Mitsubishi Electric, Hexagon, Omron, Emerson, Nippon, Kärcher, Alfa Laval, Asahi Kasei, Nilfisk, SUMEC Hong Kong, JHD, IKEA, Tempur, IQAir, Mootaa, and Speed Queen participated in the event and engaged in lively communication with over 120 professional buyers. A CIIE exhibitor symposium was held concurrently, attracting more than ten foreign-invested companies from sectors such as equipment manufacturing, new materials, automotive, and consumer goods for in-depth exchanges.

During the event, representatives of some participating exhibitors visited Suzhou New District to explore local business opportunities and feel the overall environment for industrial development.

► Professional Visitors Registration Opens for 8th CIIE

On Jun 6, the registration channel for the 8th China International Import Expo (CIIE) officially opened to professional visitors from home and abroad. Professional visitors can go to the CIIE official website (www.ciie.org), the CIIE app, or the CIIE mini-program and click "Professional Visitor Registration" to complete the registration. Visitors to previous editions of the CIIE may register via the link sent to their mail box.

Exhibition Overview

The CIIE is the world's first national-level expo with import as its theme, representing China's major initiative and action to open its market to the world. With active participation and strong support from the international community, the CIIE has been successfully held for seven consecutive sessions, serving as a platform for international procurement, investment promotion, people-to-people exchanges, and open cooperation. Its quality and impact have significantly improved, and its global influence continues to grow. The CIIE has become a window for China's new development paradigm, a platform for high-level opening-up, and a global public good shared by all. Since its inception in 2018, the CIIE has attracted participation from over 180 countries, regions, and international organizations. It has hosted approximately 23,000 overseas exhibitors in the Business Exhibition, showcasing nearly 3,000 innovative products, technologies, and services, with intended transactions exceeding \$500 billion. Nearly 2.9 million professional visitors have registered, and over 1,200 supporting events and 1,300 people-to-people exchange activities have been organized.

The eighth CIIE will continue to feature the Country Pavilion, Business Exhibition, Supporting Events, and People-to-people Exchange Activities. The Hongqiao International Economic Forum will be held in tandem. The Corporate Pavilion will include six exhibition areas—Medical Equipment & Healthcare Products (Healthy China, Healthy Life), Automobile & Smart Mobility (Mobility ∞), Intelligent Industry & Information Technology (Innovation and a Sustainable Future), Consumer Goods (Better Quality, Better Life), Food & Agricultural Products (From Global Farms to Chinese Dining Tables), and Trade in Services (Digital, Integrative & Green)—as well as an Innovation Incubation Special Section (In China, Dive into New Arenas.). It will further innovate exhibition themes, enrich its content, and focus on globally leading new products, technologies, and services, with increased emphasis on cutting-edge technologies and products. Additionally, the Trade and Investment Matchmaking Conference, VIP Buyers Selection Event, and the "Buyer's Corner" will be held during the exhibition to create a multi-dimensional platform for exhibitor-buyer interaction, fostering in-depth exchanges and cooperation.

Exhibition Dates and Venue

Dates: Nov 5-10, 2025

Venue: National Exhibition and Convention Center (Shanghai)

This autumn, let us gather in Shanghai to jointly write a new chapter of global openness and cooperation!



Video guide
for registration



Scan the QR
code to register



Scan the QR code to
add our customer service



02 CIIE STORIES

Share Your CIIE Stories

CIIE NEW ERA
SHARED FUTURE

Go Fast Alone, Go Far Together
A Proverb that Comes to Life

CIIE

From the fragrance of cocoa beans to the rich aroma of peanuts, from the vibrant textiles of Adire clothing to the global network in sesame trade, Nigerian enterprises have flourished in the Chinese and global markets through the CIIE.

On the big platform provided by CIIE, the seeds of China-Nigeria cooperation will continue to take root, grow robustly, and bear abundant fruit. This vibrant partnership vividly embodies the African proverb "If you want to go fast, go alone; if you want to go far, go together," writing a new chapter of win-win collaboration!

#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:
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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

"If you want to go fast, go alone. If you want to go far, go together." How does this African proverb come to life at the CIIE? Discover the power of win-win collaboration in *CIIE Stories*!



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

Nigerian Businesses Expand Opportunities in China through CIIE

Every year, the China International Import Expo (CIIE) serves as a gateway for Nigerian agricultural products to enter the Chinese market, with Nigerian cashews in particular gaining significant recognition through the expo.

Previously unfamiliar to many Chinese consumers, the cashews quickly attracted strong interest after being showcased at the expo, leading to a surge in orders.



Hassan Mohammed showcases his exhibitor passes from previous CIIEs.

Hassan Mohammed, trade commissioner of the trade office of the Consulate General of Nigeria in Shanghai, has witnessed this transformation firsthand. He attended the first CIIE as an official representative from Nigeria, where he was impressed by the vast range of new technologies and products on display, as well as the face-to-face networking opportunities for global businesses. The following year, he was assigned to work in China and has since participated in the CIIE annually. Reflecting on his seven-year journey with the expo, Mohammed said, "A lot of changes are happening, and Nigerian businesses have grown because of the CIIE."

One of his most memorable experiences was at the 7th CIIE, where 16 Nigerian companies participated, and 13 secured business agreements. Among them, Nigeria's Vintage Group signed a contract worth over \$1.2 million with one of China's largest cocoa bean processing companies.

Mohammed sees the CIIE as a key platform for Nigerian entrepreneurs. "Nigerian companies have formed joint ventures with Chinese businesses, which has helped them expand production and create more jobs back home, increasing incomes for the Nigerian people," he said.



Nigeria's cashews are showcased at the CIIE.

At the 2024 Summit of the Forum on China-Africa Cooperation, Nigeria and China signed an agreement to facilitate the export of Nigerian peanuts to China, opening new doors for Nigerian agricultural businesses. Temitope Akintunde, director for international and public sector relations at the Lagos Chamber of Commerce and Industry (LCCI), noted that while peanut exports at past CIIEs were limited, there is now strong potential for expansion.

As the world's fourth-largest peanut producer, Nigeria has already received inquiries from Chinese companies eager to purchase its peanuts. Given China's high demand for the crop, Nigeria sees the expo as an opportunity to accelerate its entry into the market.

Mohammed emphasized, "Nigeria is fortunate to be one of the few African countries able to bring peanuts to China. We hope to use the CIIE to further promote Nigerian agricultural products."

Nigeria's participation in the CIIE extends beyond agriculture. At the first CIIE, traditional Adire fabric from Abeokuta, a southwestern Nigerian city, gained popularity among Chinese visitors. A Nigerian exhibitor who showcased the indigo-dyed cloth noted that, unlike Nigeria's major export products such as oil, cocoa, and sesame, Adire fabric represents Nigeria's rich cultural heritage and allows the world to learn more about the country.

"I didn't expect to secure many orders or make any big deals at my first CIIE," he said. "My goal was to establish connections and seek collaboration opportunities with Chinese businesses."



Nigeria's Pavilion at the Country Pavilion of the 7th CIIE.

Nigeria's participation in the expo has also led to global business opportunities. At one CIIE, a Georgian trader secured a sesame trade deal with a Nigerian exhibitor. "Without the CIIE, this kind of long-distance collaboration would be extremely difficult," Mohammed said.

Temitope Akintunde from the LCCI also highlighted the expo's broader impact, stating that the CIIE plays a crucial role in strengthening global trade ties and uniting businesses from around the world.

As Nigeria-China relations have been elevated to a comprehensive strategic partnership, Akintunde hopes that Nigeria can transition from an exhibitor at the CIIE to an official partner country at the expo. "We can explore avenues for co-hosting bilateral forums during the expo and deepen cooperation across more industries," she said.

For Mohammed, the CIIE is more than just a trade fair—it's a global marketplace where opportunities abound. "The CIIE is like a global village. Every country has its own culture and ways of doing business. By engaging with others, we can learn from them, promote Nigerian products, and find new opportunities," he said.



Highlights of Special Edition

Chinese President Xi Jinping from Apr 14 to 18 paid a state visit to Vietnam, Malaysia and Cambodia. To honor multilateral cooperation between China and these three nations, China Daily published a special edition of its newspaper that highlighted how CIIE as a platform has contributed to strengthening trade ties and economic cooperation between China and these three countries. The special issue also showcased how CIIE has helped businesses from Vietnam, Malaysia and Cambodia enter the Chinese market, sharing the benefits of China's economic growth.



People visit the Malaysia Pavilion during the seventh China International Import Expo at the National Exhibition and Convention Center (Shanghai) in November 2024. PHOTO COURTESY OF CIIE MALAYSIA

CIIE strengthens ties with neighbors

Southeast Asian nations shine at annual China International Import Expo

By HU YUYAN
huoyuyan@china-daily.com.cn

China cherishes its friendships with neighboring countries, adhering to the principles of amity, sincerity, mutual benefit and inclusiveness. The China International Import Expo embodies these values, promoting win-win cooperation with Southeast Asian neighbors including Vietnam, Malaysia and Cambodia.

Held annually in Shanghai since November 2018, the CIIE has witnessed significant growth in both the number of participating countries and the value of introduced transactions. The cumulative intended transaction value of the past seven editions has surpassed \$100 billion.

China and the Association of Southeast Asian Nations have been each other's largest trading partners for five consecutive years. Vietnam has served as a frequent participant in the CIIE and served as the guest country of honor at the first and sixth editions. A total of 80 Vietnamese enterprises have participated in the expo over the past seven years.

At a recent promotional event for the eighth CIIE in Hanoi, Vietnam, members of the CIIE-Organization said that a large number of high-quality Vietnamese products have quickly gained access to the Chinese market through the CIIE. They encouraged Vietnamese companies to fully utilize the CIIE as a platform for international collaboration and to seize the opportunities in China's expanding market.

In Nge Guan, deputy director of the Export Promotion Center under Vietnam's Ministry of Industry and Trade, described the CIIE as a vital gateway for Vietnamese enterprises looking to enter and expand in the Chinese market.

He said enterprises' enthusiasm for the expo remains high and that the ministry will support businesses participating in the eighth CIIE to maximize their outcomes.

During the Hanoi event, the CIIE Bureau and the Vietnam Trade Promotion Agency signed a contract for Vietnam's participation in the eighth CIIE to be held on Nov 5-10. Detailed information about the expo's effectiveness and its various sections was also provided.

This year marks the 20th anniversary of China-Vietnam diplomatic relations and the China-Vietnam Trade and People-to-People Exchanges. The promotional event in Hanoi enhanced Vietnam's business and investment standing at the expo, encouraging greater participation and practical cooperation between the two countries.

Malaysia, recognizing the CIIE's value in promoting international trade, has also actively participated in the expo. During a recent promotional event for the eighth CIIE in Kuala Lumpur, Malaysia External Trade Development Corporation, or MATRADE, signed a memorandum of cooperation with the CIIE Bureau to expand its market presence in China and beyond.



Clockwise from top left: An event is held in Malaysia to promote the eighth CIIE. The Cambodia Pavilion at the seventh CIIE. The Vietnam Trade Promotion Agency's booth at the CIIE. Dole launches gift boxes featuring Malaysian durian at the CIIE.

The past seven editions of the CIIE attracted 202 Malaysian companies. Malaysia participated in the Country Exhibitions four times and served twice as the guest country of honor.

The year 2024 marked the 50th anniversary of China-Malaysia diplomatic relations. During the seventh CIIE in 2024, many companies, including fresh produce providers Dole and Malaysian durian trader Dole, held the global launches for new products. Dole's Retail Assistant Syed Mohamad, former consul general of Malaysia in Shanghai, said the CIIE eased the biggest export of Malaysia to China, with a focus on fresh produce. He noted that the CIIE has enhanced Malaysian companies' capabilities to expand their market share.

"I believe that this is a greater incentive for a trading nation like Malaysia to collaborate with China to further facilitate and synchronize the supply chain connections between Malaysia and China. And I believe this is one of the key elements that has strengthened our relationship with China," Mohamad said.

At the promotional event for the eighth CIIE in Kuala Lumpur, Chinese Ambassador to Malaysia Ouyang Yuliang noted that in 2024, bilateral trade between China and Malaysia reached a historic high, with China remaining Malaysia's largest trading partner for the 16th consecutive year. He encouraged Malaysian businesses to utilize the CIIE to introduce more high-quality Mal-

"Cambodia sees China as a huge market for the kingdom's agricultural produce."

Im Raehna, spokeswoman for Cambodia's Ministry of Agriculture, Forestry and Fisheries

sian products into the Chinese market. Wu Zhenqiang, deputy director general of the CIIE Bureau, reaffirmed the bureau's commitment to enhancing collaboration with Malaysian institutions to support more local businesses to participate in the CIIE and access China's vast market, particularly small and medium-sized enterprises.

According to Wu, the eighth CIIE will continue promoting industry by exhibiting more products from developing countries and offering free exhibition spaces for the least-developed countries. The exhibition space will showcase the latest trends and focus on fostering business interactions to better match supply with demand.

Mohd Mustafa Abdul Aziz, CEO of MATRADE, lauded the CIIE as an excellent channel for Malaysian businesses to enter the Chinese market. He revealed that MATRADE is planning to mobilize more than 200 Malaysian companies to participate in this year's CIIE.

At the event, the Malaysia Promote Inter-

national Business Society, the Associated Chinese Chambers of Commerce and Industry of Malaysia, and Malcom Sim filed signed contracts to exhibit at the eighth CIIE.

Strong diplomatic ties between Cambodia and China have led to a significant increase in bilateral trade, reaching a record high of over \$13 billion in 2024. The Phnom Penh Post reported. The figure represented nearly 60 percent of Cambodia's total trade volume for the year and China was also the leading source of foreign direct investment in Cambodia, said the newspaper.

Cambodia reported 1.6 million metric tons of agricultural products to international markets in 2024, with China being a major importer, according to Im Raehna, spokeswoman of state and spokeswoman for Cambodia's Ministry of Agriculture, Forestry and Fisheries.

"Cambodia sees China as a huge market for the kingdom's agricultural products," she told Xinhua News Agency. "The purchase of our agricultural products by China and other friendly countries has significantly contributed to the development of Cambodia's agriculture and provided great benefits to our people, particularly farmers."

Over the past seven years, 50 Cambodian enterprises have participated in the Business Exhibitions at the CIIE. The kingdom has taken part in the Country Exhibition six times and served as the guest country of honor at the second CIIE. The opening ceremony of the Cambodia Pavilion at the seventh CIIE was one of the top 10 most

popular Country Pavilion activities. As one of the world's major rice exporters, Cambodia has long been expanding its reach into international markets. Participation in the CIIE has opened up new opportunities for the kingdom.

During the sixth CIIE, Cambodian rice, particularly fragrant Jasmine rice, captured many buyers. Throughout the exhibition, the Cambodia Pavilion frequently heard visitors asking, "How much is a bag of Jasmine rice?"

I believe Cambodian rice will become increasingly popular in China," said Song Suo, former president of the Cambodia Rice Federation. He noted that Cambodian rice exports to China have topped post-CIIE participants. "We hope that through the expo, we can bring more natural, pollution-free Cambodian rice to the Chinese people."

The expo has also led the entry of other Cambodian agricultural products into China, including soybean, casteweed nuts and mangoes.

In May 2021, a refrigerated container ship carrying Cambodian mangoes arrived in China after traveling more than 1,000 kilometers. This marked the first time fresh Cambodian mangoes were reported to China, making them the second fresh fruit from Cambodia to enter the Chinese market directly following bananas.

Prior to this, China and Cambodia had signed and exchanged phytosanitary protocols for Cambodian mangoes, paving the way for their entry into the Chinese market. Six months later, Cambodian mangoes made their debut at the fourth CIIE, attracting many visitors to sample the fruit. Buyers inquired about packaging, quality and prices, and left their contact information, said the newspaper.

With the implementation of the China-Cambodia trade agreement and the Regional Comprehensive Economic Partnership, bilateral trade between China and Cambodia continues to expand, bringing more high-quality Cambodian products to the Chinese market.

The CIIE has also played an important role in enhancing cultural exchange between Cambodia and China. An Cambodia used the expo to present traditional arts, showcasing representative cultural artifacts from the kingdom such as carved wooden ornaments.

"The strong growth momentum of the Shanghai Expo has the effect of the 'bridge' and has opened up the way for the two countries to have more cultural exchanges and interaction," said the newspaper.

Over about seven years, the CIIE has promoted economic and cultural exchange between China and Southeast Asian neighbors.

Over the past seven years, 50 Cambodian enterprises have participated in the Business Exhibitions at the CIIE. The kingdom has taken part in the Country Exhibition six times and served as the guest country of honor at the second CIIE. The opening ceremony of the Cambodia Pavilion at the seventh CIIE was one of the top 10 most

Voices from People of All Circles



► **Joe Szakacs, Minister for Trade and Investment of South Australia**, noted his strong impression of the 7th CIIE, where Australia had its largest-ever delegation with over 250 companies. South Australian products like meat, seafood, and wine remain popular in China, and the local government will continue to support businesses' participation in the CIIE. (Yicai Global, Apr 27, *Booming Wine and Lobster Trade to China: South Australia Looks to Further Growth*)

► **Loke Siew Fook, Malaysia's Minister of Transport**, emphasized that China's CIIE and other expos offer open platforms for sharing opportunities. Malaysian SMEs are eager to leverage these opportunities to better access the Chinese market. (People's Daily, Apr 18, *Chinese investors create a win-win scenario*)

► **Zehara Mohammed, President of the Addis Ababa Chamber of Commerce**, said the Chamber of Commerce will continue to be committed to promoting cooperation with China, exploring the Chinese market, strengthening trade and project cooperation, and actively participating in events such as the China International Import Expo to jointly seek cooperation and development. (Embassy of China in Ethiopia, Apr 17, *Ambassador Chen Hai met with Zehara, the chair of the Addis Ababa Chamber of Commerce*)



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CHINA CHAMBER OF COMMERCE TO THE EU

商通中欧·共创繁荣



► **Fang Dongkui, Secretary General of China Chamber of Commerce to the EU**, stated that the CIIE has become a globally recognized platform and an important gateway for European and global products to enter the Chinese market. (CCCEU, Apr 25, *Interaction Between the China International Import Expo Bureau and the Chamber*)

► **Bijan Ahmadi, Executive Director and COO of the Canada China Business Council**, called the CIIE a key bridge for trade and investment cooperation between Chinese and Canadian companies. (China News Service, Apr 24, *Toronto Hosts Promotional Event for the 8th China International Import Expo*)

► **Deolinda Silva, Executive Director of the Portugal Foods**, said her organization achieved excellent results at the 7th CIIE, establishing valuable institutional connections and exploring many potential partnerships. The association will continue to support Portuguese exports to China. (Xinhua, May 8, *Promotional Event for the 8th China International Import Expo Held in Portugal*)

► **Joris Coenen, Manager of Belgian Meat Office**, reported that several Belgian meat producers debuted at the 7th CIIE with fruitful outcomes. He said the CIIE helps enhance exports to China and promote dialogue and partnerships. (Xinhua, Apr 24, *Promotional Event for the 8th China International Import Expo Held in Brussels*)

► **Gary Tang, CEO of EFC**, shared that at the 8th CIIE's Trade in Services Exhibition Area, the company will showcase its technological strengths, including ESG (environmental, social, and governance) software and regulatory database systems in the fields of environmental protection, health, and safety. (The Paper, Apr 22, *Why This Company Signed Up for CIIE for the First Time: "Chinese Companies Haven't Slowed Their Global Expansion"*)

► **Qian Zhonghui, Vice Chairman of Pacific Alpaca Limited**, noted that the CIIE enabled the brand to truly enter and establish itself in the Chinese market. The company plans to continue participating in future editions of the expo. (China Business News, Apr 22, *The 8th CIIE Aims to Deliver "Five Highs"*)

► **Guo Min, Deputy Marketing Director with Joy Wing Mau's China operations**, stated that the company will present brand-new products making their global debut at the upcoming CIIE, and looks forward to reaching more partnerships. (Shanghai Observer, Apr 18, *Tasty Goods from Switzerland, Chile, and Spain Eye Big Deals at the 8th CIIE*)

► **Yan Zhijun, Marketing Director at New Zealand's Theland**, highlighted that trade facilitation policies related to the CIIE have enabled "zero-wait" customs clearance for fresh milk from New Zealand, ensuring delivery from pasture to table in just 72 hours. The expo's spillover effects have turned exhibits such as Theland 4.0 Milk into popular products, rapidly reaching out from first-tier cities to smaller towns and rising as bestsellers online. (Guangming Daily App, Apr 20, *Pre-Expo Matchmaking Event for Dairy and Agricultural Products Held*)





► **Vivian Wang, Marketing Director of Dole Asia Holdings**, noted that Dole has participated in the CIIE for seven consecutive years and looks forward to the 8th edition. She said the expo has helped premium products reach the global stage and holds great significance for Dole. (China News Service, Apr 19, *200 Days to Go: CIIE Builds Global Connections and Confidence for Exhibitors*)

► **Zheng Yongjie, Head of the Lu Products into Shanghai project at Lushang Group**, said that the group has expressed initial procurement intentions at matchmaking events. Each year, Lushang Group purchases 20-30 million yuan worth of goods at the CIIE, which may increase depending on market performance. (China Youth Daily, Apr 20, *Exhibitors Preview New Products at 200-Day Countdown to CIIE*)

► **Xiao Zhen, CEO of Swiss Centers**, stated that with the CIIE as a catalyst, Swiss Centers has been able to bring 5 to 10 high-quality overseas enterprises to Shanghai every year. (Xinhua Daily Telegraph, May 6, *Inclusiveness and Harmony—China's Economic Hubs Offer an Open Answer*)

► **Julia Skolnikova, Global PR Director of NYO3**, emphasized that China has always been a core market for NYO3. The company's seven years of involvement in the CIIE symbolizes a mutual commitment between NYO3 and the expo—and serves as a reflection of the win-win cooperation between China and Norway. (China Business Herald, May 2, *Marking 70 Years of China-Norway Relations: NYO3's Seven-Year CIIE Journey Illustrates Global Collaboration*)



► **Xiang Qing, Head of Corporate Communications for Asia-Pacific at Covestro (Shanghai) Investment Co Ltd**, stated that the CIIE is a highly valuable platform, with tremendous spillover effects for their products and brand visibility. (People.cn, May 11, *Xiang Qing: Warmth in One Hand, Strength in the Other—Decoding Covestro's "Happiness Formula"*)



Envoys' Perspectives on CIIE

► Zhang Hanhui, Chinese Ambassador to Russia

On May 6, Chinese Ambassador to Russia Zhang Hanhui did a written interview with the mainstream news agency Interfax. He stated that China will continue to encourage enterprises from both China and Russia to actively participate in the China International Import Expo (CIIE) and other major exhibitions and forums, in order to promote exchanges, strengthen connections, and deepen bilateral cooperation.

第八届进博会推介会在葡萄牙举行

2025-05-08 10:03:56 来源: 新华社

通稿线路

新华社里斯本5月7日电（记者荀伟）第八届中国国际进口博览会（进博会）推介会7日在葡萄牙首都里斯本举行，葡萄牙政商界近百名嘉宾与中方共同探讨全球经济形势下的经贸合作新机遇。

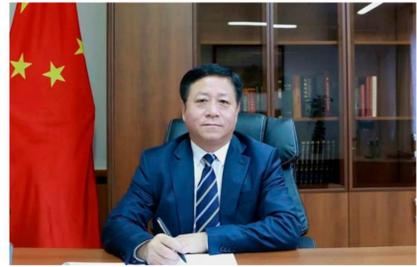
中国驻葡萄牙大使赵本堂在推介会上致辞说，中国连年保持葡萄牙在亚洲最大贸易伙伴地位，新能源、医药卫生、旅游合作开始释放巨大潜力，科技创新、数字经济、绿色发展正在成为中葡务实合作新亮点。希望更多葡萄牙朋友认识进博会，走进进博会，利用进博会，扩大对华出口、共享中国发展带来的无限商机。



ИНТЕРВЬЮ
10:00, 6 мая 2025

Посол КНР: российско-китайские отношения – образец сотрудничества между крупными державами

Чжан Ханьхуэй рассказал о перспективах взаимодействия России и Китая



Посол КНР: российско-китайские отношения – образец сотрудничества между крупными державами
Фото: Пресс-служба

Москва, 6 мая. INTERFAX.RU - В ближайшие дни в Москву с государственным визитом прибудет председатель КНР Си Цзиньпин и примет участие в праздничных мероприятиях, посвященных 80-летию Победы. Об

► Zhao Bentang, Chinese Ambassador to Portugal

A promotional event for the 8th China International Import Expo (CIIE) was held on May 7 in Lisbon, capital of Portugal. Nearly 100 guests from Portuguese political and business circles gathered with Chinese representatives to explore new prospects for economic and trade cooperation amid evolving global economic trends. In his remarks, Chinese Ambassador to Portugal Zhao Bentang noted that China has remained Portugal's largest trading partner in Asia for consecutive years. He expressed the hope that more Portuguese stakeholders will become familiar with the CIIE, participate in it, and make full use of the opportunities it brings to expand exports to China and share in the immense potential of China's development.

Consul General Winther talks about diplomatic ties between China and Denmark

Video • 14:36, 12-May-2025



► Mikael Hemniti Winther, Consul General of Denmark in Shanghai

This year marks the 75th anniversary of the establishment of diplomatic relations between China and Denmark. Mikael Hemniti Winther, Consul General of Denmark in Shanghai, noted that the CIIE has played a significant role in strengthening bilateral trade ties and promoting people-to-people exchanges between the two countries.

► Han Zhiqiang, Chinese Ambassador to Thailand

At a seminar hosted by Thailand's Senate on May 13, Ambassador Han emphasized China's commitment to sharing its development opportunities with the world and advancing high-standard opening up. He noted that the CIIE, held annually in Shanghai, has become a vital platform for global goods to enter the Chinese market.



เอกอัครราชทูตจีนตอบข้อซักประเด็นเจรจาการค้าจีน-สหรัฐฯ ยืนยันพร้อมร่วมมือกับไทย

OPINIÃO

Opiniões 4-feira, 16 de Maio de 2025 47

ZHANG BIN*

A economia da China injecta estabilidade e vitalidade em um mundo incerto



Neste momento, o mundo enfrenta um período de incerteza e instabilidade. A economia da China, no entanto, continua a crescer e a desenvolver-se, injectando estabilidade e vitalidade no mundo. A China é um país em desenvolvimento que tem vindo a tornar-se cada vez mais importante no cenário global. A sua economia tem sido um dos motores do crescimento mundial, e a sua abertura ao comércio internacional tem permitido que o mundo se beneficie da sua força produtiva. A China tem vindo a estabelecer relações de cooperação com diversos países, incluindo Angola, e a promover o desenvolvimento económico e social desses países. A sua política de abertura e cooperação tem sido um exemplo para outros países em desenvolvimento.

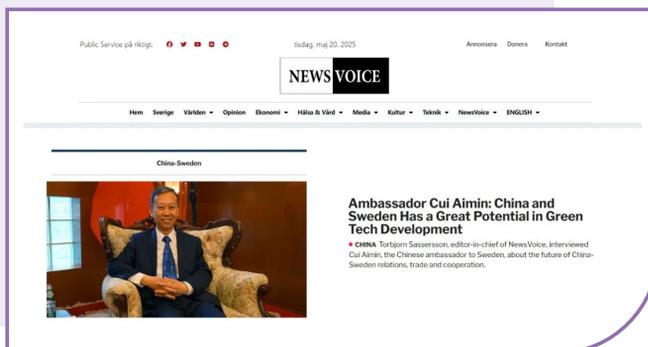
A economia da China tem sido um dos motores do crescimento mundial, e a sua abertura ao comércio internacional tem permitido que o mundo se beneficie da sua força produtiva. A China tem vindo a estabelecer relações de cooperação com diversos países, incluindo Angola, e a promover o desenvolvimento económico e social desses países. A sua política de abertura e cooperação tem sido um exemplo para outros países em desenvolvimento. A China tem vindo a tornar-se cada vez mais importante no cenário global, e a sua economia tem sido um dos motores do crescimento mundial. A sua abertura ao comércio internacional tem permitido que o mundo se beneficie da sua força produtiva. A China tem vindo a estabelecer relações de cooperação com diversos países, incluindo Angola, e a promover o desenvolvimento económico e social desses países. A sua política de abertura e cooperação tem sido um exemplo para outros países em desenvolvimento.

► Zhang Bin, Chinese Ambassador to Angola

On May 16, Ambassador Zhang published an article titled "Chinese Economy Injects Stability and Vitality into an Uncertain World" in Jornal de Angola. He highlighted the CIIE as a key venue for global enterprises to connect and seize opportunities, demonstrating China's strong commitment to opening up.

► Cui Aimin, Chinese Ambassador to Sweden

On May 20, Swedish online media News Voice released an interview with Chinese Ambassador to Sweden Cui Aimin, done by the editor-in-chief Torbjorn Sassersson. Cui welcomed Swedish enterprises to attend major expos in China like the China International Import Expo (CIIE). Last year, Sweden sent the largest delegation in the Swedish history to the CIIE and has achieved many fruitful outcomes.



► Cong Peiwu, Chinese Ambassador to Iran

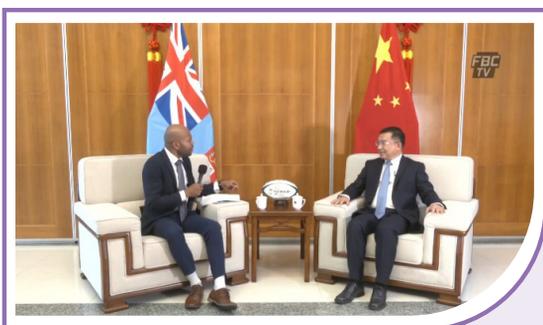
On May 21, a signed article by Chinese Ambassador to Iran Cong Peiwu was published in Tehran Times titled "China's High-Quality Industrial Development Injects New Momentum into the World Economy". In the article, Cong emphasized, "China and Iran are both members of the SCO and important partners in under the 'Belt and Road' initiative. China welcomes Iran to actively explore new opportunities for industrial cooperation with China under the framework of the SCO and platforms such as the CIIE, the CIFIT, and the CIFITS to achieve mutual benefits and win-win cooperation."

By Chinese Ambassador to Iran Cong Peiwu

China's high-quality industrial development injects new momentum into the world economy

May 21, 2025 - 17:43

Economy



► Zhou Jian, Chinese Ambassador to Fiji

On May 25, Chinese Ambassador to Fiji Zhou Jian had an interview with Your Voice, a current affairs program on Fiji's national broadcaster FBC's TV channel. Ambassador Zhou expressed China's willingness to invite more Fijian enterprises to participate in the China International Import Expo (CIIE) and other trade fairs, providing a platform for Fijian products to enter the Chinese market.

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.



Domestic Media

From April to May, major Chinese media including People's Daily, Xinhua, China Media Group, Economic Daily, and China News Service, along with local and industry-specific outlets, extensively reported on the steady progress in preparations for the 8th CIIE. These reports emphasized how China's expos inject confidence into global economic integration. Media platforms like People.cn also highlighted how foreign-funded enterprises are deepening their presence in the Chinese market through the CIIE.



CCTV 13 Live News

人民网
people.cn

人民网 >> 国际

第八届中国国际进口博览会推介会（比利时）举办

2025年04月25日 13:44 | 来源： 人民网-国际频道

人民网布鲁塞尔4月24日电（记者牛瑞飞）23日，第八届中国国际进口博览会推介会（比利时）在比利时布鲁塞尔成功举办。此次推介会由中国工商银行布鲁塞尔分行与中国国际进口博览局联合主办，是庆祝中欧建交50周年系列活动的重要组成部分。来自中欧政界、工商界、商协会及主流媒体的百余位嘉宾齐聚一堂，共同探讨在复杂多变的全球经济形势下，中欧经贸合作面临的新机遇与新路

People's Daily Online

新华社客户端
主流价值 从新看见

立即体验

第八届进博会推介会在葡萄牙举行

2025-05-08 10:03:56 浏览量: 9.3万
来源: 新华社

通稿线路

新华社里斯本5月7日电（记者荀伟）第八届中国国际进口博览会（进博会）推介会7日在葡萄牙首都里斯本举行，葡萄牙政商界近百名嘉宾与中方共同探讨全球经济形势下的经贸合作新机遇。

Xinhua News Agency

国际 18

中国零关税政策红利惠及多国

“最高我们的获得感来自更多地区进口到中国”

“让中国消费者受益 来自欧盟贸易的‘甜蜜’”

“帮助我们在欧实现‘绿色增长’”

“让中国消费者受益 来自欧盟贸易的‘甜蜜’”

“帮助我们在欧实现‘绿色增长’”

People's Daily

中国新闻网
www.chinanews.com

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第八届进博会推介会在布鲁塞尔举行

2025-04-24 08:10:27 来源: 中国新闻网

第八届中国国际进口博览会推介会（比利时）
The Promotion Conference of the 8th China International Import Expo (Belgium)

中新网
chinanews.com

中新社记者 邵永良 摄

Chinanews.com

近800家企业已签约 第八届进博会筹备工作稳步推进

04/19 08:56 / "系列演出如约而至。" 为庆祝浦东开发开放35周年，浦东新区于4月17日至20日期间在黄浦江东岸开展主题亮

Dragon TV

澎湃 新闻 深度 直播 视频 财经 科技 更多

这家企业首次签约参展进博会，为何他说“中资企业没有停止出海步伐”

2025-04-18 22:20 来源： 陈瑞娟、王江华

“最近中美贸易出了一些摩擦和阻碍，但整体来看，其实并不影响中资企业的出海。”4月21日下午，“进博会服务·消费品和服务贸易展区专场推介会在国家会展中心（上海）举行。出席推介会的环一科技（EPC）首席执行官唐康杰在接受澎湃新闻记者采访时表示。

当天，4家企业签约参展第八届进博会，来自新加坡的环一科技就是其中之一。这是康杰企业首次亮相进博会舞台。

The Paper

第八届中国国际进口博览会推介会（温哥华）
The Promotion Conference (Vancouver) of the 8th China International Import Expo
温哥华 Vancouver 2025.4.29

主办单位：中国国际贸易促进委员会
中国进出口银行总行
中国进出口银行总行
支持单位：加拿大中国商会
加中贸易理事会
加拿大政府
加拿大国际进口博览会组委会
CHINA INTERNATIONAL IMPORT EXPO BUREAU
CONSULATE GENERAL OF THE PEOPLE'S REPUBLIC OF CHINA IN VANCOUVER
BANK OF CHINA (CANADA)
SINCE 1982

2025年4月29日 第八届进博会推介会在加拿大温哥华举办

CMG Video

国际金融报 全球视野 权威资讯 专业解读 立即下载

卡骆驰、太平洋羊驼等“锁定”第八届进博会，中国市场“进博引力”有多强？

国际金融报 作者：潘浩 2025-04-22

4月21日，“进博会服务·消费季”消费品和服务贸易展区专场推介会在国家会展中心（上海）举行。卡骆驰、乔山健康科技、太平洋羊驼、环一科技等4家企业签订了第八届进博会参展合同或补充合同。

进博局副局长李国清在推介会上介绍，2018年以来，中国国际进口博览会每年顺利举办。七年来，累计超过180个国家和地区、国际组织参展，2.3万家次境外展商参展，31个国家担任过国家展主宾国，企业展览展示近3000项代表性新产品、新技术、新服务，意向成交金额超过5000亿美元，累计超过290万专业观众注册，进场人次超490万。

李国清表示，2024年中国进口总额为18.4万亿元人民币，同比增长2.3%，进口规模创历史新高，连续16年稳居全球第二大进口市场。第八届进博会将致力于打造“五个高”，即高质量展商的参与、高创新展品的展示、高价值品牌的引进、高层级管理人士的邀请和高影响力展台活动的策划。为此，将推出更多优惠政策和创新举措，为展商增值赋能，推动进博会“越办越好”。

International Financial News

第八届进博会展前供需对接活动 正式启动

上海 第八届进博会

第八届进博会已有近800家企业签约参展

GRT News Channel

东方网

倒计时200天 | 近800家企业已参展第八届进博会，超100家为“全勤生”

2025-04-18 21:51:25 作者：程晓 来源：东方网

东方网记者程晓4月18日报道：今天，第八届中国国际进口博览会迎来倒计时200天。记者从进博会办获悉，目前，进博会各场馆的工作正在稳步推进，已有来自70多个国家的近800家企业签约企业参展，展览面积达25万平方米。同时，首批300余家参展商名单对外公布。

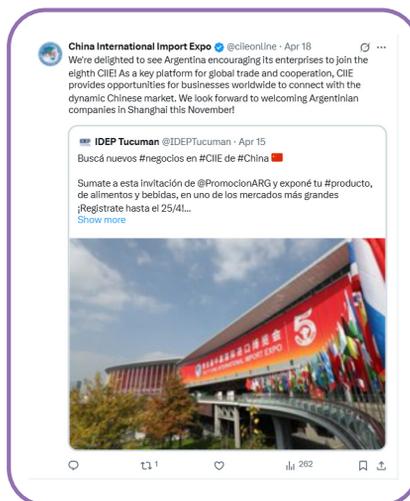
“有近100家展商为自愿报名进博会办以来连续参展的‘全勤生’，充分体现各方对中国经济和进博会的信心与热情。”进博会相关负责人表示，第八届进博会将继续深化供给侧结构性改革，结合产业发展新趋势，拓展升级展览题材，彰显进博会的办展理念，精准更多境内外中小企业。

Eastday

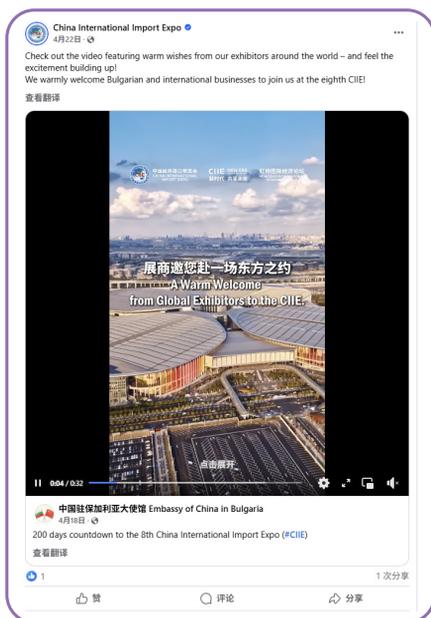
Interactions on Overseas Social Media Platforms

According to incomplete statistics, as of now, the total number of followers across overseas social media accounts is approximately 2.1 million, representing a year-on-year increase of 9.3%. Since the beginning of this year, total engagement has reached around 264,000 interactions.

On Apr 16, the export promotion agency of Tucumán Province, Argentina, published an invitation from Agencia Argentina de Inversiones y Comercio Internacional, the national agency for the promotion of exports and investments to encourage participation in the 8th CIEE. CIEE accounts liked and reposted it, welcoming Argentine businesses to join.



On Apr 16, the Peruvian Exporters Association shared a meeting with the CIEE working team. CIEE accounts reposted and thanked them, emphasizing shared goals to support more Peruvian companies joining CIEE 2025.



On Apr 18, the Chinese Embassy in Bulgaria posted a video countdown to the 8th CIEE. CIEE accounts liked and reposted, inviting Bulgarian and other international companies to participate.



On Apr 18, the Chinese Embassy in Malaysia released the full text of a joint statement on building a high-level strategic partnership. CIIE accounts reposted, emphasizing the expo's role in strengthening Malaysia–China economic ties.



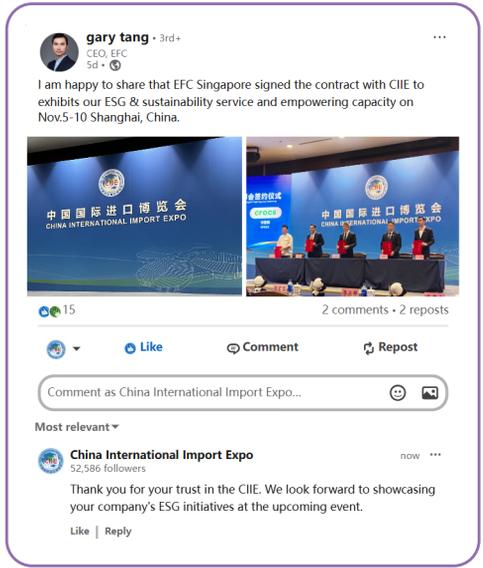
On Apr 22, the Chinese Embassy in Mexico posted about the 8th CIIE taking place Nov 5–10 in Shanghai, welcoming participation. CIIE accounts echoed the invitation.



On Apr 22, the Chamber of Commerce Ecuador Shanghai China emphasized China's dynamic market and the value of the CIIE. CIIE accounts reposted and highlighted the expo as a global platform for cooperation.



On Apr 22, EFC CEO Gary Tang posted about signing up for the 8th CIIE to showcase the company's ESG and sustainability services. CIIE accounts liked and reposted in support.



A relentless builder, building a food company in real-time | Otalia / Cho...

While some markets are tightening borders, China is opening its doors.

CIIE isn't just an expo, it's a statement.

Today, I was invited by **Yvonne Chan**, president of the **Association of Chinese Canadian Entrepreneurs**, to a private CIIE promotional event in Toronto.

If you haven't heard of it: The China International Import Expo (CIIE) is the world's largest import-focused trade show, hosted annually by the Chinese government in Shanghai to signal its openness to global products, partnerships, and innovation.

Since 2018, it's generated over \$500B USD in intended deals. When I lived in Shanghai, I attended every year. The sheer size and scale is mind boggling.

But today wasn't about stats. It was about how Canada shows up.

Last year? 70 people attended this pre-CIIE event. This year, the room held over 140. That says something.

- In the room were senior officials from:
- The Bank of China
 - The Chinese Consulate
 - The Canada China Business Council (CCBC)
 - The Hong Kong-Canada Business Association
 - Local city councillors, former cabinet ministers, and
 - Dozens of Canadian entrepreneurs already doing business in China, or preparing to

This wasn't about glossy pavilions or flashy exports. It was about how Canadian companies position themselves on the global stage, and why presence alone isn't strategy.

- Some takeaways that stuck with me:
- China remains Canada's second-largest trading partner
 - Nearly 90 Canadian companies participated last year
 - The Bank of China isn't just a sponsor, it's a deal enabler
 - For SMEs, CIIE is more than visibility. It's a foothold into Asia

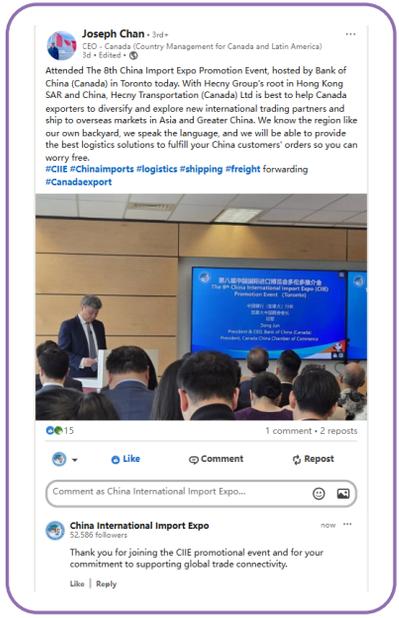
What stood out most was the tone: Candid. Collaborative. Future-focused.

If you're looking east, this isn't just a trade show. It's a signal.

Thanks again to **Association of Chinese Canadian Entrepreneurs**, **Canada China Business Council** | **Conseil d'affaires Canada-Chine**, and everyone who helped shape today's conversations.

If you're curious what this could mean for your business, I'm happy to share more.

On Apr 23, Joseph Chan, CEO of Hecny Group, shared updates on the Toronto promo event, pledging logistics solutions for Canadian exporters. CIIE accounts reposted and praised their contribution.



On Apr 23, Barron Lau, founder of Otalia Premium (Canada), posted about attending the Toronto CIIE promo. CIIE accounts thanked him and looked forward to their participation.





On Apr 29, ICBC Brussels shared the successful co-hosting of a CIIE promo on the 50th anniversary of China-EU diplomatic ties. CIIE accounts reposted, welcoming more EU partners to Shanghai.

China International Impo... + 关注
53,086 位关注者
1 周前 · 🌐

Thank you for your support for the CIIE and for fostering mutual understanding between China and Europe. We look forward to deepening collaboration with European enterprises and building future together.

显示译文

Angelina Chan · 3 度 + 关注
Member of the Brussels Parliament, S...
1 周前 · 🌐

What an honor to deliver a keynote speech at the 8th China International Import Expo in Brussels — a gathering that brings together vision, ...展开

显示译文



Dirk-Emma Baestaens · 3 度 + 关注
Executive Head Financial Institutions Department (FID) at...
1 周前 · 🌐

Yesterday Tangle Hotel welcomed the promotion tour for the 8th China International Import Expo (CIIE) organized by ICBC (Europe) SA, Brussels Branch. As it is a lucky number, Belgian exporters should not hesitate to participate at this giant expo in Shanghai on November 5th-10th. This expo is unique as a platform for showcasing international public goods and services to a market of about 430m middle class consumers. Among Belgian success stories we count among others the Belgian Meat Office (BMO) under the auspices of the Flanders Agricultural Marketing Board and Galer chocolates. ICBC stands ready to help you exporting. #ICBC #China #CIIE #Export #Trade



11

Reactions

Like Comment Report Send

Add a comment...

Most relevant

China International Import Expo
53,083 followers
1 周前 · 🌐

Thank you for highlighting the opportunities the CIIE offers to global businesses! We truly appreciate partners like you who help drive meaningful connections. Let's continue strengthening collaboration.

Like Reply 12 impressions

China International Import Expo
CIIE 2025

We're thrilled to see such strong interest from European businesses in the eighth #CIIE, together with leading bridges for global trade and unlocking new opportunities for China-EU cooperation. Looking forward to welcoming more partners in Shanghai this November!

ICBC (EUROPE) S.A. Brussels Branch
ICBC Brussels successfully hosts the 8th CIIE promotion event together with CIE Brussels, driving China-Europe trade cooperation to a new height.

to further foster high-quality China-Europe economic and trade cooperation and enhance the influence of the China International Import Expo (CIIE) in Europe, ICBC Brussels Branch and the China International Import Expo Bureau co-hosted the "The Promotion Conference of the 8th China International Import Expo in Belgium" on April 23 in Brussels.

This event marked a key part of the 100th anniversary celebrations of China-EU diplomatic relations, gathering over 80 distinguished guests from government, business, chambers of commerce and media to explore new opportunities for cooperation at a critical moment of global economy.

Bringing Together Global Minds | Shaping Future Cooperation
The event was opened by Mr. Gu Hong, Deputy Director General of the CIIE Bureau, and Ms. He Bing, General Manager of ICBC Brussels branch and concurrently Chairman of China Chamber of Commerce in Belgium and Luxembourg.

Keynote speakers included:
- Mr. Ma, for Ningbo, Economic and Commercial Counselor, Chinese Embassy in Belgium
- Ms. Gwynn Tonck, Executive Director, Flanders China Chamber of Commerce / FZ China Business Association
- Ms. Minerva Duflo (Bard), Senator, Belgian Federal Parliament
- Mr. Angeline Chan, Member of Parliament, Brussels Region
- Mr. Jani Correns, Manager, Belgian Meat Office
- Mr. Wang Wei, Secretary, China Europe Business Council
Speakers shared insights on global economic trends and the growing potential for China-Europe business partnerships.

Focusing on Opportunities | Building Bridges | Empowering Partnerships
The event featured keynote sessions and workshops. The CIE Bureau introduced highlights of the upcoming 8th CIIE, exhibition areas, participation channels, and supporter policies — offering valuable guidance for European companies entering the Chinese market.

As the local branch of a leading Chinese bank, ICBC Brussels is committed to facilitating China-Europe trade, investment and business cooperation. This event demonstrated ICBC's global financial strength and practical support for building new partnerships.

We look forward to welcoming more European enterprises to the 8th China International Import Expo and the China Europe CEO Summit this November in Shanghai — unlocking new opportunities for sustainable growth and innovation.

At ICBC Brussels, we are proud to be a bridge for international trade cooperation, we are committed to further enhancing China-EU business activities in the interest of both sides.
#ICBC #CIIE #ChinaEurope #TradeCooperation #Investment #Sustainability #Economic #GlobalBusiness #CrossborderFinance #Brussels #Shanghai2025 #ImportExpo #BusinessCooperation #EconomicChina



Extreme-Orient... · 3 度 + 关注
Non-profit organisation specialise...
1 周前 · 🌐

Hier, **Extreme-Orient Conseil** a eu l'opportunité d'assister à un événement de promotion de la 8ème édition du CHINA INTERNATIONAL IMPORT ...展开

显示译文



6 2 条评论

On Apr 30, CIIE accounts liked and commented on posts from member of the Brussels-Capital Regional Parliament Angelina Chan, ICBC executive Dirk-Emma Baestaens, and the NGO Extreme-Orient Conseil, thanking them for their support and promotion of China-EU cooperation.



China International Import Expo
22,278 followers

Congratulations to NYO3 on becoming the first Norwegian company to confirm participation in the ninth CIIE! NYO3 has achieved fruitful results as a six-time returning exhibitor. We sincerely hope that more Norwegian and European companies like NYO3 will participate in the upcoming #CIIE and explore the huge potential of the Chinese market!

NYO3 INTERNATIONAL AS
120 followers

NYO3 Becomes the First Norwegian Company to Confirm Participation in the 9th CIIE

At the 8th China International Import Expo (Norway) Promotion Conference in Oslo, NYO3 proudly signed the Memorandum of Cooperation for the 9th China International Import Expo — becoming the first and only Norwegian company to confirm its booth at next year's event.

Representing NYO3, Global Marketing Director Julija Skolnikova emphasized our long-term commitment to the Chinese market. As a returning exhibitor for six consecutive years, NYO3 continues to see China as a core part of our global strategy.

For the upcoming 8th CIIE, we are preparing an enhanced presence — with a larger booth, an expanded product portfolio, and new innovations to meet the evolving needs of Chinese consumers.

We are excited to deepen cooperation across borders and share the essence of Nordic health with the world.

#CIIE2025 #ChinaImportExpo #NYO3 #CIIE #Norway #Innovation #HealthSupplements #Krillic

On May 6, Norwegian company NYO3 announced the signing of a MoU for the 9th CIIE, which makes it the first Norwegian company to confirm participation. CIIE accounts reposted and praised its longstanding commitment.



On May 9, the Portugal-China Chamber of Commerce and Industry posted an introduction about the 8th China International Import Expo (CIIE) Portugal promotion session held in Lisbon, with nearly 100 Portuguese representatives attending. CIIE accounts expressed gratitude to partners and guests for their participation. The post also introduced the six exhibition areas and innovation incubation zones set up by the CIIE, sincerely inviting Portuguese enterprises from various sectors to participate in the exhibition.

China International Import Expo
5,119 followers

Thank you to all our partners and guests who joined the eighth #CIIE promotion session in Lisbon # to explore new opportunities in China-Portugal trade and cooperation.

The CIIE features six main exhibition sectors and one special section, including the Food and Agriculture Products Exhibition Area, Automobile and Smart Mobility Exhibition Area, Intelligent Industry & Information Technology Exhibition Area, Consumer Goods Exhibition Area, Medical Equipment & Healthcare Products Exhibition Area, Trade in Services Exhibition Area, and the Innovation Incubation Special Section. We warmly welcome more Portuguese enterprises specifics at different fields to join us in Shanghai this November!

Portugal-China Chamber of Commerce & Industry ...
203 followers

The promotion session of the 8th China International Import Expo (CIIE) took place yesterday (7 May) in Lisbon, and brought together almost one hundred guests from the Portuguese political and business sectors and Chinese representatives, including the Chinese Ambassador to Portugal, Zhao Bortang, and the Secretary-General of #CCIC, Benmeide Mendis.

A meeting that served to present the opportunities to participate in one of the largest international import fairs in the world - a strategic bridge for Portuguese companies looking to expand their presence in the Chinese market - which will take place in Shanghai, from November 5 to 10, 2025.

It should be remembered that #CIIE covers a wide range of sectors, including ✨ automobiles, ✨ technology, ✨ food products, ✨ consumer goods, ✨ services, ✨ trade, ✨ new technologies, ✨ medical equipment, among others.

The organization was in charge of the China International Import Expo Bureau, **Perfêglo Companhia Lda**, Bank of China, **Portugal@Feeds** and, of course, **CCIC**, in addition to the institutional support of the Chinese Embassy in Portugal.

#CIIE2025 #China #Portugal #Expo2025 #Internacionalização #Oportunidades #Kangal | Miguel Braz

<https://lnk.li/65aFygnX>

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Promotional event for 8th China International Import Expo held in Portugal
baulipost.com



04 CIIE PARTNERSHIP

Trade Missions

► Sichuan Trade Mission

The Sichuan Trade Mission was composed of 22 groups including delegations from the provincial SASAC and various cities within the Province. Actively leveraging the CIIE as a trade platform, the mission sought to strengthen global sourcing and expand imports of high-quality goods and services, thus contributing to economic development and living standard improvement in Sichuan Province.

To promote international procurement and investment, the Sichuan mission organized promotional events, procurement contract signing ceremonies, and business visits. Provincial leaders visited Shanghai Pilot Free Trade Zone for project matchmaking. The Chengdu group hosted promotional events for healthcare, culture, and eldercare industries. The Deyang delegation held buyer matchmaking sessions with companies from Kazakhstan and Belarus, while the Dazhou group organized a signing ceremony for multiple cooperation projects.

On the cultural front, the Yibin group showcased Wuliangye's traditional brewing techniques, and the Deyang group presented some local specialties such as Deyang noodles, Mianzhu woodblock prints, and the Sanxingdui Golden Sun Bird, highlighting the Province's rich heritage and unique charm.

► Chongqing Trade Mission

The Chongqing Trade Mission actively participated in the CIIE, seizing opportunities through openness by further engaging with the global partners. It consisted of 32 groups, including district groups, delegations of municipal authorities in charge of manufacturing, healthcare, and culture & tourism, as well as groups representing major platforms for opening up like the Liangjiang New Area, the High-tech Industrial Development Zone, and the Wansheng Economic and Technological Development Zone.

For international procurement, the mission held contract-signing ceremonies at each CIIE, inviting representatives from Fortune Global 500 companies and renowned multinationals to help expand the import of high-quality goods, supporting high-quality development and meeting public demand for a better living standards.

For investment promotion, an event themed "To Boost Circulation by Introducing More Foreign Investment" was held in Chongqing, attracting 117 international exhibitors from 24 countries and regions, along with 155 local enterprises. Activities such as roundtables with foreign investors, group meetings, trade and investment briefings, industry-specific matchmaking, government-enterprise dialogues in the healthcare sector, and business trips strengthened Chongqing's ties with multinationals, showcased its openness, and framed the city's image as a key inland hub city for global cooperation.

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

Apr 8-11

The 91st China International Medical Equipment Fair (CMEF)

This year's CMEF, with the theme of "Innovative Technology, Smarter Future", covered over 300,000 square meters and brought together nearly 5,000 exhibitors from around the world. Cutting-edge technologies such as AI-powered healthcare, gene sequencing, cancer screening, surgical robots, 3D bioprinting, digital therapeutics, and brain-computer interface were showcased, offering a panoramic view of the emerging medical industry ecosystem. The event attracted over 300,000 professional visitors from 150 countries and regions. Over the four days, the event not only highlighted the latest breakthroughs in medical technology but also built a bridge to a healthier future.



Apr 23-May 2

The 21st Shanghai International Automobile Industry Exhibition

This year's Shanghai International Automobile Industry Exhibition (Auto Shanghai), Themed "Embracing Innovation, Empowering the Future", showcased 1,366 vehicles, with over 70% being new energy models, and saw 163 world premieres. The exhibition attracted a total of 1.01 million visitors, including approximately 63,000 overseas visitors from 97 countries and regions and over 12,000 international auto dealers. More than 14,000 journalists from China and abroad covered the event. During the media days on Apr 23 and 24, automakers held 193 press conferences alongside nearly 20 forums and supporting events. For the first time, the event extended to the May Day holiday, further boosting auto consumption. It also marked the debut of cross-sector collaboration with the cultural, tourism, business and sports industries, featuring exclusive auto show vouchers that drew 80,000 visitors and brought over one million yuan in secondary consumption, energizing city-wide spending during the event.



May 8-10

FBIF Food Innovation Expo and FBIF Forum 2025

The Food and Beverage Innovation Forum (FBIF) is one of the most influential food industry events in the Asia-Pacific region. FBIF2025 brought together top executives from leading local food companies as well as nearly 200 speakers from the US, UK, Singapore, Japan, France, Germany, the Netherlands, Russia, and Brazil, and other countries. The event also featured the FBIF Wow Food Awards ceremony and the FBIF Food Innovation Expo which covered an area of 62,000 square meters. Over 600 domestic and international exhibitors participated, covering dairy products, beverages, snacks, alcoholic beverages,

convenient foods, functional foods, ingredients, OEM services, packaging, equipment, design, marketing, and other related areas. Four signature sessions added further value to the event: FBIF Channels & Brands Matchmaking (with over 100 global buyers on site and special sessions for joint purchasing of ALDI), FBIF Global New Food Collection, FBIF Global Creative Packaging Design Gallery, and Foodtalks Salon.



May 19-22

Bakery China 2025

Bakery China 2025, themed "Empowering Innovation, Bridging the Globe, Building the Future", brought together over 2,200 brands from nearly 30 countries and regions. The event also presented tens of thousands of products in its 320,000-square-meter exhibition space. Drawing professional buyers from more than 130 countries, Bakery China 2025 featured over 15,000 networking sessions through tailored programs like international business meetings, supermarket buyer events, and e-commerce forums. Themed exhibition areas and featured activities focusing on innovation, Belt and Road bakery specialties, bakery and coffee fair, pre-made bakery, healthy bakery, intelligent baking and packaging design, offered visitors an immersive experience of the global bakery landscape. A vibrant lineup of open salons, closed-door forums and exclusive brand events further positions Bakery China as a premier annual hub for networking and innovation in the industry.



Exhibitions Preview

No.	Name of Exhibition	Opening Date	Closing Date	Hall No.
1	Wie Tec 2025	Jun 4	Jun 6	1.1H, 2.1H, 3H, 4.1H, 5.1H, 6.1H, 7.1H, 8.1H, NH
2	SNEC PV + Expo & ES Expo	Jun 11	Jun 13	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
3	The 15th Fastener Expo Shanghai	Jun 17	Jun 19	1.1H, 2.1H, 3H, NH
4	The 21st Shanghai International Tape & Film Expo	Jun 17	Jun 19	5.1H, 6.1H
5	MetalForm China	Jun 17	Jun 20	4.1H
6	China (Shanghai) International Beauty Expo	Jun 24	Jun 26	5.2H, 6.2H, 7.2H, 8.2H
7	Hi & Fi Asia-China; ProPak China & FoodPack China	Jun 24	Jun 26	1.1H, 2.1H, 3H, 4.1H, 5.1H, 6.1H, 7.1H, 8.1H, NH
8	2025 Bilibili World	Jul 10	Jul 13	1.1H, 2.1H, 3H, 4.1H, 5.1H, 6.1H, 7.1H, 8.1H, 8.2H, NH
9	CBME China 2025	Jul 16	Jul 18	3H, 4.1H, 5.1H, 6.1H, 7.1H, 8.1H, 5.2H, 6.2H, 7.2H, NH
10	Licensing Expo Shanghai (LEC)	Jul 16	Jul 18	1.1H, 2.1H
11	International Advanced Air Mobility Expo	Jul 23	Jul 26	4.1H
12	Shanghai International Energy Storage and Lithium Battery Technology Exhibition 2025	Jul 29	Jul 31	3H, 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