



CHINA INTERNATIONAL IMPORT EXPO



Technology firms target collaboration

Expo reflects China's aim to import \$10 trillion worth of goods and services in the next five years

By JING SHUIYU

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Global intelligent equipment and high-tech manufacturers initiated plans to strengthen cross-industry collaboration with local partners during the China International Import Expo (CIIE).

The event enabled these firms to demonstrate their leading technologies and services to meet rising demand, executives said.

Holding a firm belief that China's pursuit of further opening-up will continue, business leaders said they anticipate fresh growth momentum in the market.

Daryoush Ziai, CEO of Schindler Group Zone China, said, "As the fourth industrial revolution is now coming, we are looking for more cross-industry cooperation opportunities and we also want to use this stage to make the public aware of Schindler's leading technology to achieve smart urban mobility."

Ziai said CIIE will become an

important factor in energizing modern industry's development.

Schindler, based in Switzerland, is one of the leading providers of elevators, escalators, moving sidewalks and related services, including installation, maintenance and modernization.

At the expo, the company exhibited a new technology solution — Schindler Ahead — which can connect all products to the internet, capture real-time data and use big data analysis and artificial intelligence to predict maintenance needs.

CIIE, held in Shanghai from Nov 5-10, was the first Chinese fair to focus exclusively on imported goods and services. It attracted thousands of companies from around the world, including some on the Fortune Global 500 list.

"CIIE is a great opportunity for the company to demonstrate our technology leadership to a broader audience," said Su Hua, president of Infineon Technologies China. Infineon is a semiconductor company based in Germany.



Robots assembling a car draw visitors to Japanese corporation Nachi-Fujikoshi's exhibition area during the China International Import Expo on Nov 5. GAO ERQIANG / CHINA DAILY

"It also helps to enhance our communications with local government and strengthen our collaboration with Chinese partners. We are convinced that it can bring attractive business opportunities to all of us."

That sentiment was echoed by Clay Nesler, vice-president at Johnson Controls, a global diversified technology company based in the United States.

Nesler said Johnson Controls hopes the inaugural CIIE will kickstart a period of rapid growth for the company in the Chinese market.

The company showcased leading smart building technologies, products and solutions at the expo. CIIE is part of China's long-term commitment to import \$10 trillion worth of goods and services in the next five years, a goal unveiled by the Ministry of Commerce in November last year.

According to the General Admin-

istration of Customs, China's imports amounted to 10.42 trillion yuan (\$1.5 trillion) from January to September, an increase of 14.1 percent year-on-year. In the same period, the value of exports rose 6.5 percent, as the country's total foreign trade volume jumped 9.9 percent year-on-year to 22.28 trillion yuan.

Business leaders said they have enjoyed rich opportunities in the world's second-largest economy since its launch of reform and opening-up 40 years ago, and looked forward to more substantial opening-up measures.

Dating back to the establishment of the first industrial joint venture in 1980, Schindler Group has been very active in infrastructure projects in China. Landmark projects have included the Shanghai Tower, the 2010 Expo China Pavilion, the China World Trade Center Tower 3

and the National Stadium.

The company will place more emphasis on the opportunities and challenges brought about by urbanization and an aging population, as well as aging buildings, Ziai said, adding the company is confident about China's economic development.

Nesler said, "China's reform and opening-up have achieved tremendous success during the past four decades. We believe that the pursuit of further opening-up will never rest. Urban competitiveness will be high on the agenda as China opens up further."

He said Johnson Controls sees outstanding opportunities for growth in areas such as environmental conservation, including energy-saving, reduced-emissions and high-efficiency operations.

He Wei contributed to this story.

Advances in tech, innovation on display

Multinationals use trade event to showcase sustainable solutions for the Chinese market

By WANG YING in Shanghai
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Multinational corporations showcased advances in technology, innovation and sustainability at the first China International Import Expo (CIIE) in an effort to better serve rising demand in China.

Global mining giant Rio Tinto is partnering with the Australian and British country pavilions to display its Pilbara operations in Western Australia through virtual reality.

"We are also very keen to explore innovative partnerships with our Chinese stakeholders beyond transactions for win-win outcomes," said

Simone Niven, Rio Tinto's corporate relations group executive.

She said Rio Tinto's high-quality iron ore makes steel products last longer and helps China reduce pollution from its steel mills, in order to meet its sustainability goals.

In addition, the mining and metals corporation's China-based technical marketing team works closely with customers to ensure the effective utilization of its products.

"As we look to the future, we hope that our innovation and new partnerships will continue to pave new roads in China," Niven said.

CIIE has reaffirmed China's commitment to further opening-up, and

that is a trend Rio Tinto welcomes, Niven said, because an increasingly integrated global economy will create economic growth, better jobs, cheaper products and more dynamic societies.

China is Rio Tinto's largest market, and home to increasingly important suppliers and partners. "We want to be China's preferred supplier, preferred customer and preferred partner in our sector for many years to come," Niven said.

At the CIIE, family-owned international technology giant Heraeus of Germany focused on high-quality sustainable solutions for the Chinese market and exhibit 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.

"This is not only true on a company level, but also on a national, even global, level," he said. "Therefore foreign direct investments in China might have a meaningful impact on the country's development."

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.

He said the CIIE, the first expo of its kind, is a good sign for the strengthening of trade liberalization and economic globalization. "As you can see, we expect great opportunities in the coming years," he said.