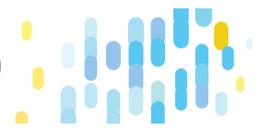




CHINA INTERNATIONAL IMPORT EXPO



首届中国国际进口博览会暨虹桥国际经贸论坛

THE FIRST CHINA INTERNATIONAL IMPORT EXPO AND THE HONGQIAO INTERNATIONAL ECONOMIC AND TRADE FORUM

2018年11月5日
November 5th, 2018

中国·上海
Shanghai, China



President Xi Jinping (center) and foreign leaders gather for a group photo at the opening ceremony of the first China International Import Expo in Shanghai on Nov 5. WANG ZHUANGFEI / CHINA DAILY

EXPO:

Global multinationals showcase advances in tech, innovation and sustainability

>> FROM PAGE 1

The CIIE is part of China's initiative to widen market access to the rest of the world and to underline its support for the multilateral trading system and free trade.

"It is a concrete action by China to advance an open world economy and support economic globalization," Xi said. "People with vision in the world would agree that economic globalization, as an irreversible trend of history, has greatly boosted global growth."

The president said that history shows that openness and cooperation are key to dynamic international economic and trade activities, and the current situation calls for efforts to foster steady global recovery.

"Looking ahead, openness and cooperation will remain essential for continued human progress," Xi said.

While Xi did not refer to the current trade dispute with the US, he used his address to underline China's commitment to the principles of free trade and globalization.

His words were not lost on those attending the expo. Stephen Jacobi, executive director of the New Zealand China Council, described the CIIE as "very impressive".

"It is massive and impressive and showed China's support for trade liberalization and globalization," he told *China Daily Asia Weekly*.

Jacobi said the New Zealand China Council "welcomes President Xi's undertaking to continue the reform and opening-up of the Chinese economy".

"For the last 10 years the free trade agreement between China and New Zealand has transformed the eco-

nomical relationship between us and we hope to upgrade our FTA with similar results."

More than 90 New Zealand companies took part in the expo, and the country's delegation was led by the Minister for Trade and Export Growth David Parker.

Parker said the strong New Zealand presence at the CIIE reflected "our commitment to the New Zealand-China relationship".

"The CIIE will not only build exposure for New Zealand by connecting with professional buyers and targeted consumer groups but will help tell stories about NZ branding especially on food safety, traceability, purity and sustainability," he said.

Australia's delegation was led by the Minister for Trade Simon Birmingham, the first senior Australian official to visit China in more than a year.

More than 200 Australian brands took part, which Birmingham described as a showcase of Australia's "long-standing partnerships with China".

"Relative to other nations, Australia's presence at CIIE is strong, with the third-largest number of products and sixth-largest number of exhibitors," he said in a signed column in the *Australian Financial Review* newspaper on Nov 5.

Hans Hendrichske, professor of Chinese business and management at the University of Sydney Business School, said that Australia has greatly benefited diplomatically from the expo.

"Further down the track Australia will benefit from the opening up of new industries, in particular in ser-

"Living in such a complex world, we need to ... bolster confidence in our future through opening-up and cooperation."

XI JINPING
President

vices, where Australia is strong. Australia will also benefit from reduction of non-tariff trade barriers. This process will take time," he said.

Global mining giant Rio Tinto partnered with the Australian and British country pavilions to display its Pilbara operations in Western Australia through virtual reality. The project allows visitors to experience the whole iron ore supply chain, including its mine operations, rail, ports, and operation center that remotely operates the integrated system.

"The 3D immersive experience allows people to see the origin of the metal that goes into their households and communities across China," said Simone Niven, Rio Tinto's corporate relations group executive.

The CIIE has reaffirmed China's commitment to further opening-up, and that is a trend Rio Tinto welcomes, she said.

With a focus on high-quality sustainable solutions for the Chinese market, family-owned German tech

giant Heraeus exhibited products for electric-powered mobility, renewable energy, the "circular economy" in precious metals — optimizing the use of raw materials — and environmental solutions.

Heraeus CEO Jan Rinnert said international studies have shown that great innovation, excellence and growth can only develop in a diverse and creative environment.

In the past four years, Heraeus has increased its investments in China fivefold, with the latest development being the opening of the world's most advanced precious metals factory in Nanjing, East China's Jiangsu province, in September.

"There will be an even stronger need for high-quality and highly innovative products and services because China wants to upgrade its industrial value chain within its national strategy in the coming decade," Rinnert said.

"As you can see, we expect great opportunities in the upcoming years," he said. "We believe the trade show will give us a lot of inspiration to further fine-tune our road map for China."

The CIIE was seen by those in attendance as giving firm support to trade liberalization and economic globalization, and actively helping to open the Chinese market to the world.

Pan Jianjun, spokesman of Shanghai-based Bright Food Group, said that among the highlights in Xi's speech was the government's decision to set up new areas in the Shanghai Free Trade Zone.

"The move will help Bright Food better reach out to the vast over-

seas market and facilitate outbound financing and investment, in a bid to bring in more quality imported goods and meet the demand of high-quality goods of the Chinese consumers," Pan said.

Pan Qing, member of the board of management of Jaguar Land Rover and executive director of Jaguar Land Rover China, said: "As the United Kingdom's largest automotive manufacturer, Jaguar Land Rover welcomes China's pledge to further open up its markets. This means greater market access and huge potential."

Today, China has become Jaguar Land Rover's No 1 single-country market. The introduction of a total of 37 product variants in 15 series and cumulative sales of 800,000 units in eight years shows Jaguar Land Rover's deep commitment to China.

"We believe China's firm support of trade liberalization and economic globalization will further boost the confidence of global auto OEMs (original equipment manufacturers), driving the innovation and technology upgrade in the auto industry," Pan Qing told *China Daily*.

In his address, Xi noted that a "great vision, simple and pure, requires credible actions".

"Given the profound shifts in the international economic landscape, the vision for a better world for all calls on countries to act with greater courage and actively champion openness and cooperation in order to secure shared development," he said.

Contact the writers at
karl.wilson@chinadailyapac.com