



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 7 July–August 2025



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



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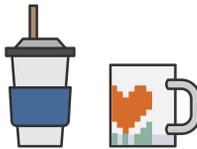
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01 CIIE UPDATES

Global Promotion of 8th CIIE

The China International Import Expo (CIIE) hosts overseas promotions every year. This year, it has reached 33 countries, showcasing new exhibition concepts, introducing updated exhibitor policies, expanding partnerships, tapping into overseas markets, and sharing CIIE stories worldwide.

The 8th CIIE will be held from Nov 5 to 10, at the National Exhibition and Convention Center (Shanghai). The invitation and confirmation work for the Country Pavilion has been basically completed, with over 50 countries and international organizations having confirmed their participation. Among them, Sweden, the United Arab Emirates and other countries will serve as guest countries of honor, and Kyrgyzstan will participate in the CIIE for the first time.

The Corporate Pavilion has secured over 330,000 square meters of signed exhibition space and 170 enterprises and 27 institutions have become "full-attendance participants" by signing up for all eight sessions. Meanwhile, 60 overseas exhibition groups from 40 countries and regions have confirmed their participation.

The Hongqiao International Economic Forum will continue to uphold the banner of opening-up and promote true multilateralism. Its theme is "Opening Up for New Opportunities, Collaborating for a Shared Future".



China-Shanghai Denmark Germany the Netherlands Australia



Laos

Thailand

Malaysia

New Zealand



Vietnam

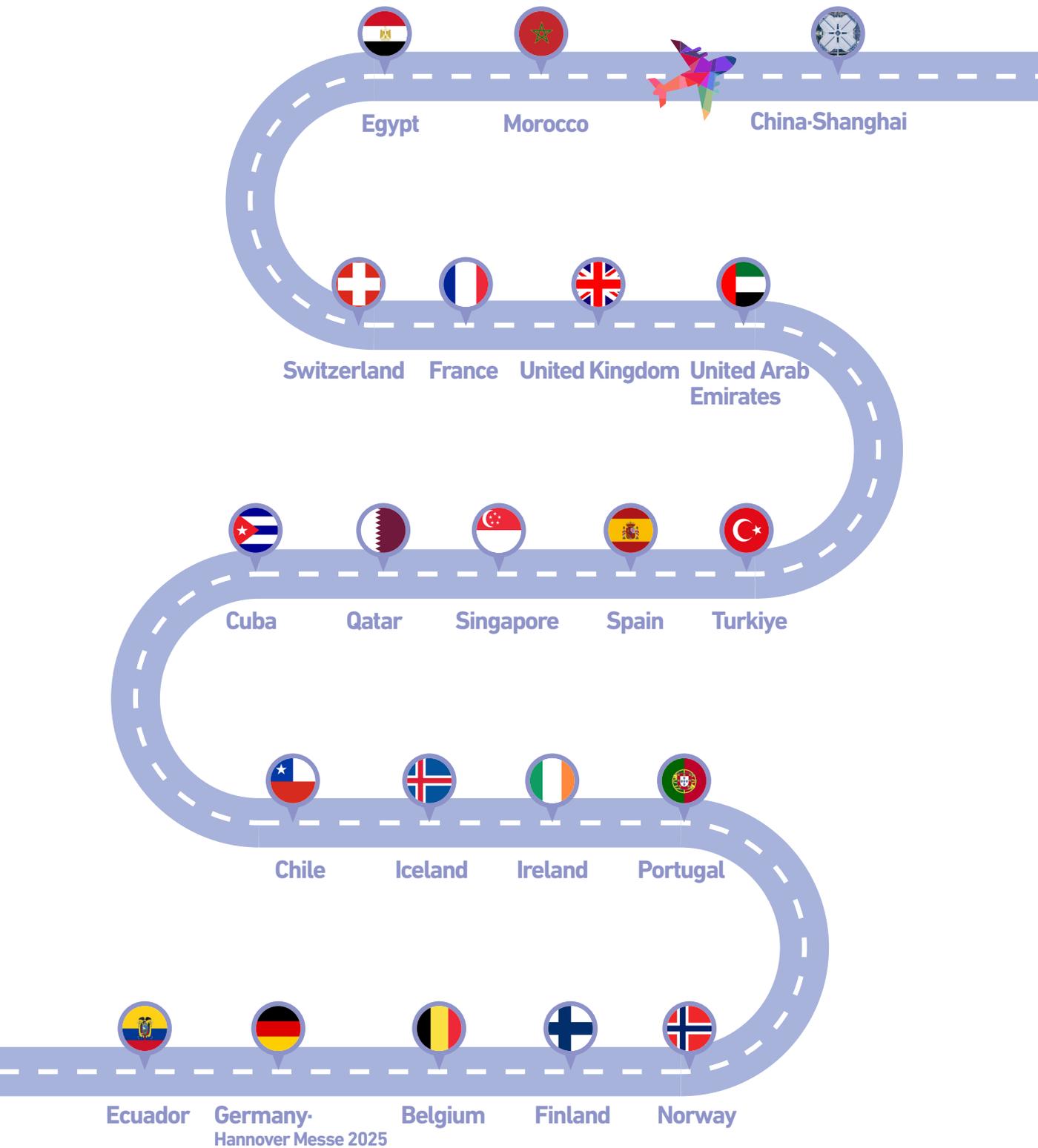
Sweden

Italy

Malta

Brazil

Peru





► CIIE Bureau Broadens Global Outreach

Recently, preparatory work for the China International Import Expo (CIIE) has been advancing in an all-round way. On Jun 4, the CIIE Bureau held talks with the Consul General of Ecuador in Shanghai, discussing Ecuador's participation in the 8th CIIE in depth. On Jun 12, the CIIE Bureau, together with the Foreign Affairs Office of the Shanghai Municipal People's Government and Shanghai Hongqiao International Central Business District Administrative Committee, hosted a promotional event themed "Discover Hongqiao, Discover CIIE", with consuls from 25 countries attending and exchanging views. From Jul 3 to 4, the CIIE Bureau paid separate visits to the diplomatic envoys of South Africa, Tanzania and Ethiopia to China, briefing them on the details and highlights of the 8th CIIE as well as policies supporting African countries' participation, and extending invitations for their attendance. The envoys fully affirmed the platform value of the CIIE and stated that they will actively participate in the expo and facilitate the entry of high-quality products from their countries into the Chinese market.



► Buyer Invitation Roadshows of 8th CIIE

Since May 22, buyer invitation roadshows co-hosted by the China International Import Expo (CIIE) Bureau and other organizations have been successfully held in Jiangxi, Zhejiang, Shandong and other regions. Nearly a hundred to several hundred purchasers held on-site negotiations with exhibitors from various fields such as technical equipment, service trade, and medical devices, establishing initial business ties and laying a solid foundation for in-depth cooperation in the future.

Through pre-event precise matching and in-depth negotiations during the event, the roadshows effectively connect supply and demand. They not only help professional purchasers lock in high-quality global resources, but also expand market channels for participating enterprises, continuously amplifying the spillover effect of the CIIE's mission of "buying globally and selling globally" and contributing to improving the quality and efficiency of trade cooperation.



► HQF Hosts Intelligent Technology Field Visit in Beijing

On Jun 12, the Hongqiao International Economic Forum (HQF) organized a field visit focusing on intelligent technology for its members and partners in the Beijing Economic-Technological Development Area(BDA). Approximately 50 representatives from HQF member enterprises, think tanks, media outlets, and other partner organizations attended the event. The participants visited the National and Local Co-built Embodied Intelligent Robot Innovation Centre, the World of Robots Exhibition Centre, and the Xiaomi Auto Super Factory.



► A Seminar on the Global Development Initiative Held in UN Office in Geneva

On Jun 25, a seminar focused on the China-proposed Global Development Initiative (GDI) took place in the Palace of Nations in Geneva, jointly organized by the Permanent Mission of China to the United Nations Office in Geneva and the China International Import Expo (CIIE) Bureau, gathering over 100 participants from international organizations such as UNCTAD, WTO, ITC, ISO, and the South Center, as well as from permanent missions of various countries, and some exhibitors and partners of the CIIE.

Ambassador Chen Xu, China's permanent representative to the UN Office in Geneva and other international organizations in Switzerland, said in his speech that since its launch in 2021, the GDI has taken root on Geneva's multilateral platforms, with growing consensus and expanding cooperation networks. The CIIE, as a global public good, has become an important practice for China to deepen economic and trade cooperation with other developing countries. The Chinese side encourages all parties to continue supporting the CIIE and seek to promote economic growth, poverty reduction, and living standard improvements for the people through expanded imports.

Wu Zhengping, executive director-general of the CIIE Bureau and chairman of the Board of the National Exhibition & Convention Center (NECC) (Shanghai), said that the CIIE represents China's efforts to implement the GDI and the 2030 Agenda for Sustainable Development. It has showcased how trade and open cooperation can contribute to economic growth, inclusive development, innovation, transformation, and a better life for the people, and is bound to contribute more.

Liu Shiguo, senior research fellow from the Institute of World Economic Politics of the Chinese Academy of Social Sciences, introduced research work for the World Openness Report, a flagship publication of the Hongqiao International Economic Forum, and the World Openness Index, calling for joint efforts to maintain a favorable international environment for open cooperation.

High-level representatives from international organizations expressed their support for the CIIE and the UN 2030 Agenda for Sustainable Development. They also voiced their readiness to strengthen cooperation with China to promote inclusive economic globalization that benefits all. The ambassadors of Pakistan, Cambodia, Peru, and other members of the Group of Friends of the GDI expressed their appreciation for China and the CIIE, calling the expo an important platform for advancing the initiative.

At the seminar, Owen Messick, president of doTERRA China; Ysabel Zea, co-founder of Warmpaca; and Xiao Ping, general manager at Bank of China Geneva Branch, as representatives of CIIE exhibitors, shared stories about how the CIIE has contributed to global trade and the UN 2030 Agenda for Sustainable Development.

Ambassador Shen Jian, China's deputy permanent representative to the UN Office in Geneva and other international organizations in Switzerland, served as coordinator at the seminar.



► Potential Buyers, Sellers of Consumer Goods and Trade in Services Exhibition Areas Meet in Shanghai

On Jul 8, the pre-expo supply demand matchmaking meeting for the Consumer Goods Exhibition Area, the Trade in Services Exhibition Area and buyers' invitation roadshow for the 8th China International Import Expo was held at the National Exhibition and Convention Center (Shanghai).

This event mainly targeted exhibitors and purchasers in the fields of consumer goods and trade in services. On the exhibitor side, 37 enterprises and institutions from the Consumer Goods Exhibition Area participated, including IKEA, BWT, and Tempur; 18 enterprises from the Trade in Services Exhibition Area took part, such as HSBC Group, Hong Kong Trade Development Council, and Standard Chartered Bank. On the purchaser side, over 100 enterprises participated, including China Gold, China National Offshore Oil Corporation, and Sinopec. The on-site negotiation atmosphere was lively, with active exchanges between supply and demand parties. At the event, the CIIE Bureau signed memorandums of cooperation with VIP buyer Shanghai Dewu Information Group Co Ltd.



► 8th CIIE: Promotional Event for Future Mobility Special Section Held in Shanghai

On Jul 24, a promotional event for the future mobility special section of the Automobile and Smart Mobility Exhibition Area of the 8th China International Import Expo (CIIE) was held at the National Exhibition and Convention Center (Shanghai). Approximately 80 participants, including exhibitors, professional visitors and media from the low-altitude economy industry, attended the conference. Four leading enterprises in the low-altitude field, namely ASCA (VERTAXI), EFI Ltd (INFLYNC), TCAB Tech and VOLANT, signed on-site to participate in the 8th CIIE.



► Applications for Supporting Events of 8th CIIE Officially Accepted

As an important part of the China International Import Expo (CIIE), supporting events cover categories such as policy interpretation, industry seminars, investment promotion, matchmaking and signing ceremonies, and product launches. Since the first CIIE, a large number of high-level, high-standard and high-quality activities have emerged. With their authority, professionalism and internationalization continuously improving, these activities have become vivid evidence of the ever-expanding spillover effect of the expo.

The application process for supporting events of the 8th CIIE has been launched. All organizations are sincerely invited to actively apply, centering on the theme of the CIIE and leveraging their own strengths and characteristics. For those interested, please log on to the CIIE official website (www.ciie.org), click on the "Supporting Events" section to view detailed information including the general arrangement for events, application guidelines and frequently asked questions. Applications should be submitted in accordance with the relevant instructions and guidelines. Relevant application materials can also be downloaded by clicking into the "Downloads".

► 8th CIIE 100-Day Countdown Events

On Jul 25, a series of events to mark the 100-day countdown to the 8th China International Import Expo (CIIE) were held at the National Exhibition and Convention Center (Shanghai).

The 100-day countdown press briefing comprehensively released updates on the preparatory work for the 8th CIIE and Shanghai's efforts in urban services and guarantees. The Theme and Topics Release and Interpretation session for the 8th Hongqiao International Economic Forum (HQF) unveiled the theme and the topics of the parallel sessions and other activities for the 8th HQF.

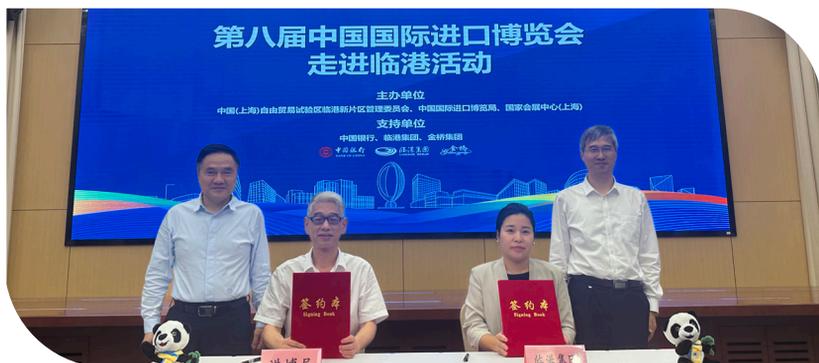
The matchmaking event for potential buyers of the Food and Agricultural Products Exhibition Area and the Medical Equipment and Healthcare Products Exhibition Area attracted 90 exhibitors and nearly 200 purchasers. A ceremony to launch the exhibitor recruitment for the 9th CIIE was also held, with over 40 enterprises signing agreements to participate. The contracted exhibition area of the 9th CIIE exceeds 30,000 square meters. Over 20 companies, including GE Healthcare, Novartis, Honeywell, Mitsubishi Electric, Jaguar Land Rover, L'Oréal, Lesaffre, and HSBC, were among the first to commit to a ninth consecutive year of participation.



► 8th CIIE Entering Lingang

On Jul 30, the 8th China International Import Expo (CIIE) Entering Lingang activity was held in the Lingang New Area of China (Shanghai) Pilot Free Trade Zone. Nearly 30 exhibitors, including Nippon Paint, Kärcher, IKEA, MOLTEX, Fujikoshi, Boston Scientific, Grundfos, and Ingersoll Rand, participated in the activity.

The CIIE Bureau and Lingang Group signed the exhibition organizing contract for the 8th CIIE. The Administrative Committee of Lingang New Area highlighted the advantages of cutting-edge industries, supporting policies, as well as opportunities and services provided for the development of foreign-invested enterprises in the Lingang New Area. Participating enterprises visited facilities and companies such as the Dishui Cloud Hall of Lingang New City Planning Exhibition Hall, the Japanese Enterprises (Shanghai) Small and Medium-sized Enterprises International Industrial Park, Plansee (Shanghai) High-Performance Materials Co., Ltd., and Aoxingming Semiconductor Equipment Technology (Shanghai) Co., Ltd., gaining an in-depth understanding of the development plan, industrial layout, innovation achievements, and business environment of the Lingang New Area.



► First Organization Meeting of the 8th HQF Convened

The preparations for the 8th Hongqiao International Economic Forum (HQF) have now advanced to the refinement and implementation phase. The HQF Secretariat and the HQF Research Center jointly convened the first organization meeting for the 8th HQF in Beijing on Aug 8, 2025. At the meeting, the HQF Secretariat briefed attendees on the overall preparatory progress for the 8th HQF, highlighted key anticipated features and outlined next-phase work arrangements. Representatives from HQF parallel sessions co-hosts and co-organizers shared updates on the progress of organizing parallel sessions and other activities, the invitation to high-profile speakers, expected deliverables, and notable content.

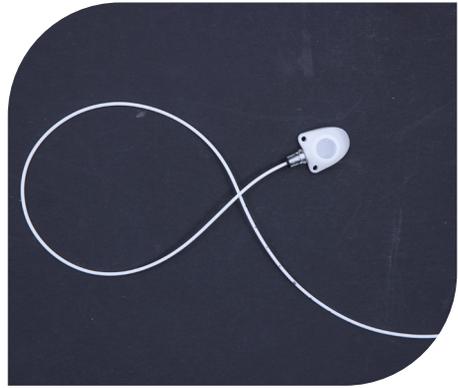
Approximately 90 participants attended, including representatives from international organizations such as UNICEF and UNIDO; officials from relevant departments of China's Ministry of Commerce (MOFCOM), National Development and Reform Commission (NDRC), Ministry of Agriculture and Rural Affairs (MARA), Ministry of Industry and Information Technology (MIIT), State-owned Assets Supervision and Administration Commission of the State Council (SASAC), State Administration for Market Regulation (SAMR), National Energy Administration (NEA), and National Medical Products Administration (NMPA); delegates from Shanghai Municipal Commission of Commerce and Zhejiang Provincial Department of Commerce; as well as HQF members, think tank partners and media partners of the HQF, alongside exhibitors and buyers of the China International Import Expo (CIIE).



► A Sneak Peek at Products of 8th CIIE

BD | M.R.IT 4F Slim Implantable Port

Global premiere. This is the first 4F PICC-PORT specially developed for Chinese patients, adapting to the characteristics of Chinese people's blood vessels which are thin, thin-walled and large-lumened, with a drug flow rate that can meet treatment needs. Weighing only 2.3g, its teardrop shape fits the arm, effectively improving patient comfort. (The product has not yet been registered and launched in the Chinese mainland)



Boston Scientific | Intera3000

HAI Pump Asian debut. It can provide precise treatment for liver tumors caused by metastatic colorectal cancer. (The product has not yet been registered and launched in the Chinese mainland)



Sonova | Ultra 3D Cochlear

Implant The magnet component of the 3D implant allows direct 3.0T MRI examinations.



Medtronic | Inceptiv

Asian debut. Inceptiv, the world's first closed-loop rechargeable spinal cord stimulation system, is thin, light and compact. It can "listen to the body's signals", sense changes in spinal biological signals during different movements and automatically adjust stimulation in real time, helping patients with chronic pain obtain a more consistent solution. (The product has not yet been registered and launched in the Chinese mainland)



Visen Pharmaceuticals | Palopegteriparatide

The world's first and only hormone replacement therapy for hypoparathyroidism (HP), offering a breakthrough treatment that addresses the root cause of HP. It restores physiological levels of parathyroid hormone around the clock and tackles the full spectrum of HP-related issues. (Not yet registered or marketed in the Chinese mainland.)

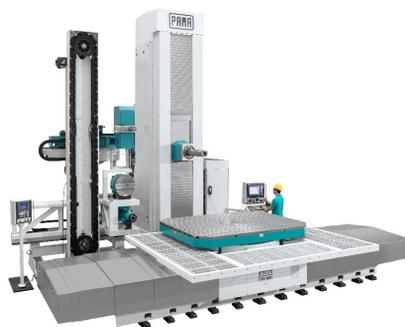


Kärcher | KIRA B200 All-round Cleaning Robot

A new generation of commercial intelligent cleaning robot designed specifically for cleaning large areas. It can flexibly switch between three modes: fully automatic, manual driving and fixed-point cleaning, which can greatly simplify the cleaning process in high-traffic and complex scenarios such as logistics hubs, warehousing centers, factories or large shopping malls.

PAMA | SPEEDMAT Horizontal Boring and Milling Machine

A high-performance, multifunctional machine tool that meets diverse customer needs. Capable of both high-speed machining and precision milling, it helps improve production efficiency.



Berkshire Hospitality | 37.5 Fabric Technology



Hotel room textiles featuring 37.5 intelligent temperature control technology. When body temperature rises or the environment becomes humid, the fabric actively absorbs moisture and converts it into heat for faster evaporation; when body temperature drops, it slows heat loss to maintain an ideal microclimate close to 37.5°C. Applied to hotel bedding, this not only enhances guest comfort but also reduces water, energy, and chemical usage while extending textile lifespan.

UNIQLO | RE.UNIQLO STUDIO

Making its first appearance at the CIIE. The upgraded UPCYCLING "clothing recycling" project of RE.UNIQLO STUDIO gives a second life to new clothes with slight defects; the manual sashiko embroidery service adds an artistic touch to the clothes while making them more durable.



Panasonic | New Himalaya Series Built-in Kitchen Appliance Set

The products integrate cutting-edge technology and exquisite design, not only protecting health through efficient sterilization technology, but also achieving upgrades in water and electricity saving, reducing fuel consumption, and purifying lampblack.

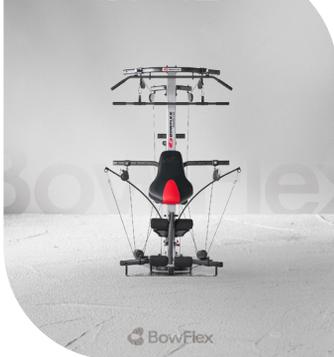


MUJI | 2026 Hemp Spring-Summer

New Products With the core of "the ideal symbiotic relationship between people, nature and objects", the products explore scenarios where hemp is integrated into daily life. Among them, the new designer products jointly created by MUJI and Chinese young design forces aim to encourage young design forces to pay attention to local natural materials and explore the cultural and sustainable value of hemp in contemporary clothing design.



家庭综合力量站 X



Johnson Health Tech | BowFlex Home Gym X

Adopting the exclusive PowerRod® resistance rod design; the resistance intensity is 95KG as standard, and can be upgraded to a maximum of 185KG. From beginner to advanced strength training, one machine can complete more than 70 kinds of strength training actions. The upgraded iron weight plate design makes the equipment quieter and safer, more suitable for home fitness scenarios.

Dolce & Gabbana | DG Beauty Full Series

The products cover three categories: makeup, skin care and fragrance, continuing the brand's luxurious and romantic Italian aesthetic style, and interpreting the beauty of eternal elegance with exquisite craftsmanship.



TABU | TABU ReFIGURED® Series

It creates three-dimensional wood grain through innovative dyeing techniques. In multiple production stages, selected veneers undergo directional processing, integrating the uniqueness of wood with a three-dimensional effect, thus bringing more possibilities to the interior design of automobiles and yachts.



EFI | eVTOL L600

Global premiere. It adopts the world's first fully tilting ducted wing configuration design, can carry 5 passengers, with a maximum range of 600 kilometers. It supports multiple take-offs and landings on a single charge, meeting diversified travel needs in urban low-altitude environments, and providing passengers with safe, efficient and comfortable travel options.



Sunny Group | Joyvio Golden Cherries

Produced at the foot of the Andes in Chile, they feature a unique pale yellow peel. This variety is rare in yield, accounting for only 1% of the global export volume of high-quality cherries. The fruit has a sweet and pure taste, and can be delivered fresh from Chilean branches to Chinese dining tables in just 2-3 days via full cold-chain air transport.



SGS | Ergonomics Verification Solution

Based on product structure and functions, it adopts a dual-track model combining objective testing and subjective evaluation to accurately read body pressure data and scientifically verify the claimed pressure-reducing comfort of products. The solution not only helps enterprises improve product quality, but also promotes the scientific and healthy development of the industry, enabling ergonomic principles to be deeply integrated into product design to create truly high-quality products.

MATCHBOX TECH LIMITED | SANDWORM Intelligent Metal Detection Robot

An intelligent cruising metal detection robot designed for global metal detection enthusiasts. It integrates automatic driving, AI metal recognition, map recording and social sharing functions. Positioned in the consumer market, the product combines entertainment, collectibility and technological experience.





02 CIIE STORIES

Share Your CIIE Stories



INSPIRE THE WORLD
WITH **CIIE STORIES**



Tell Us Your Story



Scan the QR code and
submit your stories

SUBMIT YOUR STORIES:
ciiestories@ciie.org

ORGANIZER:
China International Import Expo Bureau and
National Exhibition and Convention Center (Shanghai) Co., Ltd.

Since 2018, the China International Import Expo (CIIE) has been successfully held for seven consecutive sessions. With the "Four-Leaf Clover" as a bridge, all parties have captured the pulse of our times and jointly written the "CIIE Stories" of openness, cooperation, innovation, and mutual benefit. We will be accepting true stories related to the CIIE on a long-term basis worldwide. We look forward to joining hands with you in composing a new chapter of global harmony.

Australian businesses ride the livestreaming wave at CIIE

The bustling halls of the 7th China International Import Expo (CIIE) witnessed Australian enterprises embracing digital innovation, with livestreaming emerging as a game-changer for cross-border trade.

A record-breaking Australian delegation of over 250 companies marked their presence at the National Exhibition and Convention Center (Shanghai), spanning sectors from mining to premium consumer goods. Nearly 100 were CIIE first-timers, with 30 making their China market debut.

"For Australian businesses, CIIE isn't just an exhibition – it's a masterclass in understanding China's consumption revolution," observed John Madew, deputy consul general (commercial) at the Australian Consulate-General in Shanghai and senior trade commissioner at Austrade.



John Madew gives an interview.

Having participated in various global trade events, Madew confessed being awestruck by CIIE's scale: "it's really impressive that China has managed to start this trade show only seven years ago and get it to where it is today."

The Australian pavilion reported deals worth AUD\$377 million (RMB 1.48 billion), but numbers only told part of the story. Madew's livestreaming collaboration with Chinese influencers became an unexpected highlight, generating real-time sales surges while touring Aussie exhibitors. "We have a show with real tangible sales," he remarked.



John Madew engages in livestreaming at the 7th CIIE.

The digital strategy resonated with veteran exhibitors. Phoenix Beauty Managing Director Lyn Lin saw sales quintuple after livestreamed product trials and supply chain showcases at the 7th CIIE. "Livestreaming unlocks possibilities for global e-commerce partnerships," Lin noted.

As a returned attendee of the CIIE, Homart Group witnessed packed crowds at its first live-streamed booth at the 7th CIIE. Founder & CEO Lynn Yeh said that they introduced many new interactive methods, including Douyin influencer livestreaming, which turned out to be very lively on the site.

Madew, who clocked record step counts navigating the sprawling venue, views CIIE as critical to his three-year mission. "CIIE is a time and a place, where businesses can come and meet and talk to each other. They can start, continue, or finish conversations about how their business grows."



John Madew (first from left) engages with clients at the 7th CIIE.

"This is the power of the CIIE", he said, adding that they planned to take on some good tips and incorporate them into next year's CIIE.

As the expo concluded, the Australian delegation left with more than contracts – armed with insights into China's livestreaming economy that could reshape cross-border trade.

"Livestreaming is something essential in the Chinese market," Madew concluded, "We, like everyone else, want to respond to the trends in the market."

Livestreaming has now become ubiquitous at the CIIE. From the online broadcast of the "CIIE new products launch" event with nearly 33 million views, to exhibitors vying to set up cameras to showcase their products in real-time, each livestream is bridging the trust gap and enhancing brand visibility. In the future, the "mystery" of livestreaming at the CIIE may catalyze more cross-border cooperation and innovation. The Eastern opportunities symbolized by the "Four-Leaf Clover" are poised to continue growing into a new norm of global trade.



Scan the QR code to learn more.



03 CIIE VOICE

Envoys' Perspectives on CIIE

► Hua Yafang, Chargé d'affaires at the Chinese Embassy in Romania

On Jul 2, Hua Yafang published a signed article titled "Building Friendship and Pursuing Development Together" in Romania's Nine O'Clock. She noted that in recent years, China-Romania economic cooperation has yielded strong results, with bilateral trade exceeding \$10 billion for four consecutive years. More high-quality Romanian products are entering the Chinese market via platforms such as the CIIE, enriching the daily lives of Chinese consumers.

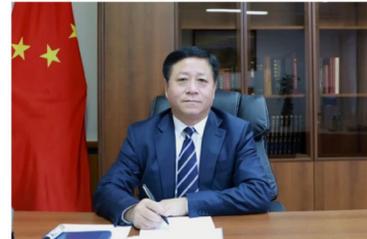


► Zhang Hanhui, Chinese Ambassador to Russia

On Jul 2, Zhang Hanhui published a signed article titled "The U.S. Economy Cannot Be Healed by External Measures Alone" in Russia's Arguments and Facts. He stated that China is firmly advancing high-level opening-up and expanding imports. Since 2018, the CIIE has been held for seven consecutive years, with the overall tariff level reduced to 7.3%, among the lowest globally.



Посол КНР: Внутренние проблемы американской экономики нельзя лечить извне



Чжан Ханьхуэй, Чрезвычайный и Полномочный Посол Китайской Народной Республики в РФ. Фото: пресс-служба Посольства КНР в РФ

Правительство США раскручивает ложные тезисы, обвиняя экономику Китая в чрезмерной зависимости от экспорта. Под предлогом «ребалансировки» Америка вводит односторонние пошлины, заставляя мир платить за структурные проблемы собственной экономики. Об этом в колонке для АиФ.ру рассуждает **Чжан Ханьхуэй, Чрезвычайный и Полномочный Посол Китайской Народной Республики в РФ.**



► Jia Guide, Chinese Ambassador to Italy

On Jul 4, Italy's ANSA reported that Stefania Proietti, President of the Umbria Region, met with Chinese Ambassador to Italy Jia Guide. Ambassador Jia stated that China, with a market of over 1.4 billion people, welcomes high-quality products such as wine and olive oil, and invited President Proietti and local businesses to attend the CIIE to promote their products.

► Huang Shifang, Chinese Ambassador to Mauritius

On Jul 7, Chinese Ambassador to Mauritius Huang Shifang gave an exclusive interview to Le Défi Media Group. He expressed China's support for the entry of high-quality Mauritian products into the Chinese market and the willingness to cooperate with Mauritius in participating in trade events such as the CIIE, with the aim of promoting balanced and mutually beneficial trade relations.

Huang Shifang, ambassadrice de la Chine à Maurice : «La Chine participera activement à la transition énergétique de Maurice»

07 JULIET 2025 0 COMMENTAIRE

PIU PRADSEEP DABRY
Contact: p.dabry@defimedia.info



La Chine reste plus que jamais un partenaire privilégié de Maurice, à tous points de vue. Lors d'une rencontre à l'ambassade de la Chine populaire Huang Shifang, à énuméré l'un après l'autre les axes de coopération avec deux pays. Dans l'entretien accordé au Défi Quotidien, Huang Shifang aborde d'autres enjeux dont les conflits mondiaux (Gaza, Israël/USA/Iran) et l'Ukraine, les tarifs imposés par l'Administration Trump, entre autres.

Embajada de China: El comercio y cooperación con Honduras crecen y sí traen beneficios tangibles

Julio 17, 2025



Tegucigalpa, Honduras

*** La cooperación práctica entre China y Honduras está apoyando el aumento del empleo del sector agrícola hondureño.

► Yu Bo, Chinese Ambassador to Honduras

On Jul 17, Chinese Ambassador to Honduras Yu Bo was interviewed by El Heraldo. He stated that China has proactively taken steps to expand imports. In 2024, Honduras's exports to China grew by nearly 20%. As the world's first national-level expo focused on imports, the CIIE has been held seven times. Honduras participated as a guest country of honor in the 6th edition, where its featured products were well received by Chinese consumers.



A fruitful decade marks a new phase in China-NI relationship

MR LI NAN

Building strong foundations of friendship
China and Northern Ireland have entered a new phase in their relationship, marking a decade of fruitful cooperation and friendship. The relationship between the two regions has been steadily growing, with trade and investment increasing significantly. This milestone is a testament to the mutual trust and respect that has built the foundation of their partnership.



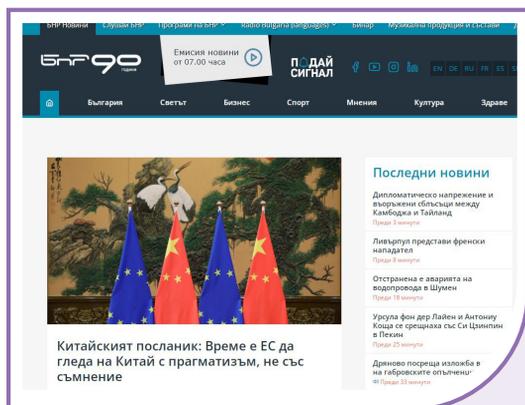
Strengthening ties through trade and investment
Over the past decade, trade and investment between China and Northern Ireland have flourished. The signing of the UK-EU Trade and Cooperation Agreement in 2020 provided a strong legal framework for this growth. Northern Irish exporters have found new markets in China, while Chinese investors have brought expertise and capital to Northern Ireland, creating jobs and driving economic development.

► Li Nan, Chinese Consul General in Belfast

On Jul 21, Chinese Consul General in Belfast Li Nan published a signed article titled "A Fruitful Decade Marks a New phase of China-NI Relationship" in the Irish News. He stated that the bilateral trade volume between China and Northern Ireland has remained stable at around £1 billion for consecutive years, showing strong resilience. Northern Irish enterprises have actively participated in exhibitions such as the China International Import Expo (CIIE) for six consecutive years, with steadily growing transaction volumes, further expanding their market in China.

► Fei Shengchao, Chinese Ambassador to Belgium

On Jul 23, Chinese Ambassador to Belgium Fei Shengchao published a signed article titled "Lifting up Both Sides and Making for a Brighter World: Working Hand in Hand to Build a Better Future for China-EU Relations" in EU Reporter. He stated that frequent economic and trade exchanges between China and EU inevitably entail competition and friction, but that cannot obscure the fundamental nature of their mutually beneficial and win-win relations. China has also continuously expanded imports through initiatives such as the CIIE, and the proportion of trade surplus in GDP has significantly decreased.



► Dai Qingli, Chinese Ambassador to Bulgaria

On Jul 24, Chinese Ambassador to Bulgaria Dai Qingli was interviewed by Bulgarian National Radio. He stated that China never deliberately pursues a trade surplus and has always tried to expand imports. The 7th CIIE achieved a cumulative transaction volume of over \$80 billion, with EU enterprises being the main participants. It is believed that more and more Bulgarian products will enter the Chinese market, and he hopes that Bulgaria will make good use of large-scale Chinese exhibitions such as the CIIE.

Китай объявил 2025 год «Годом устойчивого развития Шанхайской организации сотрудничества».

В рамках Глобальной инициативы в области развития (ГИИР) будет развернут ряд мероприятий по сотрудничеству в восьми приоритетных областях, включая содействие безопасности, продовольственная безопасность, борьба с эпидемиями и вакцинация, финансирование развития, противодействие изменению климата, «зеленое» развитие, индустриализация, цифровая экономика.

На саммите в Тяньцзинь будет принята Декларация саммита, приуроченная к 80-летию Победы в Войне сопротивления китайского народа японским захватчикам и Мировой антифашистской войне, а также к 80-летию основания ООН, для выражения единой позиции государств-членов по ключевым международным и региональным вопросам, а также формулирования стратегии развития Шанхайской организации сотрудничества на следующий этап с учетом общих консенсусов и волеи в практическом сотрудничестве.

Китай готов совместно с Россией и другими странами-членами обеспечить успешную подготовку Тяньцзиньского саммита, укрепить «Шанхайский дух», сплотить «силу ШОС»,

► Xiang Bo, Chinese Consul General in Kazan

On Jul 30, Chinese Consul General in Kazan Xiang Bo was interviewed by Samara Oblast Observer (Russia). Xiang stated that he welcomes the Samara Oblast delegation to participate in events such as the CIIE in China and is willing to promote the expansion of cooperation between Samara Oblast and China in trade, investment, automobile and other fields.

CHINA-EU

Lifting up both sides and making for a brighter world: Working hand in hand to build a better future for China-EU relations

SHARE:

PUBLISHED 10 MINUTES AGO ON JULY 23, 2025
By FEI Shengchao, Ambassador Of China To Belgium



Belgium is an important partner for China in Europe and has long served as a unique bridge in China-EU relations - writes Fei Shengchao, Ambassador of China to Belgium.

Earlier this month in Brussels, Member of the Political Bureau of the CPC Central Committee and Chinese Foreign Minister Wang Yi met with Belgian Prime Minister Bart De Wever and held talks with Belgian Deputy Prime Minister and Foreign Minister Maxime Prévot. This was the first high-level exchange between the two countries since the formation of the new Belgian federal government in February. The good exchanges have secured a good new beginning for China-Belgium relations and contributed to the sound and steady development of China-EU relations in a more complex and volatile regional and international context.

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.

► **Nicolás Mejía, Deputy Director of ProColombia**, said, in addition to its world-renowned coffee, Colombia is actively promoting a diversified range of products—including avocados, fresh flowers, and beauty & personal care items—to the Chinese market. This year, Colombia will continue to participate in the 8th CIIE to showcase its offerings to Chinese consumers and partners. (Xinhua News Agency, Jul 15, *Interview | Deepening Cooperation with China Opens Window of Opportunity for Colombia—Interview with Nicolás Mejía, Deputy Director of ProColombia*)

► **Phouthone Darlalong, Deputy Director of the Tourism Marketing Department at the Lao Ministry of Information, Culture and Tourism**, said, Laos mainly promotes its tourism cities via social media and MOUs with enterprises, while also participating in events such as the CIIE. (People's Daily Online, Jul 11, *Luang Prabang Receives 109.75% More Tourists Year-on-Year in H1*)

► **Xu Meizhen, Deputy General Manager of BWT China**, stated that the CIIE provides precise insight into Chinese consumer trends, which in turn informs global product R&D and manufacturing. Participating for six consecutive years demonstrates BWT's long-term commitment to the Chinese market. (Xinmin Evening News, Jul 8, *CIIE Old Friends Reap More and Grow Faster — What Are They Looking Forward to This Year?*)



► **Sun Xianshuai, Regional Manager of Eastern China at Kärcher Germany**, shared that the company has attended the CIIE for seven consecutive years. During this time, its compound annual growth rate in China has exceeded 20%. Kärcher has also built several factories in China with a total investment exceeding RMB 2 billion, transforming from an exhibitor into an investor. (China News Service, Jul 9, *Seeking Business Opportunities through Cooperation: Zhejiang Buyers Embrace the CIIE*)



► **Roy Jakobs, Global CEO of Royal Philips**, expressed strong confidence in China's economy. Philips will increase its R&D investment in China, promote the establishment of its Greater China R&D headquarters, and launch new products. The company remains actively engaged in events like the CIIE. (MOFCOM Business News WeChat, Jul 16, *Investing in China | Minister Wang Wentao Meets with Global CEO of Royal Philips Roy Jakobs*)

► **Gao Kai, President of ASICS China**, said that the CIIE serves as a platform for showcasing innovative products and services. It also enables ASICS to better understand Chinese market trends and consumer needs, laying the groundwork for deeper local engagement. (China News Service, Jul 19, *President of ASICS China: Chinese Market Shows Strong Growth Potential*)

► **Paul Frimpong, Executive Director of the Africa-China Policy Advisory Center in Ghana**, noted that platforms like the CIIE have expanded China's high-level opening-up and injected new momentum into global economic and trade cooperation. (People's Daily, Jul 17, *China Continues to Contribute to Global Economic Growth — International Figures on China's Strong Economic Performance in H1 2025*)

► **Jerome Vanachter, President of Lesaffre Greater China**, said the company has been an active participant in the CIIE since its first edition. In addition to showcasing products, the event has helped connect with many key potential clients. (21st Century Business Herald, Jul 25, *170 Companies and 60 Overseas Delegations Confirmed to Exhibit — CIIE Remains Attractive*)



► **Sheng Wenhao, CEO of Theland Dairy APAC**, described the CIIE as a "telescope into China" that enables global companies to anticipate market shifts. This year, Theland will debut three new product lines at the CIIE, including its 4.0 colostrum formula milk powder. (Wenhui Daily, Jul 27, *100-Day Countdown to the 8th CIIE: The CIIE 'Telescope' Offers Insight into China's Vast Market*)

► **Fang Fang, Vice President and General Manager of Sonova China**, said becoming an official participant of the CIIE this year reflects Sonova's continued strategic investment in China and its desire to engage more deeply with the local market through the expo platform. (Yicai, Jul 27, *Why Are First-Time and Returning Multinational Companies Coming to the CIIE?*)

► **Wu Yalin, Vice President of Brand and PR at Nippon Paint China**, stated that the CIIE has strengthened the company's belief that "investing in China is investing in the future." (Xinhua Daily Telegraph, Jul 28, *Spring Breeze of Openness Brings New Momentum — 100-Day Countdown to the 8th CIIE*)

Media Snapshot of CIIE

► Overseas Media

From July to August, numerous media outlets including Japan's Kyodo News, Bangladesh Sangbad Sangstha, Kazakhstan International News Agency, Russia's TASS, Morocco's Barlamane website, Latin American News Agency, Hong Kong's Phoenix TV, and Hong Kong's South China Morning Post, reported on the preparation progress and overseas promotion activities of the 8th China International Import Expo (CIIE).

Other coverage came from Italy's ANSA, Peru's Andina News Agency, Romania's Nine O'Clock, Mauritius' Le Défi Quotidien, Russia's Argumenty i Fakty, Ireland's News Letter, Honduras' Diario Honduras, and Bulgarian National Radio.

Китайская международная выставка импортных товаров пройдет в Шанхае 5-10 ноября

Уже открыта регистрация профессиональных посетителей, принимаются заявки на участие в мероприятиях

ШАНХАЙ, 9 июля, ТАСС. 8-я Китайская международная выставка импортных товаров (СИЕ) состоится в Шанхае 5-10 ноября. Об этом заявил заместитель главы бюро Китайской международной импортной выставки Гу Хун.

"8-я Китайская международная выставка импортных товаров пройдет в Шанхае с 5 по 10 ноября этого года, и зарубежные предприятия примут активное участие", - сказал Гу Хун, слова которого приводятся в официальном аккаунте выставки в WeChat. Выставочная площадь превысит 500 тыс. кв. м, уточнил он.

Уже открыта регистрация профессиональных посетителей, принимаются заявки на участие в мероприятиях выставки.

Проведение СИЕ - часть масштабной программы правительства Китая, взявшего курс на трансформацию нынешней экономической модели развития страны. На этом пути власти пытаются сместить акцент с экспортно-ориентированной модели в сторону более сбалансированной практики ведения международной торговли, которая предполагает большую открытость Китая и увеличение объемов импорта.

TASS

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

午間專列 7月25日

企業展簽約面積超過33萬平方米

進博會國家展11月開幕 超50國參展

BUSINESS 午間財經

美國國務卿魯比奧：美國強烈反對馬克龍承認巴勒斯坦國的計劃

Phoenix TV

Más de 50 países participarán en expo china de importaciones

Shanghai, China 25 Jul (Prensa Latina) Más de 50 países e instituciones del mundo ya confirmaron su presencia en la VIII Exposición Internacional de Importaciones de China (CIIE) de este año, aseguraron hoy los organizadores.

JUL 25, 2025 | 05:29

En conferencia de prensa autoridades locales informaron que Suecia y los Emiratos Arabes Unidos serán países invitados de honor en la Muestra Nacional, mientras que Kirguistán participará por primera vez como expositor.

Este año se incorpora un nuevo espacio dedicado a la cooperación entre ciudades hermanadas, con el fin de promover vínculos bilaterales y crear pabellones conjuntos que destaquen la colaboración internacional.

Según trascendió, la Feria Empresarial ya cuenta con más de 330 mil metros cuadrados de espacio contratado.

MINUTO A MINUTO

- 05:56 Putin felicita a los maternos rusos por el Día de la Aviadora
- 05:55 Concluyen jubileo: última reunión global ante hambres en Ginebra
- 05:54 Consideran extremadamente peligrosos ataques a nuclear Zaporizhka
- 05:53 Defensa aérea derriba 89 drones ucranianos en territorio ruso
- 05:54 Equipes de fútbol internacional a Hanoi crezca más de 22 por ciento
- 05:53 Cancelan desfile naval de San Petersburgo por motivos de seguridad

RELACIONADAS

Beijing en alerta máxima ante inundaciones y desastres geológicos

Jul 27, 2025 | 09:27

Combre con UE, nexos comerciales y geopolítica marca semana en China

Latin American News Agency

Proietti riceve ambasciatore Repubblica popolare cinese

Lungo colloquio su come intensificare i rapporti

ANSA

► Domestic Media

From July to August, major Chinese media including People's Daily, Xinhua News Agency, 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, the arrival of the 100-day countdown to the 8th CIIE, and how the CIIE has promoted the continuous deepening of economic and trade exchanges between China and Australia.



"Xinwen Lianbo" on CCTV



CGTN



"Asia Today" on CCTV-4



China Daily



第九届进博会招展启动 40余家企业现场签约

中国新闻网 2025-07-25 21:13:40 40.4万

中新网上海7月25日电(谢梦圆 康玉湛)25日,在第八届进博会倒计时100天即将来临之际,2026年第九届中国国际进口博览会招展正式启动。

40余家企业现场签约,成为2026年第九届进博会首批参展商,签约展览面积3万平方米。GE医疗、诺华、霍尼韦尔、三菱电机、捷豹路虎、欧莱雅、乐斯福、汇丰银行等20余家企业成为进博会首批九年“全勤生”。



Chinanews.com

Highlights of Special Edition

Since its birth in 2001, BRICS has grown into a collaborative platform for emerging markets and developing countries. Over the past two years, the bloc accepted six countries as its new members, with Saudi Arabia, United Arab Emirates, Egypt and Ethiopia included. In collaboration with the CIIE, China Daily has released a special issue of its newspaper that looks at how the CIIE's role as a bridge for BRICS cooperation is playing out.

4 | Tuesday, July 9, 2025

GLOBAL EDITION | CHINA DAILY | 中外新闻



From left: The national pavilion of Brazil at the seventh China International Import Expo in Shanghai in 2024. Attendees at the seventh CIIE communicate at the national pavilion of Saudi Arabia, a guest country of honor. The national pavilion of Russia at the seventh CIIE. (Photos provided to China Daily)

Emerging powerhouses place trust in CIIE

Global economies using China International Import Expo as platform for new business opportunities

By HU YUYAN

huyuyan@chinanews.com.cn

BRICS countries have been active participants in the annual China International Import Expo, demonstrating their commitment to economic cooperation and shared development. The 11 members of the bloc of major emerging economies have utilized the CIIE as a crucial platform to showcase their products, foster business relationships and explore new growth opportunities.

Brazil, as a guest country of honor at the inaugural CIIE in 2018, has participated in all seven editions of the event, involving 238 companies. In May, China announced a visa-free policy for ordinary passport holders from Brazil and four other countries, effective from June 10 to May 31, 2025.

"Upon waking up, I saw that all major Brazilian media were reporting the good news that China will trial a visa-free policy," Yu Wang, permanent honorary president of the Brazilian Qingtan Association, told China News Service.

China has been Brazil's largest trading partner for 15 consecutive years. Yu said that the visa-free policy will simplify the travel process for Brazilian entrepreneurs and investors to China and encourage more Brazilian companies to participate in economic and trade events like the CIIE, thereby deepening cooperation in sectors such as the digital economy, new energy and agricultural technology.

At the end of April, Gong Zheng, mayor of Shanghai, the host city of the CIIE, met with Sao Paulo Mayor Ricardo Nunes. Gong said that Shanghai and the Brazilian city have maintained close ties and achieved favorable results since becoming friendship cities in 1988.

Gong noted that Shanghai stands ready to enhance cooperation with Sao Paulo in trade, industrial investment, urban governance, culture, tourism and other sectors. He invited Sao Paulo companies to participate in this year's CIIE to foster bilateral investment and mutual tourism.

Nunes said that Chinese culture is popular in Sao Paulo and that the Chinese community has contributed to Sao Paulo's development. He noted that Shanghai's development experience provides important lessons for other cities around the world. Sao Paulo is willing to enhance exchanges and mutual learning with Shanghai in technological innovation, public safety, green development and other fields, the mayor added.

Russia has consistently participated in the CIIE, attending the Country Exhibition for seven consecutive years and serving as a guest country of honor at the first and second editions.

In May, Zhang Huihui, the Chinese ambassador to Russia, said in an interview with Russian news agency Interfax that Sino-Russian relations have weathered international challenges and become a steady force in today's turbulent world. Despite external pressures, Sino-Russian economic and trade cooperation has continued to grow.

Zhang emphasized China's willingness to work with Russia to consolidate trade in traditional areas such as energy, agricultural products and machinery while exploring new growth points in green development, digital economy and artificial intelligence. He encouraged Russian enterprises to participate in



Visitors are seen around the national pavilion of South Africa during the seventh CIIE. South Africa served as a guest country of honor at the first and sixth CIIE, with more than 100 companies attending.



Attendees examine the products on display at the booth of International Exhibition Company of the Islamic Republic of Iran during the seventh CIIE.

high-profile events like the CIIE to promote bilateral exchanges and cooperation.

India served as a guest country of honor at the second CIIE. Xu Fuhong, the Chinese ambassador to India, told The Times of India that China welcomes more high-quality Indian products and is willing to help Indian companies connect with the Chinese market and explore opportunities in economic and trade cooperation. He encouraged Indian businesses to leverage platforms like the CIIE to find buyers and consumers in China.

South Africa has also been a frequent participant, serving as a guest country of honor at the first and sixth CIIE, with more than 300 companies attending.

In late May, Li Zhigang, the Chinese consul general in Durban, told

local newspaper Daily News that South African businesses keen on accessing the Chinese market can leverage bilateral trade agreements and major expos like the CIIE, which has welcomed South African products such as wine, avocados and eucalyptus.

Serving as a guest country of honor at the seventh CIIE, Saudi Arabia is another steadfast participant of the expo. Li Geqing, deputy director of the CIIE Bureau, one of the expo's organizers, said the event is closely linked to China's high-level opening-up, providing an excellent platform for foreign enterprises to tap into China's vast market.

As China's largest trading partner in the Middle East, Saudi Arabia was one of the first participants in China's Belt and Road Initiative. Li expressed hopes that Saudi Arabia

would bring more unique products and quality services to China, leveraging the CIIE to explore new cooperation opportunities in the Chinese market.

Russian Khbil Hamadeh, an executive committee member of the Saudi-Chinese Business Council, said the two countries have seen significant progress in political, economic and cultural exchanges and cooperation since diplomatic relations were established in 1990. He pointed out that Saudi Arabia's Vision 2030 program aligns with the BRI, playing a crucial role in advancing trade and investment relations.

He noted that the Saudi-Chinese Business Council is dedicated to exploring investment opportunities and promoting wider economic cooperation between the two countries, with the CIIE serving as a valuable

platform for promoting bilateral economic and trade cooperation.

Egypt, as the first Arab and African country to establish diplomatic relations with the Republic of China and a guest country of honor at the inaugural CIIE, has maintained a comprehensive strategic partnership with China for over 30 years.

Mohamed Youssaf, executive director of the Egyptian Businessmen's Association, stressed the importance of cooperation between China and Egypt, noting the strong desire of Egyptian and other African businesses to collaborate with China. He highlighted that the association aims to strengthen intercompany cooperation and use the CIIE as a platform to boost Egyptian exports to China.

Mahdy Amin, vice-president of the Egypt-China Friendship Association, pointed out that the CIIE is the world's first outdoor-level exposition dedicated to imports, reflects China's economic vibrancy and commitment to global economic development. The event presents excellent opportunities for Egyptian businesses to expand their exports to China, he said.

The United Arab Emirates has been a regular attendee, with CIIE-themed promotional activities reinforcing its partnership with the event. Ning Feng, president of the National Import and Export Trade Center (Shanghai), highlighted the expo's role as a key trading partner and export market in West Asia and North Africa, with products like dates and camel milk powder popular among Chinese consumers.

Recognizing the deep-rooted bilateral relations and robust trade foundations between the UAE and China, Marwan Al Marri, regional director for Asia at Dubai Chamber, sees the CIIE as a platform for exploring the Chinese market, providing support for UAE companies participating in the expo. Ethiopia's coffee exports through

the CIIE have achieved notable success. Brands like Gera signed contracts with well-established cross-border e-commerce platforms as early as the third CIIE, making their products on display at the expo available for online purchase.

At the fifth CIIE, Ethiopia's high-end coffee attracted much attention. Following its appearance in a livestreaming session on an e-commerce platform, 12,000 boxes were sold in one night.

Offices in both parts of the trade between China and Ethiopia, Ethiopian agricultural products such as sesame and mung beans are frequently found in Chinese stores and supermarkets.

At the sixth CIIE, Ethiopian sesame trader Doka Engineering and Trading reached a preliminary cooperation agreement with Ruifu Sesame Oil based in East China's Shandong province, signing a tentative purchase order for 6,000 metric tons of sesame.

"Previously, our company cooperated with Ruifu Sesame Oil through intermediaries, but the CIIE allowed us to sign the contract face-to-face," a representative of Doka Engineering and Trading said, adding that the expo offers opportunities for new partnerships for businesses from around the world.

Through the expo, Ethiopia and China have achieved win-win outcomes, solving employment issues for many Ethiopian workers and restoring China's determination to continuously open up to the least-developed countries. The first seven editions of the CIIE collectively provided over 200,000 standard booths for the least-developed countries, exemplifying China's implementation of its eight major initiatives for cooperation with Africa.

By participating in the CIIE, the BRICS nations continue to enhance their trade and economic ties with China, leveraging the expo as a platform for increased cooperation and shared prosperity.

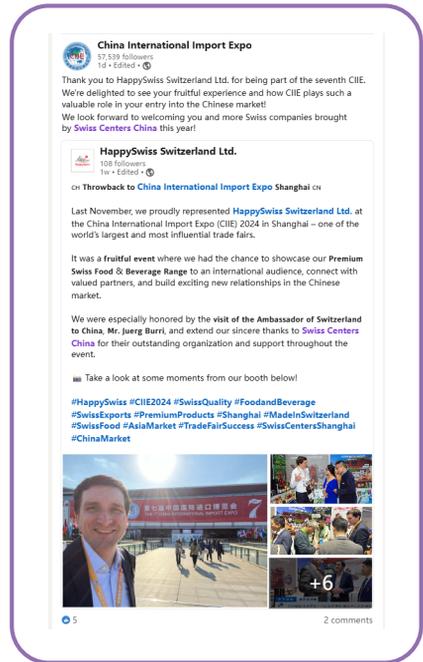
ADVERTORIAL

Interactions on Overseas Social Media

According to incomplete statistics, since the beginning of this year, 1751 posts have been published across CIIE's six overseas social media platforms. The posts have garnered around 10.69 million views and engaged about 370,000 interactions.

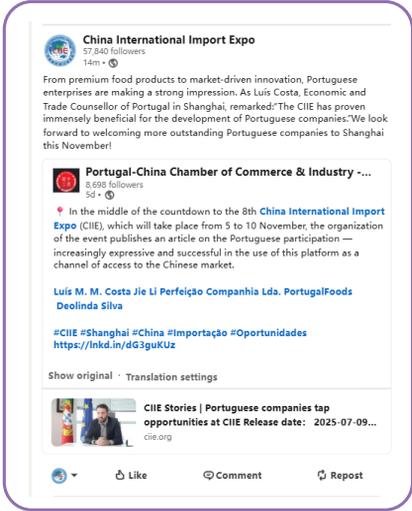
Among them, the highly attention-grabbing information includes the following:

On Jul 1, Swiss food company HappySwiss Switzerland Ltd posted on LinkedIn, reviewing its participation in the 7th CIIE. It emphasized that as one of the world's largest and most influential exhibitions, the CIIE had brought it substantial gains in showcasing products, forging partnerships and entering the Chinese market. The CIIE's overseas accounts liked and reposted the post, expressing satisfaction with the event's role in the company's market expansion and welcoming it along with more Swiss enterprises organized by the Swiss Center.



On Jul 8, China's Permanent Mission to the UN released on Platform X a "Global Views on CIIE" video featuring an interview with UNICEF China Deputy Representative Derman Duman, highlighting the close cooperation between China and UNICEF in advancing child development. The CIIE's overseas accounts liked and reposted it, reaffirming commitment to promoting children's rights and well-being and continuing support in key supplies, child rights protection and healthy development.





On Jul 10, the Portugal-China Chamber of Commerce reposted on LinkedIn a Portugal case from the CIIE's English website, noting that Portugal has effectively used the CIIE as a channel to enter the Chinese market. The CIIE's overseas accounts liked and reposted it, highlighting the strength of Portuguese enterprises in quality agricultural products and market-driven innovations, and welcoming more excellent Portuguese firms to join the expo.



On Jul 17, the Portuguese Food Association posted on LinkedIn that it will participate in the 8th CIIE to promote Portuguese characteristic products. The CIIE's overseas accounts liked and reposted it, welcoming and looking forward to Portuguese quality products on the global stage, and inviting more top Portuguese enterprises to join.



On Jul 18, the Morocco Foodex posted on LinkedIn that it signed a cooperation memorandum for the 8th CIIE with the CIIE Bureau in Casablanca on Jul 16. The CIIE's overseas accounts liked and reposted it, noting that the signing marks a key step in deepening China-Morocco economic and trade ties and boosting global exposure for Moroccan specialty products.



On Jul 22, Trade and Investment Queensland invited local companies on LinkedIn to join the 8th CIIE and tap into the Chinese market. CIIE's overseas account reposted the message, highlighting Queensland's strengths and welcoming more Australian exhibitors.



China International Import Expo @cleonline · Jul 22
 Thank you for bringing the essence of Queensland to the China market! With strong capabilities in food, agriculture, and complementary medicine, Queensland enterprises are well-positioned to meet China's evolving consumer needs. Chinese market has a huge consumption potential and here in CIIE, enterprises can close large-scale deals, get a lot of media exposure as well as meet all partners in China. We look forward to welcoming more outstanding Australian brands to the eighth CIIE this November in Shanghai!

Trade and Investment Queensland @tradelinvestqd · Jul 22
 Calling all Queensland food and beverage, agriculture and complementary medicine companies! Don't miss this opportunity to promote your brand at Shanghai's 8th China International Import Expo (CIIE) - the world's largest import trade show bit.ly/3lFSSb5 @cleonline



On Jul 25, CIIE's 100-day countdown video was released across its overseas platforms, reaching over 786,000 views and 4,400+ engagements.



On Jul 26, the Chinese Embassy in the U.S. and Minister Counselor Liu Pengyu shared the countdown video on X. CIIE's account reposted it, reaffirming the expo will be held in Shanghai from Nov 5–10 and inviting more U.S. companies to attend.



China International Import Expo @cleonline · Jul 28
 100-day sprint begins, #CIIE is ready! The eighth CIIE will be held in Shanghai from Nov 5-10. We look forward to welcoming more American enterprises to join us this November!

Liu Pengyu 刘鹏宇 @SpoxCHNinUS · Jul 26
 "100 days to go" 🎯 The 8th #China International Import Expo kicks off in #Shanghai on Nov 5-10. Key highlights: x.com/cleonline/sta...
 ✓ 330,000+ sqm exhibition space booked
 ✓ 60+ overseas delegations joining
 ✓ 170+ repeat exhibitors...
 Show more



China International Import Expo @cleonline · Jul 28
 100-day sprint begins, #CIIE is ready! The eighth CIIE will be held in Shanghai from Nov 5-10. We look forward to welcoming more American enterprises to join us this November!

Chinese Embassy in US @ChineseEmbInUS · Jul 26
 "100 days to go" 🎯 x.com/status/19485...
 The 8th China International Import Expo kicks off in Shanghai on Nov 5-10. Key highlights:
 ✓ 330,000+ sqm exhibition space booked
 ✓ 60+ overseas delegations joining...
 Show more





China International Impo... + 关注 ...

58,798 位关注者
1 天前 · 🌐

Thanks to China Trade Center for continuously promoting the participation of Brazilian enterprises! We're excited to see global brands like Goodfarmer, Nippon Paint, and CASETiFY gearing up for the eighth #CIIE! From fresh produce to smart tech, the CIIE continues to offer opportunities in China's dynamic market. We look forward to welcoming more Brazilian exhibitors this November in Shanghai!

显示译文



China Trade Center + 关注

4,360 位关注者
6 天前 · 🌐

Marcas globais se preparam para a **China International Import Expo (CIIE) 2025**: oportunidades reais no mercado chinês ...展开

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On Jul 30, the China Trade Center called CIIE a strategic gateway to the Chinese market in a LinkedIn post. CIIE reposted it, thanking the Center and welcoming more Brazilian firms.



On Aug 1, the Colombia-China Chamber encouraged local companies to exhibit at CIIE via LinkedIn. CIIE account shared the post, noting the expo's value as a key platform for global market entry.



China International Impo... + 关注 ...

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We're glad to see Colombia preparing for #CIIE2025 with strong support from **Colombian Chinese Chamber of Investment and Commerce** and **PROCOLOMBIA**! The CIIE is a gateway to China's vast market and a powerful platform for global visibility. We look forward to welcoming more Colombian companies this November in Shanghai!

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哥伦比亚中国投资贸易商会 + 关注

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CIIE 2025 – La gran vitrina comercial en China ¡Una oportunidad única de colaboración y crecimiento para tu empresa! ...展开

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04 CIIE PARTNERSHIP

Trade Missions

► Liaoning Trade Mission

The Liaoning Trade Mission was composed of 15 groups including delegations from the provincial SASAC and various cities within the Province. Having participated in the CIIE seven times, the Liaoning mission has made positive achievements by fully leveraging the advantages of the CIIE as a high-level platform for opening-up and cooperation.

To promote international procurement, the Liaoning mission actively organized enterprises in the Province to connect and communicate with CIIE exhibitors, signing intentional procurement agreements. Specifically, the Health Commission of Liaoning Province organized a delegation from the medical system to reach important cooperation intentions with exhibitors such as Siemens.

To promote investment, the Liaoning mission actively promoted the transformation of exhibitors into investors. For example, BMW Group has not only fully started the construction of its sixth-generation power battery project in Liaoning but also continued to increase investment with plans to produce "New Generation" models in Shenyang.

On the cultural front, the miniature landscape of Shenyang Middle Street and time-honored brands like Laobian Dumplings have attracted numerous professional visitors.



► Xinjiang Trade Mission

The Xinjiang Trade Mission is led by leaders of the People's Government of Xinjiang Uygur Autonomous Region. It fully utilizes the CIIE's four major platforms for international procurement, investment promotion, cultural exchanges, and open cooperation to connect domestic and international markets and actively carry out foreign exchanges.

In international procurement, the Xinjiang mission has organized over 100 representative enterprises and more than 1,000 professional visitors to attend the expo for exhibitions and negotiations. Among them, enterprises such as Xinjiang Dawanqi Trading Co., Ltd., Xinjiang Guangxinda Agricultural Technology Development Co., Ltd., and Xinjiang Ruimei Xincheng International Trade Co., Ltd. have established direct contacts with overseas exhibitors from Albania, Pakistan, etc., and actively carried out economic and trade cooperation.

In investment promotion, the Xinjiang mission successfully held the Core Area of the Silk Road Economic Belt Investment Cooperation Promotion Conference. The conference focused on promoting Xinjiang's resource advantages, investment environment, and development opportunities, proactively showcasing to the world Xinjiang's unique geographical location, resource endowments, policy advantages, and industrial development opportunities. It also highlighted Xinjiang's long history, culture, and rich ethnic customs, aiming to attract friends from all over the world to invest and start businesses in Xinjiang, expand investment promotion, and engage in tourism cooperation.

On the cultural front, the Xinjiang Pavilion showcased 5 intangible cultural heritage projects, including the weaving and dyeing techniques of Atlas silk, Hetian jade carving, bronze ware making, pottery firing, and Kazakh embroidery, as well as representative tourism resources and cultural products. It promoted Xinjiang's winter tourism, sports events, desert off-roading, and equestrianism; presented cultural programs like Manas, Xinjiang folk operas, Mongolian long songs, Hui Hua'er folk songs; set up a VR interactive skiing experience area and an interactive photo spot, comprehensively demonstrating the beauty of Xinjiang's culture and people.



HQF Members and Partners

HQF Membership

Hongqiao International Economic Forum Membership was established at the 2nd HQF. We serve as a platform for cooperation, exchange and interaction between our members and organizations from all walks of life with a community bringing together political, business and academic leaders. There are three kinds 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



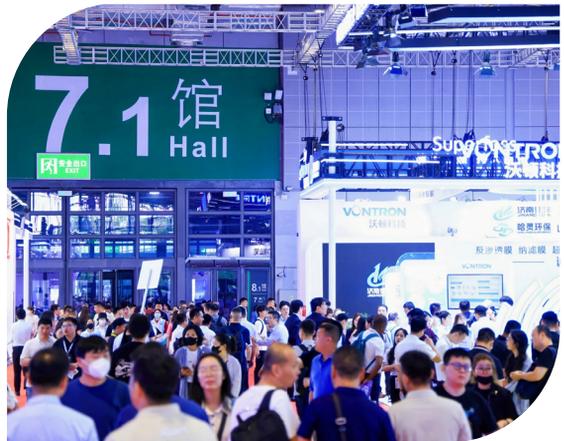


05 NEWS OF NECC (SHANGHAI)

Recent Exhibitions

Jun 4-6 **Wie Tec 2025**

The expo featured two major thematic sections: "Industrial Energy Conservation and Environmental Protection" and "Low-carbon Buildings and Home Comfort Systems". With an exhibition scale of nearly 200,000 square meters, it gathered over 3,500 enterprises. It comprehensively showcased pollution prevention and monitoring technologies for water, air, solid waste, and soil in environmental governance, and highlighted key technologies in industrial transformation such as green intelligent manufacturing, energy conservation and emission reduction, and recycling.



Jun 11-13 **SNEC PV+ Expo & ES Expo**

The exhibition brought together more than 3,000 exhibitors from 95 countries and regions worldwide, with international exhibitors accounting for 30%. Covering an exhibition area of over 360,000 square meters, it attracted a total of 500,000 visitors. As a "vane" and "barometer" of the global photovoltaic and energy storage industry, this exhibition not only witnessed the collision of cutting-edge technologies and innovative ideas but also injected strong momentum into enterprises for joint development and cooperation. Over 500 projects were signed on-site, with an average of more than 200 signing events per day during the exhibition.



Jul 11-13 2025 Bilibili World

As Asia's mega-scale comprehensive ACGN (Animation, Comic, Game, Novel) expo, this year's event covered a total exhibition area of 240,000 square meters, attracting 167 global exhibitors and over 30,000 cosplayers. It welcomed 400,000 visitors from more than 20 countries and regions, a year-on-year increase of 60%. Passport ticket buyers accounted for 13%, the highest in previous exhibitions. Statistics show that in addition to neighboring countries with a strong ACGN



culture such as Japan and South Korea, ACGN fans from Russia, Brazil, Saudi Arabia, Egypt, and other countries also attended the expo. From 210,000 visitors in 2023 to 250,000 in 2024, and 400,000 this year, the growing attendance of BW is backed by comprehensive improvements in the number of IP premieres, global influence, content innovation model, and even cultural export capabilities.

Jul 16-18 CBME China 2025

This year's expo gathered over 4,500 high-quality brands from 30 countries and regions worldwide. The exhibits covered maternal and baby products, maternity and children's food, nutritional products and snacks, toys and education, children's clothing and accessories, strollers, car seats and furniture, and maternity and children's supply chains, forming a full-category and full-industry-chain display pattern in the maternity and children's field. A large number of domestic and foreign brands made their appearances, and over 100,000 professional visitors attended the event.



Jul 23-26 International Advanced Air Mobility Expo

Themed "Embark on Low altitude Economy, Empower Thousands of Industries", the expo attracted nearly 300 exhibitors. Coverage spanned the entire low-altitude industry chain, including drones, eVTOLs (electric vertical take-off and landing aircraft), flying cars, and low-altitude infrastructure. The exhibition area exceeded 60,000 square meters, cumulatively receiving over 55,200 visits. The expo hosted more than 30 forums and events, gathering over 4,000 government officials, business leaders, and academic experts from around the globe. Participants engaged in in-depth discussions on building the low-altitude economic ecosystem. During the expo, multiple strategic collaborations were secured, including orders totaling \$1.75 billion.



Exhibitions Preview

No.	Name of Exhibition	Opening Date	Closing Date	Hall No.
1	EESA 2025	Aug 13	Aug 15	3H, 4.1H, 5.1H, NH
2	China International Home Textiles and Accessories (Autumn & Winter) Expo 2025	Aug 20	Aug 22	5.1H, 6.1H, 5.2H, 6.2H,
3	China International Textile Fabrics and Accessories (Autumn & Winter) Expo; China International Clothing & Accessories Fair 2025; China International Textile Yarn (Autumn & Winter) Exhibition 2025	Sep 2	Sep 4	1.1H, 2.1H, 3H, 4.1H, 5.1H, 6.1H, 7.1H, 8.1H, 5.2H, 6.2H, 7.2H, 8.2H, NH
4	China International Dental Equipment and Materials Expo 2025	Sep 9	Sep 12	5.2H, 6.2H
5	China (Shanghai) International Furniture Expo; China (Shanghai) International Furniture Production Equipment and Woodworking Machinery Exhibition	Sep 9	Sep 12	1.1H, 2.1H, 3H, 4.1H, 5.1H, 6.1H, 7.1H, 8.1H, 7.2H, 8.2H, NH
6	The 28th China International Composite Materials Industry Technology Exhibition	Sep 16	Sep 18	5.1H, 6.1H, 7.1H
7	China International Industry Fair	Sep 23	Sep 27	1.1H, 2.1H, 3H, 4.1H, 5.1H, 6.1H, 7.1H, 8.1H, 5.2H, 6.2H, 7.2H, NH



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