



Visitors take photos in front of the National Exhibition and Convention Center in Shanghai, where the China International Import Expo is being held from Nov 5 to 10. GAO ERQIANG / CHINA DAILY

Toward an open world

Participants at import expo foresee deeper trade, investment cooperation

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Eighty-one countries are attending the Nov 5-10 China International Import Expo (CIIE) in Shanghai, including more than 280 foreign officials of vice-ministerial level and above, according to data released by the China International Import Expo Bureau.

The event features some 2,800 companies showcasing their latest products in dedicated enterprise exhibition areas. These companies are from G20 member states and nearly 60 economies involved in the Belt and Road Initiative, according to Chen Xiao, an official with the bureau.

Mario Antonio de Araujo, deputy consul-general of Brazil in Shanghai, said that four ministers and 90 Brazilian companies will take part in the event.

"The Brazilian government thinks that the CIIE is an important event to improve the relationship among all the countries in terms of trade," he said. "We are privileged to have this strategic relationship with China and want to maintain and improve it. The event is an important step in achieving this aim."

Noting that his country is a "supporter of multilateralism of all levels", the deputy consul-general added that the expo will strengthen relations among all countries involved, which is conducive to global economic prosperity.

Dimitri Pires Ribeiro, a trade officer at the Consulate General of Portugal in Shanghai, believes that the CIIE presents a win-win opportunity for China and foreign nations, saying that Portuguese businesses can leverage the event to exploit their strength in

sectors such as food and beverages, tourism and autos. He added that 12 Portuguese business associations spanning six sectors are attending the show.

"It's a big opportunity for Chinese consumers and companies to understand what each country has to offer. Meanwhile, the event will allow foreign companies to identify new trends, products and technologies and apply them to the Chinese market," he said.

Nigeria, which will exhibit its agriculture, oil and gas, and manufacturing solutions, is looking to deepen the level of cooperation and take bilateral trade and investment up a notch through the CIIE, said Jemine Memuduaghan, deputy regional investment and trade commissioner of the Consulate General of Nigeria in Shanghai.

"We are ready for the event and we are also planning to organize a trade forum on the sidelines of the meeting," he said. "It's going to be successful. Major Chinese companies like Huawei and ZTE already have a presence in Nigeria. We expect to further increase trade and investment."

Designed to be a world-class event on par with the most renowned exhibitions globally, the inaugural import expo combines country exhibitions, enterprise exhibitions and forums to promote free trade and an open global economy.

The event, held at the National Exhibition and Convention Center, was first announced in 2017 by President Xi Jinping, who called it "an important policy statement and action demonstrating China's embrace of greater openness".

To deepen engagement between merchants and buyers, host city Shanghai is kicking off 30 investment promotion activities during October and November.

"Covering a broad range of themes like smart manufacturing, commerce and finance, and cultural creativity, these meetings are coupled with 45 customized city tour routes that aim to give international merchants a deeper understanding of the city and its various industrial strengths," said Luo Zhi-song, director of foreign affairs at the municipal commission of commerce.

United States-based Mondelez International, the company behind the iconic Oreo cookie, will showcase a host of chocolates and other snacks during the fair. It will also partner with Chinese e-commerce giant Alibaba through content marketing endeavors to impress Chinese customers, said Wu Gang, a company representative on government affairs in East China.

"As a global company, we will introduce delicacies produced elsewhere to China, while many Made-in-China items are exported overseas," he said. "Clearly, we stand to benefit the most from global trade integration."

Japanese automation conglomerate Omron Corp will exhibit its table tennis robot powered by sensing and control technologies to Chinese and international audiences during the CIIE. The prototype leverages deep learning time-series analysis and synchronized control, technologies that can be widely applied in manufacturing settings.

Wang Yemin, a manager of the government and public relations department at Omron China, said the technologies showcased can enhance precision, security and efficiency of production lines. He also pointed out that the CIIE is a clear indication of China's commitment to further opening-up, and serves as a vote of confidence for companies facing global economic uncertainty.

CHINA INTERNATIONAL IMPORT EXPO



When: Nov 5 to 10



Theme:
New Era, Shared Future



Venue: National Exhibition and Convention Center, Shanghai

Mascot



Jinbao

Logo



THREE SECTIONS

Country pavilion



Exhibition area: **30,000 square meters**



Number of participants: **81** countries & **3** international organizations

Business exhibition



Number of exhibitors: Over **2,800** companies from more than **130** countries and regions



Number of registered purchasers: More than **160,000** purchasers from over **80,000** domestic and foreign companies as of Aug 7

Seven themed areas



Apparel, Accessories and Daily Consumer Goods



Consumer Electronics and Appliances



Food and Agricultural Products



High-end Intelligent Equipment



Medical Equipment and Healthcare Products



Automobiles



Trade and Services

Hongqiao International Economic and Trade Forum

Focusing on such topics as "Trade and Opening-up", "Trade and Innovation" and "Trade and Investment", the forum aims to offer advice and suggestions regarding the boosting of global trade and growth of world economy.

Source: China International Import Expo Bureau

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