

中国展览业信息系列发布

# 中国 2021 展览经济发展报告

Annual Report on China's Exhibition Industry

CCPIT



# Annual Report on China's Exhibition Economy (2021)

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# Foreword

## **I. Background and Significance of the Formulation of the *Report***

The year 2021 witnessed the combined forces of a pandemic and changes both unseen in a century. The international landscape has undergone profound changes and the external environment has grown increasingly complex, grave and uncertain, but the global exhibition economy has been recovering unceasingly. According to the Global Recovery Insights (2021) issued by The Global Association of the Exhibition Industry (formerly the UFI), demands from exhibitors and visitors have recovered to a level parallel to that before the outbreak of the pandemic. As statistics indicate, 72% of current visitors and 62% of exhibitors have plans for participating in future trade exhibitions at the same or higher frequency.

The year 2021 is the first year of the 14th Five-Year Plan. China's economy is steadily being recovered generally under regular epidemic prevention and control, with economic growth maintaining a leading position among major economies and new achievement made in high-quality economic development and structural transformation and upgrading. Despite China's exhibition economy affected by the epidemic, the strong growth resilience of China's economy, complete industrial system and giant market demands as well as higher level of opening up provide a driving force for exhibition development in China. Exhibition industry has still played a remarkable role in driving economic development. The year 2021 marked the first time that China took the lead in proposing and formulating international standards for exhibitions and conventions. The exhibition hosting cities still had great enthusiasm for exhibition development and new powers such as internet service giants poured into the industry. Accordingly, accelerated innovation of exhibition industry pattern, strengthened new driving force for development, launching into new development pattern of exhibition industry and new achievement made in high-quality development have demonstrated a good start of the implementation of the 14th Five-Year Plan. Meanwhile, the steady recovery of China's exhibition economy not only builds a platform for exhibitions and trades, but also provides new opportunities for other countries to share Chinese market opportunities, and for global economic recovery and growth.

To enable CCPIT to play a better role in boosting trade investment and to better serve foreign trade companies to open up the international market amid the pandemic, so as to provide authoritative

information resources for the exhibition industry, provide reference for relevant government departments to improve exhibition management and service levels, and formulate policies and development plans for the exhibition industry, the Department of Trade and Investment Promotion of CCPIT (CCPIT-DTIP) has entrusted the Academy of CCPIT (ACCPIT) to formulate the *Annual Report on China's Exhibition Economy (2021)* (hereinafter referred to as the *Report*). Since 2005, the Report has been issued for 17 consecutive years to bring out the industry voice, which imposed far-reaching impact on the exhibition industry at home and abroad and served as a guidance for the industry development.

The *Report (2021)* will retain the review and outlook of China's exhibition industry, the overview of the development of China's domestic exhibitions, and the overview of the development of China's exhibition venues as well as the overview of China Pavilion of Expo Dubai in the UAE. In addition, the development overview of international trade digital exhibitions, case study on exhibition industry development in Chinese cities and the new developments of China's four major international exhibitions (CIIE, CIFTIS, CIEF and CICPE) were added based on the new development trend of China's exhibition industry in the new era, in a bid to reflect the status of exhibitions (expos) held in China comprehensively, accurately and timely.

## II. Research Methods of the Report

Several research methods including data analysis, comparative analysis and literature analysis were applied in preparing the Report to summarize and extract valuable data and information and form conclusions so as to reveal the inherent quantitative relationship, law and development trend of various exhibition indicators.

**Data analysis.** China's domestic exhibition data is mainly collected and provided by the Information Department of China International Exhibition Center Group Corporation, and such data is sourced from the member units of the CCPIT system and domestic public media information (network and print media). Based on the data of 2,949 economic and trade exhibitions with area information collected, separate statistics were made on the number of similar industry exhibitions held by the same exhibition organizers, at the same time, and at the same venue if such exhibitions were clearly distinguished by the exhibition organizers, otherwise the combined statistics were made accordingly.

The relevant data of China's exhibition venues is derived from the database of the Information Department of China International Exhibition Center Group Corporation. According to the statistical

standard of the exhibition venue market by the Global Association of the Exhibition Industry (UFI), a statistical survey has been conducted on 272 exhibition venues and non-professional exhibition places in 145 cities (excluding Hong Kong, Macau and Taiwan) and a statistical analysis has been conducted on those professional exhibition venues whose indoor rentable area is more than or equal to 5,000 square meters and at which more than two economic and trade exhibitions have been held in 2021. Accordingly, the China's exhibition venue profile defined in 2021 includes 151 professional exhibition venues, with a total indoor rentable area of approximately 10.34 million square meters.

**Comparative analysis.** With regard to the development of domestic exhibitions in China, the Report analyzes the changes in the number of exhibitions and the exhibition area in 2021 compared with those in 2020, and makes a comparative analysis from four aspects: regional distribution, scale distribution, industry distribution, and exhibition organizers.

With regard to the development of China's exhibition venues, the Report analyzes the changes in the number and area of exhibition venues in 2021 compared with those in 2020, and makes a comparative analysis from regional and scale distribution, market and operation, summarizes the change law of each indicator, and truly reflects the development trend of China's exhibition industry in 2021.

**Literature analysis.** Supported by the National Library of China, CNKI and Wanfang Database, as well as the Bureau of International Expositions (BIE), Global Association of the Exhibition Industry (UFI), International Congress & Convention Association (ICCA), International Association of Exhibitions and Events (IAEE), Association of the German Trade Fair Industry (AUMA) and other authoritative professional institutions, the relevant information and materials as well as research reports on domestic and overseas exhibitions have been widely collected for making an in-depth research and summarizing the characteristics of the development of China's exhibition industry in 2021 and forecast the development trajectory and trend of China's exhibition industry in 2022 and beyond.

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Based on the major events of China's exhibition industry in 2021 and the first-hand survey data, this Chapter briefly reviews the overall operation of China's exhibition industry in 2021 and presents an outlook of the development prospect in 2022.

### I. Development Trend of China's Exhibition Industry in 2021

The year 2021 is the first year for China to implement its 14th Five-Year Plan and the Long-term Goals for 2035. It is also a critical year for economic development after the COVID-19 outbreak. In the face of many new situations and changes, China's exhibition industry, based on the new development stage, has carried out a new vision for development and established a new development pattern, featuring the following five development trends in general.

#### (I) The resilience and vitality of domestic exhibition industry began to increase

In 2021, to meet the severe challenges brought by the epidemic, concerted efforts have been made in China's exhibition industry to overcome adverse impacts, accelerate innovation in exhibition services, management and business models, and foster new growth drivers for the industry. The exhibition industry in China continued to recover and develop on the basis of 2020, with the number of exhibitions and exhibition area achieving a relatively rapid growth compared with the previous year. According to incomplete statistics, among the exhibitions whose area information has been collected, a total of 2,949 economic and trade exhibitions were held in China, up 48.6% YoY, covering a total exhibition area of 92.99 million square meters, up 27.2% YoY.

In terms of regional distribution, differences existed in the number and area distribution of economic and trade exhibitions in different regions. East China took the lead in terms of both exhibition quantity and area, Northeast China and Northwest China, however, lagged behind relatively in such terms. The number of exhibitions held in Northwest China, Central China, South China and East China all increased by more than 50%, up 71.9%, 70.4%, 60.5% and 53.2%, respectively. Northeast China, Central China, South China and Northwest China saw a big increase in exhibition area, up 49.3%, 47.8%, 34.3% and 33.5%, respectively. Among the regions, Shanghai and Guangdong continued to maintain top two in terms of the number and area of exhibitions held, with exhibition area in each region exceeding 15 million square meters.

In terms of industry distribution, the scale of exhibitions in different industries is obviously different. The number and area of exhibitions in light industry ranked first among all industries, with 1,224 exhibitions held in total, accounting for 61.7% of the total number of exhibitions of known industry categories, and covering a total exhibition area of 38.19 million square meters, which takes up 41.1% of the total exhibition area of known industry categories. The number and area of special exhibitions increased the most, up 83.8% and 105.3% respectively.



## **(II) The size of exhibition venue profile maintained a slight growth**

The number and area of exhibition venues in China in 2021 maintained a slight increase compared with 2020, but they have not recovered to the level of 2019. According to statistics, the number of exhibition venues across the country in 2021 reached 151, two more than in 2020, an increase of about 1.3%; the total indoor rentable area was about 10.34 million square meters, an increase of about 760,000 square meters or 7.9% over 2020, reflecting a trend of continuous growth in the total supply of exhibition venues under normal epidemic prevention and control. In terms of quantity, there were 32 exhibition venues with an indoor rentable area of more than 100,000 square meters, two more than in 2020, accounting for about 21% of the national total. Compared with 2020, the number of large and medium-sized exhibition venues has grown steadily, showing the continuous increase in the scale of China's exhibition venue. National Convention & Exhibition Center (Tianjin) (Phase I), Hunan Zhuzhou International Convention & Exhibition Center and Huaizhou New City International Convention & Exhibition Center were completed and put into use. The China International Exhibition Center (Shunyi) Phase II Project, Hangzhou Grand Convention and Exhibition Center Project, Xiamen New Convention and Exhibition Center Project, Guiyang Baoneng International Convention and Exhibition Center Project, Northeast Asia International Convention and Exhibition Center Project, and Shangqiu International Convention and Exhibition Center Project have all been planned and their construction has started. It is estimated that the new exhibition area will exceed 1 million m<sup>2</sup>. A number of key exhibition halls currently under construction, including Jinan Pilot Zone International Convention and Exhibition Center, Wuhan Tianhe International Convention and Exhibition Center, Zhengzhou New International Convention and Exhibition Center, National Convention and Exhibition Center (Tianjin) (Phase II), Xian International Convention and Exhibition Center (Phase II), and China Import and Export Fair Complex (Phase IV), overcame the impact of COVID-19 and are progressing smoothly. In the future, with the implementation of large-scale exhibition venue projects such as National Convention & Exhibition Center (Tianjin) (Phase II), China International Exhibition Center (Phase II), and Hangzhou Grand Convention and Exhibition Center, the total supply area of the exhibition venue is expected to increase continuously.

## **(III) Digital exhibitions became an important complement to offline exhibitions**

The year 2021 is known in the exhibition industry as the first year of the "meta-universe". In 2021, the impact of COVID-19 on global exhibitions continued to worsen, and the shift from offline exhibitions to digital ones was accelerating. Major exhibition companies have been actively looking for alternative models for offline exhibitions. According to the UFI Global Exhibition Barometer released by UFI, 58 percent of respondents worldwide have added digital services and products to their existing exhibition offerings. With the help of digital exhibitions, all parts of China have been actively integrating online and offline modes, connecting domestic and international markets. Guided by the innovative development concept of the exhibition industry in the new era of digital economy, digital exhibitions have served more than 10,000 exhibitors, attracted millions of professional sellers, and helped Chinese and foreign enterprises maintain and expand international trade channels.

The upgraded CCPIT Exhibition Cloud Platform has served more than 20 exhibition projects in total, including such national digital economic and trade exhibitions sponsored by CCPIT as China-Central & Western Africa International Trade Digital Expo, China-Central Asia International Trade Digital Expo and China-Central and North America International Trade Digital Expo, such local business exhibition online platforms as Changsha Rail Transit Exhibition, Shenyang Robot Exhibition and The 3rd China-Korea Trade and Investment Expo, as well as such small and medium-sized online trade promotion conference as 2021 Nantong Export Brand Online Trade Fair. It has also provided an online display platform for the activities of Inner Mongolia, Shanxi, Hebei, Jiangxi and Hainan at Expo Dubai, making positive contributions to helping Chinese and foreign enterprises maintain and expand international trade channels and enhancing economic and trade exchanges and cooperation between China and other countries. Relying on information technology, the "6 Days +365 Days" One-stop Trading Service Platform of the 4th China International Import Expo moved the real scenes of the 6-day exhibition venues offline to online, and displayed them all year round for 365 days. Breaking through the limitation of time, space and language, Cloud CIFTIS perfectly presented the technical innovation in the three theme scenes of "exhibition, discussion and consultation" on cloud. The 130th Canton Fair was held both online and offline. About 26,000 Chinese and foreign enterprises participated in online exhibitions, and a total of 2,873,900 pieces of exhibits were uploaded, 113,600 pieces more than the previous fair. The Fifth China-Arab States Expo innovatively adopted the way of "combining online and offline, focusing on online", and built a more convenient and efficient platform for economic and trade cooperation between China and countries along the Belt and Road.

#### **(IV) The first echelon of national exhibitions played a leading role**

Faced with the impact of COVID-19, offline exhibitions around the world have been severely affected. Many exhibitions such as Hannover Messe 2021 and Intersolar Europe 2022 have been postponed or closed, while the China International Import Expo, CIFTIS, Canton Fair and China International Consumer Products Expo have all been held offline, each showing distinctive features, which has formed a "four-wheel drive" for China's international market.

More than 2,900 enterprises from 127 countries and regions participated in the 4th China International Import Expo, with an exhibition area of 366,000 square meters, hitting a new record. 422 items of new products, technologies and services were displayed. 640 exhibitors and 766 buyers from 55 countries took part in large-scale trade and investment matchmaking events online and offline, and reached 273 items of cooperation intention, with a yearly intended transaction amount of USD 70.72 billion. The cumulative visits of online national exhibitions have exceeded 58 million times, which has made a beneficial attempt to promote exchanges among countries and create a new model of online national exhibition.

CIFTIS 2021 was held in the form of "one fair at two venues" for the first time, attracting more than 12,000 enterprises from 153 countries and regions to participate in online and offline exhibitions and achieving 1,672 items of various results. The number of participating countries increased by 5 and the number of enterprises increased by more than 4,500. Both the number of participating enterprises and the degree of

internationalization surpassed the level of the previous fair. Among them, Fortune Global 500 companies and leading enterprises in the industry participating in offline special exhibitions accounted for 30%, 21 percentage points higher than the previous fair.

The 129th Canton Fair attracted buyers from 227 countries and regions to register and visit the fair, with 35.38 million visits to the official website. The 130th Canton Fair resumed offline exhibition and was held both online and offline for the first time. Also for the first time, it was themed on promoting domestic and international double circulation, had International Trade Forum at national level, and set up offline exhibition area for "featured products for rural vitalization". The Fair has established a new mode, a new normal and a grand scene of dual-line exhibitions. There were about 26,000 Chinese and foreign enterprises participating in the exhibition online, and 7,795 exhibitors offline. A total of 600,000 visitors visited the exhibition hall, and 32.73 million visitors visited the online platform. All these contributed to the high-quality trade development, the recovery of global economy and trade, and the building of a new development pattern in services.

The First China International Consumer Products Expo held more than 130 supporting activities such as new product release, procurement docking and industry promotion, attracting 1,505 enterprises and 2,628 consumer brands from 70 countries and regions around the world. The number of visitors during the exhibition exceeded 240,000, which not only built a bridge for global consumer goods enterprises to enter the Chinese market, but also provided a broad stage for domestic consumer goods to enter the global market.

In addition, a large number of government-led exhibitions, including China-Northeast Asia Expo, China-ASEAN Expo, China-Arab States Expo, China International Fair for Investment & Trade (CIFIT), Western China International Fair, China-CEEC Expo and Smart China Expo, have been held successively, which has played a good demonstration effect in restoring exhibition activities, boosting confidence in the exhibition industry and standardizing epidemic prevention and control.

## **(V) The China Pavilion at Expo 2020 Dubai stood out with distinctive features**

Expo 2020 Dubai is the first World Expo held in the Middle East. Under the theme of "Connecting Minds, Creating the Future", countries have an opportunity to share their philosophies and success of economic and social development and enhance dialogue and cooperation, which shows the significant importance of the Expo. President Xi Jinping delivered a video address for the China Pavilion, in which he spoke highly of the significance of Expo 2020 Dubai, gave a comprehensive introduction to the contents of the China Pavilion, issued China's proposal to strengthen global governance, pursue innovation-driven development and advance the building of a community with a shared future for mankind, and conveyed China's firm determination to work with other countries to build a better world. On October 1, 2021, the China Pavilion of Expo 2020 Dubai was unveiled, with China Pavilion on Cloud launched simultaneously. Covering an area of 4,636 square meters, the China Pavilion is one of the largest pavilions in the Expo. Under the theme of "Build a Community with a Shared Future for Mankind – Innovation & Opportunity", the China Pavilion showcases China's achievements in areas such as space exploration, information technology, modern transportation,

artificial intelligence and smart living from four levels, i.e. "shared dream", "shared Earth", " shared home" and " shared future". By December 31, 2021, the China Pavilion had received 740,000 visitors, accounting for one-tenth of the total number of visitors to the Expo site.

## II. Development Outlook of China's Exhibition Industry in 2022

Under the impact of COVID-19, changes are accelerating, and the external environment is becoming more complex, grim and uncertain. Based on a scientific assessment of profound changes in the development environment, the 2021 Central Economic Work Conference calls for making steady progress while maintaining economic stability in 2022. In 2022, China's exhibition economy will keep the general tone of seeking progress while maintaining stability, accelerate the recovery and development of the exhibition industry, stabilize the basic foreign trade and foreign investment, and shift from the rapid growth of expansion of denotation scale to the new development stage of improving connotation quality and efficiency. The overall development trends will be as follows:

### **(I) "Dual circulation" (new development pattern in which domestic and foreign markets boost each other) development pattern will promote the new development of exhibition industry.**

In active response to Central Committee's calls, in close cooperation with the "dual circulation" building, China's exhibition industry will play a role of platform/bridge to provide better services for rebuilding of industrial chain and supply chain and upgrading of value chain. China's exhibition industry will transform into a more diversified form of industrial integration. The value creativity of all links of the exhibition industry will further promote the extension of the industrial chain to the high-end of the value chain.

**First, the value-added exhibition industry chain has more spillover effects.** The efficient coordination of the upstream, middle and downstream chains of the exhibition industry will promote the interconnected development of transportation, accommodation, catering, logistics, communications, finance, insurance and culture, tourism, planning, advertising, design, printing and other fields. "Exhibition +" (industry, city, functional zone, pilot free trade zone, free trade port, etc.) industrial clusters and exhibition business circles will further expand industrial spillover effects. The exhibition industry will develop in a more integrated manner with advantageous industries, making industries with local characteristics and advantages stronger. This requires us to promote new technologies, new products, new forms of business and new models, improve the industrial structure, upgrade factors of production and make innovations in business models, and further unleash new drivers of the "exhibition economy" .

**Second, exhibition activities will innovate and upgrade the supply chain.** Supply chain refers to the integration of logistics activities and business activities across enterprises. Supply chain needs integrated management, which is the coordination of supply and demand across enterprises. For some enterprises eager for transformation and innovation but without a clear development direction, the emergence of the exhibition

global supply chain system will be a good medicine to solve this development problem. Exhibition global supply chain system will be the product of the current digital social and economic development opportunities. It emphasizes the combination of own advantages such as talent, technology, management, capital, mode and other resources, so as to realize the linkage and mutual benefit of various industries and help enterprises to innovate and upgrade the structure and operation mode of industrial chain.

Third, extending the value chain of exhibition will increase the effective supply of exhibition. The value chain of exhibition industry has the characteristics of multi-function, cross-boundary and multi-profit sources. We need to take the initiative to design economic and trade behavior trajectory for exhibitors, and on the basis of providing basic functions of commodity trading and investment cooperation, hold a series of organic interactive exhibitions, conferences and exchange activities centering on the related fields in which exhibitors participate in economic cooperation, such as information, finance, logistics, customs clearance facilitation, park cooperation, scientific and technological R&D, etc., so that exhibitors can get multiple benefits through one exhibition, which will also promote the sustainable growth of exhibition institutions and improve the quality and efficiency of the exhibition industry.

## **(II) Green and low-carbon development will be a direction that exhibition industry is heading for.**

The Guiding Opinions on Accelerating the Establishment and Improvement of Green, Low-carbon and Circular Economic System (Guofa No. [2021]4) issued by the State Council in 2021 clearly stated: "To drive green development of convention and exhibition industry, guide the formulation of industry-related green standards, promote recycling of exhibition facilities, and ensure the realization of carbon peaking and carbon neutrality goals. China's exhibition industry will enter a new stage of high-quality development featuring high efficiency, green and low carbon.

First, the concept of green, low-carbon exhibition will be upgraded. Organizers, venues, sponsors and consumers will further improve their understanding of new green exhibition, and gradually form a low-carbon concept of "green planning, green design, green investment, green construction, green production, green circulation, green living and green consumption", which will boost the integrated development, transformation and innovation of the whole exhibition industry ecological chain.

Second, the green and low-carbon design will ensure the realization of carbon peaking and carbon neutrality goals in the exhibition industry. Greening will be realized in the links of venue facilities and exhibition organization, exhibition design, booth construction and exhibition services, so as to meet the carbon peaking and carbon neutrality goals. Innovation in green technology will be supported, green exhibition arrangement and participation will be promoted, and green services will be utilized safely and efficiently in the exhibition field. Green booth recycling may become the norm. On the premise of meeting the needs of display, for design and production of green booth, we advocate reducing component materials to achieve modular assembly. It is required to use low-energy-consumption, low-pollution, degradable and recyclable materials for construction.

Third, the integration of resources in the field of low-carbon exhibition will be further accelerated. In terms of exhibition content, some large-scale exhibitions focusing on efficient, green and low-carbon development will gradually extend to new energy vehicles, intelligent manufacturing, environmental protection and other fields. In 2022, for exhibition hardware, a new generation of exhibition halls will be built and upgraded, and the integration of exhibition industry and diversified industries will be accelerated. For exhibition services, the transformation of exhibition service providers from a single business model to a comprehensive brand service provider providing overall solutions will further promote the high-quality development of China's exhibition industry.

### **(III) Professional brand exhibition will become the mainstream of the development of exhibition industry**

Internationally, professional exhibition has become the mainstream of the development of exhibition industry, representing the development trend of exhibition economy. Compared with general exhibition, professional exhibition is more targeted, has higher quality audience, better exhibition effect and stronger market function, and can better reflect the overall situation of the industry. The exhibition content is more focused on refinement. Large-scale exhibitions are developing from horizontal segmentation of exhibition objects to vertical segmentation of the upstream and downstream of the industrial chain. The number of new special exhibitions or exhibitions held at the same time of international large-scale exhibitions is increasing, and the scope of exhibition, and types and uses of exhibits are becoming more and more professional.

First, the development of emerging industries contains great opportunities for the development of exhibition industry. The Proposals of the Central Committee of the Communist Party of China on Formulating the 14th Five-Year Plan for National Economic and Social Development and the Long-Range Objectives Through the Year 2035 specifies the arrangement and deployment for “building emerging industrial chain” and “expanding strategic investment in emerging industries” . Emerging industries will face new development opportunities. In the future, China’ s exhibition industry will focus on new-generation information networks, biology, new materials, high-end equipment, new energy, energy-saving and environmental protection, and new energy vehicles, etc., aiming at organizing specialized brand exhibitions with global influence.

Second, exhibitions of new consumption scope will give new driving force. Overall promotion of consumption is a key part in the efforts to expedite creating a complete domestic demand system during the 14th Five-Year Plan period. China consumption structure upgrading provides new business opportunities for exhibition theme selection and planning. By following the trend of new consumerism, supporting the promotion of new Chinese style and advertising new China-made goods, the upgrading of new consumption and consumption pattern has generated a new “blue ocean” gradually. According to the recent policy orientation and press releases, people’ s demands for a wide concept of health and entertainment have become a hotspot. Given the influence of such consumption structure transformation and upgrading, exhibitions themed on relaxation on holidays, old-age medical care, elderly care and cultural tourism will possibly be one of the hottest domains of China’ s exhibition industry in a period of time in the future. At the same time, the post-2000s generation has gradually

become new consumers, high-level professional brand exhibitions of animation, games, e-sports, pets and other types will realize rapid growth, and the construction of "exhibition brand" and "company brand" will be further strengthened.

Third, focusing on international competitions becomes an exhibition hotspot. The year 2022 will witness several important sport events - the XXIV Olympic Winter Games, followed by the 31st Summer Universiade and the 19th Asian Games Hangzhou 2022, which will take place in Chengdu and Hangzhou respectively. Exhibitions themed on sport events are expected to recover in 2022 and nationwide fitness industries will become one of the future trends.

#### **(IV) The integration with international exhibitions will be accelerated for participation in overseas exhibitions**

First, RCEP member countries and regions will be in the spotlight for organizing exhibitions. Coming in force on January 1, 2022, Regional Comprehensive Economic Partnership (RCEP) covers a population of 2.37 billion, and involves USD 25.6 trillion of regional GDP and USD 10.2 trillion of total volume of foreign trade. The proportions of covered population, regional GDP and total volume of foreign trade are around 30% of the global total. It has become the largest, most energetic and most promising free trade zones, topping those in North America and EU. RCEP coming in force will bring great benefits to our import and export enterprises. With the implementation of a series of high-level rules regarding customs procedures, inspection and quarantine, and technical standards agreed among the countries, RCEP will be remarkably effective in reducing intra-regional trade costs and enhancing regional product competitiveness. In the future, China's overseas exhibitions will target RCEP member countries and guide enterprises on expanding imports from and exports to RCEP member countries by virtue of related policies.

Second, bilateral and regional exhibitions will be further strengthened. Regional cooperation brings new opportunities for exhibition industry. With the further deepening of cooperation in the "Belt and Road" exhibition, bilateral and regional exhibition platforms and exhibitions with regional characteristics will be further developed. Given the international cooperation between and ASEAN, Northeast Asia, South Asia, Central and Eastern Europe, West Asia, Africa and other regions, these countries/regions are all likely to be the key areas of international exhibition cooperation. The bilateral and regional (Sino- ASEAN, Sino-Northeast Asia, Sino-Mongolia, Sino-Russia, Sino-South Asia, Sino- Central and Eastern Europe countries, Sino-Arab countries, Sino-Asia and Europe and Sino-Africa) large foreign-related economy and trade exhibitions will have new breakthrough themes, thus facilitating enterprises to expand international market.

Third, the mode of participating in overseas exhibitions will be further innovated. The efforts of holding overseas exhibitions will continue to be intensified, and the international competitiveness and influence will be further enhanced. Exhibitor categories will be expanded from light industry clothing, chemical machinery and agricultural products to more areas, and more enterprises will participate in overseas exhibitions online, or both online and offline. While fully introducing important international conferences and well-known enterprises,

China's exhibition industry will strengthen the strategy of "going out", actively explore foreign markets, and implant Chinese exhibition companies and brands into the international market. China's exhibition industry will continue to strengthen in-depth cooperation with foreign exhibition enterprises, to realize all-round globalization in venue construction, scientific and technological means, exhibition process, personnel training, management level and other aspects.

### **(V) The digital transformation trend of offline exhibition industry will become more and more obvious**

In November 2021, UFI released the 2nd Industry Partners Benchmark Survey, showing that 66% of respondents had high demand for virtual reality applications in future events, and 59% had relatively high demand for deal-making. Among them, respondents in the Asia-Pacific region were more in need of deal-making, while respondents in Europe were more in need of virtual reality. At the same time, digital economy has risen to the top of China's national strategy, becoming a "new engine" for economic growth during the 14th Five-Year Plan period. With the rapid development of digital economy, technology and business intersections between industries are getting closer and closer. The progress of science and technology has brought digital transformation and upgrading opportunities to the traditional exhibition industry. The digital transformation of the exhibition industry mainly includes three aspects:

**First, online and offline exhibitions will be developed in an integrated way.** Traditional activity exhibition + digital exhibition= double-line activity exhibition. The double-line activity exhibition will closely combine digital technology with offline activities and exhibitions, integrate offline activity exhibition with online digital activity exhibition, link enterprises, customers, online and offline, and open up the relationship flow and information flow, so as to give full play to the advantages and complement the bottleneck of online and offline exhibitions, and superimpose the effect of double-line driving. Through "cloud" exhibition, online and offline "resonance" will be realized, and offline exhibitions will be digitally projected onto the network. From "cloud" exhibition, "cloud" negotiation to "cloud" contracting, the whole process of online exhibition will be opened up, which will improve the digital level of the exhibition industry.

**Second, intelligent construction of exhibition venues will be strengthened.** In terms of market demand, the traditional exhibition operation mode is increasingly challenged by innovative business models. Each of the old three parts of exhibition, i.e. venue – exhibition organization – exhibitor and visitor invitation, has certain alternative based on new technology. Online exhibitions and video conferences are typical examples. It can be expected that with technological progress and continuous improvement of operation mode, their impulse and ability to replace traditional exhibitions will only be increasingly strengthened. With the development of technology, traditional exhibition venues can no longer fully meet the exhibition demand. In order to keep up with The Times, we need to take scientific and technological innovation as a breakthrough point to create smart exhibition venues. Venue intelligence is mainly reflected in intelligent operation, intelligent management, intelligent service and intelligent infrastructure. Digital exhibition application scenarios will be developed by adopting communication technology, emerging Internet cloud technology, big data and Internet



of Things technology, geographic information, data computing and storage capacity, 5G and mobile application technology.

**Third, construction of digital exhibition information platform has unlimited potential.** On the one hand, exhibition enterprises will further enhance the level of intelligence and digitalization of the exhibition industry, promote the new infrastructure for digital exhibitions, iterate and improve technology platform, strengthen the security of digital exhibition network, and explore the establishment of a public platform for transnational (regional) exhibitions. On the other hand, they will make full use of big data mining, indoor positioning, machine bionic learning, artificial intelligence and other technologies to drive the development of a new system of modern exhibition industry. Based on these big platforms and cloud technology, they will build small platforms for exhibition activities in line with their own business characteristics, better serve the industry and enterprises, and build a digital exhibition information platform.

## I. Data Description

### (I) Data Sources

Data of this chapter were collected by CCPIT's member units or derived from China's public media information (online and paper media). When this Report made statistics of the quantity of exhibitions, in order to get a more accurate and comprehensive reflection of the scale of exhibitions across China, multiple exhibitions of similar industries held by the same organizer, at the same time and in the same place were either counted separately if the organizer differentiated them explicitly or counted in a combined manner if not. Note that data before 2021 involved in this chapter were all derived from those years' Annual Report on China's Exhibition Economy.

According to incomplete statistics, information of 3,194 exhibitions was gathered during 2021, with a decrease of 738 compared to the year 2020. Among the economic and trade exhibitions whose area information has been collected, 2,949 or 92.3% are economic and trade exhibitions, with a total exhibition area of 92.99 million square meters.

### (II) Involved Regions

As an important part of regional exhibition economy, economic and trade exhibitions make great contributions to regional economy and also reflect more accurately the development of a region's exhibition market. Therefore, statistical analysis will be conducted only on the 2,949 economic and trade exhibitions of which the area information has been collected in the following sections.

In this Report, information of economic and trade exhibitions involves 139 cities of 30 provinces, autonomous regions and municipalities directly under the central government (exc. Tibet Autonomous Region, Hong Kong, Macau Special Administrative Regions and Taiwan Province), as shown in Tables 2.1 and 2.2. Note that "nationwide" referred hereinafter only represents the said 139 cities of 30 provinces, autonomous regions and municipalities directly under the central government (exc. Tibet Autonomous Region, Hong Kong, Macau Special Administrative Regions, Taiwan Province) within the territory of China. It is hereby certified.

**Table 2.1 List of Provinces & Autonomous Regions & Municipalities Covered in the Report**

Anhui	Beijing	Chongqing	Fujian	Guangdong
Guangxi	Gansu	Guizhou	Hebei	Henan
Heilongjiang	Hubei	Hunan	Hainan	Jiangsu
Jiangxi	Jilin	Liaoning	Inner Mongolia	Ningxia
Qinghai	Shanghai	Shandong	Shanxi	Shaanxi
Sichuan	Tianjin	Xinjiang	Yunnan	Zhejiang

Note: Provinces, autonomous regions and municipalities directly under the central government are listed in alphabetical order.

**Table 2.2 List of Cities Covered in the Report**

Anguo	Anping	Anqing	Anyi	Bengbu	Baotou	Baoji	Baoding	Beijing	Binzhou
Bozhou	Cangzhou	Changshu	Changzhou	Chenzhou	Shenyang	Chengdu	Chifeng	Chongqing	Cixi
Dalian	Datian	Dongguan	Dongying	Ejina Banner	Ordos	Foshan	Fuzhou	Fuyang	Ganzhou
Gao'an	Guangzhou	Guichi	Guiyang	Guilin	Harbin	Haikou	Hailar	Haining	Handan
Hangzhou	Hefei	Heze	Hebi	Hohhot	Huai'an	Huainan	Huizhou	Jinan	Jiaxing
Jiangmen	Jinzhou	Jinjiang	Jingdezhen	Jiujiang	Jiuquan	Kunming	Kunshan	Laixi	Lanzhou
Langfang	Leling	Lianyungang	Linyi	Liuzhou	Longyan	Luzhou	Luoyang	Luohe	Ma'anshan
Meitan	Mianyang	Nan'an	Nanchang	Nanchang County	Nanjing	Nanning	Nantong	Ningbo	Ninghai
Pengzhou	Putian	Qingdao	Qingtian	Qionghai	Quanzhou	Rizhao	Sanming	Sanya	Xiamen
Shanghai	Shaoxing	Shenzhen	Shijiazhuang	Shishi	Shouguang	Shunde	Suzhou	Suqian	Taizhou
Taiyuan	Tai'an	Taizhou	Tangshan	Tianjin	Weihai	Weifang	Wenzhou	Urumchi	Wuxi
Wuhu	Wuhan	Xi'an	Xining	Xianyang	Xinyu	Xingtai	Xingyi	Xuzhou	Yantai
Yancheng	Yangzhou	Yichun	Yiwu	Yinchuan	Yongkang	Yuyao	Yulin	Yuhuan	Zhangye
Changchun	Changsha	Zhenjiang	Zhengzhou	Zhongshan	Zhuhai	Zhumadian	Zibo	Zunyi	

Note: Cities are listed in alphabetical order.

## II. Geographical Distribution

2021 is the first year of the 14th Five-Year Plan, and a key year for China's exhibition economy to be back on track after the COVID-19 epidemic. Thanks to the effective prevention and control of COVID-19, offline exhibitions have gradually resumed across the country, and both the number of exhibitions and the exhibition area have achieved rapid growth. A total of 2,949 economic and trade exhibitions were held in the year, with a YoY increase of 48.6%; the total exhibition area was 92.99 million square meters, with a YoY increase of 27.2%.

### (I) Regional Distribution

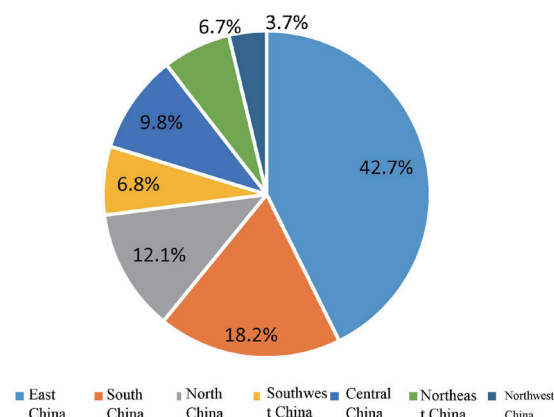
In 2021, differences existed in the number and area distribution of economic and trade exhibitions in various regions of China. East China took the lead in terms of the number of exhibitions and area, Northeast China and Northwest China, however, lagged behind relatively in such terms.

#### 1. With obvious differences in the number of exhibitions in various regions, East China still took the lead

In 2021, considering the number of exhibitions, East China was far ahead; South China and North China ranked second and third respectively. Central China surpassed Southwest China, ranking fourth. Northeast China and Northwest China took the sixth and seventh respectively. As shown in Figure 2.1, 1,259 exhibitions or 42.7% of China's economic and trade exhibitions were held in East China, achieving a 1.3% increase. It is followed by South China and North China, holding 536 exhibitions (18.2%) and 357 exhibitions (12.1%) respectively; 288 exhibitions (9.8%) were held in Central China, and 200 exhibitions (6.8%) were held in Southwest China;

The two regions with the fewest exhibitions were the Northeast China and the Northwest China, holding 199 (6.7%) and 110 (3.7%) exhibitions respectively.

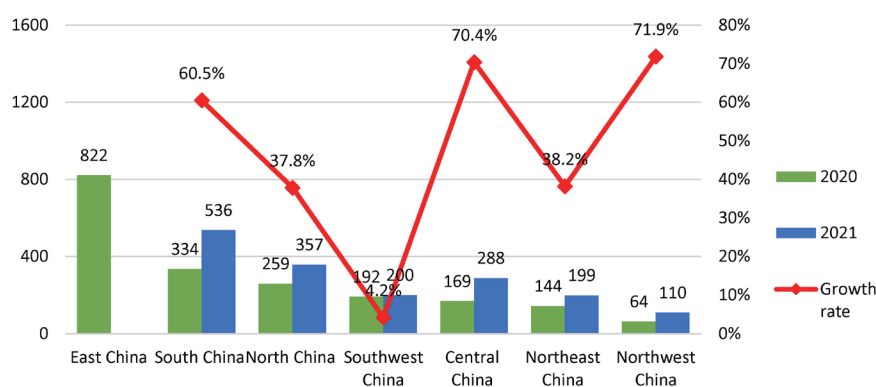
The geographical distribution of exhibitions by proportion in 2021 was basically the same as that in 2020. Slight increases were witnessed in East China, South China, Central China and Northwest China, and small decreases were witnessed in Southwest China and Northeast China; the proportion in Northwest China was basically unchanged. In addition, Central China outperformed Southwest China; taking the fourth place.



**Figure 2.1 Geographical Distribution of Exhibitions by Quantity Ratio, 2021**

### 2. Quantity of exhibitions held by each region decreased somewhat, and Northwest China had the biggest YoY drop.

Data of 2020 shows that exhibitions held in each region scaled back a great deal. Among them, Northwest China suffered the biggest drop, followed by North China and Northeast China. As shown in Figure 2.3, compared with 2019, exhibitions held in Northwest China decreased by 118 or a YoY decrease of 64.8%; that of North China decreased by 311 or a YoY decrease of 54.6%; that of Northeast China decreased by 114 or a YoY decrease of 44.2%; that of East China decreased by 587 or a YoY decrease of 41.7%; that of Southwest China decreased by 135 or a YoY decrease of 41.3%; and then South China and Central China faced a decline of 210 and 88, a YoY decrease of 38.6% and a YoY decrease of 34.2% compared with 2019 respectively.



**Figure 2.2 Geographical Distribution of Exhibitions by Quantity, 2020-2021 (Unit: exhibitions)**

### 3. The distribution of exhibition area was uneven in different regions, and East China still ranked top

In 2021, the exhibition area varied greatly in different regions in China, among which East China ranked top, followed successively by South China, North China, Southwest China, Central China, Northeast China and Northwest China. The ranking order was consistent with that in 2020. As shown in Figure 2.3, East China recorded 40.97 million square meters in exhibition area, taking up 44.1% of the total area of economic and trade exhibitions held nationwide; exhibition area in South China covered 19.35 million square meters, taking up 20.8%; exhibition area in North China covered 9.7 million square meters, taking up 10.4%; exhibition area in Southwest China and Central China covered 7.11 million square meters and 7.02 million square meters, taking up 8.3% and 7.5%, respectively. Northeast China and Northwest China registered the smallest area of 5.11 million square meters and 3.14 million square meters, accounting for 5.5% and 3.4%, respectively.

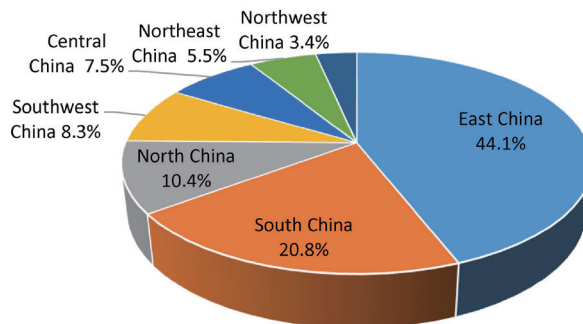


Figure 2.3 Geographical Distribution of Exhibitions by Area Ratio, 2021

#### 4. The exhibition area in all regions increased significantly, with the largest YoY growth in Northeast China

In 2021, the epidemic has been effectively prevented and controlled, thanks to which the exhibition area in all regions of China has increased to varying degrees. Among the regions, Northeast China saw the biggest YoY increase in exhibition area, followed by Central China and South China. As shown in Figure 2.4, compared with 2020, in terms of exhibition area, Northeast China witnessed an increase of 1.69 million square meters or 49.3% YoY; Central China an increase of 2.27 million square meters or 47.8% YoY; South China an increase of 4.94 million square meters or 34.3% YoY; Northwest China an increase of 0.79 million square meters or 33.5% YoY; North China an increase of 1.95 million square meters or 25.2% YoY. East China and Southwest China saw an increase of 8.12 million square meters or 24.7% YoY and 0.16 million square meters or 2.1% YoY respectively.

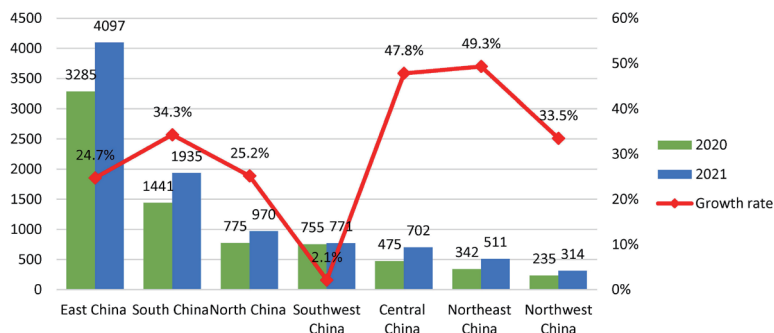


Figure 2.4 Variations in Geographical Distribution of Exhibitions by Area, 2020-2021 (Unit: 10,000 square meters)

## (II) Provincial Distribution

In 2021, under the repeated influence of the epidemic, the situation of exhibition holding in the provinces (autonomous regions/municipalities directly under the central government) in China has been better than that in 2020. Those provinces more capable of organizing exhibitions still embark actively on holding these events while taking measures for epidemic prevention and control. Guangdong and Shanghai continued to maintain top two in terms of the number and area of exhibitions held, with exhibition area in each region exceeding 15 million square meters.

### 1. By quantity of exhibitions, all provinces witnessed a significant rise while Guangdong, Shanghai and Jiangsu ranked top three

In 2021, China's top three provinces (autonomous regions/municipalities directly under the central government) by quantity of exhibitions were Guangdong, Shanghai and Jiangsu successively, all of which saw an increase, to varying degrees, in quantity of exhibitions. Among the three regions, Guangdong Province held a total of 419 exhibitions, accounting for 14.2% of the national total, with a YoY increase of 47.5%; Shanghai held a total of 341 exhibitions, accounting for 11.6% of the national total, with a YoY increase of 8.3%; Jiangsu Province held a total of 307 exhibitions, accounting for 10.4% of the national total, with a YoY increase of 195.2%. The top three provinces (autonomous regions/municipalities directly under the central government) hosted a total of 1,067 exhibitions, with a YoY increase of 51.8%. As shown in Figure 2.5 and Figure 2.6.

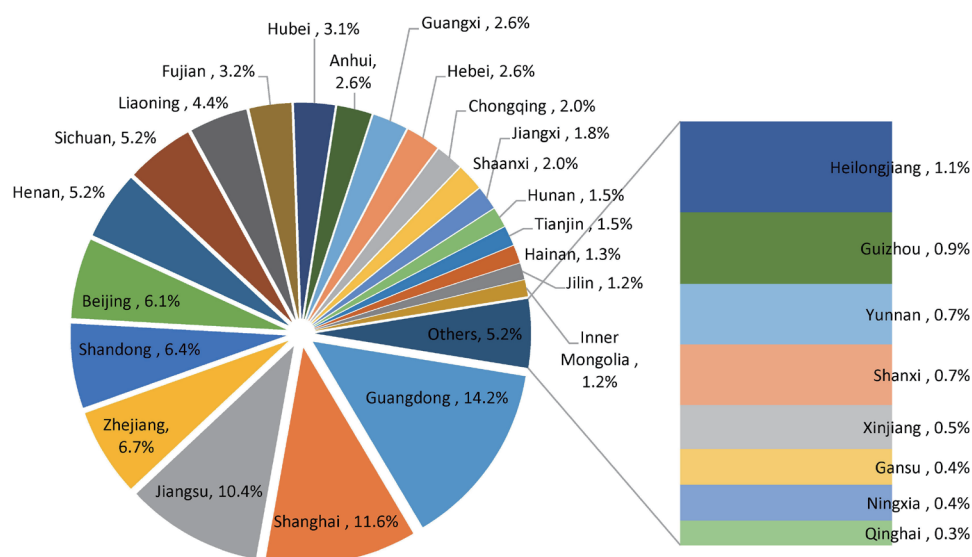
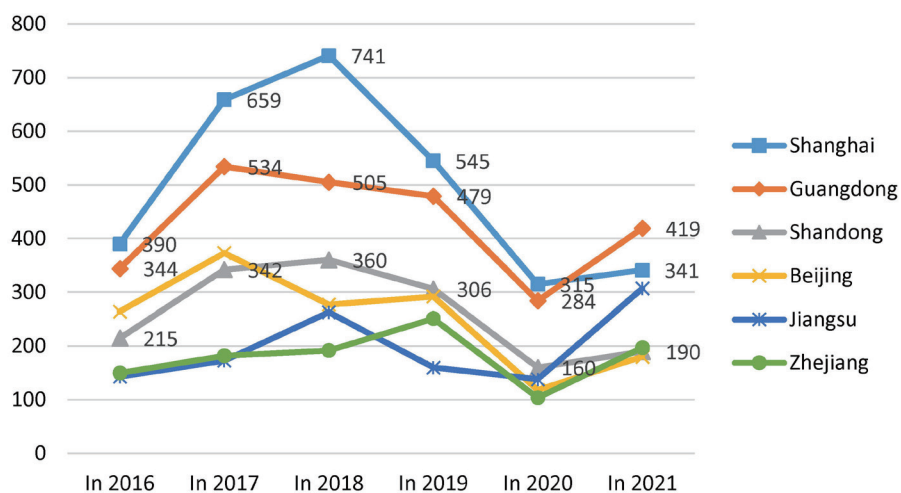


Figure 2.5 Provincial/Municipal/Autonomous Region Distribution of Exhibitions by Quantity Ratio, 2021



**Figure 2.6 Variations in Exhibition Quantities of Major Exhibition Provinces (Autonomous Regions/Municipalities Directly under the Central Government), 2016-2021**

According to statistics, there were 8 provinces (autonomous regions/municipalities directly under the central government) that held more than 100 exhibitions, with the top five being Guangdong, Shanghai, Jiangsu, Zhejiang, and Shandong successively. The above-mentioned 8 provinces (autonomous regions/municipalities directly under the central government) held a total of 2,069 exhibitions, accounting for 65.0% of the national total; 9 provinces (autonomous regions/municipalities directly under the central government) held 50-100 exhibitions each, with a total of 680 exhibitions, accounting for 23.1% of the national total. As shown in Table 2.3.

**Table 2.3 List of Provinces (Autonomous Regions/Municipalities Directly under the Central Government) Holding More than 50 Exhibitions in 2021**

S/N	Provinces & Municipalities	Exhibition Quantity	S/N	Provinces & Municipalities	Exhibition Quantity
1	Guangdong	419	10	Fujian	94
2	Shanghai	341	11	Hubei	91
3	Jiangsu	307	12	Anhui	78
4	Zhejiang	197	13	Guangxi	78
5	Shandong	190	14	Hebei	76
6	Beijing	180	15	Chongqing	60
7	Henan	153	16	Shanxi	59
8	Sichuan	152	17	Jiangxi	52
9	Liaoning	130			

2. By area of exhibitions, all provinces witnessed a significant rise with Shanghai, Guangdong and Shandong ranking top three

In 2021, the area of exhibitions held by each province increased to varying degrees. Among them, those ranking top three in exhibition areas were Shanghai, Guangdong and Shandong successively, while Beijing dropped out of the top three. In specific, Shanghai had an exhibition area of 17.055 million square meters, taking up 18.3% of the national total, with an increase of 4.5% YoY; Guangdong registered an exhibition area of 16.905 million square meters, taking up 18.2% of the national total, with an increase of 28.7% YoY; Shandong's exhibition area came in at 6.792 million square meters, taking up 7.3% of the national total, with an increase of 25.1% YoY. The top three provinces (autonomous regions/municipalities directly under the central government) by area of exhibitions registered a total exhibition area of 40.752 million square meters, with an increase of 16.8% YoY. As shown in Figure 2.7.

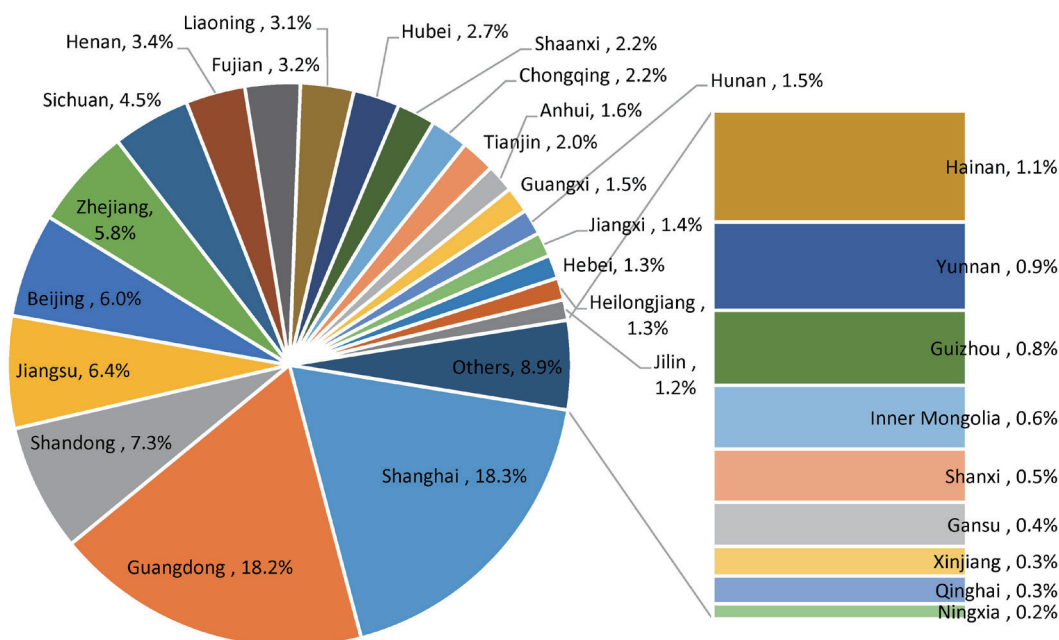


Figure 2.7 Provincial, Municipal/Autonomous Region Distribution of Exhibitions by Area Ratio, 2021

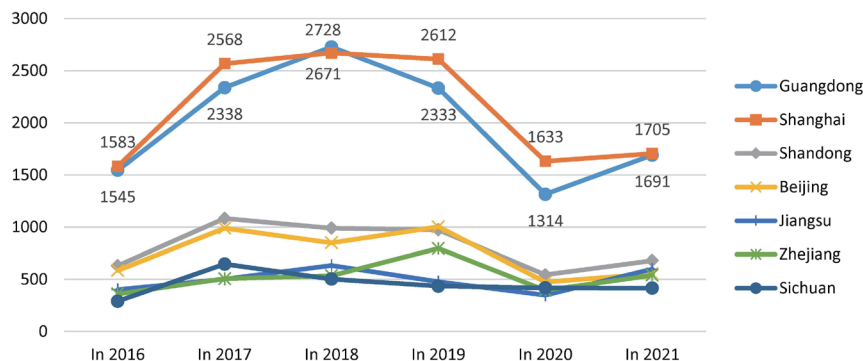
There were two provinces (autonomous regions/municipalities directly under the central government) with an exhibition area exceeding 10 million square meters - Shanghai and Guangdong. In addition to the above two provinces (autonomous regions/municipalities directly under the central government), six other provinces (autonomous regions/municipalities directly under the central government) have registered an exhibition area of over 5 million square meters. And there were seven provinces (autonomous regions/municipalities directly under the central government) with an exhibition area between 2 million and 5 million square meters, covering a total exhibition area of 19.663 million square meters, taking up 21.1% of the national total; there were nine provinces with an exhibition area between 1 million and 2 million square meters, registering a total exhibition area of 11.946 million square meters, taking up 12.8% of the national total. As shown in Table 2.4.



**Table 2.4 List of Provinces (Autonomous Regions/ Municipalities directly under the Central Government) with an Exhibition Area of Above 1 million square meters, in 2021**

S/N	Provinces & Municipalities	Area (10,000 square meters)	S/N	Provinces & Municipalities	Area (10,000 square meters)
1	Shanghai	1705.5	12	Shaanxi	204.5
2	Guangdong	1690.5	13	Chongqing	202.2
3	Shandong	679.2	14	Tianjin	181.8
4	Jiangsu	598.7	15	Anhui	149.6
5	Beijing	553.6	16	Guangxi	140.1
6	Zhejiang	539.5	17	Hunan	137.4
7	Sichuan	416.0	18	Jiangxi	129.8
8	Henan	317.5	19	Hebei	125.5
9	Fujian	294.6	20	Heilongjiang	116.9
10	Liaoning	284.8	21	Jilin	109.5
11	Hubei	246.7	22	Hainan	104.0

Besides, comparison on area of exhibitions from 2016 to 2021 suggested that between 2018 and 2020, all provinces (autonomous regions/municipalities directly under the central government) witnessed a decrease in the area of exhibitions, among which some had seen a continuous decline owing to different reasons, but the data was picking up in 2021. As shown in Figure 2.8.



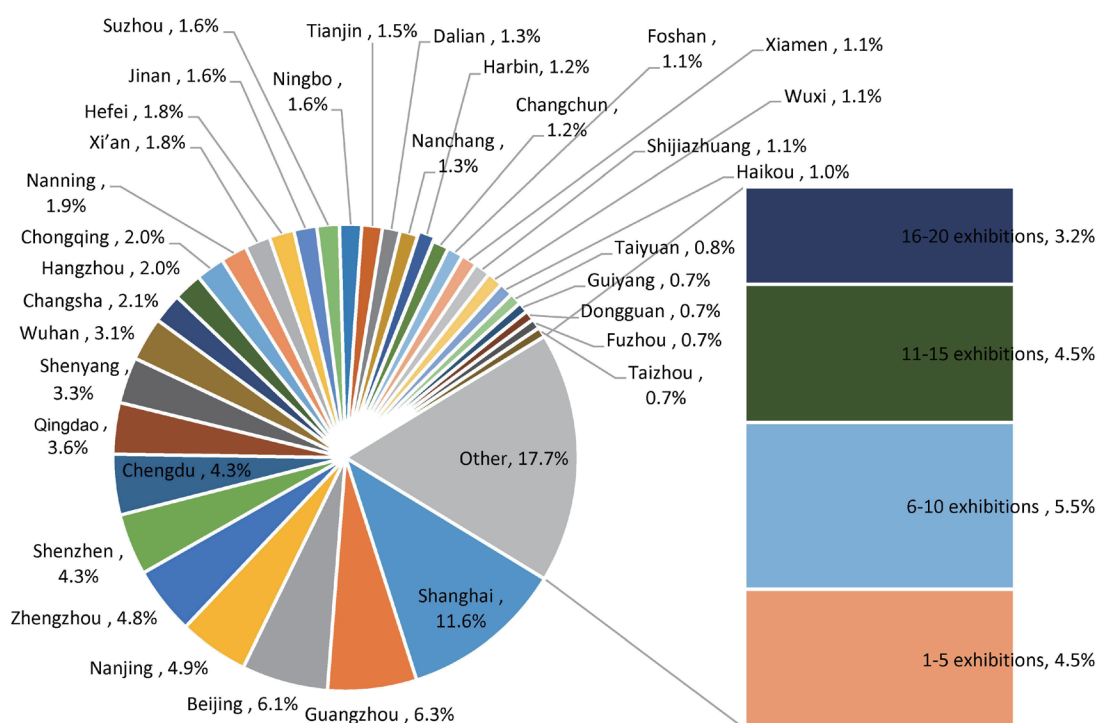
**Figure 2.8 Variations in Exhibition Area of Major Exhibition Provinces (Autonomous Regions/ Municipalities Directly under the Central Government) 2016-2021 (Unit: 10,000 square meters)**

### III. Distribution of Exhibition in Cities

In 2021, faced with repeated difficulties caused by the epidemic, major cities have taken measures step by step to boost local exhibitions under the normalization of the epidemic prevention and control, so as to speed up the development of online and offline exhibitions, and make up for the adverse impact of the epidemic on the exhibition industry to a certain extent. Shanghai, Guangzhou and Beijing remained the major exhibition cities in China and ranked among top three by quantity and area of exhibitions.

#### (I) Shanghai, Guangzhou and Beijing remained top three by the number of exhibitions, with Shanghai taking up the highest proportion

In 2021, the top three cities by the number of exhibitions in China were Shanghai, Guangzhou and Beijing, with Guangzhou surpassing Beijing to rank the second. Among the top five cities by the number of exhibitions, Nanjing replaced Shenzhen, taking the fourth place, and Zhengzhou ranked the fifth. Among them, Shanghai held a total of 310 exhibitions, accounting for 10.5% of the national total, with a YoY decrease of 1.6%; Guangzhou held a total of 186 exhibitions, accounting for 6.3% of the national total, with a YoY increase of 31.0%; Beijing held a total of 151 exhibitions, accounting for 5.1% of the national total, with a YoY increase of 28.0%; Nanjing held a total of 145 exhibitions, accounting for 4.9% of the national total, with a YoY increase of 66.7%; Zhengzhou held a total of 141 exhibitions, accounting for 4.8% of the national total, with a YoY increase of 62.1%. A total of 647 exhibitions were held in Shanghai, Guangzhou and Beijing, accounting for 21.9% of the total exhibitions held nationwide.



**Figure 2.9 Proportions of Numbers of Exhibitions in Cities in 2021**

Note: "1-5, 6-10, 11-15 and 16-20" in the figure represent the quantities of exhibitions held in corresponding cities. Data are combined in view of the large-scale analysis of exhibition cities.

According to statistics, there were 16 cities where over 50 exhibitions were held (see Table 2.5), increasing by 4 compared with 2020. A total of 1,815 exhibitions were held in the above 16 cities, accounting for about 61.5% of the total exhibitions held in China, an increase of 66.3 percentage points over 2020. In general, the number of exhibitions in all the cities has recovered significantly despite repeated impacts of the epidemic.

Table 2.5 List of Cities Holding More Than 50 Exhibitions in 2020

S/N	City	Quantity	S/N	City	Quantity
1	Shanghai	341	9	Shenyang	96
2	Guangzhou	186	10	Wuhan	91
3	Beijing	180	11	Changsha	62
4	Nanjing	145	12	Hangzhou	60
5	Zhengzhou	141	13	Chongqing	60
6	Shenzhen	128	14	Nanning	55
7	Chengdu	126	15	Xi'an	53
8	Qingdao	107	16	Hefei	52

## (II) Shanghai, Guangzhou and Beijing continued to rank top three by the area of exhibitions, with Shanghai accounting for the highest proportion

In 2021, despite the impact of COVID-19, the area of exhibitions in various cities in China has risen. The overall ranking of the cities by exhibition area was basically consistent with the quantity of exhibitions. That is to say, cities with a large quantity of exhibitions also registered a large area of exhibition. However, due to the influence of urban economic development, epidemic prevention and control situation and other factors, the specific ranking varied slightly. Shanghai, Guangzhou, Beijing and Shenzhen ranked top four by exhibition area, which was consistent with the data in 2020. Among the top five cities by exhibition area, Chengdu rose from seventh to fifth. Specifically, the exhibition area in Shanghai was 17.055 million square meters, accounting for 18.3% of the total exhibition area nationwide, an increase of 4.5% YoY; the exhibition area in Guangzhou was 9.303 million square meters, an increase of 39.3% YoY; the exhibition area in Beijing was 5.536 million square meters, an increase of 16.9% YoY. As shown in Figure 2.10.

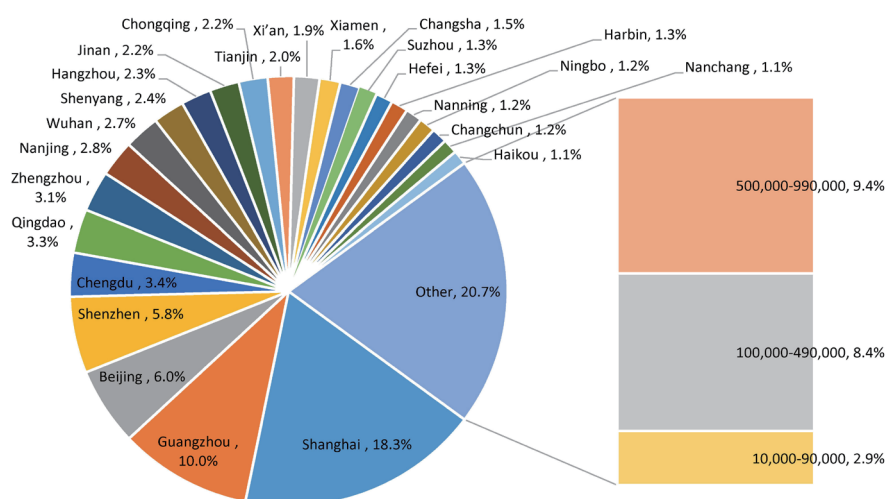


Figure 2.10 Proportions of Exhibition Areas in Cities, 2021

Note: "10,000-90,000, 100,000-490,000, 500,000-990,000" in the Figure represent the area of exhibitions held in corresponding cities. Data are combined in view of the large-scale analysis of exhibition cities.

According to statistics, the exhibitions held in Shanghai covered an average area<sup>①</sup> of 54,000 square meters, and the figure is 50,000 square meters for Guangzhou, and 31,000 square meters for Beijing. Under the situation of COVID-19 prevention, Guangzhou witnessed a slight increase in the average area of exhibition compared with last year, while Shanghai and Beijing saw a decrease. The exhibitions held in Guangzhou were mainly large-scale ones, while those in Beijing featured medium-scale exhibitions due to limited size of exhibition venues.

Additionally, in 2021, there were a total of 13 cities in China with an exhibition area of more than 2 million square meters, increased by 5, i.e. Nanjing, Wuhan, Shenyang, Hangzhou and Jinan, compared with 2020. There were 12 cities with an exhibition area of 1 million to 2 million square meters, increased by 3 compared with 2020. The cities with an exhibition area of more than 1 million square meters registered an aggregated area of 75.265 million square meters, accounting for 80.9% of the total exhibition area nationwide, an increase of 37.3% over 2020. See Table 2.6.

**Table 2.6 List of Cities Holding Exhibitions over 1 Million Square Meters in 2021**

S/N	City	Area (10,000 square meters)	S/N	City	Area (10,000 square meters)
1	Shanghai	1705.5	14	Tianjin	181.8
2	Guangzhou	930.3	15	Xi'an	178.8
3	Beijing	553.6	16	Xiamen	144.9
4	Shenzhen	543.9	17	Changsha	139.4
5	Chengdu	311.9	18	Suzhou	123.1
6	Qingdao	310.5	19	Hefei	119.3
7	Zhengzhou	288.6	20	Harbin	118.1
8	Nanjing	257.6	21	Nanning	116.1
9	Wuhan	250.2	22	Ningbo	114.5
10	Shenyang	220.7	23	Changchun	109.5
11	Hangzhou	211.3	24	Nanchang	103.7
12	Jinan	205.6	25	Haikou	101.1
13	Chongqing	202.2			

## IV. Distribution in Scale

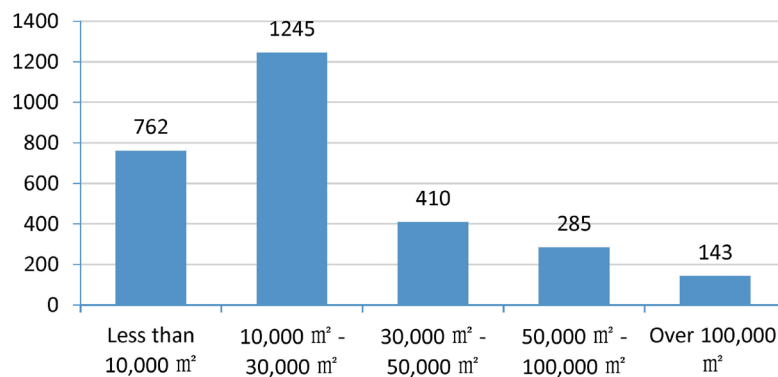
Scale is an important standard for judging an exhibition's value and status, and specific evaluation indicators are area of exhibitions, quantity of exhibitions, number of exhibitors and quantity of visitors. In this Report, nationwide exhibition scale of 2021 was estimated by the exhibition area criterion, which was classified as below 10,000 square meters, 10,000- 30,000 square meters, 30,000-50,000 square meters, 50,000-100,000 square meters and above 100,000 square meters.<sup>②</sup> The overall scale of exhibitions nationwide increased in 2021.

① Average area = total exhibition area/total number of exhibitions

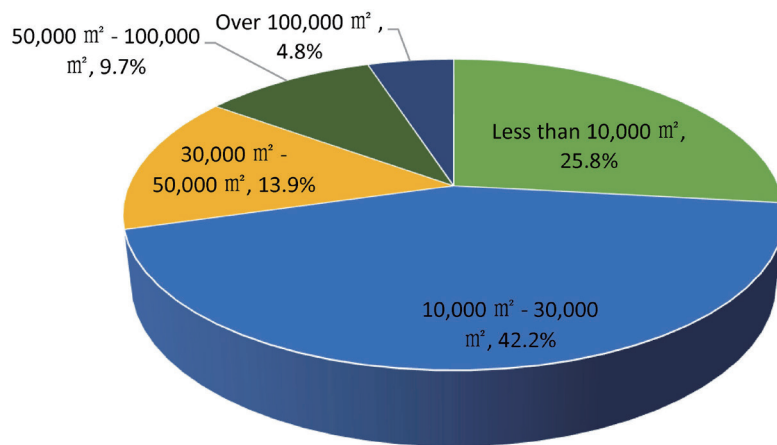
② Below 10,000 m<sup>2</sup> means "exhibition area ≤ 10,000 m<sup>2</sup>"; 10,000-30,000 m<sup>2</sup> means "10,000 m<sup>2</sup> < exhibition area ≤ 30,000 m<sup>2</sup>"; 30,000-50,000 m<sup>2</sup> means "30,000 m<sup>2</sup> < exhibition area ≤ 50,000 m<sup>2</sup>"; 50,000-100,000 m<sup>2</sup> means "50,000 m<sup>2</sup> < exhibition area ≤ 100,000 m<sup>2</sup>"; above 100,000 m<sup>2</sup> means "exhibition area > 100,000 m<sup>2</sup>".

**(I) Nearly half of the exhibitions covered an area of 10,000 to 30,000 square meters, and the small-scale exhibitions below 10,000 square meters witnessed a remarkable increase.**

In 2021, among all exhibitions held in China, the number of exhibitions with a scale of 10,000 to 30,000 square meters accounted for the largest proportion. The number of small-scale exhibitions below 10,000 square meters achieved an increase, and that of exhibitions with a scale above 10,000 square meters also increased. Specifically, exhibitions below 10,000 square meters totaled 762, accounting for 25.8% of all exhibitions with an increase of 86.3% over 2020; exhibitions with a scale of 10,000 to 30,000 square meters totaled 1,245, accounting for 42.2% of all exhibitions, an increase of 39.4% over 2020; exhibitions with a scale of 30,000 to 50,000 square meters totaled 410, accounting for 13.9% of all exhibitions, an increase of 25.0% over 2020; exhibitions with a scale of 50,000 to 100,000 square meters totaled 285, accounting for 9.7% of all exhibitions, an increase of 20.3% over 2020; exhibitions above 100,000 square meters totaled 143, accounting for 4.8% of all exhibitions, an increase of 22.2% over 2020. See Figure 2.11 and 2.12.



**Figure 2.11 Number of Exhibitions Nationwide of All Scales, 2021**



**Figure 2.12 Proportions of Numbers of Exhibitions Nationwide of All Scales, 2021**

## (II) Exhibitions covering above 50,000 square meters accounted for a half, and the exhibitions of all scales witnessed an increase.

Among all exhibitions of different scales held in China in 2021, exhibitions with an area above 100,000 square meters accounted for the largest proportion, followed by those with an area of 10,000 to 30,000 square meters and those with an area of 50,000 to 100,000 square meters. Specifically, exhibitions below 10,000 square meters covered a total area of 5.224 million square meters, accounting for the smallest proportion of 5.6%. However, compared with 2020, the figure increased by 69.3%; exhibitions with a scale of 10,000 to 30,000 square meters covered a total area of 25.618 million square meters, accounting for 27.5% of all exhibitions; exhibitions with a scale of 30,000 to 50,000 square meters covered a total area of 17.033 million square meters, accounting for 18.3% of all exhibitions; exhibitions with a scale of 50,000 to 100,000 square meters covered a total area of 20.651 million square meters, accounting for 22.2% of all exhibitions; exhibitions above 100,000 square meters covered a total area of 25.884 million square meters, accounting for 27.8% of all exhibitions. See Figure 2.13 and 2.14.

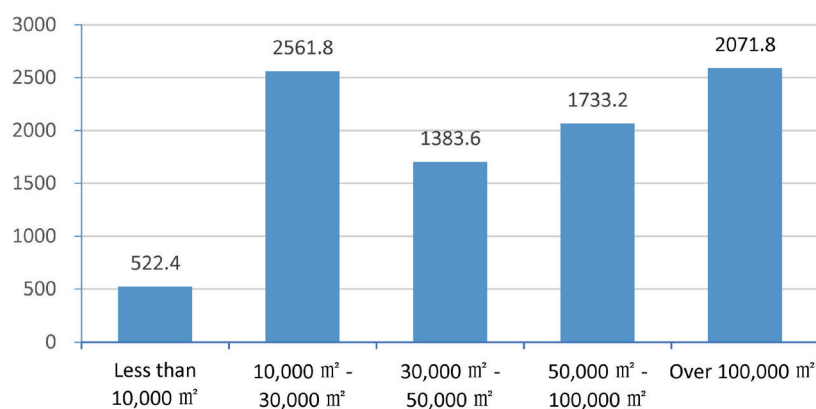


Figure 2.13 Total Area of Exhibitions of Different Scales, 2021 (Unit: 10,000 square meters)

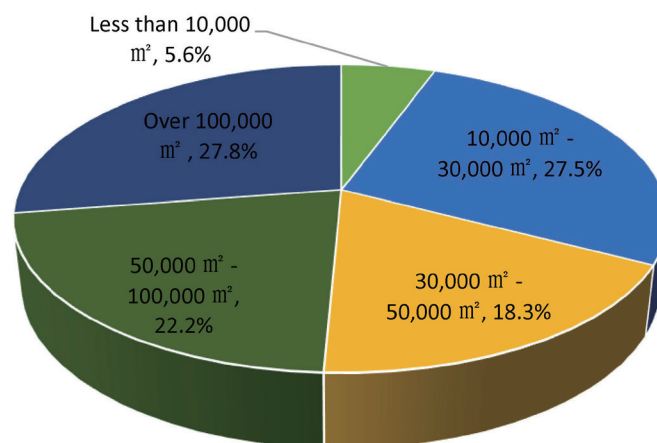


Figure 2.14 Area Proportions of Exhibitions of Different Scales, 2021

### (III) With the effective pandemic prevention and control, exhibitions of all scales witnessed a growth in both quantity and area.

Given the fact that the pandemic was controlled basically in 2021, exhibitions of all scales witnessed a growth in both quantity and area, of which small-scale exhibitions below 10,000 square meters witnessed the largest growth in both quantity and area.

Comparing the exhibitions quantity of 2021 and 2020, it can be seen that in 2021, exhibitions below 10,000 square meters increased by 353 over 2020, with a year-on-year growth of 86.3%; exhibitions with a scale of 10,000 to 30,000 square meters increased by 352 over 2020, with a year-on-year growth of 39.4%; exhibitions with a scale of 30,000 to 50,000 square meters increased by 82 over 2020, with a year-on-year growth of 25.0%; exhibitions with a scale of 50,000 to 100,000 square meters increased by 48 over 2020, with a year-on-year decline of 20.3%; exhibitions above 100,000 square meters increased by 26 over 2020, with a year-on-year growth of 22.2%. See Figure 2.15.

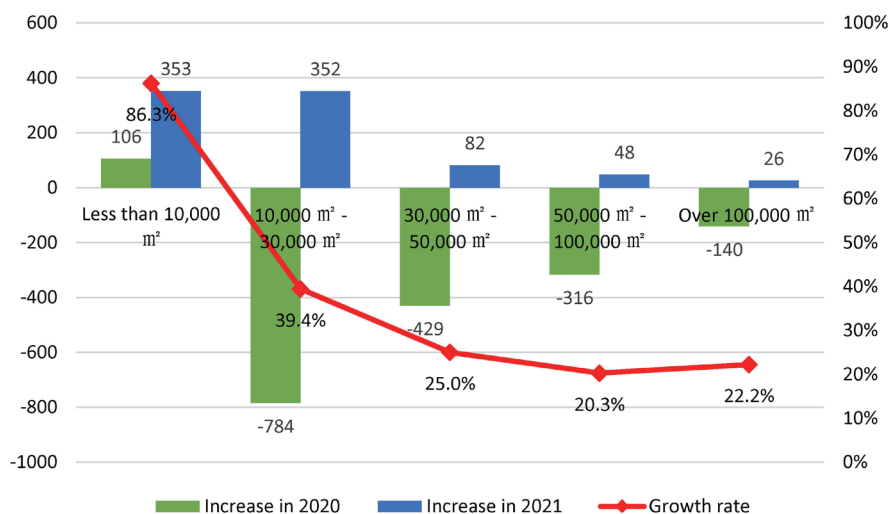


Figure 2.15 Variation in Quantities of Exhibitions of All Scales, 2020-2021(Unit: exhibitions)

Comparing the area of exhibitions held in 2021 and 2020, it can be seen that in 2021, the total area of exhibitions below 10,000 square meters increased by 2.138 million square meters over 2020, with a year-on-year growth of 69.3%; the total area of exhibitions with a scale of 10,000 to 30,000 square meters increased by 7.51 million square meters over 2020, with a year-on-year growth of 41.5%; the total area of exhibitions with a scale of 30,000 to 50,000 square meters increased by 3.197 million square meters over 2020, with a year-on-year growth of 23.1%; the total area of exhibitions with a scale of 50,000 to 100,000 square meters increased by 3.319 million square meters over 2020, with a year-on-year growth of 19.2%; the total area of exhibitions above 100,000 square meters increased by 5.166 million square meters over 2020, with a year-on-year growth of 24.9%. See Figure 2.16.

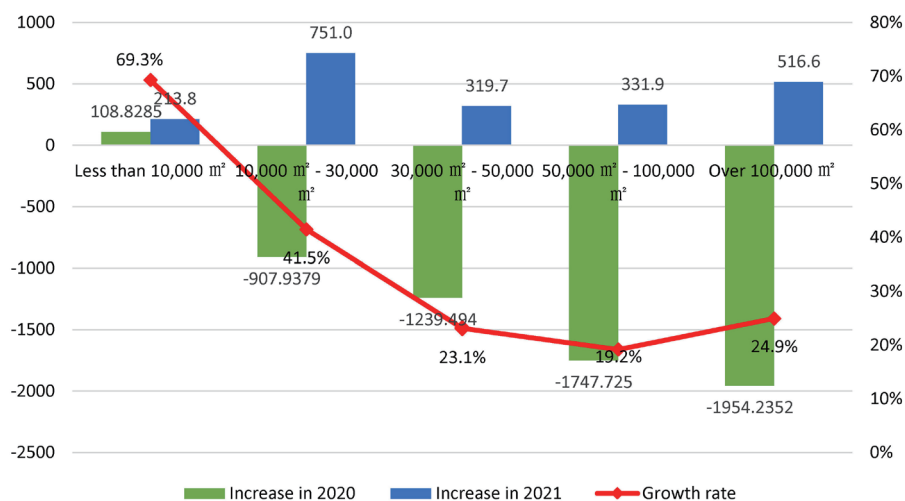


Figure 2.16 Variation in Exhibition Area of All Scales, 2020-2021 (Unit: 10,000 square meters)

## V. Distribution of Exhibitions by Industries

By industry, in 2021, the quantity and scale of exhibitions held in different industries varied significantly if the exhibitions were classified into heavy industry, light industry, agricultural industry, service industry and specialized exhibition. In terms of the number of exhibitions held in different industries, light industry exhibition > heavy industry exhibition > service industry exhibition > agricultural industry exhibition<sup>③</sup> > specialized exhibition, while in terms of the area, light industry exhibition > heavy industry exhibition > service industry exhibition > agricultural industry exhibition > specialized exhibition. The structure of exhibition industry was basically the same as that in 2020. However, from actual figures, the number and area of exhibitions of each industry have increased compared with the previous year.

### (I) Light industry exhibitions ranked top in both quantity and area among all industries

Among the 2,949 trade and economic exhibitions, the number of light industry exhibitions ranked first in all industries, that of heavy industry exhibitions ranked second, and that of service industry exhibitions ranked third. Among them, 1,224 light industry exhibitions were held, accounting for 41.5% of the total number of classified exhibitions of known industries; the total exhibition area was about 38.19 million square meters, accounting for 41.1% of the total area of classified exhibitions of known industries. 728 heavy industry exhibitions were held, accounting for 24.7% of the total number of classified exhibitions of known industries; the total exhibition area reached about 24.75 million square meters, accounting for 26.6% of the total area of classified exhibitions of known industries. 687 service industry exhibitions were held, accounting for 23.3%

<sup>③</sup> Specialized exhibitions mainly refer to professional science and technology exhibitions, national and regional exhibitions and comprehensive exhibitions focusing on import and export trade.



of the total number of classified exhibitions of known industries; the total exhibition area reached about 18.23 million square meters, accounting for 19.6% of the total area of classified exhibitions of known industries. The number of agricultural industry exhibition and specialized exhibition was 185 and 125 respectively, accounting for 6.3% and 4.2% of the total number of classified exhibitions of known industries; and the exhibition area was 6.26 million square meters and 5.46 million square meters respectively, accounting for 6.7% and 5.9% of the total area of classified exhibitions of known industries respectively. As shown in Figure 2.17, the position of the bubble reflects the difference in the number of exhibitions in different industries, and the size of the bubble represents the size of the exhibition area.

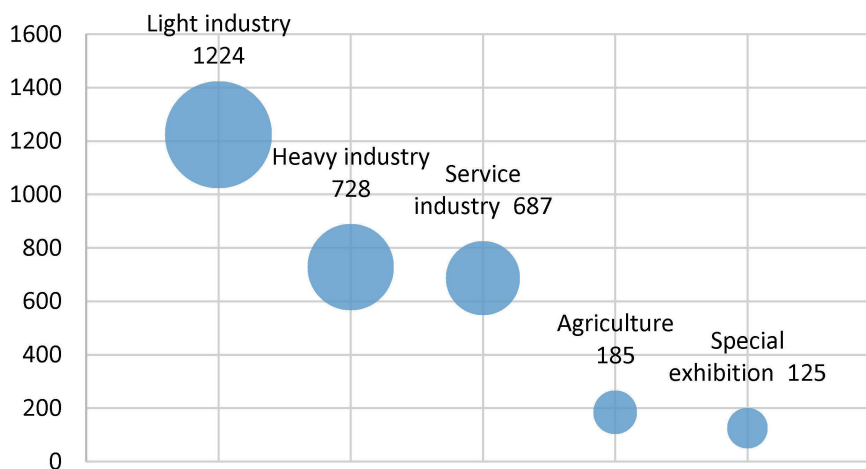


Figure 2.17 Distribution of Exhibition Industries in 2021

## (II) The number of exhibitions in various industries increased to varying degrees with the largest growth witnessed in the number and area of specialized exhibitions

In 2021, given the effective control of the pandemic, the number and area of exhibitions in various industries increased to varying degrees except that the area of light industry exhibitions declined. In terms of number, exhibitions in various industries witnessed an increase, with the largest year-on-year growth witnessed in specialized exhibitions; as for area, exhibitions in various industries witnessed an increase, with the largest year-on-year growth witnessed in specialized exhibitions. Specifically, compared with 2020, the number of light industry exhibitions increased by 412, up 50.7% year on year; the exhibition area increased by 6.88 million square meters, up 22.0% year on year. The number of heavy industry exhibitions increased by 213, up 41.4% year on year; the exhibition area increased by about 3.95 million square meters, up 19.0% year on year. The number of service exhibitions increased by 238, up 53.0% year on year; the exhibition area increased by about 4.9 million square meters, up 36.7% year on year. The number of agricultural industry exhibitions increased by 45, up 32.1% year on year; the exhibition area increased by about 1.28 million square meters, up 25.7% year on year. The number of specialized exhibitions increased by 57, up 83.8% year on year; the

exhibition area increased by about 2.8 million square meters, up 105.3% year on year. See Figure 2.18.

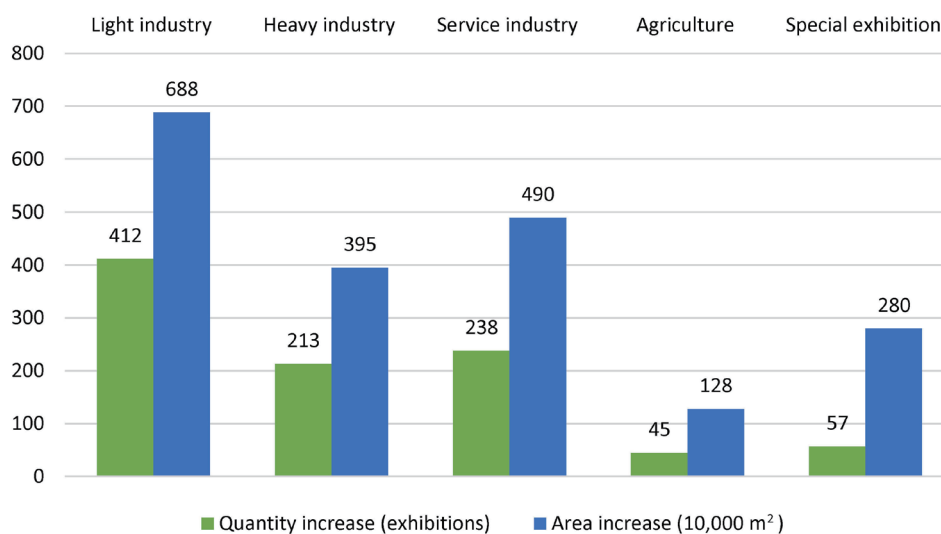


Figure 2.18 Layout of Exhibition Industries in 2020-2021

### (III) In light industry, the number and area of exhibitions of various sub-sectors increased or declined to varying degrees, and the number and area of exhibitions of food, drinks, tobacco and wine were the highest

In terms of the number of exhibitions, the number of exhibitions of food, drinks, tobacco and wine was the largest among all light industry exhibitions held in 2021, far larger than other sub-sectors, followed by exhibitions of furniture, woodworking and machinery; construction materials exhibitions, consumer goods and beauty and hairdressing exhibitions ranked third, fourth and fifth respectively. Compared with 2020, gifts/household products exhibitions ranked among the top seven, while toy/maternal & children supplies exhibitions fell out of the top ten. In the top ten light industry sub-sector exhibitions, construction materials exhibitions witnessed significant year-on-year growth. Specifically, 254 food, drinks, tobacco and wine exhibitions were held, a year-on-year increase of 64 or 33.7% compared with 2020, but still ranked first in the number of light industry exhibitions; 171 furniture, woodworking and machinery exhibitions were held, a year-on-year increase of 85 or 98.8% compared with 2020; 134 construction materials exhibitions were held, a year-on-year increase of 79 or 22.9% compared with 2020; 76 consumer goods exhibitions were held, a year-on-year increase of 26 or 52.0% compared with 2020; 58 beauty and hairdressing exhibitions were held, a year-on-year increase of 13 or 28.9% compared with 2020; 48 textile industry exhibitions were held, a year-on-year increase of 9 or 23.1% compared with 2020, but still ranked sixth. See Table 2.7.

**Table 2.7 Number of Top Ten Light Industry Sub-Sector Exhibitions in 2021**

S/N	Sub-Sector	Number of Exhibitions	S/N	Sub-Sector	Number of Exhibitions
1	Food/Drinks/ Tobacco /Wine	254	6	Textile Industry	48
2	Furniture, Woodworking and Machinery	171	7	Gifts/ Household Products	43
3	Construction Materials	134	8	Clothing/Apparel	40
4	Consumer Goods	76	9	Packaging Paper Printing	39
5	Beauty Salons	58	10	Advertising/Photographic Equipment	38

In terms of exhibition area, among all light industry exhibitions held in 2021, the exhibition area of food, drinks, tobacco and wine exhibitions was the largest, that of furniture, woodworking and machinery exhibitions ranked second, and that of construction materials exhibitions, consumer goods exhibitions and textile industry exhibitions ranked third, fourth and fifth, respectively. Specifically, the total area of food, drinks, tobacco and wine exhibitions was 7.864 million square meters, a year-on-year increase of 2.429 million square meters or 44.7% compared with 2020; the total area of furniture, woodworking and machinery exhibitions was 5.22 million square meters, a year-on-year increase of 0.617 million square meters or 13.4% compared with 2020; the total area of construction materials exhibitions was 1.34 million square meters, a year-on-year increase of 0.735 million square meters or 22.9% compared with 2020; the total area of consumer goods exhibitions was 2.631 million square meters, a year-on-year increase of 0.622 million square meters or 31.0% compared with 2020, ranking fourth; the total area of beauty and hairdressing exhibitions was 1.828 million square meters, a year-on-year increase of 29,000 square meters or 1.6% compared with 2020. See Table 2.8..

**Table 2.8 10 Light Industry Segments (Area) in 2020**

S/N	Industry Segments	Area (10, 000m <sup>2</sup> square meters)	S/N	Industry Segments	Area (10, 000m <sup>2</sup> square meters)
1	Food/Drinks/ Tobacco /Wine	786.4	6	Beauty Salons	182.8
2	Furniture, Woodworking and Machinery	522.0	7	Gifts/ Household Products	150.2
3	Construction Materials	394.5	8	Advertising/Photographic Equipment	150.0
4	Consumer Goods	263.1	9	Packaging Paper Printing	133.1
5	Textile Industry	190.7	10	Clothing/Apparel	112.1

### Case 1: The 11th National New Year Shopping Festival & Sichuan (Luzhou) Spring Festival Shopping Month•the 5th Food Festival became a light industry exhibition with the largest area

Among the light industry exhibitions held in 2021, the 11th National New Year Shopping Festival & Sichuan (Luzhou) Spring Festival Shopping Month The 5th Food Festival (hereinafter referred to as “Spring Festival Shopping Month”) was the largest in scale. The exhibition was held from January 29 to February 7, 2021 in the Southwest Trading Center China in Luzhou City, Sichuan Province. The exhibition had a total exhibition area of 450,000 square meters, including the main area of 20,000 square meters accommodating 500 standard booths; and sub-area of 430,000 square meters accommodating over 8,000 exhibitors. Twelve specially decorated boutique halls including Innovative Entrepreneurship Hall, New Year’s Eve Dinner Food Hall, E-Commerce Poverty Alleviation Hall, etc. Specifically, online access to the Innovative Entrepreneurship Hall was provided for audiences to watch the livestreaming in different periods of time. In this way, those who were not present on the scene could interact with innovative entrepreneurship projects and exhibitors would have more publicity. The online plus offline combination and exhibition plus selling combination enriched the event.

### Case 2: The 47th China (Guangzhou) International Furniture Fair energized the post-pandemic transformation and development of furniture manufacturers

The 47th China (Guangzhou) International Furniture Fair (CIFF) was held from March 18 to March 21, 2021 in Guangzhou Exhibition Hall of China Import and Export Fair. The 47th CIFF had a scale of 750,000 square meters and nearly 4,000 exhibitors. It was such a spectacular event that the number of visitors reached 357,809, representing a year-on-year growth of 20.17%. Effort was made to build the CIFF into a fully functional platform for domestic sales and export by setting up three theme exhibitions: Home Furniture Show, Office Furniture Show and Interzum, pooling together over 4,000 excellent house and home brands.

Three main features of the fair:

**First, it has distinctive industry chain.** The 47th CIFF Home Furniture, Office Furniture and Interzum covered the designer end, the manufacturer end and the consumer end with all range of themes and distinctive industry chain. Furthermore, it broken down the barriers in real estate and emerging themes to invite audiences engaging in real estate, decoration, centralized purchasing, health care and higher education. A range of summit forums were held to focus on channel development and prospective development, in order to bring mutual benefits to upstream and downstream real estate, home decoration and health care industries.

**Second, the CIFF was held both online and offline.** Cloud Visiting CIFF included “Equipment Trade Circle” livestreaming room, “Protagonist’s View” live streaming and live streaming of the scene, attracting nearly 7.6 million views online. The CIFF applet attracted over 2.36 million visits. Over 60 exhibitors’ livestreamed during the fair to connect with over 600,000 dealers. Audiences viewed new arrivals and fashion trend, and listened to bigshots’ opinions on the Cloud, enjoying the feast for house and home practitioners.

**Third, domestic sales and export sales are matched effectively.** In terms of domestic sales, the CIFF focused on designer and dealer viewers by building equipment trade circle and elite dealers circle; in terms of export sales, it deepened the Global Partnership Program and Cross-border E-commerce Development Program and continued to rejuvenate traditional flagship brands. do.

### Case 3: 2021 China Building Science Conference and Green Intelligent Building Expo led the green and high-quality development of construction industry

The first launch of China Building Science Conference and Green Intelligent Building Expo took place from June 24-27, 2021 at National Exhibition and Convention Center (Tianjin). Themed on Green Building for Better Life, the Expo is a demonstrative and symbolic project for creating a new pattern of “double cycle” development of Chinese convention and exhibition services, which covers all industries and is characterized of large scale, high threshold and high quality. The Expo involved design and innovative products, sponge cities and green construction materials, modern building and fabricated building, energy-saving and green construction materials, building mechanical and electrical equipment, intelligent building and “new infrastructure”, green intelligent decoration, engineering machinery, integrated solution to building implementation and the like, in order to show, in an all-round manner, the one-stop solutions, the latest trend and products covering planning, design, building, and operation & maintenance. The Expo had the following five highlights.

**First, it is the first benchmarking exhibition covering the entire industrial chain in building sector and a new platform serving national development strategies and supporting Tianjian opening-up.** The Expo pooled together thousands of renowned enterprises engaging in planning, design, building and operation & maintenance in building sector, to show the strength of northern region as the national flagship convention and exhibition platform to the utmost, to provide one-stop solutions, and to share commercial value together. The Expo tried the best to create China Building Industry Exhibition brand and aimed to become an example leading the green intelligent building and a prospective platform, thus promoting innovative development in building sector and serving national development strategies.

**Second, it is the first self-organized exhibition that is market-oriented, large and high-end, with an exhibition area themed on China building industry achievements.** National Exhibition and Convention Center (Tianjin) made its debut by self-organizing this market-oriented exhibition covering all industries and characterized of large scale, high threshold and high quality, since it was built, to celebrate the Centenary of the Communist Party of China. It set up an exhibition area themed on China building industry achievements to demonstrate national building development history and milestones since the 13th Five-Year Plan.

**Third, it realizes the innovative achievement transformation and matchmaking among enterprises, universities, research institutes and end-users.** In face of national major demands, as driven by innovation, it joined hands with domestically top research institutes such as Chinese Academy of Sciences, China Academy of Building Research, Tsinghua University, Tianjin University,

renowned building design and construction enterprises, as well as housing and urban-rural development authorities, real estate developers, and EPC contractors, to enable targeted matching between building industry and correlative industries, between research institutes and building enterprises, aiming to become a leading force and a platform for transformation of cutting-edge technologies and scientific research achievement, and for project matchmaking.

**Fourth, it focuses on intelligent building and coordinated development of building industrialization.** Focusing on 5G, AI, Internet of Things, digital twin, blockchain and other digital technologies, it was technically based on intelligent building and took advantage of building industrialization, aiming at green building. It implemented high-quality development strategy of “made in China” to realize building industry transformation and upgrading, thus contributing to strengthen Chinese manufacturing.

**Fifth, green building and green exhibition halls bring immersive experience.** National Exhibition and Convention Center (Tianjin) was built according to three-star green building standard with fabricated hall structures. Supported by Huawei and Tsinghua Tongfang, it created a leading digitalized exhibition venue. Exhibitors and visitors can be immersed in the charm of green intelligent building, which is a brand-new experience for exhibitors and visitors.

### Case 4: China Appliance & Electronics World Expo 2021 provided plentiful innovative achievements

China Appliance & Electronics World Expo (AWE) 2021 took place from March 23-25, 2021 at National Exhibition and Convention Center in Hongqiao, Shanghai. Themed on Blueprint for Smart Life in New Decade, this high-profile feast pooled together many renowned brands and products and solutions of cutting-edge science and technology and fashion design. It fully showcased the globally innovative achievements in home appliances and consumer electronics, and defined the intelligently connected life style in the era of digitalization. There were 8 halls for AWE 2021 to exhibit consumer electronics/intelligent science and technology, smart home appliances, beauty, health and personal care, smart kitchen and bathroom, small kitchen appliances, health care appliances, white appliances and others. Diversified brands participated in the Expo, including renowned TCL, Hisense, Changhong, Sony, Midea and Haier, as well as emerging brands such as SOOCAS and Muben Life.

The exhibition was characterized by the following aspects:

**First, intelligent science and technology serve for appliances.** Many star products took a show up at AWE 2021. There were many highlights, for example, driving experience at Skyworth, experience of Konka smart family service platform. Visitors could experience smart home on the scene. For example, full-automatic door lock enabled you to make instructions to intelligent home appliances via mobile APP and Bluetooth; scenario switches enabled you to turn on air conditioning and curtain. For another example, Haier developed customized “5+7+N” solution, and “moved” five spaces such as smart kitchen and smart living room and seven whole house solutions to the scene, enabling visitors to experience the charm of smart home.

**Second, visitors can try high-quality and well-designed small appliances.** The sense of science and technology brings convenience to human, but various small appliances are needed if you pursue a life of higher quality. At AWE 2021, various original brands and small appliances were in the spotlight in addition to renowned brands.

**Third, visitors can have interactive experience and win awards.** The sense of experience is also one of the highlights of AWE 2021. AWE provided entertainment experience – anything you can imagine – through various intelligent products experience, thus improving visitors' sense of participation and experience to a greater extent. High-quality experience on the scene is also a unique advantage of the offline exhibition.

### Case 5: CSITE 2021 – the 23th China Shanghai International Textile Expo maintained its leading position in northern textile and apparel /shoemaking industry

Jointly hosted by Haiming International Exhibition Group, Shanghai Textile and Apparel Association, Shandong Leather Industry Association, Qingdao Textile and Garment Special Union and Qingdao Leather Industry Association, and organized by Haiming International Exhibition Group, CSITE 2021 took place from June 28-30, 2021 at Qingdao International Expo Center.

The exhibition was characterized by the following aspects:

**First, CSITE 2021 is large in scale and has many exhibitors, radiating all over the northern market.** As the first UFI-certified professional exhibition in Shandong, CSITE 2021 radiated from the industrial cluster in northern region to those in East China, North China, northeast and northwest. It attracted over 1,800 high-quality apparel equipment manufacturers, apparel manufacturers, fabrics and accessories manufacturers, textile printing manufacturers and leather, shoe machines and shoe materials manufacturers, to facilitate transformation and upgrading of enterprises on the upstream and downstream of apparel and shoemaking manufacturers. Seven themed exhibitions were organized to link upstream producers, mid-manufacturers, and buyers in lower tier market, together with over 30 activities including order matching event, e-commerce event, investment promotion event and intangible cultural heritage exhibition, attracting over 80,000 super-professional buyers.

**Second, it facilitates the replacement of old growth drivers with new ones and expedites industrial upgrading.** On the scene of CSITE 2021, smart sewing equipment production line to the latest green industrial digital printing equipment; new functional textiles and fabrics, environment-friendly, full-automatic and integrated footwear leather equipment and materials, composed a one-stop exhibition of renowned brands and products at home and abroad. Top leading enterprises, government associations and other superior resources gathered together. Fully automatic production line, green materials and intelligent solutions help the industry to convert from the traditional operating mode to an emerging mode that is intelligent, coordinated and highly efficient. Continuous efforts will be made to promote the apparel industry development toward strong and fashionable manufacturing.

**Third, it stays in the forefront of digital economic development to energize the industry via online and offline exhibitions.** With an updated “exhibition +” system, the new brand “Haiming Cloud Exhibition” was created to provide digitalized platforms

and services such as online exhibitions for enterprises. Online display, online supply and demand matching, live streaming and cloud photo library were organized, in coordination with offline exhibition, to provide more convenient exhibition planning services for customers. Staying in the forefront of digital economic development, the organizer, together with exhibitors, continued to transform development pattern and focused on the nature of the industry, accelerating the deep integration of digital technologies and the industry.

### Case 6: China Wenzhou Int'l Optics Fair (WOF) 2021 will make waves, driven by online and offline events

The 19th WOF took place from November 5-7, 2021 at Wenzhou International Expo Center. Under the new development pattern in which domestic and foreign markets boost each other, the 19th WOF focused on online and offline exhibitions via internet technology, enabling cross-border interaction between products and visitors/viewers, enhancing the effect of the fair. There were six exhibition halls covering a total area of over 32,000 square meters and 500 exhibitors from major production areas nationwide.

Three main features of the fair:

**First, the exhibition structure is diversified and optimized.** The three-day WOF attracted 10,000 buyers to visit and negotiate and over 400 optics manufacturers from major production areas nationwide engaging in raw material, parts, package, lenses, optical frame and equipment/instrument. The purchase orders of intent valued nearly RMB 5 billion. For the first time, e-commerce exhibition area was set up to attract Amazon, Alibaba and other famous leading e-commerce platforms and related supporting service providers, building a convenient platform for optics manufacturers involving online marketing. The innovative design exhibition area pooled together famous glass designers and excellent young designers' products, in order to bring a new growth of the industry.

**Second, it keeps abreast of hot topics to facilitate industrial exchange and development.** Bigshots were invited to WOF 2021 Cross-border E-commerce Summit, which is themed on "paying attention to the trend, planning for the future and taking intelligent actions", to give their understanding on overseas market outlook and insight into the new trend of cross-border industry, focusing on platform building, supply-side development, purchase, stocking up and storage, marketing and delivery, so as to help optics manufacturers to leap forward. China (Ouhai) Int'l Optics Summit focused on the intelligent development trend of optics industry, for the purpose of promoting the transformation and upgrading of optics industry by branding, thus boosting a new leap of the industry.

**Third, online new pattern is in the ascendant and has a bright future.** Online and offline livestreaming mode was used to enable



online viewers at home and abroad to participate in the feast. In the on-the-spot trade matching event, over 100 domestic optics exhibitors on the industrial chain were arranged to match with buyers face to face, through 264 real-time video negotiations. 52 foreign buyers participated in the matchmaking, involving 37 countries/regions.

#### **(IV) The number and area of heavy industry sub-sector exhibitions were picking up, and the number and area of automobile industry exhibitions were the highest**

In terms of the number of exhibitions, among all heavy industry exhibitions held in 2021, the number of automobile industry exhibitions was the largest, followed by electronics and automation industry and construction machinery industry. The industrial equipment maintenance exhibitions and electric power sources exhibitions ranked fourth and fifth respectively. The top ten heavy industry sub-sector exhibitions have seen growth or declines in different degrees. Among them, the year-on-year growth in automobile industry exhibitions was the most obvious, with 308 exhibitions held in 2021, an increase of 125 or 68.3% compared with 2020, remaining the highest in the number of heavy industry exhibitions; 89 electronics and automation industry exhibitions were held, a year-on-year increase of 13 or 17.1% compared with 2020; 60 construction machinery industry exhibitions were held, a year-on-year increase of 19 or 46.3% compared with 2020; 54 industrial equipment maintenance exhibitions were held, a year-on-year increase of 14 or 35.0% compared with 2020; and 41 electric and electrical energy exhibitions were held, a year-on-year increase of 10 or 32.3% compared with 2020. See Table 2.9.

**Table 2.9 Number of Top Ten Heavy Industry Sub-Sector Exhibitions in 2021**

S/N	Sub-Sector	Number of Exhibitions	S/N	Sub-Sector	Number of Exhibitions
1	Automobile Industry	308	6	Machine Tools & Molds	35
2	Electronics and Automation	89	7	Chemical & Petrochemical Products	34
3	Construction Machinery	60	8	IT and Communication	21
4	Maintenance of Industrial Equipment	54	9	Casting/Metallurgy/Welding	19
5	Electrical/Electric Power Energy	41	10	Water Technology and Disposal	17

In terms of exhibition area, among all heavy industry exhibitions held in 2021, the automobile industry exhibitions boasted the largest exhibition area, becoming the industry category with the largest exhibition area among the heavy industry sub-sector exhibitions since 2012, followed by electronics and automation industry exhibitions. The exhibition area of construction machinery industry exhibitions, industrial equipment maintenance exhibitions and machine tool tooling exhibitions ranked third, fourth and fifth, respectively. The exhibition area of the top ten heavy industry sub-sectors increased or decreased to varying degrees. Specifically, the total exhibition area of automobile industry exhibitions was 11.158 million square meters, a year-on-year

increase of 3.309 million square meters or 42.2% compared with 2020; that of electronics and automation industry exhibitions was 3.386 million square meters, a year-on-year increase of 375,000 square meters or 12.4% compared with 2020; that of construction machinery industry exhibitions was 2.015 million square meters, a year-on-year increase of 260,000 square meters or 14.8% compared with 2020; that of industrial equipment maintenance exhibitions was 1.637 million square meters, a year-on-year decrease of 93,000 square meters or 5.4% compared with 2020; that of machine tool tooling exhibitions was 1.37 million square meters, a year-on-year increase of 85,000 square meters or 6.6% compared with 2020. See Table 2.10.

**Table 2.10 Exhibition Area of Top Ten Heavy Industry Sub-Sector Exhibitions in 2021**

S/N	Sub-Sector	Area (10, 000 square meters)	S/N	Sub-Sector	Area (10, 000 square meters)
1	Automobile Industry	1115.8	6	Electrical/Electric Power Energy	120.6
2	Electronics and Automation	338.6	7	IT and Communication	76.6
3	Construction Machinery	201.5	8	Casting/Metallurgy/Welding	69.3
4	Maintenance of Industrial Equipment	163.7	9	Chemical & Petrochemical Products	59.0
5	Machine Tools & Molds	137.0	10	Water Technology and Disposal	49.9

### **Case 7: The 19th Shanghai International Automobile Industry Expo 2021 is the first A-class auto show in the world that took place as scheduled**

The 19th Shanghai International Automobile Industry Expo (Auto Shanghai) 2021 hosted by China Association of Automobile Manufacturers, Council for the Promotion of International Trade Shanghai and Automobile Sub-council of China Council for the Promotion of International Trade took place from April 19-28, 2021 at National Exhibition and Convention Center (Shanghai). Themed on “embracing change”, Auto Shanghai 2021 is the first A-class international auto show that took place as scheduled this year since the COVID-10 pandemic, attracting great attention from all circles in the industry. The Expo was of high value and strategically targeted the global market, playing a leading role in global automobile industry. It fully manifested economic recovery and growth after the success in fighting the pandemic, restoring global confidence in automobile market. Covering a total area of 360,000 square meters, Auto Shanghai 2021 received 1,000 renowned automobile exhibitors and 810,000 visitors. 1,310 finished automobiles including 128 global debut vehicles were exhibited. The Expo reflected the call of our times for deep reform in automobile industry at the start of the 14th Five-Year Plan period, expediting effort in strengthening Chinese automobile manufacturing.

## Case 8: The 17th China International Machine Tool Show (CIMT) 2021 - “win the smart future together”

Hosted by China Machine Tool & Tool Builders' Association and co-organized by China International Exhibition Center Group Corporation, CIMT 2021 took place from April 12-17, 2021 at China International Exhibition Center (Shunyi) in Beijing. Covering a total area of 135,000 square meters, CIMT 2021 was a gathering of over 1,500 exhibitors from 27 countries and regions, who brought over 100,000 sets of machine tool & tool products. It was a new pattern that CIMT 2021 launched online exhibition to enable effective interaction with offline exhibition.

There were four highlights of CIMT 2021.

**First, digital technology develops rapidly to lead to various digital application tools.** Digitization has improved the basic framework for manufacturing business processes and become essential for market competition and business improvement. “Digital islands” converge to become a data stream with the development of digital technology, which runs through the lifecycles of products. The latest achievements in integration between digital technology and traditional manufacturing technology were centrally showcased in the CIMT2021 through products such as CAD, CAM, CAE, CAPP, ERP, and CNC machines.

**Second, interconnection standards advance the joint development of intelligent manufacturing.** Interconnection between digital tools is crucial for the realization of intelligent manufacturing because it can simplify and reduce the cost of connections between machine tool equipment and users' IT infrastructure, reduce the burden of human resources, accelerate project implementation, and reduce costs. The interconnection standards that have been developed include: China's NC-Link, the U.S.' MTConnect, and Europe's Umati. The results of applying the three standards were exhibited at the CIMT2021, where the related exhibitors communicated with each other to jointly promote the development of intelligent manufacturing in the global machine tool industry.

**Third, automation and intelligent technology contribute to the increase of manufacturing efficiency.** During the CIMT2021, world-renowned enterprises centrally showcased the automation solutions and flexible manufacturing systems in the related hot application areas, manufacturers of various advanced combined machine tools demonstrated the latest achievements in combined machining technology on site, and many exhibitors demonstrated the application scenarios of various intelligent technologies on site.

**Fourthly, specialized, refined and differentiated products are exhibited to show the service capacity for market segments.** During the CIMT2021, many exhibitors launched specialized, refined and differentiated products developed for users in areas such as the automotive area, aerospace, medical equipment, 3C industry, engineering machinery, and shipbuilding, to fully show their extraordinary service development capabilities.

### Case 9: 2021 The 1st Shaoxing International Textile Machinery and Intelligent Manufacturing Exhibition achieved notable results with the help of “intelligent manufacturing” of the International Textile City

The 2021 The 1st Shaoxing International Textile Machinery and Intelligent Manufacturing Exhibition (“STME 2021”), hosted by China National Machinery Industry International Co., Ltd., Shaoxing Municipal Commerce Bureau, China Council for the Promotion of International Trade, Shaoxing Committee, and China Chamber of International Commerce Shaoxing Chamber of Commerce and undertaken by CMEC International Exhibition Co., Ltd., was successfully held at China Textile City International Convention & Exhibition Center from October 26 to October 28, 2021. The total area of the STME 2021 reached 11,000 square meters, and the number of exhibitors reached more than 150 from 14 provinces and municipalities including Zhejiang, Jiangsu, Shanghai, Beijing, Fujian, and Guangdong. The STME 2021 attracted a total of more than 2,500 entities and more than 8,000 individuals to participate and more than 50,000 online viewers, with four supporting forums and theme activities and an intentional transaction volume of RMB 200 million.

The STME 2021 showed three highlights:

**First, notable exhibition results.** On the site of the STME 2021, the intentional transaction volume and intended signing amount of Zhejiang enterprises exceeded RMB 10 million and reached nearly RMB 5 million, respectively; a complete-project supply contract worth more than RMB 10 million was signed by Hi-Tech Heavy Industry Co., Ltd. (“Hi-Tech Heavy Industry”); the machine equipment of many enterprises was ordered on site.

**Second, online and offline integration.** The STME 2021 was held both online and offline to expand the scope of exhibits and provide broader and more convenient exchange platforms. In the online exhibition, exhibitors were promoted to six countries including Vietnam, Thailand, Bangladesh, Pakistan, Malaysia, and India. In the one-on-one contact with foreign customers, an Indian customer had in-depth communication with Hi-Tech Heavy Industry about the spunlace production line and sought quotations. Nearly 50 purchasers from ASEAN, Japan, etc. were invited to the online exhibition platform to meet and negotiate with the offline exhibitors during the STME 2021, and online visitors were led by “exhibition guides” to view and participate in the exhibition.

**Third, industrial development promotion.** The exhibits of the STME 2021 included textile machines, special parts, and accessories, specifically spinning machinery, knitting machinery, weaving machinery, dyeing and finishing machinery, sewing equipment, industrial accessories, textile parts and accessories, etc., for the one-stop sourcing of buyers. Cutting-edge high-quality textile machinery exhibits were brought by industry leading enterprises, to contribute to the intelligent manufacturing transformation and upgrading of the textile industry. In the meantime, equipment manufacturers were brought by the host to the gathering place of purchasers to present quality equipment and technologies, which directly connected textile equipment manufacturers and industry practitioners and boosted Shaoxing City’s upgrading from a well-known global fabric trade gathering place to a comprehensive industrial base that connects the whole textile industry chain and a world-class textile industry demonstration zone.

## Case 10: Hannover's Industrial Mega-Show in Shanghai 2021 contributed to intelligent manufacturing in China

The Hannover's Industrial Mega-Show in Shanghai 2021 ("Mega-Show") took place at the Shanghai New International Expo Centre from October 26 to October 29, 2021, which attracted a total of more than 3,000 domestic and overseas well-known enterprises, with a total exhibition area of 220,000 square meters. This Mega-Show consisted of many upstream and downstream industry exhibitions, where a brilliant platform connecting the industry chain and the trade chain was set up through the comprehensive interaction between exhibitors, visitors, media, and forum activities, advanced online and offline display means, and the long-term accumulation and rich exhibition running experience of the host, Hannover Milano Fairs China Ltd.

The Mega-Show showed the following characteristics:

**First, launch of the "Online Matchmaking" for the first time.** Exhibitors could negotiate with overseas buyers online to obtain real buying leads and potential orders, while overseas buyers could efficiently locate suitable suppliers without going abroad. In its first year, the "Online Matchmaking" attracted more than 90 buyers from 33 countries/regions, where the host accurately matched the supply and demand of the sellers and buyers and facilitated more than 1,200 online matchmaking meetings, with the transaction volume expected to reach nearly USD 90 million per year. The "Online Matchmaking" was spoken highly of by the exhibitors and overseas buyers that participated in the activity. The "Online Matchmaking" became a brand activity of the Mega-Show in 2021 and lasted for a period from four months before to two months after the Mega-Show, to provide full services beyond the four days of the Mega-Show and facilitate real and accurate overseas orders for exhibitors.

**Second, efficient online visiting tour.** The online live streaming service was provided for overseas professional buyers as well as domestic industry technicians who could not go to the site due to COVID-19 so that they could visit the exhibition without going to the site. The host also posted the videos to the new media channels and industry media platforms after the Mega-Show. The host joined hands with the German Chambers of Commerce Worldwide Network (AHK) and Japan Material Flow Institute (JMFI) to visit and interview the member enterprises thereunder in 2021 and broadcast the process to German, Japanese and global audiences.

**Third, exploration of new approaches other than exhibition.** Under the new situation of ongoing COVID-19, the host of the Mega-Show actively explored the new online-offline combination approaches and strived to build an intelligent manufacturing ecosystem by opening up new channels to empower enterprises and promote industry exchanges. In 2021, besides continuing its new media operation, the host launched online forums, enterprise executives interviews, on-site factory visits, etc. to support the exhibitions, which were held averagely once to twice per month, to not only furnish enterprises with more opportunities to showcase their images and achievements but also continue to provide visitors with high-quality services outside the exhibition period.

### Case 11: Chengdu Motor Show 2021 made brilliant achievements in promoting consumption

Hosted by the Chengdu Municipal People's Government and China Council for the Promotion of International Trade, Automotive Sub-Council and undertaken by Chengdu Century City Exhibition Group Co., Ltd., Hannover Milano Fairs Shanghai Ltd. and China Council for the Promotion of International Trade Sichuan Council, the Chengdu Motor Show 2021 (hereinafter referred to as the "CDMS 2021") was held successfully in Western China International Expo City from August 29 to September 7, 2021. The CDMS 2021 presented four characteristics:

**First, new consumption and new definition boosting confidence in auto market.** With a theme of "Road to Western China", the CDMS 2021 attracted 126 famous auto brands from home and abroad, with 1,600 vehicles exhibited and a total exhibition scale of 200,000 square meters, where 61 new product launch events were held, cumulatively 410,930 visitors were attracted during the 10-day exhibition, and orders for 37,730 vehicles were placed, with a turnover of RMB 6.516 billion.

**Second, innovative activity forms enriching on-site experience.** To meet the personalized needs of young consumers, the CDMS 2021 introduced a new crossover plan, where it joined hands with WFJ BEAUTY and online platforms such as Douyin, Zhihu, and Weibo to launch characteristic IP activities such as "Wonderful Night", "Question Tour", and "Chengdu Beauty Party", to begin a new crossover fashion. Furthermore, the CDMS 2021 enriched the motor show experience and brought new hot topics by exhibiting both online and offline.

**Third, following industry trends and promoting new energy industry development.** To respond to the national call for vigorously developing the new energy industry, the CDMS 2021 had a separate new energy vehicle hall in place, where nearly 20 new energy vehicle brands such as NIO, Xiaopeng, and Lixiang were attracted to gather for the first time in Southwest China, and the sales on site reached a record high, showing the promising prospect of the new energy brands. Furthermore, the "China Automotive Pioneer Forum" was held, where exchanges were conducted around the three keywords, "financing", "user", and "technology", to promote the international and sustainable development of China's auto industry.

### Case 12: Zhejiang Yiwu International Intelligent Manufacturing Equipment Expo became the most influential exhibition in the manufacturing industry in East China

Set up in 2013, the Zhejiang Yiwu International Intelligent Manufacturing Equipment Expo ("ME-EXPO") is jointly hosted by the Economy and Information Technology Department of Zhejiang, Department of Commerce of Zhejiang Province, Science Technology Department of Zhejiang Province and People's Government of Yiwu City and undertaken by China Chamber of Commerce for Import and Export of Machinery and Electronic Products. The ME-EXPO has become one of the most well-

known and influential exhibitions in the manufacturing industry in East China after nine years of development. The ME-EXPO has attracted more and more well-known manufacturers and purchasers to gather through its precise positioning and distinctive themes and created a trading platform radiant with endless business charm. The cutting-edge technologies displayed and the trends of change manifested there have become “indicators” of the industry’s future development and revealed the opportunities one after another. The ME-EXPO also has unique characteristics in terms of industry leading, exhibition and trade matchmaking, and international cooperation. The ME-EXPO’s development shows the following characteristics:

**First, fortifying the foundations of brands, strengthening the brand effect, and gathering leading enterprises.** The ME-EXPO adheres to the innovation-driven strategy to invigorate brands. The ME-EXPO has attracted more than a hundred leading industry enterprises at home and abroad, such as SAP, Haier COSMOplat, and Hisun, to participate by organizing key industry chain and supply chain matchmaking visits, which has continued to increase the agglomeration effect. The ME-EXPO also focuses on displaying industrialization application projects that achieve breakthroughs from zero in recent years and has gradually become one of the largest intelligent equipment industry expositions with the most complete industry chain.

**Second, developing the industrial ecosystem, focusing on strengthening and supplementing the chains, and comprehensively solving critical problems.** In reliance on the advantages of leading enterprises, the ME-EXPO develops backbone enterprises in high-end equipment manufacturing, vigorously advances its intelligent, specialized, refined and high-end development, promotes industry development by gathering enterprises, and provides technical support for product R&D via the ME-EXPO platform. The ME-EXPO drives the group development of enterprises, offers them the opportunities to expand their “circle of friends”, and vertically integrates the industry chain and manufacturing capacity layout to foster development advantages and promote high-quality development of enterprises. Following closely the development pace of leading enterprises, groups of enterprises in various industries are fast rising. With the joint development of multiple advantageous industry chains, the ME-EXPO has comprehensively become an industrial cluster exhibition with high-end products, complete industry chains, and distinctive regional characteristics. In particular, in recent years, the ME-EXPO has created a “golden business card” of “3+365” exhibition and trade matchmaking by organizing factory intelligence diagnosis groups, pre-exhibition industry chain and supply chain matchmaking meetings, etc.

**Third, accurately matching global enterprises, implementing policies specific to enterprises, and contributing to the building of a new development paradigm.** The ME-EXPO maintains annual growth of more than 10% in terms of the participation of foreign merchants, in reliance on the advantage that a large number of foreign merchants are residing in Yiwu as well as the international cooperation channels of the undertaker, China Chamber of Commerce for Import and Export of Machinery and Electronic Products. During each session of the ME-EXPO, multiple purchasing policy publicity and buying lead release activities are organized and a series of key supporting measures are in place to ensure the precise allocation of exhibition resources, furnish exhibitors and purchasers with whole-chain services related to intelligent manufacturing and trade flows, and effectively contribute to the new development paradigm featuring dual circulation.

### (V) The number and area of service industry sub-sector exhibitions picked up, and leisure, fashion, art and tourism exhibitions and medicine and health care exhibitions ranked first separately in terms of number and area

In terms of the number of exhibitions, among all service industry exhibitions held in 2021, the number of leisure, fashion, art and tourism exhibitions rose to the first, the number of medicine and health care exhibitions dropped to the second, and the number of public security anti-counterfeiting exhibitions, education, training and employment exhibitions and environmental protection exhibitions ranked third, fourth and fifth respectively. Thanks to the effective control of COVID-19, the number of top ten service industry sub-sector exhibitions in 2021 increased, except for franchising exhibitions. Specifically, there were 181 leisure, fashion, art and tourism exhibitions, a year-on-year increase of 80 or 142.5% compared with 2020; 168 medicine and health care exhibitions, a year-on-year increase of 56 or 50% compared with 2020; 47 public security anti-counterfeiting exhibitions, the same as in 2020; 45 education, training and employment exhibitions, a year-on-year increase of 8 or 21.6% compared with 2020; 40 environmental protection exhibitions, a year-on-year increase of 9 or 29.0% compared with 2020. See Table 2.11.

**Table 2.11 Number of Top Ten Service Industry Sub-Sector Exhibitions in 2021**

S/N	Sub-Sector	Number of Exhibitions	S/N	Sub-Sector	Number of Exhibitions
1	Leisure/Fashion/Art/Tourism	181	6	Public Services	33
2	Medicine & Medical Care	168	7	Transportation & Logistics	32
3	Public Security & Anti-counterfeiting	47	8	Hotel Facility	28
4	Education Training Recruitment	45	9	Franchising	25
5	Environmental Protection	40	10	Finance/Insurance/Property	21

In terms of exhibition area, among all service industry exhibitions held in 2020, medical and health care exhibitions also surpassed leisure, fashion, art and tourism exhibitions and ranked first. The exhibition area of environmental protection exhibitions, public security anti-counterfeiting exhibitions and hotel equipment exhibitions ranked third, fourth and fifth respectively. The top ten service industry sub-sector exhibitions were affected by the pandemic to varying degrees, with leisure, fashion, art and tourism exhibitions seeing the biggest year-on-year decline. Specifically, the total area of medical and health care exhibitions was 3.505 million square meters, a year-on-year decrease of 2.062 million square meters or 37.0% compared with 2019; that of leisure, fashion, art and tourism exhibitions was 2.755 million square meters, a year-on-year decrease of 36.43 million square meters or 56.9% compared with 2019; that of environmental protection exhibitions was 1.299 million square meters, a year-on-year decrease of 238,000 square meters or 15.5% compared with 2019; that of public security anti-counterfeiting exhibitions was 1.028 million square meters, a year-on-year decrease of 639,000 square meters or 38.3% compared with 2019; and that of hotel equipment exhibitions was 1.005 million square meters, a year-on-year decrease of 759,000 square meters or 43.1% compared with 2019. In addition, the washing, dyeing and cleaning exhibitions re-entered into the top ten heavy industry sub-



sector exhibitions, ranking tenth with an exhibition area of 245,000 square meters, replacing the public service exhibitions in 2019. See Table 2.12.

**Table 2.12 Exhibition Area of Top Ten Service Industry Sub-Sector Exhibitions in 2021**

S/N	Sub-Sector	Area (10, 000 square meters)	S/N	Sub-Sector	Area (10, 000 square meters)
1	Medicine & Medical Care	451.6	6	Environmental Protection	108.0
2	Leisure/Fashion/Art/Tourism	365.9	7	Transportation & Logistics	86.1
3	Hotel Facility	197.2	8	Others	81.7
4	Public Security & Anti-counterfeiting	122.5	9	Leisure/Fashion/Art	74.7
5	Education Training Recruitment	109.8	10	Public Services	52.4

### Case 13: The 130th China Import and Export Fair became the service industry exhibition with the largest area

The 130th China Import and Export Fair (“Canton Fair”) was held both online and offline from October 15 to November 3, 2021, with total duration of 20 days. This session set 51 exhibition sections for 16 categories of goods with a total area of 1.185 million square meters and about 60,000 standard booths and mainly invited the representatives of foreign institutions/enterprises in China and domestic purchasers to participate. The online exhibition was developed and added the features of suitable offline application scenarios and offline traffic attraction. Among the Chengdu trading group, a total of 15 enterprises participated in the 130th Canton Fair on site and had 25 booths distributed in six exhibition sections, including nine brand booths and 16 general booths, with exhibits covering consumer electronics and information products, hardware tools, shoes, and auto parts; 68 exhibitors participated online with 194 online booths, and 49 people signed for online live streaming.

### Case 14: 2021 Hangzhou Bay-Shenzhen Bay Cross-border E-commerce Development Trend Summit Forum and Selection and Sourcing Conference achieved remarkable results

The First Hangzhou Bay-Shenzhen Bay Cross-border E-commerce Development Trend Summit Forum and Selection and Sourcing Conference planned and hosted by Zhejiang Broad International Convention & Exhibition Co., Ltd. (hereinafter referred to as the “Forum and Conference”) was held successfully in Hangzhou, Zhejiang from May 18 to May 19, 2021 as the first large-scale boutique professional cross-border e-commerce exchange conference linking Hangzhou Bay and Shenzhen Bay cross-border sellers, cross-border suppliers and cross-border service providers. The Forum and Conference provided an in-depth experience and combined “real stuff” forums, open booths and leisure, meeting and negotiation areas. Hangzhou Bay and Shenzhen Bay complement each other in the cross-border ecological chain. With a linkage between forums and conferences and an area of nearly 4,000 square meters for product selection and service provider booths, the Forum and Conference was attended by more than 200 important guests such as government leaders at all levels and heads of business associations and ten-

billion-level cross-border e-commerce companies as well as more than 5,000 professional cross-border e-commerce sellers.

The Forum and Conference showed the following three characteristics:

**First, connecting multiple provinces and covering all Hangzhou Bay and Shenzhen Bay cross-border sellers.** Related entities from within and outside the province and in the cross-border e-commerce industry were actively approached and organized to participate. Cross-border e-commerce sellers from Zhejiang, Guangdong, Jiangsu, Shandong, Fujian, Hebei, Shaanxi, Shanxi, Beijing, Shanghai, etc. were organized to participate, selection enterprises were organized by more than 30 business associations of the province, and cooperation in promotions and community invitations was conducted by more than 40 cross-border well-known entities. Foreign trade companies or export-oriented factories with cross-border e-commerce experience and the ability to cooperate with cross-border e-commerce trial orders were organized to exhibit in the product selection zone, and the high-quality suppliers were praised by the participating cross-border sellers; a large number of excellent international and domestic cross-border service enterprises were invited to exhibit in the service provider zone, which provided high-quality services for cross-border sellers.

**Second, promotion in omnichannel advertising media.** The Forum and Conference was advertised in the cross-border e-commerce circle mainly in East China and South China, for example, the number of views, the times of reposting, and the number of people who registered separately reached 18,000+, 714, and 793 on the Hudongba platform alone, and the related text message was sent to more than 10,000 professional cross-border sellers. During the Forum and Conference, the event was covered by more than 10 news media on site, including mainstream media such as Xinhua News Agency. After the Forum and Conference, there were more than 200 news reports, which showed the continued influence of the Forum and Conference.

**Third, sharing of real stuff by guests.** A total of 31 guests were invited to share in 24 forums that took place in two days. The attending big names from the cross-border e-commerce circle included Liu Zhiyong, Founding President of Guangdong Cross-Border E-Commerce Association and Founder of HI-WTO, Lin Zhiyong, President of HI-WTO Business, Deng Longyun, Vice President of Yuguo, Hao Weichen, Founder of Qiushi Human Capital, Xu Yuanhu, Executive President of Shenzhen Association for Cross-border E-commerce Promotion, and He Xieming, CEO of Hangzhou Quanzan Electronic Commerce, Co., Ltd., who shared substantive content about cross-border e-commerce opportunities and challenges, new e-commerce development patterns, cross-border e-commerce value restoration, cross-border e-commerce development trends.

## Case 14: 2021 China (Inner Mongolia)-ASEAN Online International Trade Fair achieved plentiful fruits through online exhibition

Hosted by the Commerce Department of Inner Mongolia Autonomous Region, undertaken by Grand International Exhibition Co., Ltd. and technically supported by Beijing Global Ecer Technology Co., Ltd., the 2021 China (Inner Mongolia)-ASEAN Online International Trade Fair (“Online Fair”) was grandly held from November 20 to December 20, 2021, to build a digital bridge for domestic and international traders. A total of 31 Inner Mongolia enterprises exhibited more than 700 characteristic

export commodities at this Online Fair, including mechanical products such as permanent magnet generators, special vehicles, and seamless steel pipes, light industrial consumer goods such as cashmere products, outdoor goods such as artificial turf, chemical products such as bentonite, food such as honey and beef, dried fruit such as sunflower seeds, and sheep.

The Online Fair showed the following four characteristics:

**First, plentiful fruits.** During the first 12 days of the 30-day duration, 36,828 overseas buyers from 96 countries visited the Online Fair and sent 394 buying leads to the exhibitors via the enterprise exhibition halls. 30 Inner Mongolia enterprises participated in more than 60 online video purchasing meetings. Professional purchasers from Malaysia, Thailand, Vietnam, the Philippines, and Australia were invited to the matchmaking meetings to negotiate with Inner Mongolia enterprises online, where 394 buying leads from foreign merchants were received and the intentional transaction volume reached USD 10.68 million.

**Second, long period of online video fair.** Enterprises of the Ecer platform could participate in the one-month online fair and, after the fair, they can pay attention to the online video fair of Ecer and sign up for the suitable meetings.

**Third, diversified online exhibition forms.** The home page of the Online Fair's online exhibition hall displayed the page views (number of visitors) of overseas purchasers and the number of registered purchasers during the Online Fair, and exhibitors could have separately online exhibition halls and place their website links on exhibition hall pages for purchasers to understand them more comprehensively and conclude deals faster; exhibitors could display their products diversely via their exhibition halls and describe product parameters to purchasers more intuitively via the humanized inquiry conversion button, to increase inquiry conversion. During this Online Fair, the international procurement team selected overseas purchasers with specific purchasing demand for the exhibition industries and products from the database of 4 million global purchasers, conducted one-on-one detailed communication to accurately match them with the specific product categories of domestic suppliers, and then formally invited both sides to conduct specific negotiations at online video purchasing meetings. Those purchasing meetings provided multilingual video promotions, factory visits via video, negotiations via video, and other online B2B foreign trade negotiation and matchmaking services for the foreign trade suppliers and demanders, where they could feel the new power of technology and service innovation in the digital era for the going global of traditional enterprises.

**Fourthly, global promotion of the fair.** Paid promotions were accurately conducted on global mainstream online platforms such as Google, Facebook, and YouTube to tap the purchasing demand of overseas purchasers to the fullest extent. Multi-dimensional promotions to buyers were also conducted within ecer.com that has 60 million monthly visits, to maximize the display of the Online Fair, so as to attract buyers to visit the fair and tap purchasing demand.

The still severe COVID-19 situation overseas poses major challenges to China's overseas exhibition industry, hinders China's foreign trade enterprises from connecting with foreign traders through exhibitions and affects their exploring overseas markets and expanding export trade. Holding international trade digital exhibitions is not only an important measure to respond to COVID-19 and address the immediate needs of enterprises but also a kind of innovation in the model of the exhibition service industry through new internet technologies.

### I. Development Status and Characteristics of International Trade Digital Exhibitions

International trade digital exhibitions gradually became an important means of and a supplement to the exhibition work in 2021 under the background of ongoing COVID-19 and set up a more convenient and effective digital platform for the exchanges and cooperation between Chinese and foreign business circles.

#### (I) Development status

1. **Global traditional exhibitions accelerating digital transformation.** According to the data of UFI's UFI Global Exhibition Barometer in 2021, 58% of global respondents said that they have added digital services/products (such as apps, digital advertising, and digital signage) to their existing exhibition offerings. This is especially the case in Asia & Pacific (67%). According to the research results of the Global Recovery Project of UFI and Explori, around half of respondents have now experienced an online-only event in some format, with two thirds of exhibitors having spoken at a third-party event, or run their own online event; 52% of visitors felt online-only events were as good as, if not better than live events in their content offering. Since the outbreak of COVID-19, multiple exhibitions, including the well-known International Funkausstellung Berlin ("IFA") and Frankfurt Book Fair, have been held as scheduled through an online-based, online-offline combined or completely online model, Informa's offline exhibitions have changed to take place online, and Reed Exhibitions' various exhibitions have launched digital products to facilitate global exhibitors and buyers to participate in professional commercial fairs in major markets around the world.

2. **The state and localities actively supporting the development of digital exhibitions.** According to the Outline of the 14th Five-Year Plan and the Long-Range Objectives Through the Year 2035, it's necessary to strengthen the innovation and application of key digital technologies, accelerate the development of digital industries, and advance the digital transformation of traditional industries. Implementation Opinions on Promoting the Innovative Development of Foreign Trade issued by the General Office of the State Council proposes to "Innovate service models and promote the construction of a trade promotion platform". Notice on Innovating Exhibition Service Models and Cultivating New Drivers of Exhibition Industry Development issued by the General Office of the Ministry of Commerce proposes to "Promote exhibition service

innovation, management innovation, and business model innovation, and accelerate the cultivation of new drive-forces of industry development” . Guiding Opinions on Innovative Exhibition Service Models issued by the Exhibition Management Office of CCPIT proposes to “Explore new ideas and new methods to use new technologies and new means to innovate exhibition formats and models, accelerate the construction of digital foreign trade and exhibition platforms, and provide online exchange and negotiation opportunities for more foreign trade exhibitors and foreign buyers” . Local governments have released support policies for digital exhibitions and innovatively conducted a large number of online activities to boost the accelerated recovery of the industry.

## (II) Development characteristics

International trade digital exhibitions represented by online exhibitions and intelligent exhibitions show the following characteristics:

**1. Breaking through the time limitation.** Physical offline exhibitions are events where numerous exhibitors communicate and exhibit within fixed periods and are generally held for three to four days only. Due to the time limitation, enterprises and visitors may not be able to participate on site, and the time window for the sizzle and radiation of exhibitions is extremely limited. On the other hand, digital exhibitions can break through the time limitation of exhibitions and are not restricted by the exhibition boundary or exhibition period; they can be fully publicized and warmed up in the preparation phase and can continue to provide services after the conclusion to extend the publicity window, and they can meet the visiting of global visitors 24 hours a day without barriers or restriction by the exhibition opening or closing time. Furthermore, digital exhibitions are more flexible and stable, and their related news, pictures and videos can be permanently disseminated and saved after the conclusion to realize never-ending exhibitions.

**2. Breaking through the space limitation.** Digital exhibitions can extend and expand the exhibition and display space of offline physical exhibitions. The exhibition scale of offline exhibitions is often restricted by exhibition center space: the space may be limited, which leads to a reduced scale, or the space may be too large to be divided for rental, which increases the rental cost. On the other hand, digital exhibitions use virtual space, where not only theoretically unlimited digital space expansion can be realized through high-tech means such as big data and cloud computing but also the efficiency of utilizing digital space can be effectively increased through allocation as needed and the geographic, transportation and geographic boundary limitations can be overcome, to help develop domestic and foreign markets, create online trade platforms for quality characteristic commodities, and facilitate domestic and foreign merchants to “walk around” exhibitions to order products and conduct international and market-based exchanges and communication. Furthermore, digital exhibitions can reduce the gathering of people and the risk of COVID-19 transmission under the background of regular COVID-19 prevention and control.

**3. Low exhibition organization and participation costs.** Preparations for traditional exhibitions require booth rental and physical setting up, human cost, time cost, and publicity cost, etc., which involves significant costs and restricts the willingness of small and medium-sized enterprises to participate in exhibitions. Digital

exhibitions, compared with physical exhibitions, greatly save the preparation costs, require only the completion of product information and enterprise profiles online, provide visitors with portals such as WeChat official accounts, mini-program links, or apps for visiting, save exhibitors from expenses such as personnel travel, product transportation and promotional material printing and distribution expenses, and lower the threshold for exhibition participation so that more enterprises have the opportunity to showcase their products to visitors. For exhibition organizers, digital exhibitions reduce the potential threat of uncontrollable factors and save them from worries about the hidden dangers brought by weather, theft, no visitors, or chaos on site. For exhibitors, online exhibitions do not incur expenses for exhibit logistics, booth decoration, advertising leasing, information and communication, on-site services, and personnel travel, food and accommodation, and save visa application, hotel booking, transportation and related business costs. For visitors, online exhibitions save travel expenses and time costs and overcome the shortcomings that they cannot participate in or visit exhibitions due to long distances or scheduling conflicts.

**4. Saving resources and achieving safety and environmental protection.** The holding of traditional large-scale exhibitions is often accompanied by a serious waste of resources. For example, the materials used for setting up exhibitor booths, the advertising signs and promotional materials of the event parties, and the service equipment provided during exhibitions have a lifetime of less than one week and are mostly dismantled and discarded and difficult to be recycled. On the other hand, digital exhibitions well avoid the said waste and achieve a safe and reliable exhibition economy.

**5. More accurate supply and procurement connecting.** Exhibitors of traditional exhibitions need to attract as many target customers as possible and understand their needs and, after exhibitions are concluded, organize customer information and follow up on related customers, to convert potential customers, while digital exhibitions can give data information in real time through big data analysis, realize accurate connections, assist enterprises in conducting or adjusting marketing promotion activities, and help exhibition enterprises and organizers accurately disseminate and match business information in reliance on digital means, so as to achieve precision marketing, furnish exhibitors, purchasers and professional buyers with personalized services, and enhance core competitiveness.

### **(III) Problems**

Despite great success, digital exhibitions are still in the trial and error and exploration stage, with an unclear profit model and a to-be-improved participation experience, where the technology application especially needs to further meet the actual requirements. The main defects are as follows:

**First, a lack of intuitiveness and authenticity.** For many products that need to be exhibited in physical samples (such as the industrial electromechanical category) or regional markets where face-to-face communication is more suitable (such as Japan), digital exhibitions cannot let buyers really touch the exhibits or let exhibitors have face-to-face communication that they look forward to more, where they can win customers through their on-site communication and sales capabilities.

**Second, existence of security risk and trust crisis.** Online exhibitions mainly rely on internet technology, which inevitably has issues that the network environment is not standardized enough and the transmission paths are not secure enough, bad for the increase in people's recognition of online exhibitions. There is the trust issue between trading parties and the third-party certification improvement issue during trading at online exhibitions. Demanders' not recognizing online exhibitions indirectly leads to suppliers' neglect thereof, hindering the further development of online exhibitions, for example, some people resist the promotion of digitalization because of their fear of information leakage, telecommunication fraud, etc.

**Third, inconsistency between the behavioral expectations of buyers and exhibitors.** The efficiency of buyers has greatly improved thanks to the convenient search and recommendation functions of digital exhibitions, but this results in that they are not online for a long time and their communication is simple; exhibitors still prepare their work according to their expectations for offline exhibitions and they hope to see buyers come to them in a continuous stream and chat with them for a long time, however, these rarely happen in reality. Furthermore, due to the time difference, the afternoon session of exhibitions in Europe and America is the peak period of exhibition activities, but it is after midnight for Chinese exhibitors, therefore, their online rate is low.

## II. Experience and Practices of International Trade Digital Exhibitions Overseas

Overseas exhibitors actively set up international trade digital exhibition platforms with the help of 5G, cloud computing, big data, etc., introduce latest technologies such as AI, virtual technology, marketing automation, live streaming and connection, and integrated application into the operation management and services of international trade digital exhibitions, and grasp information on buyers and suppliers through big data, which has greatly improved the connection efficiency between suppliers and purchasers.

### (I) Improving the extended value-added service level

The organizers develop new technical application means based on the current requirements of exhibitors and continue to address the current deficiencies in various technical aspects, such as optimizing interface settings, enhancing interactive experience, and strengthening content development, so as to better display the content, convey intentions, and serve visitors; the organizers also equip integrated mobile applications and provide picture editing, order management, information center, and other features so that suppliers can post new products and service information anytime, anywhere. Take the Hong Kong "hktcdc.com Sourcing" as an example. Buyers can comfortably browse the platform using the browsers of their mobile devices and also purchase products via the HKTDC Marketplace App that combines the HKTDC exhibitions, product magazines, and "hktcdc.com Sourcing". Furthermore, market demand has accelerated the making of digital transformation development strategies by exhibition enterprises and organizers, to increase investment in professional talents, security, and corporate culture. After exhibitions are concluded, the organizers play back the related videos and hold meetings on online platforms, to greatly improve the extended value-added service level of exhibitions.

### **Case 1: HANNOVER MESSE Digital Edition 2021 showed extension effects by providing the extended service**

The HANNOVER MESSE Digital Edition 2021 set up six online live streaming channels based on the industrial exhibition characteristics, including the keynote speech channel, Industry 4.0 channel, international channel, exhibitor channel, forum dialogue channel, and concurrent activity channel, to comprehensively showcase mechanical engineering technology, electrical engineering technology, and IT companies' innovation power, and it has proved that future trade fairs will eventually use the "online + offline" form. During the trade fair, a total of more than 1,800 exhibitors presented 10,500 products and innovative solutions to more than 90,000 registered visitors. The conferences attracted about 1,500 experts to participate in discussions of topics such as Industry 4.0, industrial process digitalization, supply chain management, lightweight materials, hydrogen fuel, and electric vehicles and eventually resulted in more than 3.5 million page views, more than 700,000 searches submitted on the exhibitor and product search interface, and about 140,000 views of the online conference and exhibitor live streaming.

According to the survey by the organizing committee of the HANNOVER MESSE Digital Edition 2021, the feedback from the online digital edition and the offline physical edition was basically the same, with large enterprises still being the focus. A survey of 1,100 visitors showed that most visitors "visited" the trade fair for the first time and had never participated in the HANNOVER MESSE on site before; a survey of 456 exhibitors showed that 48% of exhibitors preferred to participate in the offline physical edition, 47% of exhibitors preferred the mutual complementation between the online digital edition and the offline physical edition, and 69% of exhibitors said that the number of customers acquired by them reached that promised in their packages (50 for package S, 200 for package M, 500 for package L, and 1,000 for package XL), with most of those purchasing package S and package M not acquiring the number promised and those purchasing package XL acquiring as high as 3,800 customers on average and a maximum of 6,777 customers. After the conclusion of the HANNOVER MESSE Digital Edition 2021, the organizer continued to hold various conferences and play back various recorded activities on the online platform until the end of July 2021, with the online exhibition halls of exhibitors open until the end of 2021. According to statistics, the number of visitors who continued to purchase tickets reached 99, the number of visitors who logged in reached 5,319, and the number of page views reached 38,243 after the HANNOVER MESSE Digital Edition 2021 was concluded.

### **Case 2: Reed Exhibitions enhanced online exhibition effects by setting up a digital vertical product development and management system**

The digital exhibitions held by Reed Exhibitions mainly rely on the database of buyers and exhibitors of its traditional offline exhibitions and are not original new digital-only exhibitions, with various underlying functional modules provided by the headquarters (such as the database and chat room functions, and the quick search matching module) adopted in product development, and the front-end design such as page layout and login interface decided and developed by the exhibition project teams. The centralization of development resources and the adoption of modular functional components provided by the



headquarters have enabled the digital exhibitions under Reed Exhibitions to achieve high uniformity in terms of underlying database structure and data interfaces as well as the basic stability of platform architecture. Furthermore, the front-end interfaces independently developed by project teams can well adapt to the personalized presentation requirements of different exhibitions in different markets and meet the usage habits and behavior patterns of customers in different markets.

Reed Exhibitions added a new Chief Digital Product Officer position under the Chief Technology Officer (CTO) in March 2021, to be responsible for Reed Exhibitions' digital product strategy and execution, with project operation and maintenance mainly relying on the original mature digital operation system and team, and Reed Exhibitions also launched a self-service online service system that provides self-service inquiries and function tutorials online, with an interface closer to mobile phone and social media usage habits and facilitating customers to learn to use the platform more quickly. In terms of in-depth services, Reed Exhibitions International Sales Group (RX ISG) furnishes exhibitors with complete training services and, for some customers with special needs, specially staffs overseas project teams to directly solve customer problems online; RX ISG also provides exhibitors with additional manual offers and buyer matching service, to ensure the final exhibition effect.

## (II) Gathering quality international buyers and suppliers

The organizers hold sourcing meetings and exchange activities for buyers by taking full advantage of online digital platforms and arrange suitable suppliers to meet and negotiate with buyers, to assist suppliers in exploiting more business opportunities. First, continuously generating buyer inquiries. The organizers gather registered buyers from all over the world, including quality buyers who participate in exhibitions every year, launch app version platforms, open the trading function, and cooperate with buyers who use mobile media and small-batch trading so that buyers and sellers can trade and negotiate online anytime, anywhere. Second, creating more business opportunities from small-batch real-time trading. It's possible for suppliers to set different prices based on the number of orders and sell samples online, which saves payment collection time and administrative expenses; it's also possible for them to showcase selected products online in the "small-batch sourcing" product zones of related exhibitions and access more buyers online and offline.

### Case 3: HKTDC's "hktdc.com Sourcing" platform realized accurate connections based on buyer resources

The International Sourcing Show was held successfully from March 17 to April 8, 2021, which was the first "online + physical" exhibition launched by HKTDC due to COVID-19, gathered more than 1,400 exhibitors from 20 countries and regions, and attracted nearly 23,000 buyers from 131 countries and regions. To assist small and medium-sized enterprises in capturing opportunities, HKTDC actively employed its global network of 50 offices and Click2Match, an artificial intelligence-based business matching platform, and facilitated more than 7,000 online business matching meetings.

HKTDC has so far set up more than 24 million business connections every year for 130,000 quality suppliers and 2 million international buyers. As the online trading platform of HKTDC, the “hktc.com Sourcing” gathers HKTDC’s online and offline customer resources at one stop. During the theme month, hktc.com Sourcing accurately sends weekly newsletters via channels such as electronic direct mail (EDM) marketing and social platforms, to awaken and stimulate buyer resource demand. Buyers who enter the “hktc.com Sourcing” platform via promotion channels have priority access to supplier information/products of the related industries during the theme month. Furthermore, suppliers of the “hktc.com Sourcing” platform can sell 5 to 1,000 pieces of products to buyers in the hktc.com Small Orders (smallorders.hktc.com), without additional listing fee or commission; suppliers who trade online using PayPal business accounts can quickly receive trading payments and enjoy shipping discounts provided by multiple logistics suppliers.

#### Case 4: Frankfurt “ISH digital” platform actively facilitated effective connections between customers and suppliers

The ISH Frankfurt 2021 was held for the first time in an online form from March 22 to 26, 2021. Viessmann, one of the main exhibitors, created the Viessmann live platform during the ISH Frankfurt, to comprehensively showcase the latest products and innovation achievements, conduct in-depth cooperation with industry partners, and continue to expand the new business network layout. More than 47,000 visitors watched 277 live-streaming and online activities that attracted a total of 69,000 participants, 42% of whom came from outside Germany. Furthermore, ISH Radio, another communication platform of the ISH digital, attracted a total of 29,000 listeners. From the end of the ISH digital to April 1, 2021, visitors could make appointments to negotiate online with exhibitors via the ISH’s digital platform, and the platform was open until April 30, to furnish visitors with exhibition content playback services and ensure that every stakeholder can reach potential customers and suppliers.

### (III) Providing authoritative supplier certification services

First, **international authoritative certification service**. To make the purchasing process of buyers more convenient and effective, some organizers have cooperated with many third-party international authoritative institutions, for the latter to verify supplier data and provide reference information and prove the good faith and strength of suppliers. The more certification labels a supplier receives, the higher its search ranking. **Second, plant compliance verification service**. The certification authority verifies the compliance of suppliers’ plants in terms of quality, social responsibility, environmental protection, and supply chain security on the spot, provides clear and concise independent reports, and attracts buyers to give priority to purchasing products from those passing verification. The verification procedure includes: initial contact: the certification authority contacts the supplier by phone or e-mail to notify the latter of the verification service arrangements; application submission: the supplier submits the completed “Compliance Verification” application and self-assessment list to the certification authority before the verification service; verification date confirmation: the certification authority confirms the date of on-site plant verification with the plant (company) via e-mail and phone; on-

site verification: the certification authority verifies the plant compliance on site; completion of verification and uploading of report: the certification authority completes the compliance verification report within one month.

### Case 5: Consumer Electronics Show (CES), Las Vegas held online for the first time in 2021 in its history of more than 50 years

As one of the world's largest events in the consumer technology industry, the CES, Las Vegas since 1967 has been a centerpiece in the technology sector at the beginning of every year and is regarded as the "barometer" for the international consumer electronics area. The CES was held online for the first time in 2021 as affected by COVID-19. According to the Consumer Technology Association, a total of more than 1,900 enterprises from all over the world participated in the CES 2021 online, including tech giants such as Canon, Lenovo, TCL, Intel, and Samsung Electronics, and also some startups. The organizer built a multimedia "digital exhibition center" on its website to introduce the show in 17 languages, and exhibitors showcased online their innovative technologies and products in areas such as artificial intelligence, 5G, digital health care, smart city, and automotive technology and communicated and interacted with partners and audiences online. More than 100 forums were also held online during the four-day show.

## III. Experience and Practices of CCPIT System in International Trade Digital Exhibitions

With a purpose of "integrating online and offline exhibitions, connecting China and the world, serving Chinese and foreign enterprises, and building a trade promotion platform", the CCPIT Exhibition Cloud Platform updated in 2021 is led by the concept of innovative development of exhibition industry in the new era of digital economy and committed to helping Chinese and foreign enterprises maintain and expand international trade channels and has cumulatively served tens of thousands of exhibitors and attracted millions of professional sellers.

### (I) Providing an open and compatible platform

**First, broad applicability.** The platform can hold online exhibitions independently, and also fully integrate with offline exhibitions to expand and extend the functions of offline exhibitions. **Second, openness and compatibility.** The platform developer has fully researched the related information systems of well-known internet enterprises, incorporated the strong points thereof, and extensively used for reference and absorbed the applicable cutting-edge information technologies. **Third, powerful system features.** The platform furnishes exhibitors with various exhibition and display methods such as graphics & text, videos, live streaming, and 3D models, provides visitors and purchasers with visiting methods based on exhibition zones, industries, application scenarios, etc., and supports the instant interactions and exchanges between visitors and purchasers through graphics & text and videos & audios, with the live streaming and 3D model lightweight applications greatly enhancing the exhibition and display effects.

## **(II) Promoting the accuracy of trade matchmaking**

The CCPIT Exhibition Cloud Platform has intelligent recommendation and matchmaking functions and, through in-depth integration of exhibition industry data and users' social data, better contributes to trade matchmaking between enterprises; its new intelligent AI-based system makes trading matchmaking more intelligent, supports intelligent search and recommendation of booths and exhibits, intelligent matching of business leads, intelligent translation of online negotiations, online live-streaming interactions, etc., to greatly increase the supplier-purchaser connection efficiency and accuracy. The platform can match buyers with exhibitors, products and services with different specifications and prices from different regions and industries, and the system, through big data-based intelligent analysis of buyer's trajectories, etc., will accurately recommend business opportunities for exhibitors and facilitate effective and convenient trader interactions and trading matchmaking. The system can accurately push and intelligently match visitor, exhibitor and exhibit information, specifically as follows: the system enables visitors to follow, repost, share, collect and download data from exhibitor micro-portals (booths) and exhibit pages; supports instant messaging (graphics & text, and one-on-one video chats), and real-time interactions with traders (and also the organizers and undertakers); supports inquiries, messages, online and offline meeting reservations, and negotiations (directly generating enterprise standard orders); supports exhibitors' conduct of promotion activities through live streaming; provides the business card exchange feature and supports directly saving business cards into the contacts via the mobile app; helps enterprises better prepare data through structured web pages and encourages exhibitors to improve their data through traffic attraction; realizes accurate push and intelligent matching through tag-based management of visitors, exhibitors and exhibits; sets up independent trading matchmaking pages to centrally display exhibitors and exhibits with high attention; supports intelligent full-text searches and results display by category, to facilitate professional visitors to locate suitable exhibitors more quickly.

## **(III) Improving the experience of exhibitions**

The global infrastructure of Tencent Cloud ensures the performance of connecting with a large number of exhibitors and visitors, which provides a better user experience. In terms of business, B2B upstream-downstream interconnection is achieved, digitization of commodities is realized for industries such as electronics, auto parts, printing, packaging, and finance, and a capacity of tens of millions or hundreds of millions of commodity libraries and online commodities is provided. In terms of artificial intelligence, the intelligent customer service system can tap the real demand of customers through the robot's AI and simple communication with customers and directly guide them to the related forums or live rooms. In terms of internationalization, besides multiple languages (including minority languages), international time zones, international SMS, and multiple currencies are supported, to provide infrastructure support for international exhibitions held on the CCPIT Exhibition Cloud Platform and provide global buyers and exhibitors with a more localized participating experience.

## **(IV) Empowering CCPIT ecosystem sharing**

Giving full play to its advantages, the CCPIT Exhibition Cloud Platform highlights the concept of "ecosystem"

in its operation, leads industry partners to integrate into the platform, magnifies the trade promotion function through the open platform's capacity, supports the new exhibition platform operation mode of "multiple organizers on one platform, multiple exhibitions by one organizer, and continuous holding of one exhibition" of enterprises, boosts organizers to build their own digital exhibition platforms with high efficiency and low cost, and achieves ecosystem co-development, interconnection, and win-win. The CCPIT Exhibition Cloud Platform is also committed to promoting communication and trade interaction between enterprises, conducting intelligent operations based on digital infrastructure, helping enterprises form a perfect digital trading closed loop from marketing, customer acquisition, sales conversion, trading synergy, after-sales services, to repeated and additional purchase, and eventually setting up an international supply chain, industry chain and value chain service platform for enterprises.

### **(V) Paying attention to the intellectual property protection of exhibitions**

Online service stations are set up at major digital exhibitions to provide legal services such as early warning, consultation and mediation, and information on intellectual property of exhibition organizers is circulated in a timely manner, so as to enhance enterprises' creation, application and protection of intellectual property of exhibitions; exhibition organizers are guided to formulate the intellectual property work plans for online exhibitions, to facilitate the retrieval of patents and trademarks of enterprises and reduce the risk of intellectual property disputes arising from online exhibitions of enterprises. At the level of organizers, an intellectual property protection column is set up, to provide intellectual property protection and trade dispute handling services for exhibitors and purchasers; at the level of exhibitors, technical support is strengthened based on the online holding characteristics, and a protection mechanism is set up, where the scope of purchasers and visitors who can browse products and participate in live streaming is set to protect intellectual property.

#### **Case 6: 2021 RCEP Members International Trade Digital Expo facilitated precise exhibitor-purchaser matching in reliance on "TradeChina Max"**

From July 28 to August 6, 2021, the 2021 RCEP Members International Trade Digital Expo was held in reliance on "TradeChina Max" and by fully utilizing the internet, big data, and other modern information technologies and integrating online digital information, negotiation, display, and matchmaking, where it provided Chinese enterprises and RCEP buyers with a platform to communicate and conduct trade and investment cooperation through functions and means such as online display, digital matching, data mining, information push, negotiation matchmaking, and live-streaming trade; analyzed buyer distribution, buyer types, purchasing habits, purchasing channels, buyers' view count, common search terms, etc. by using big data; achieved precise matching through the automatic matchmaking function; innovatively launched the "2+3" digital connection model based on the previous "1+1" (buyer and seller) connection model, i.e., buyer and seller plus two foreign trade assistants and one translator, which effectively promoted precise buyer-seller matching and smooth connections and enhanced trade effects. The Expo created a novel, convenient, practical and efficient online trade exchange platform for exhibitors and attracted more than 2,000 exhibitors from industries and

areas such as intelligent manufacturing, new energy and new energy equipment, automobiles and auto parts, and electromechanical equipment as well as more than 20,000 professional purchasers from various industries of RCEP member countries to visit and negotiate online. In the new connection model, many exhibitors completed purchase orders for clothing and apparel, mobile phone accessories, building materials and tiles, etc. with buyers from RCEP member countries such as Malaysia, Japan, and the Philippines, with a total intentional transaction volume of USD 8.58 million.

### **Case 7: 2021 China-Oceania and South Pacific International Trade Digital Expo achieved good results via the CCPIT Exhibition Cloud Platform**

The China-Oceania and South Pacific International Trade Digital Expo was held from June 28 to July 7, 2021 on the CCPIT Exhibition Cloud Platform, where a total of 413 exhibitors from more than 10 provinces, autonomous regions and municipalities, including Beijing, Zhejiang, Anhui, Tianjin, Shandong, Guangdong, Hubei, and Hunan exhibited 6,254 exhibits cumulatively, which covered industries such as agriculture and agricultural product processing equipment, new energy and intelligent manufacturing, medical and epidemic prevention supplies and equipment, automobiles and auto parts, building materials and home decoration products, and consumer goods. On the CCPIT Exhibition Cloud Platform, exhibitors comprehensively introduced themselves and their products through graphics, text, videos, and 3D display and communicated with and approached professional buyers online through online negotiation, business card exchange, platform intelligent matchmaking, and live streaming. The Expo attracted a total of 3,712 professional visitors from more than 10 countries, including Australia, New Zealand, Papua New Guinea, Fiji, and Samoa, to register and visit, with cumulative visits of 8,211 and a cumulative intentional purchase amount of more than USD 700,000. Concurrent with the Expo, six online industry matchmaking meetings related to “epidemic prevention supplies”, “agriculture and related equipment”, “consumer goods”, “building materials”, “automobiles and auto parts”, and “intelligent manufacturing” were held, to facilitate exhibitors to precisely approach purchasers. A total of 150 Chinese enterprises including Luoyang Ascend Biotechnology Co., Ltd. participated in the live-streaming showcase and business negotiation activities and had one-on-one negotiations with 120 professional purchasers from countries including Australia, New Zealand, and Fiji, which achieved good results.

As an upgrade and improvement of the original digital exhibition platform, the CCPIT Exhibition Cloud Platform used during the Expo extensively uses for reference and absorbs the cutting-edge IT means and has powerful system features: the platform can furnish exhibitors with various exhibition and display methods such as graphics & text, videos, live streaming, and 3D models, provide visitors and purchasers with visiting methods based on exhibition zones, industries, application scenarios, etc., and support the instant interactions and exchanges between visitors and purchasers through graphics & text and videos & audios; the platform also features an online meeting system and an intelligent matching system for recommendation and matchmaking, to facilitate the business negotiations of exhibitors and buyers.

## Case 8: 2021 China-South America International Trade Digital Expo facilitated actual effects with the help of the “Matchup Expo” platform

The China-South America International Trade Digital Expo was held successfully from June 21 to 30, 2021. As a concrete action to further deepen and substantiate the relations between China and South American countries, the Expo took Chinese enterprises as the main exhibitors and the demand of buyers from South American countries as the core and furnished enterprises with online communication and negotiation opportunities and precise matching services. In terms of visitor and buyer invitation, the Convention & Exhibition Department of China Chamber of International Commerce and Jiangsu United Asia fully advanced expo publicity and promotion, marketing, and professional buyer invitation in South American countries via multiple channels. Through their efforts, the Expo attracted visitors from 10 countries including China, Brazil, Peru, Colombia, Ecuador, Chile, Bolivia, Argentina, Uruguay, Guyana, and Paraguay, with a cumulative number of visitors reaching 13,557, including 11,057 overseas visitors, a cumulative number of visits reaching 51,763, and a cumulative intentional purchase amount of USD 39.45 million. Concurrent with the Expo, online matchmaking and negotiation meetings were held for six industries including smart home, consumer electronics, electric lighting, hardware and building materials, textiles, and automobile and motorcycle parts via Zoom Rooms to precisely match 211 South American professional buyers and 174 suppliers. The suppliers and demanders held a total of 389 online video matchmaking and negotiation meetings, which attracted nearly 5,057 people to watch online and effectively helped Chinese enterprises develop international markets.

Furthermore, to timely provide exhibitors with related legal consulting and effectively resolve intellectual property and trade disputes between exhibitors and purchasers during the Expo, maintain normal trading order, and protect the legitimate rights and interests of exhibitors, real-time online intellectual property consulting and professional legal consultancy services were provided to enterprises via the digital exhibition platform during the Expo, specifically: basic legal documents including the Dispute Complaining and Handling Measures for 2021 China-South America International Trade Digital Expo, Online Participation Responsibility Statement for 2021 China-South America International Trade Digital Expo, and Intellectual Property Complaining and Handling Measures for 2021 China-South America International Trade Digital Expo were formulated according to requirements of relevant national legal documents, to define complaining and handling measures for suspected infringements of intellectual property as well as trade dispute complaining and handling processes; the Guide for Countries and Regions on Overseas Investment and Cooperation targeting Chinese enterprises' investment and cooperation in 12 South American countries was shared; the Guide on the Business Environment of Foreign Countries for Chinese Investors targeting Chinese enterprises' investment and cooperation in key countries such as Brazil, Mexico, and Chile was released; the intellectual property online consulting portal was set on the Expo website to accept complaints about suspected intellectual property infringements of exhibitors during the Expo; one to two legal advisors were staffed online at the same time to handle complaints about trade-related legal disputes and accept other legal consulting.

### **Case 9: China-South Asia International Trade Digital Expo furnished enterprises with online communication and negotiation opportunities and precise matching services via TradeChina**

The 2021 China-South Asia International Trade Digital Expo was held successfully from July 21 to 30, 2021. A total of 1,066 enterprises registered to exhibit during the Expo, which cumulatively listed 32,882 products and posted 1,332 product videos, with exhibits categories covering consumer electronics, household appliances, home & gifts, machinery, rubber and plastic and packaging, food and food processing, home decoration & hardware, garments and textiles, automobile and motorcycle parts, trade in services, medical and epidemic prevention; the Expo attracted 13,240 visitors from 13 countries including China, India, Pakistan, the Maldives, Sri Lanka, Bangladesh, Myanmar, Nepal, Bhutan, and Singapore, with an intentional transaction volume of about USD 5.86 million. Zones including “China’s COVID-19 Prevention Results”, “China Today”, and “Chinese Brands and Trade in Services” were also set up on the expo platform. Six online live industry matchmaking meetings related to “food and food processing”, “home decoration & hardware”, “home & gifts”, “consumer electronics & household appliances”, “garments and textiles”, and “automobile and motorcycle parts” were held concurrently with the Expo. A total of more than 300 people, including leaders of business associations in South Asia, leaders of embassies of South Asian countries in China, representatives of Chinese and foreign entrepreneurs, and representatives of relevant institutions participated in the matchmaking meetings online.

### **Case 10: 2021 China-Middle East and North Africa International Trade Digital Expo cleared trading channels between Chinese and Middle Eastern and North African enterprises with the help of the digital exhibition platform, GTW**

Through the digital exhibition platform, Global Trade Week (“GTW”), the China-Middle East and North Africa International Trade Digital Expo held from June 15 to 24, 2021 turned from an offline expo into an online one to showcase “Intelligent Manufacturing in China”, clear trading channels between Chinese and Middle Eastern and North African enterprises, and set up a new cooperation platform. Six industry matchmaking meetings were held to support the Expo, involving selected enterprises from industries such as infrastructure and capacity cooperation, agriculture and food, home building materials, textiles and garments, and consumer goods, and a special activity to celebrate the 50th Anniversary of the Establishment of China-Turkey Diplomatic Relations was held. The cooperation intentions of Chinese and foreign enterprises were understood in advance to maximize precise and efficient matchmaking during the matchmaking meetings; a total of 1,071 enterprises were attracted to exhibit, and cumulatively 18,682 exhibits were listed, with categories covering agriculture and food, home building materials, trade in services, automobiles and auto parts, textiles, electromechanical products, consumer electronics, medical equipment, and epidemic prevention supplies.



## IV. Experience and Practices of Other International Trade Digital Exhibitions in China

Chinese exhibition enterprises have taken multiple measures to promote innovation in exhibition industry models and accumulated rich experience and practices since the outbreak of COVID-19.

### (I) Setting up a platform for comprehensive supplier-purchaser connecting

The supplier-purchaser connecting platform supports posting of supply and demand information by exhibitors and purchasers, strengthens online matchmaking, provides both trading parties with integrity and background information, including purchasers' participation condition, registered origins, exhibitors' previous exhibition condition, and whether enterprises are brand enterprises of the exhibition, and replicates online a trade negotiation environment of mutual trust of the physical exhibition. The online trading platform integrates service functions such as display, matchmaking, trading, and payment.

**First, providing the online exhibition and display function.** Exhibitors' corporate image and commodities (services, technologies) are displayed via 365-day online store windows, to attract Chinese and foreign professional purchasers and professional service providers to browse and visit online, and online negotiation and matchmaking and online trading payment are completed on the online trading platform.

**Second, facilitating the trading process and increasing the trading scale and frequency.** All participants including exhibitors and purchasers who cannot go to the venue in person can capture more business opportunities and a never-ending exhibition can be created via the online trading platform. The services include enterprise display stores and massive templates for choice; independent setting of store layout; posting of corporate style pictures and videos and display of enterprise qualifications; display of corporate integrity records; large space for commodity display; priority display of featured products.

**Third, providing a fast, convenient and secure cross-border RMB payment solution.** The online trading platform currently provides the foreign exchange product of forward exchange settlement and sale; the insurance products of shipping insurance, return insurance, and property insurance; the financing products of bad debt guarantee, advance payment financing, accounts receivable assignment, and electronic tariff guarantee; the deposit products of various wealth management products of financial institutions.

**Fourth, utilizing the trade promotion channels of industry and business associations at home and abroad.** Enterprises can actively approach overseas purchasers to meet their demand, publicize Chinese quality brands and product images, and expand web design and customization services; industry associations, enterprise alliances, etc. can be encouraged to organize exchange meetings, seminars, etc. to provide different enterprises with exchange platforms so that they can effectively express their supply and demand requirements and obtain more sufficient industry information.

### Case 11: Meorient digital exhibitions set up a four-in-one digital exhibition model with “TradeChina Max” as the core

With TradeChina Max as the core service, Meorient digital exhibitions combine online & offline and domestic & overseas resources and have a four-in-one digital exhibition model designed in place, which covers online live streaming of opening ceremonies and overseas trade and investment forums, TradeChina Max digital exhibition service, remote online tour exhibition service of cities of host countries, and remote online exhibition participation service of trade fairs in China.

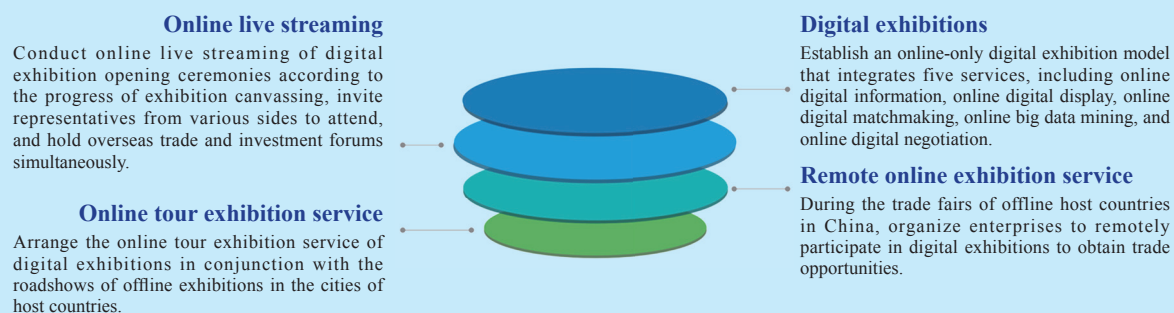


Figure 4.1 Four-in-One Digital Exhibition Model of Meorient “TradeChina Max”

## (II) Accurately customizing the ecological chain of online exhibitions

The online exhibition system establishes an extensive partner ecosystem to explore opportunities from innovation in intelligent exhibitions together with ecosystem partners. First, the system links the whole industry together, attracts users with different needs, accurately taps user needs through big data and artificial intelligence and provides personalized services according to customers’ needs. Multiple terminals are equipped in front of booths, and professional teams are waiting in front of screens around the world, ready to communicate with customers on the exhibition site. This expands the base of exhibitors and gives more enterprises that have exhibition needs but cannot participate in international exhibitions due to high costs the opportunity to walk on the international stage. Second, the new technology creates new scenes and new needs and helps organizers increase exhibitors and create industry value. Third, the online exhibition intelligent system has the self-learning feature and automatically obtains relevant information on the internet according to the demand of exhibitors.

### Case 12: Calsee+ intelligent cloud exhibition ecosystem provided remote online exhibition services for exhibitors at the BIOFACH

At the BIOFACH held in Nuremberg, Germany, SRS, a world-leading organic food certification organization, pioneered in the new experience brought by the “cloud exhibition”. Based on the trial operation system of the existing cloud exhibition platform, the Calsee team provided exhibitors with remote online exhibition services in the shortest time as required by the SRS. Online, through the Calsee platform, exhibitors could have a barrier-free communication with customers at the exhibition site thousands of miles away one by one via audio and video; there were three terminal devices in front of the booth, with each screen being linked to a professional team thousands of miles away, waiting to talk to customers at the exhibition site at any time. Offline, at the exhibition site, Calsee provided exhibitors with local professional reception staffs, displaying the exhibitors’ corporate image and culture in the international market more vividly and intuitively while attracting the attention of customers. After the exhibition, the whole day’s communications were completely sorted out through the backtracking function of the system’s video capture, and precise suggestions on cooperation were given for each visitor through the big data analysis of visiting customers.

### (III) Provide precise overseas marketing services

It bases on providing domestic enterprises with new overseas marketing services for cross-border trade, and offering enterprises international trade marketing services of “efficient launch, trial and error at low cost, and precise expansion of customers” , to help them to go global in a group. Its prominent feature is “the combination of O2O, localization and long term” .

“O2O” , i.e. Offline to Online, offline and online integration. The offline display of physical samples breaks through the limitation that Internet marketing cannot bring enough authenticity to buyers for a long time, allowing the suppliers’ products to be experienced by buyers based on actual samples rather than being guessed by photos. The website provides product details and QR codes, then buyers scan QR codes with App to find suppliers precisely and negotiate business with them remotely. O2O has considerably reduced the cost of buyers and sellers in the initial stage of cross-border trade and greatly improved the efficiency.

“Localization” , that is, the local team in the area where the sample room is located undertakes all tasks. Going deep into the local market for marketing and exploration, and inviting local buyers and those from neighboring countries to visit overseas exhibition halls, see samples and negotiate business with suppliers, help suppliers find targeted customers and solve the long-term pain point of difficult and expensive customer development caused by differences in language and business culture.

“Long term” , i.e. the above services are continuously provided to suppliers. This represents equipping suppliers with a long-term overseas marketing team to solve the embarrassment that suppliers could only touch on the market superficially or send their own personnel at a huge cost.

### **Case 13: Zhejiang International E-Commerce Holdings Co., Ltd. helped sell quality China-made goods globally through its digital overseas exhibition halls**

As a wholly-owned e-commerce subsidiary of Zhejiang International Business Group, Zhejiang International E-commerce Holdings Co., Ltd., insists on “international trade + digitization” as its main feature and actively assists various import and export enterprises to buy and sell goods globally. The digital overseas exhibition hall project is a new type of overseas marketing services and an “overseas sample room” that export enterprises set up in major trade cities abroad and operates for many years, under the mobile Internet ecology. It directly targets the long-term difficulties and pain points of cross-border trade and closely integrates cutting-edge technologies to form a comprehensive cross-border trade service base that combines exhibition, warehouse and trade, improving work efficiency and reducing comprehensive trial and error costs for both buyers and sellers. By virtue of BizPal App, a social networking service platform for international business independently developed by Zhejiang International E-commerce Holdings Co., Ltd., with the service mode of “offline exhibition of corporate samples, online cross-border business negotiation, local attraction of overseas buyers, and long-term cultivation of the market”, and in the method of “offline sample exhibition” + “online business negotiation” + “local promotion aboard”, the digital overseas exhibition hall systematically helps overseas buyers achieve efficient negotiation and real experience, and provides export enterprises with efficient, low-cost, substantiated, digital and localized foreign trade marketing services. In 2021, the O2O Product Sampling and Purchasing Center of Chinese High Quality Goods (Central and Eastern Europe) fully integrated the advantages of offline substantive authenticity of international trade with that of online efficiency, effectively reducing costs, steadily improving efficiency, establishing basic mutual trust between domestic and foreign enterprises, helping Zhejiang’s enterprises go global better and faster.

#### **(IV) Boost the development of online and offline integration**

The development of “online and offline integration” is the future trend of the exhibition industry. The first is to break through the choke point of the needs of both supplier and acquirer, and cultivate new demand and growth points through the offline and online integration of exhibitions and in-depth data mining, so that the exhibition industry in the epidemic crisis can gradually explore a new development path; the second is to rely on the strong brand appeal and abundant resources of offline exhibitions as well as online and offline integration, to create a “365-day exhibition that never ends” , to lead exhibitors towards digital marketing, and to guide the exhibition industry to create a new O2O business mode; the third is to integrate AI and other technologies deeply into online and offline scenarios to create a better participation experience and enhance the attractiveness of the exhibition. Digital convention and exhibition serves both conferences and exhibitions, as well as conference and exhibition organizers, participants, exhibitors, audiences and suppliers, and improves the return on investment and experience satisfaction of exhibitors, participants and visitors by focusing on the three major purposes of business connection, learning and education, and social networking that are most concerned by them.

## Case 14: The Fifth China-Arab States Expo created an online + offline immersive event experience

From August 19 to 22, 2021, aiming at “inheriting friendship, deepening cooperation, achieving mutual benefits, and promoting development”, with the theme of “deepening economic and trade cooperation, and jointly building the “Belt and Road”, the Fifth China-Arab States Expo (hereinafter referred to as “China-Arab Expo”) adopted the mode of “online and offline integration, with online given priority” in an innovative way, to build a more convenient and efficient platform for economic and trade cooperation between China and the countries along the “Belt and Road” Initiative.

**In terms of sharing new opportunities for development strategies**, guided by new development concepts, focusing on the “nine key industries” of Ningxia Autonomous Region, the Expo planned “cloud” conferences such as the business summit, the “Belt and Road” investment and cooperation conference, the online silk road conference, and “cloud” exhibitions such as clean energy and novel materials, green food, medical and health care, and invited Long Yongtu, the co-chairman of the Global CEO Conference, Zhang Weiwei, a professor at Fudan University, Ma Bin, the vice president of Tencent, Mohammed Qahtani, the vice president of Saudi Arabian Oil Company (Saudi Aramco) and other politicians, experts, scholars, and corporate heavyweights from China and the countries along the “Belt and Road” Initiative to have a “cloud dialogue”, so as to attract more outstanding domestic and overseas enterprises to share the resources and markets.

**In terms of sharing new achievements in the digital economy**, by virtue of 5G, artificial intelligence, big data, cloud computing and other new generation information technologies, the Expo made full use of digital conference and exhibition methods, including opening cloud live streaming for conferences, building cloud exhibition halls and cloud mall, and having cloud negotiations and cloud contract signing, to guide domestic and overseas enterprises to participate in the exhibition online, and attract more visitors to experience cloud conferences, cloud exhibitions, and cloud procurement, thus truly realizing digital empowerment and online and offline integration. Led by the online expo platform, it has actively promoted the digital industrialization and industrial digitization of Ningxia, guided the deep integration of digital economy and real economy, and driven enterprises to explore diversified markets to develop new business forms and new modes such as cross-border e-commerce, service trade and service outsourcing.

**In terms of enjoying the new future of the Silk Road in the cloud**, the Expo gave full play to the influence of the online expo; supported by the concept of cloud technology and with the cloud economic growth as the engine, it welcomed the guests all over the world and attracted a lot of visitors. 239 enterprises had carefully designed and arranged an offline exhibition area of 12,000 square meters, covering digital economy, cross-border e-commerce, clean energy, novel materials, green food and medical and health care. Many enterprises including HUAWEI, JD.COM, BAIDU, CRRC, SPIC, ICBC Technology, iFLYTEK, rolled out their new products, new technologies and new services, reflecting the national, international, and professional characteristics of the Expo. The latest information technology was extensively used. “Viewing exhibition with 5G” allowed visitors to watch the exhibition site in 360-degree panoramic views in real time through VR glasses, realizing online and offline synchronous exhibitions. For the first time, the online expo was held synchronously, with more than 1,000 enterprises online, over 1,000 cloud negotiations, 10 million online visitors, and 277 contracts signed; 90 Fortune 500 enterprises such as Saudi Aramco, China Resources, and HUAWEI, and 123 China’s top 500 enterprises and industry leaders such as China Communications Construction Company Limited (CCCC),

China Energy Engineering Corporation Limited (Energy China) participated in conferences and exhibitions online and offline, and hundreds of thousands of customers had negotiations, visited the exhibitions and signed contracts “in the cloud”. “Internet celebrity live streaming” appeared in exhibition areas for the first time for exhibition exploration, enhancing exhibitors’ sense of experience, participation and interaction.

### **Case 15: Shanghai UBM Sinoexpo International Exhibition Co., Ltd. provided convenient digital services for the exchange of products, services and information among enterprises with its vertical B2B online digital platform**

The operating mode of the vertical B2B online digital platform of Shanghai UBM Sinoexpo International Exhibition Co., Ltd. is mainly B2B (Business to Business). Taking its “JJGLE.COM” as an example, end B is a furniture manufacturer, end P is a designer and a decoration company. Through the B2P mode of JJGLE.COM, end P can purchase furniture directly from manufacturers, thereby obtaining affordable prices, while end B manufacturers can gain higher profits. Shanghai UBM Sinoexpo International Exhibition Co., Ltd. utilizes the 200,000 buyer database resources of its professional B2B website “SJGLE.COM” to guide the powerful offline professional buyer resources to the online, forming innovative exhibition marketing and business matching channels. With the help of a variety of online trading tools such as cloud video and trade matching systems, enterprises at online exhibitions can conduct business connection, online promotion and remote negotiation and contract signing. The platform architecture is: Online product exhibition hall. Display preferred products online, and enquire for large quantities of quality goods online. There are four product exhibition halls including food ingredients hall, food processing and packaging machinery hall, health products hall, and Zhejiang area (151 enterprises), with a total of 1,677 enterprises online and 27,588 products. Online hosted buyer matchmaking meeting. Match target suppliers for the hosted buyers precisely by virtue of double database of offline exhibitions and online digital platforms through one-to-one all-day exclusive services, and provide cloud video conferences for procurement negotiations. O2O matching and invitation system. With a database of 200,000 preregistered visitors, and more than 2,000 exhibitors at home and abroad, it has achieved precise positioning of reserved targets, efficient reservation of video conferences or offline meetings, and effective management of meeting arrangements. Heavyweight live streaming. 14 theme conferences were held, and a live streaming week was specially organized for Hubei raw materials and finished products enterprises, to talk about new trends in the industry.

## **V. Experience and Practice of Representative Exhibitor (Remote Exhibition Participation)**

In the context of the continuous spread of the global epidemic, international business exchanges are hindered.

Enterprises have many difficulties in directly participating in overseas offline exhibitions, and it is more difficult for them to win foreign trade orders and expand overseas markets. Since the second half of 2021, some well-known overseas exhibitions have resumed their offline activities. International buyers are in strong demand for sourcing, and exhibitors develop overseas orders. As a new form of exhibition participation, “representative exhibitor” came into being and is receiving more and more attention and praise.

### **(I) “1+1>2” new mode of exhibition participation**

In traditional exhibition services, exhibition agencies will acquire booths for enterprises and help them make arrangements, while enterprises need to equip staffs, transport samples, and advertise their products to buyers at the exhibition, which is the way most enterprises now adopt. The “representative exhibitor” is a new mode that gives full play to the new advantages of digital economy and features “offline physical exhibition + online instant negotiation” to attend exhibitions with online and offline integration, that is, enterprises participate in physical exhibitions remotely. This new overseas exhibition mode is convenient and safe. The exhibition site not only retains the various elements of offline exhibitions, but also effectively makes up for the current restrictions on overseas participation of exhibitors, ensuring the needs of on-site purchasers such as “visible”, “touchable”, and “negotiable”. It will help foreign trade enterprises return against the trend and seize opportunities to expand the market.

### **(II) Unobstructed professional communication**

In the face of international travel bans, “representative exhibitors” can ensure that enterprises could contact customers in the target market in a timely manner, and communicate effectively with buyers without worrying about health, safety or other issues. Remote exhibition participation generally provides exhibitors with a virtual booth where they can have video chats and calls with non-participating buyers, and share product information. In the meantime, there is a physical booth equipped with well-trained translators to receive on-site visitors, distribute samples, collect business cards, and connect potential customers on site with remote exhibitors through online meetings. Moreover, local participants with rich experience in the exhibition are proficient in using foreign languages to introduce the enterprise’s products and core business, which invisibly shortens the distance with buyers, allowing exhibitors’ products to stand out among many exhibitors and win the favor of buyers.

### **(III) Higher cost performance and efficiency**

“Representative exhibitors” can provide an exhibition participation mode with lower cost, higher cost performance and efficiency for small and medium-sized enterprises or first-time exhibitors. In traditional exhibitions, enterprises have to go to the exhibition in person. The long distance, visa difficulties, language barriers, and inconvenient transportation of samples will consume a lot of manpower, material and financial resources, and the cost is quite high. While the “representative exhibitors” service, supported by service providers, local administrative bodies and local resources and contacts, helps enterprises publicize their products at the exhibition, hence enterprises’ participation cost is relatively small. With the mode of

“representative exhibitors” and the support of the Internet, enterprises can also have many exhibitions in a day, greatly improving the participation efficiency. This mode combines the rich customer population of offline exhibitions and the convenient and efficient online access, which can better solve the problems such as increased business travel costs, increased difficulty in transporting exhibits, and mounting health risks during the epidemic, and more efficiently expand overseas markets. It will become a long-term and sustainable way of exhibition participation.

#### **(IV) In possession of physical booths for “representative exhibitors”**

The online exhibition in 2020 was not fully recognized by the exhibitors and buyers. The main reason is that it is difficult to establish mutual trust in the interaction between the two sides of the transaction. Pure online communication cannot guarantee the quality of buyers, nor can they experience products in real time. Therefore, many buyers are still accustomed to visiting physical exhibitions. It is not difficult to find from the current exhibitions that the average time for buyers to stay in the venues is longer due to the requirements of flow restriction and crowd density in the epidemic. If exhibitors can have a physical booth just like in a normal exhibition to physically showcase their products to meet the needs of buyers for “real feelings”, enterprises’ “representative exhibitors” booth will have more opportunities to be concerned by buyers.

#### **Case 16: China Council for the Promotion of International Trade Dalian Sub-council helped enterprises to participate in exhibitions in Japan remotely**

Since the beginning of 2021, China Council for the Promotion of International Trade Dalian Sub-council and China Chamber of International Commerce Dalian Chamber of Commerce have organized 10 enterprises from Dalian for remote participation in Mechanical Components & Materials Technology Expo in Tokyo (M-Tech Tokyo), M-Tech Nagoya, AFF Tokyo, and AFF Osaka, with an exhibition booth area of 117 square meters, making them the first exhibition organizer to start overseas exhibition projects during the epidemic in Dalian. China Council for the Promotion of International Trade Dalian Sub-council gave full play to its role as the main channel for international liaison and overseas exhibitions, and maintained extensive communication with overseas exhibition agencies. It pioneered in serving enterprises for remote participation in the exhibition of machinery, clothing and textile industries in Japan without going aboard with the mode of “remote representative exhibitor”, through enterprises’ Japanese agent or supporting booth translator, in combination with real-time interactive system for online exhibition. The survey after the exhibition shows that, all exhibitors have got new partners through the exhibition, with more than 10 intention orders being followed, and exhibition satisfaction of up to 70%, increasing the confidence in continuing to consolidate and expand overseas markets in the “post epidemic” era.

Of course, it needs to be pointed out that, the on-site service personnel in the “representative exhibitor” are not employees of exhibitors, who are not professional enough and whose commercial interests are not completely consistent with exhibitors. Many professional issues require direct communication by exhibitors in the follow-up. Therefore, exhibition institutions should strengthen the training and management of on-site service personnel, so that they can fully understand the basic information of enterprises and exhibits, and also more professionally attract buyers and better facilitate orders. Secondly, enterprises need to have a closer communication with the organizers, including basic information such as logistics and booth construction requirements, to ensure the normal progress of the exhibition arrangement. Finally, enterprises can agree with the booth agent how to carry out the daily work report, such as business card records and communication records, so that enterprises can follow up in time.



According to the standards of The Global Association of the Exhibition Industry (UFI) for the statistics of venue profile, in this Chapter, a statistical survey is conducted on 272 exhibition venues and non-professional exhibition places in 145 cities across China (excluding Hong Kong, Macao and Taiwan), and the professional exhibition venues that had indoor rentable area greater than or equal to 5,000 square meters and held more than two economic and trade exhibitions in 2021 are selected from the list, which are defined as China’s exhibition venue profile in 2021. Accordingly, the China’s exhibition venue profile in 2021 defined in this Chapter includes 151 professional exhibition venues, with a total indoor rentable area of approximately 10.34 million square meters.

This Chapter makes statistics and analysis on China’s exhibition venue profile according to the above categories. The data comes from the China Exhibition Information Database of China International Exhibition Center Group Corporation, which is hereby explained.

## I. Geographical and Scale Distribution

In 2021, thanks to the stable overall epidemic situation, the exhibition industry has shown signs of recovery. However, the repeated local epidemics, such as that in Guangdong in June, Nanjing and Zhangjiajie in July, especially that in November, have caused a certain impact on the exhibition industry. Affected by the epidemic, the number and area of China’s exhibition venues in 2021 increased slightly compared to 2020, but have not yet returned to the level of 2019. According to statistics, the number of domestic exhibition venues reached 151 in 2021, two more than in 2020, an increase of about 1.3%; the total indoor rentable area was about 10.34 million square meters, about 760,000 square meters more than in 2020, an increase of about 7.9%. Among them, National Convention & Exhibition Center (Tianjin) (Phase I), Hunan Zhuzhou International

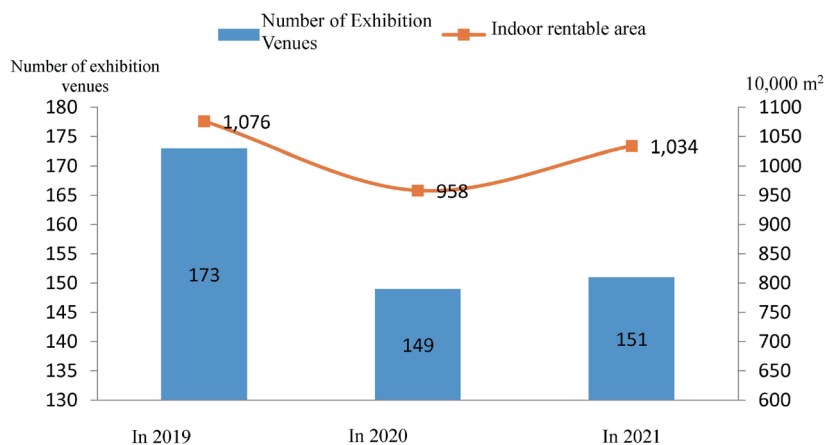


Figure 4.1 Changes in Number and Area of Exhibition Venues in Mainland China from 2019 to 2021

Convention & Exhibition Center and Huaizhou New City International Convention & Exhibition Center were completed and put into use. In 2021, China's exhibition venue profile achieved an additional exhibition area of 400,000 square meters, reflecting the trend of continuous growth in the total supply of exhibition venues under the normalization of epidemic prevention and control. In the future, with the implementation of large-scale exhibition venue projects such as National Convention & Exhibition Center (Tianjin) (Phase II), China International Exhibition Center (Phase II), and Hangzhou Grand Convention and Exhibition Center, the total supply area of the exhibition venue is expected to increase continuously.

### (I) Distribution in Provinces

There were 17 exhibition venues in Jiangsu Province, accounting for about 11% of the national total, which was the province with the largest number of exhibition venues in China. Guangdong Province, Shandong Province and Zhejiang Province each had 16 exhibition venues, tied for the second place. Shanghai had nine exhibition venues, Hebei Province had eight ones, Liaoning Province had seven ones, and Beijing had six ones, ranking fifth to eighth respectively.

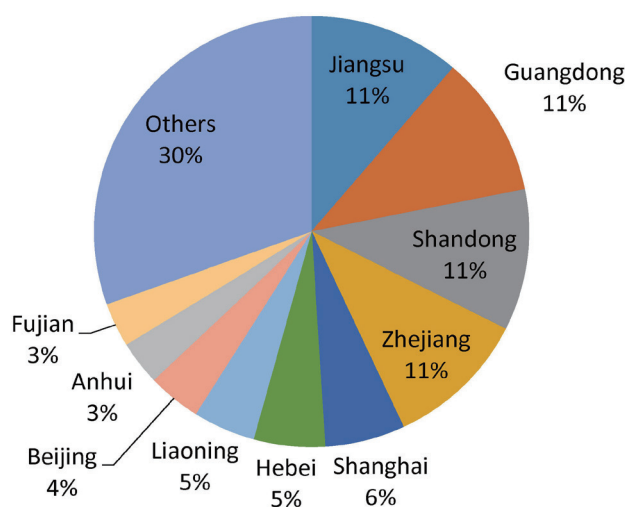
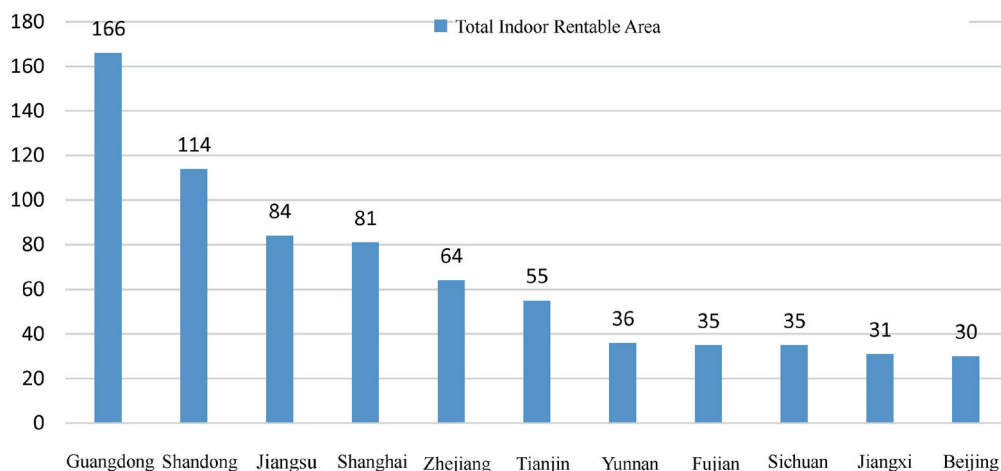


Figure 4.2 Provincial Proportion of Exhibition Venues Nationwide in 2021

In terms of the total indoor rentable area of the exhibition venues, for the traditional exhibition venue resources, Guangdong Province and Shandong Province stayed in the leading level. In 2021, the total area of exhibition venues in Guangdong Province reached about 1.66 million square meters, accounting for about 16% of the national total indoor rentable area, ranking first in China. The total area of exhibition venues in Shandong Province reached about 1.14 million square meters, accounting for about 11% of the national total indoor rentable area, ranking second. Jiangsu Province, Shanghai, Zhejiang Province and Tianjin have all had a total area of over 500,000 square meters, ranking third to sixth.



**Figure 4.3 Comparison of Indoor Rentable Area of Exhibition Venues in Major Provinces and Municipalities in 2021**

Generally, there were six provinces & municipalities (Guangdong, Shandong, Shanghai, Jiangsu, Zhejiang and Tianjin) with a total indoor rentable area of more than 500,000 square meters, adding up to 5.69 million square meters, accounting for about 55% of the national total; 17 provinces & municipalities with a total rentable area of 100,000~500,000 square meters, adding up to 3.99 million square meters, accounting for 39% of the national total; seven provinces & municipalities with a total rentable area of less than 100,000 square meters, adding up to 660,000 square meters, accounting for about 6% of the national total.

**Table 4.1 List of Provinces & Municipalities with a Total Indoor Rentable Area of Exhibition Venue of over 300,000 Square Meters in 2021**

S/N	Province	Number of Exhibition Venues	Indoor Rentable Area(10,000 square meters)
1	Guangdong	16	166
2	Shandong	16	114
3	Jiangsu	17	84
4	Shanghai	9	81
5	Zhejiang	16	64
6	Tianjin	2	55
7	Yunnan	2	36
8	Fujian	5	35
9	Sichuan	4	35
10	Jiangxi	3	31
11	Beijing	6	30

## (II) Distribution in Cities

In terms of quantity, Shanghai had the largest number of eight exhibition venues, followed by Beijing with six exhibition venues, ranking second. Hangzhou had five exhibition venues, ranking third. Guangzhou, Wuhan, Changsha, Nanjing and Qingdao had four exhibition venues respectively, tied for the fourth place. In China's exhibition venue profile in 2021, there were eight cities with more than four exhibition venues, two more than in 2020, accounting for about 9%; 29 cities with two to three venues, two more than in 2020, accounting for about 33%. According to comprehensive statistics, in 2021, the number of cities with more than two exhibition venues reached 37, accounting for 42% of the total city samples, an increase of 2% over 2020; the total number of exhibition venues reached 103, accounting for 68% of the total exhibition venue samples, an increase of 2% over 2020.

As indicated in the statistics, with the increasing number of cases of "multiple venues in one city", the functional role of the diversified competition between old and new exhibition venues to optimize the industrial layout of new urban areas has been successfully practiced in more and more cities. "To boom city exhibition industry through cooperative competition in multiple venues" will become one of the important means to promote the construction and development of city exhibition venues in the future.

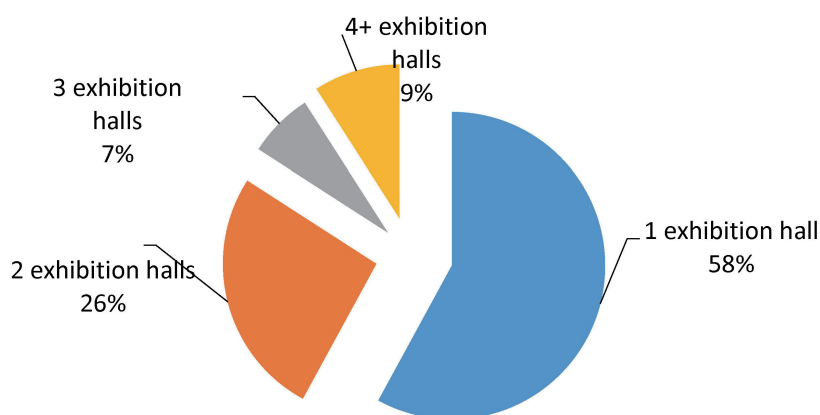
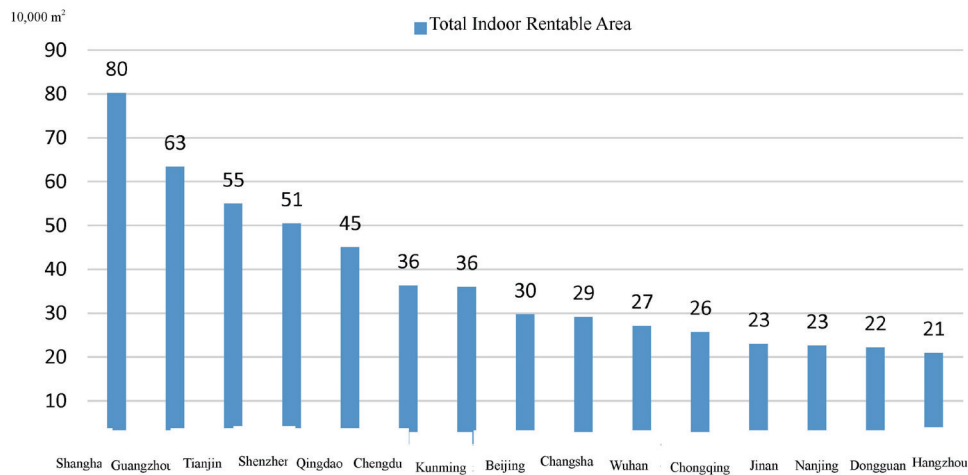


Figure 4.4 Quantity and City Distribution of Exhibition Venues Nationwide in 2021

In terms of area, Shanghai ranked first with a total indoor rentable area of about 800,000 square meters, accounting for about 7.7% of the national total; Guangzhou ranked second with about 630,000 square meters, accounting for about 6% of the national total; Tianjin and Shenzhen ranked third and fourth with a total indoor rentable area of about 550,000 square meters and 510,000 square meters respectively. Qingdao, Chengdu, Kunming and Beijing ranked fifth to eighth respectively.



**Figure 4.5 Comparison of Indoor Rentable Area of Exhibition Venues in Major Cities in 2021**

It is obvious that the exhibition venue resources of Shanghai reached up to 800,000 square meters, in an absolute leading position. Guangzhou had slightly fewer exhibition venue resources with an area of 600,000 square meters. However, with the construction and delivery of China Import and Export Fair (Phase IV) in 2022, the total indoor rentable area in Guangzhou will exceed 800,000 square meters. With the completion of the National Convention & Exhibition Center (Tianjin), the exhibition venue resources of Tianjin has boomed to 400,000 to 500,000 square meters, constituting the second tier together with Shenzhen and Qingdao. The exhibition venue resources of 10 cities including Chengdu, Kunming, Beijing and Changsha were between 200,000 and 300,000 square meters, constituting the third tier together. Among them, Beijing, Hangzhou, Jinan, Zhengzhou, and Wuhan have large-scale new exhibition venues under construction. It is expected that they will move forward to 500,000 square meters from 2022 to 2024, further expanding the second-tier lineup, contributing to a more even distribution of exhibition venue resources, boosting a balanced exhibition economy development among all regions.

Generally, there were four cities (Shanghai, Guangzhou, Tianjin and Shenzhen) with a total indoor rentable area of more than 500,000 square meters, adding up to about 2.49 million square meters, accounting for about 24% of the national total; 11 cities including Qingdao, Chengdu, Kunming, Beijing, Changsha with a total indoor rentable area of 200,000~500,000 square meters, adding up to about 3.13 million square meters, accounting for about 30% of the national total; 17 cities including Hefei and Xiamen with a total indoor rentable area of 100,000~200,000 square meters, adding up to about 2.19 million square meters, accounting for about 21% of the national total; 23 cities including Xuzhou and Wuxi with a total indoor rentable area of 50,000~100,000 square meters, adding up to about 1.70 million square meters, accounting for about 16% of the national total; and 33 cities including Xining, Urumqi and Tangshan with a total indoor rentable area of less than 50,000 square meters, adding up to about 990,000 square meters, accounting for about 10% of the national total.

**Table 4.2 List of Cities with a Total Indoor Rentable Area of Exhibition Venues of over 200,000 Square Meters in 2021**

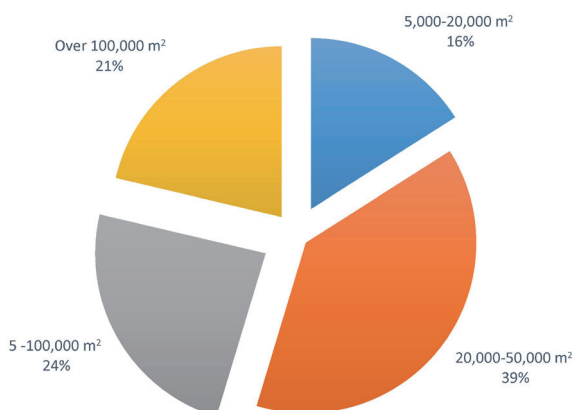
S/N	City	Number of Exhibition Venues	Total Indoor Rentable Area (square meters)
1	Shanghai	8	802543
2	Guangzhou	4	634400
3	Tianjin	2	550000
4	Shenzhen	2	505000
5	Qingdao	4	450910
6	Chengdu	4	366100
7	Kunming	2	363440
8	Beijing	6	297544
9	Changsha	4	291608
10	Wuhan	4	271200
11	Chongqing	2	257000
12	Jinan	3	230000
13	Nanjing	4	226400
14	Dongguan	2	222000

### (III) Distribution in Scale

According to UFI classifications, we classified the above-mentioned 149 exhibition venues respectively by the indoor rentable area of 5,000~19,999 square meters, 20,000~49,999 square meters, 50,000~99,999 square meters, and over 100,000 square meters.

In terms of quantity, there were 32 exhibition venues with an indoor rentable area of more than 100,000 square meters, two more than in 2020, accounting for about 21% of the national total; 37 exhibition venues with an indoor rentable area of 50,000~100,000 square meters, three more than in 2020, accounting for about 24% of the national total; 58 exhibition venues with an indoor rentable area of 20,000~ 50,000 square meters, two fewer than in 2020, accounting for about 39% of the national total; 24 exhibition venues with an indoor rentable area of less than 20,000 square meters, the same as in 2020, accounting for about 16% of the national total.

Compared with 2020, the number of large and medium-sized exhibition venues has grown steadily, showing the continuous increase in the scale of China's exhibition venue.



**Figure 4.6 Scale Distribution of Exhibition Venues Nationwide in 2021 (Number of Exhibition Venues)**

**Table 4.3 List of Exhibition Venues with an Indoor Rentable Area of over 100,000 Square Meters in 2021**

Exhibition Venue	Province	City	Rentable Area (square meters)
National Exhibition and Convention Center (Shanghai)	Shanghai	Shanghai	400000
Shenzhen World Exhibition & Convention Center	Guangdong	Shenzhen	400000
National Exhibition and Convention Center (Tianjin)	Tianjin	Tianjin	400000
China Import & Export Fair Complex	Guangdong	Guangzhou	338000
Kunming Dianchi International Convention and Exhibition Center	Yunnan	Kunming	300000
GD Modern International Exhibition Center	Guangdong	Dongguan	210000
Western China International Expo City	Sichuan	Chengdu	205000
The Shanghai New International Expo Center	Shanghai	Shanghai	200000
Chongqing International Expo Center	Chongqing	Chongqing	200000
Qingdao Cosmopolitan Exposition	Shandong	Qingdao	200000
Guangzhou International Sourcing Center	Guangdong	Guangzhou	200000
Changsha International Convention and Exhibition Center	Hunan	Changsha	177500
Wuhan International Expo Center	Hubei	Wuhan	150000
Tianjin Mei Jiang Convention Center	Tianjin	Tianjin	150000
Qingdao Red Island International Convention and Exhibition Center	Shandong	Qingdao	150000
Xiamen International Convention and Exhibition Center	Fujian	Xiamen	140000
Nanchang Greenland International Expo Center	Jiangxi	Nanchang	140000
Hefei Binhu International Convention and Exhibition Center	Anhui	Hefei	140000
Jiangxi International Automobile Exhibition Center	Jiangxi	Nanchang County	140000
Fuzhou Strait International Convention and Exhibition Center	Fujian	Fuzhou	120000
Yiwu International Expo Centre	Zhejiang	Yiwu	120000
Qingdao International Expo Center	Shandong	Qingdao	120000
New International Convention & Exposition Center Chengdu Century City	Sichuan	Chengdu	110000
Ji'nan International Convention and Exhibition Center	Shandong	Jinan	110000
China International Exhibition Center (Shunyi Pavilion)	Beijing	Beijing	106800
Shenyang International Exhibition Center	Liaoning	Shenyang	105600
Shenzhen Convention & Exhibition Center	Guangdong	Shenzhen	105000
Xi'an International Convention and Exhibition Center	Shaanxi	Xi'an	100000
Suzhou International Expo Center	Jiangsu	Suzhou	100000
Shandong International Convention and Exhibition Center	Shandong	Jinan	100000
Tanzhou International Convention and Exhibition Center	Guangdong	Foshan	100000
Changchun International Conference & Exhibition Center	Jilin	Changchun	100000

## II. Market and Operation

The construction of venues only reflects the construction level of the exhibition infrastructure while its number and scale (area) of trade and economic exhibitions accommodated as a professional exhibition venue, directly reflecting the promotion and support effect of the venue construction on the local exhibition economy. This Chapter will count the number and area of the trade and economic exhibitions held in various exhibition venues and make a comparative analysis of the current situation of the operation of the venues. Meanwhile, with the development of exhibition economy, some exhibition venues take other non-exhibition activities as the important supplement to the exhibition venues, such as meetings, celebrations and conferences, and even concerts, sports meetings and other large-scale cultural and sports activities to enhance the operation efficiency of the venues. However, due to the smaller proportion of the above non-exhibition activities and the fact that they cannot be compared with the venues mainly engaged in exhibition business, this Chapter will not cover this part.

### (I) Number of Exhibitions

Shanghai New International Expo Center held 126 exhibitions in 2021, continuing to consolidate its dominant position in the number of exhibitions and ranking first in China. With the resumption of offline operation, China Import and Export Fair Exhibition Hall held 98 exhibitions in 2021 after overcoming the adverse effects of the epidemic, ranking second in China. Zhengzhou International Convention and Exhibition Centre held 96 exhibitions in 2021 after overcoming the dual influences of the epidemic and flood, jumping to the third place in China. National Exhibition and Convention Center (Shanghai) has developed steadily, and held 77 exhibitions in 2021 under the adverse impact of the epidemic at the end of the year, ranking fourth in China. Shanghai World Expo Exhibition & Convention Center held 73 exhibitions, ranking fifth. As one of the most severely affected areas in China, China International Exhibition Center in Beijing held 70 exhibitions after overcoming mountains of difficulties, ranking sixth. Shenzhen Convention & Exhibition Center, Shenzhen World Exhibition & Convention Center, Poly World Trade Center Expo and New International Convention & Exposition Center Chengdu Century City ranked seventh to tenth respectively.

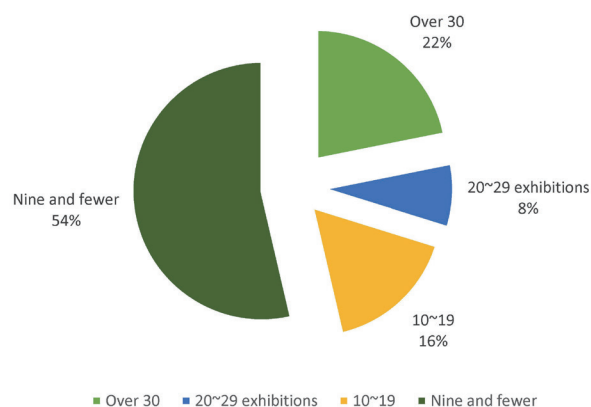
**Table 4.4 List of Exhibition Venues Hosting More than 30 Exhibitions in 2021**

S/N	Exhibition Center	Province	City	Number of Exhibitions
1	The Shanghai New International Expo Center	Shanghai	Shanghai	126
2	China Import & Export Fair Complex	Guangdong	Guangzhou	98
3	Zhengzhou International Convention and Exhibition Center	Henan	Zhengzhou	96
4	National Exhibition and Convention Center (Shanghai)	Shanghai	Shanghai	77
5	Shanghai World Expo Exhibition & Convention Center	Shanghai	Shanghai	73
6	China International Exhibition Center	Beijing	Beijing	70
7	Shenzhen Convention & Exhibition Center	Guangdong	Shenzhen	66
8	Shenzhen World Exhibition & Convention Center	Guangdong	Shenzhen	63



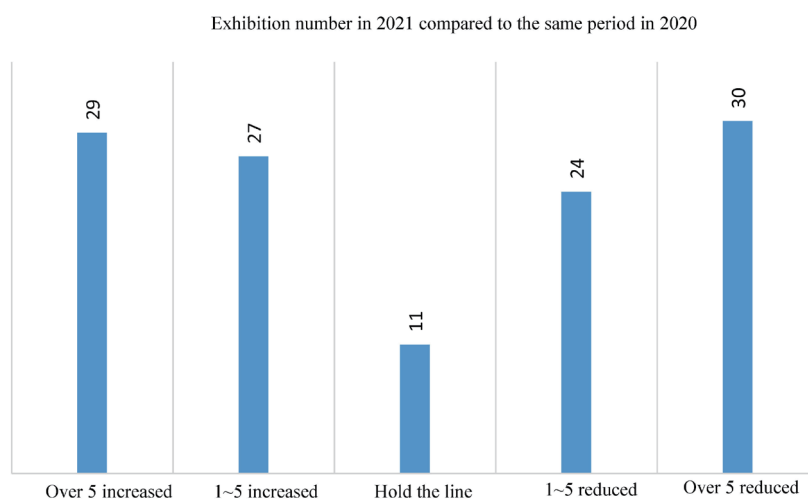
S/N	Exhibition Center	Province	City	Number of Exhibitions
9	Poly World Trade Center Expo	Guangdong	Guangzhou	62
10	New International Convention & Exposition Center Chengdu Century City	Sichuan	Chengdu	62
11	Nanning International Convention and Exhibition Center	Guangxi	Nanning	58
12	Nanjing International Exhibition Center	Jiangsu	Nanjing	57
13	Wuhan International Expo Center	Hubei	Wuhan	56
14	Xi'an International Convention and Exhibition Center	Shaanxi	Xi'an	52
15	China National Convention Center	Beijing	Beijing	50
16	Hangzhou International Expo Center	Zhejiang	Hangzhou	49
17	Suzhou International Expo Center	Jiangsu	Suzhou	46
18	Ningbo International Convention and Exhibition Center	Zhejiang	Ningbo	44
19	Qingdao International Exhibition Center	Shandong	Qingdao	44
20	Xiamen International Convention and Exhibition Center	Fujian	Xiamen	43
21	Zhong Yuan International Exhibition Center	Henan	Zhengzhou	43
22	Chongqing International Expo Center	Chongqing	Chongqing	41
23	Nanchang Greenland International Expo Center	Jiangxi	Nanchang	40
24	Western China International Expo City	Sichuan	Chengdu	38
25	Shenyang International Exhibition Center	Liaoning	Shenyang	36
26	Shandong International Convention and Exhibition Center	Shandong	Jinan	35
27	Nanjing International Expo Centre	Jiangsu	Nanjing	35
28	Tianjin Mei Jiang Convention Center	Tianjin	Tianjin	34
29	Harbin International Exhibition Center & City Stadium	Heilongjiang	Harbin	33
30	Hefei Binhu International Convention and Exhibition Center	Anhui	Hefei	33
31	Shijiazhuang International Convention and Exhibition Center (Zhengding New Pavilion)	Hebei	Shijiazhuang	33
32	Liaoning Industrial Exhibition Hall	Liaoning	Shenyang	33
33	Tanzhou International Convention and Exhibition Center	Guangdong	Foshan	30

In 2021, 33 exhibition venues in China held more than 30 exhibitions, 13 more than in 2020, a growth of up to 65%, accounting for about 22% of the national total, an increase of 9% over 2020; 12 exhibition venues held 20~29 exhibitions, accounting for about 8% of the national total; 25 exhibition venues held 10~19 exhibitions, accounting for 16% of the national total; and 81 exhibition venues held nine or fewer exhibitions, accounting for about 54% of the national total.



**Figure 4.7 Operation Distribution of Exhibition Venues Nationwide in 2021 (Number of Exhibitions)**

A further examination of the changes in the number of economic and trade exhibitions held in venues in 2021 and 2020 shows that, there were 56 exhibition venues nationwide that held more exhibitions in 2021 than in 2020, accounting for 45% of the comparable samples (excluding newly built exhibition halls, newly operated exhibition halls and those not included in the category of statistics in 2019 for other reasons). The number of exhibitions held in 29 exhibition venues increased significantly in 2021 (over five), accounting for about 19%; the number of exhibitions held in 27 exhibition venues increased slightly (less than five), accounting for about 18%; 11 exhibition venues held the same number of exhibitions as in 2020, accounting for about 7%; the number of exhibitions held in 24 exhibition venues dropped slightly (less than five), accounting for about 16%; and the number of exhibitions held in 30 exhibition venues declined notably (over five), accounting for about 20%.



**Figure 4.8 Changes in the Number of Exhibitions Held in Exhibition Venues Nationwide from 2019 to the second half of 2020**

Statistics show that in 2021, there was a significant improvement in the operation of China's exhibition venues; nearly half of them have achieved good performance in increasing the number of exhibitions, and there was a significant increase in the number of first-tier exhibition venues (holding more than 30 exhibitions a year).

**Table 4.5 List of Top 10 Exhibition Venues with the Largest Increase in the Number of Exhibitions in 2021**

S/N	Exhibition Center	Province	City	Increase in exhibition quantity
1	Shenzhen World Exhibition & Convention Center	Guangdong	Shenzhen	34
2	Nanchang Greenland International Expo Center	Jiangxi	Nanchang	26
3	Nanjing International Exhibition Center	Jiangsu	Nanjing	22
4	Xi'an International Convention and Exhibition Center	Shaanxi	Xi'an	19
5	ShanghaiMart	Shanghai	Shanghai	19

S/N	Exhibition Center	Province	City	Increase in exhibition quantity
6	Zhong Yuan International Exhibition Center	Henan	Zhengzhou	17
7	Wuhan International Expo Center	Hubei	Wuhan	16
8	Shandong International Convention and Exhibition Center	Shandong	Jinan	16
9	Nanning International Convention and Exhibition Center	Guangxi	Nanning	15
10	Liaoning Industrial Exhibition Hall	Liaoning	Shenyang	15

## (II) Area of Exhibitions

In 2021, National Exhibition and Convention Center (Shanghai) had a total exhibition area of about 7.18 million square meters, ranking first in China; Shanghai New International Expo Center had a total exhibition area of about 6.47 million square meters, ranking second; China Import and Export Fair Exhibition Hall had a total exhibition area of about 6.10 million square meters, ranking third. China International Exhibition Center had a total exhibition area of about 3.53 million square meters, ranking fourth. Shenzhen Convention & Exhibition Center had a total exhibition area of about 2.78 million square meters, ranking fifth. Shenzhen World Exhibition & Convention Center had seen a significant growth after it was officially put into operation and had a total exhibition area of about 2.60 million square meters in 2021, ranking sixth. Poly World Trade Center Expo, Zhengzhou International Convention and Exhibition Centre, Western China International Expo City, Shanghai World Expo Exhibition & Convention Center and Chongqing EXPO Center all had a total exhibition area of over 2.00 million square meters, ranking seventh to eleventh respectively.

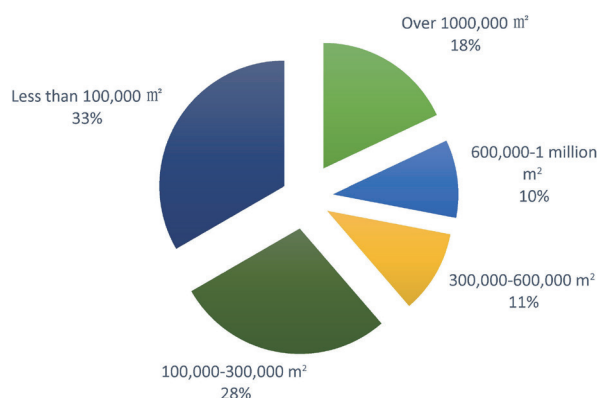
**Table 4.6 List of Total Exhibition Area of Main Exhibition Venues in 2021**

S/N	Exhibition Center	Province	City	Exhibition Area (10,000 square meters)
1	National Exhibition and Convention Center (Shanghai)	Shanghai	Shanghai	718
2	The Shanghai New International Expo Center	Shanghai	Shanghai	647
3	China Import & Export Fair Complex	Guangdong	Guangzhou	610
4	China International Exhibition Center	Beijing	Beijing	353
5	Shenzhen Convention & Exhibition Center	Guangdong	Shenzhen	278
6	Shenzhen World Exhibition & Convention Center	Guangdong	Shenzhen	260
7	Poly World Trade Center Expo	Guangdong	Guangzhou	250
8	Zhengzhou International Convention and Exhibition Center	Henan	Zhengzhou	241
9	Western China International Expo City	Sichuan	Chengdu	218
10	Shanghai World Expo Exhibition & Convention Center	Shanghai	Shanghai	214
11	Chongqing International Expo Center	Chongqing	Chongqing	202
12	Wuhan International Expo Center	Hubei	Wuhan	196

S/N	Exhibition Center	Province	City	Exhibition Area (10,000 square meters)
13	New International Convention & Exposition Center Chengdu Century City	Sichuan	Chengdu	177
14	Shandong International Convention and Exhibition Center	Shandong	Jinan	174
15	Hangzhou International Expo Center	Zhejiang	Hangzhou	173
16	Xi'an International Convention and Exhibition Center	Shaanxi	Xi'an	172

Note: Combined statistics of China International Exhibition Center (Sanyuanqiao & Shunyi)

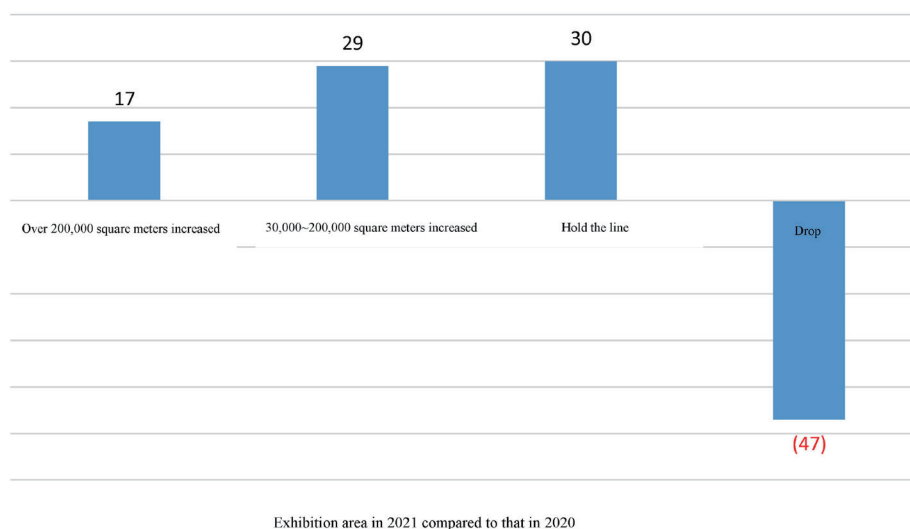
In 2021, there were 27 exhibition venues with a total exhibition area of more than 1,000,000 square meters, nine more than in 2020, a growth of up to 50%, accounting for about 18% of the national total, an increase of 6% over 2020; 15 exhibition venues with a total exhibition area of 600,000~1,000,000 square meters, one more than in 2020, accounting for about 10% of the national total; 16 exhibition venues with a total exhibition area of 300,000~600,000 square meters, accounting for about 11% of the national total; 42 exhibition venues with a total exhibition area of 100,000~300,000 square meters, accounting for about 28% of the national total, about 12% lower than that in 2020; 51 exhibition venues with a total exhibition area of less than 100,000 square meters, 12 fewer than in 2020, accounting for about 33% of the national total, a decrease of about 15% compared with 2010. The comparison with the statistics in 2020 shows that in 2021, the total exhibition area of exhibition venues increased on the whole, the number of exhibition venues with a total exhibition area of more than 1,000,000 square meters increased significantly, and the number of exhibition venues with a total exhibition area of less than 300,000 square meters dropped notably, indicating that the overall operation level of exhibition venues has improved.



**Figure 4.9 Operation Distribution of Exhibition Venues Nationwide in 2021 (Exhibition Area)**

A further examination of the changes in the exhibition area of exhibition venues in 2021 and 2020 shows that, there were 46 exhibition venues nationwide with more exhibition area in 2021 than in 2020, accounting for 37% of the comparable samples (excluding newly built exhibition halls, newly operated exhibition halls and those not included in the category of statistics in 2020 for other reasons). 17 exhibition venues increased over 200,000 square meters of exhibition area in 2021 compared with 2020, accounting for about 14%; 29

exhibition venues increased 30,000~200,000 square meters of exhibition area, accounting for about 23%; 30 exhibition venues kept basically the same exhibition area as that in 2020 (with a difference of less than 30,000 square meters), accounting for about 24%; and 47 exhibition venues decreased the exhibition area, accounting for about 38%, a sharp drop of about 30% over 2020. Statistics show that in 2021, China's exhibition venues have seen a significant improvement in the business situation compared with that in 2020, however, affected by the epidemic, there were still some exhibition venues in a downward path.



**Figure 4.10 Changes in the Exhibition Area of Exhibition Venues Nationwide in 2020-2021**

A comparison of the number of exhibitions shows that in 2021, more exhibition venues increased the number of exhibitions rather than the exhibition area, reflecting that although the recovery process of China's exhibition industry is accelerating in the new era of normalization of epidemic prevention and control, the growth in the number of exhibitions has not been fully reflected in the actual exhibition area due to various reasons. The main reasons include the following three aspects. First, a large number of overseas exhibitors were unable to participate due to the severity of the epidemic overseas, resulting in the reduction of the area of international exhibitions; second, affected by local epidemics, a large number of exhibitions were postponed and rescheduled, and the exhibition area was also greatly affected; third, the inconsistent epidemic control measures in different regions limited the willingness of the exhibitors and visitors in some non-epidemic areas to participate and visit, reducing the effectiveness of exhibitions and shrinking the exhibition area.

**Table 4.7 List of Top 10 Exhibition Venues with the Largest Increase in Exhibition Area in 2021**

S/N	Exhibition Center	Province	City	Increase in exhibition quantity(10,000 square meters)
1	China Import & Export Fair Complex	Guangdong	Guangzhou	147
2	Shandong International Convention and Exhibition Center	Shandong	Jinan	101
3	Nanchang Greenland International Expo Center	Jiangxi	Nanchang	68

S/N	Exhibition Center	Province	City	Increase in exhibition quantity(10,000 square meters)
4	Wuhan International Expo Center	Hubei	Wuhan	61
5	Xi'an International Convention and Exhibition Center	Shaanxi	Xi'an	46
6	Hainan International Convention and Exhibition Center	Hainan	Haikou	35
7	Qingdao Cosmopolitan Exposition	Shandong	Qingdao	35
8	Tanzhou International Convention and Exhibition Center	Guangdong	Foshan	33
9	Nanning International Convention and Exhibition Center	Guangxi	Nanning	31
10	Suzhou International Expo Center	Jiangsu	Suzhou	30

### III. Analysis of Typical Exhibition Halls

#### (I) Shenzhen World Exhibition & Convention Center

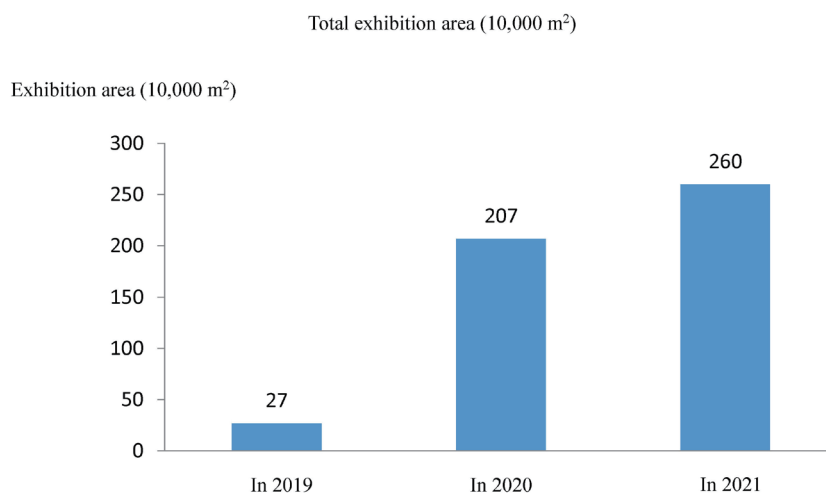
Phase I of the Shenzhen World Exhibition & Convention Center project was completed in 2019, with a total construction area of 1.6 million m<sup>2</sup> and an indoor exhibition area of 400,000 m<sup>2</sup>. After the overall completion, the Shenzhen World Exhibition & Convention Center will have a total indoor exhibition area of 500,000 m<sup>2</sup>, becoming a mega exhibition complex integrating exhibitions, conferences, events, catering, commerce and services. Adjacent to Shenzhen Airport, the Shenzhen World Exhibition & Convention Center is located at the intersection of the three major city circles: Guangzhou-Foshan-Zhaoqing, Shenzhen-Dongguan-Huizhou and Zhuhai-Zhongshan-Jiangmen. The unrivalled resource concentration effect and profound development potential of the Guangdong-Hong Kong-Macao Greater Bay Area bring it outstanding geographical advantage.

Jointly operated and managed by Shenzhen Zhaohua International Convention and Exhibition Operation Co., Ltd. (co-founded by China Merchants Shekou and Overseas Chinese Town) and ASM GLOBAL, one of the world's top three venue operators, the Shenzhen World Exhibition & Convention Center organically combines domestic first-class commercial property management with international leading exhibition operation and management and embarks on a new path in the construction and operation of large exhibition halls in China.

As an important window of China's reform and opening up, Shenzhen realized an annual GDP of RMB 2,767,024 million in 2020, up 3.1% year-on-year, ranking first among the four first-tier cities in terms of growth rate. As a pioneer in strategic emerging industries in the country, Shenzhen has successively planned and deployed biological, new energy and Internet, marine, aerospace, energy conservation and environmental protection, life and health, artificial intelligence, third-generation semiconductors, and integrated circuits industries. The established advantageous industries have laid a solid foundation for the rapid development of Shenzhen's exhibition industry. The Shenzhen Municipal Government attaches great importance to and supports the development of the convention and exhibition industry, and establishes a standardized market order for the convention and exhibition industry through sound institutional development. Shenzhen has now become one of the top-four exhibition cities in China.

The Shenzhen World Exhibition & Convention Center and the Shenzhen Convention & Exhibition Center, which was completed in 2004, serve as two wheels driving Shenzhen to compete in the world's exhibition industry, greatly enhancing Shenzhen's ability to host large-scale international exhibitions and industrial competitiveness. The Shenzhen World Exhibition & Convention Center faced the adverse impact of COVID-19 in the early stage after its completion. However, through high-quality management and execution of successful operation strategies, it actively took advantage of its large space and flexible schedule, and exceeded 2 million m<sup>2</sup> exhibition area to reach 2.07 million m<sup>2</sup>, and ranking 8th in China in the first year of full operation. In 2021, the number has risen to 2.6 million m<sup>2</sup>, which is 6th in the country. The Shenzhen World Exhibition & Convention Center has also successfully driven the continuous growth of the total exhibition area in Shenzhen.

It has hosted 63 exhibitions in 2021, increasing by 106% compared with 2020; the total exhibition area has exceeded 2.6 million m<sup>2</sup>, seeing an increase of 26% over 2020.



**Figure 4.11 Change in Exhibition Area of Shenzhen World Exhibition & Convention Center during 2019-2021**

Shenzhen World Exhibition & Convention Center perfectly leveraged Shenzhen's excellent industrial foundation and exhibition conditions to attract high-quality exhibitions such as Shenzhen Gift & Home Fair, China (Shenzhen) International Cultural Industries Fair, GBA Industrial Expo, SCIIF 2021, and National Hospital Construction Convention, while it also made a keen grasp of market hotspots to innovate and develop emerging brand exhibitions. ANUFOOD China and China Science & Technology Application Popularization Expo (Shenzhen) are all brand exhibitions with unique influence in their respective sector.

**Table 4.8 List of Main Exhibitions at Shenzhen World Exhibition & Convention Center in 2021**

S/N	Exhibition	Industry	Exhibition area (square meters)
1	ANUFOOD China 2021	Light Industry - Food/Drinks/Tobacco/Wine	400000
2	2021 DMP Greater Bay Area Industrial Expo	Heavy Industry - Casting/Metallurgy/Welding	240000

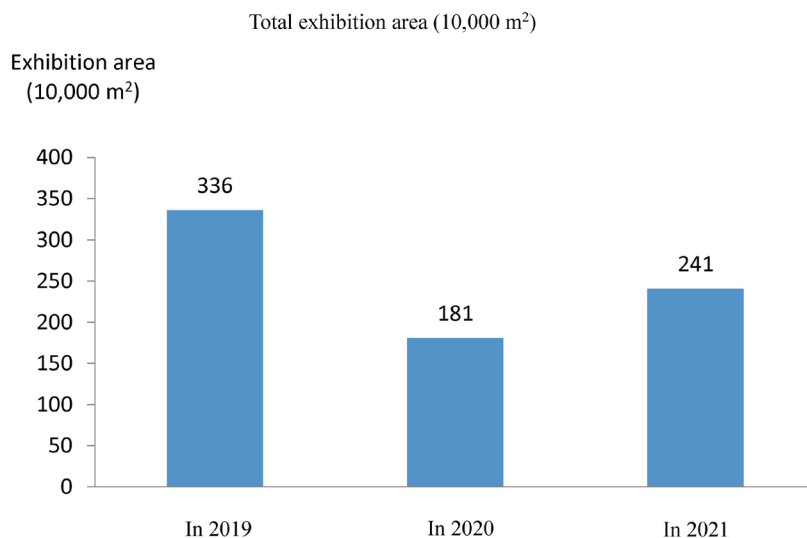
S/N	Exhibition	Industry	Exhibition area (square meters)
3	2021 The 29th China (Shenzhen) International Gifts, Handcrafts, Watches and Houseware Fair	Light industry - Gifts/Household Goods	200000
4	2021 22nd National Hospital Construction Conference and China International Hospital Construction, Equipment and Management Exhibition	Service - Medicine/Health Care	120000
5	SCIIF 2021	Heavy Industry - Electronics and Automation	120000
6	2021 17th China (Shenzhen) International Cultural Industry Fair	Service - Leisure/Fashion/Art	105000
7	2021 1st Science and Technology Application Popularization Expo (Shenzhen)	Special Exhibitions - Science & Technology	100000
8	China Ice Cream 2021	Light Industry - Food/Drinks/Tobacco/Wine	80000
9	GBA (Shenzhen) International Door, Window and Curtain Wall System Expo 2021	Heavy Industry - Others	60000
10	The 7th Shenzhen International Intelligent Equipment Industry Expo 2021	Heavy Industry - Electronics and Automation	60000

## (II) Zhengzhou International Convention and Exhibition Centre

Zhengzhou is an important central city located in the central region of China and a major comprehensive transportation hub. In 2020, its GDP reached RMB 1.2 trillion, ranking seventh among the provincial capitals of the country. As a new frontier for opening up to the world in the central inland region of China, it is blessed with favorable conditions equipped to develop the convention and exhibition industry. Zhengzhou started early to create a business environment for conventions and exhibitions. In 2009, a leading group for convention and exhibition economy and a convention and exhibition management agency were established, followed by the introduction of incentive policies for convention and exhibition funding, the establishment of a joint office meeting system for conventions and exhibitions, and the launch of one-stop exhibition services for exhibition halls, which were all pioneering and exemplary in the country, leading and driving the development of the convention and exhibition economy in the central and western regions.

Built in 2005 and managed by Zhengzhou Hong Kong Convention and Exhibition Management Co., Ltd., a joint venture established by Hong Kong Exhibition and Convention Venue Management China Limited and Intex Shanghai Co., Ltd., the Zhengzhou International Convention and Exhibition Centre is one of the earliest venues that introduces advanced foreign venue management and operation experience. Conceived by the internationally acclaimed architect and planner Mr. Kisho Kurokawa, this building is one of the three landmarks in the central business district of Zhengzhou. With a construction area of 227,600 m<sup>2</sup> and a rentable indoor exhibition area of 74,000 m<sup>2</sup>, it is a large-scale exhibition facility integrating conferences, exhibitions, cultural activities, receptions, catering and sightseeing.





**Figure 4.12 Change in Exhibition Area of Zhengzhou International Convention and Exhibition Centre during 2019-2021**

The flood and immediately following epidemic not only pressed the pause button for Henan's exhibition industry, but also severely affected the orderly operation of the Zhengzhou International Convention and Exhibition Centre. The sudden flood overwhelmed its power supply system, fire-fighting system, and air-conditioning system. In the face of the sudden disaster, the advanced management mechanism established by the Zhengzhou International Convention and Exhibition Centre over these years played an important role as it quickly set up a flood work task force, which was divided into special teams responsible for emergency repair, logistics support, facility and equipment restoration, and procurement. Tasks were assigned to each person to speed up the process and promote rapid resumption of work and production. At the same time, the operation team actively coordinated with organizers and exhibitors to compress exhibition lengths, adjust exhibition area, and optimize schedule settings to ensure that the exhibitions were held as planned.

In 2021, the Zhengzhou International Convention and Exhibition Centre held 96 exhibitions, seeing an increase of 44% over 2020, and ranking third in China. The total exhibition area reached 2.41 million m<sup>2</sup>, up 36% year-on-year; although it did not recover to the pre-COVID-19 level, it still achieved outstanding results, ranking 8th in China.

Based on the advantageous industries of Zhengzhou, the Zhengzhou International Convention and Exhibition Centre fully utilizes Zhengzhou's agglomeration role as a transportation hub in the central region, and actively cultivates characteristic brand exhibitions, such as the Zhengzhou International Door Industry Exhibition, Zhengzhou Auto Aftermarket Show, Sugar and Food Fair, and IEVE.

Table 4.9 List of Main Exhibitions at Zhengzhou International Convention and Exhibition Centre in 2021

S/N	Exhibition	Industry	Exhibition area (square meters)
1	The 12th China Zhengzhou International Door Industry Exhibition 2021	Light Industry - Building Materials	120000
2	2021 28th China (Zhengzhou) International Sugar and Food Fair	Light Industry - Food/Drinks/Tobacco/Wine	80000
3	2021 33th Central Plains Animal Husbandry Trade Fair (Henan Poultry Trade Fair)	Agriculture - Pet/Veterinary	80000
4	2021 37th Spring China (Zhengzhou) Central Plains Advertising Exhibition	Light Industry - Advertising/Photographic Equipment	70000
5	China (Zhengzhou) International Auto Aftermarket Show 2021	Heavy Industry - Automobile Industry	65000
6	2021 27th China (Zhengzhou) International Sugar and Food Fair	Light Industry - Food/Drinks/Tobacco/Wine	65000
7	IEVE China 2021	Heavy Industry - Automobile Industry	60000
8	2021 10th China Zhengzhou International Furniture Exhibition	Light Industry - Furniture/Woodworking/Machinery	60000
9	2021 12th China (Changzhou) Electric Vehicles, Tricycles and New Energy Automobile Expo	Heavy Industry - Automobile Industry	60000
10	2021 China Zhengzhou International Doors and Windows Industry Expo	Light Industry - Furniture/Woodworking/Machinery	53000

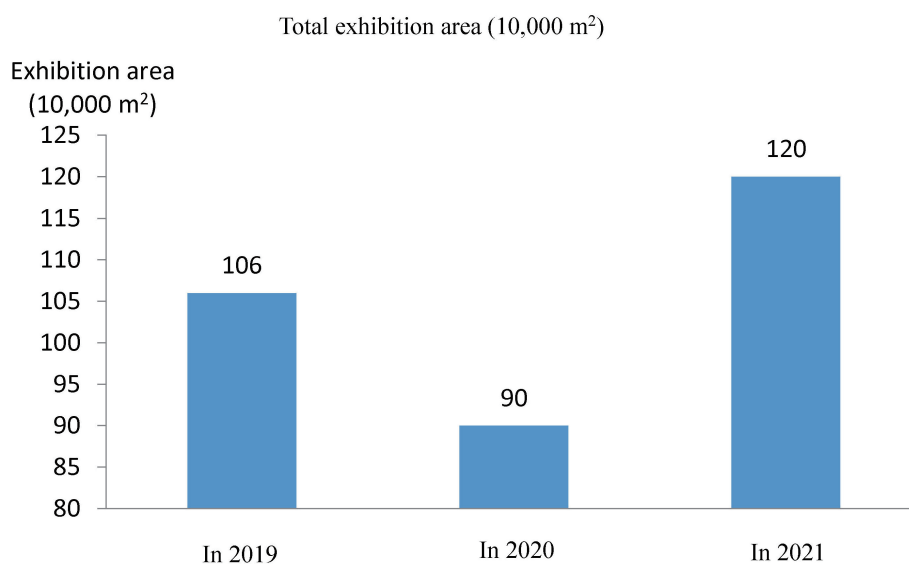
### (III) Suzhou International Expo Center

Built in 2004, the Suzhou International Expo Center is located in the core area of the CBD of Suzhou Industrial Park. With an exhibition area of 100,000 m<sup>2</sup> and a convention area of 50,000 m<sup>2</sup>, the venue is a large-scale complex integrating exhibitions, conferences, catering and hotel, and is among the largest exhibition centers in China in terms of size, facilities and service capacity.

It is a rare exhibition center built in an industrial park in China. The Suzhou Industrial Park was jointly developed and built by the governments of China and Singapore in 1994. Over the past 20 years, it has become a modern new city ranking first in the comprehensive assessment of national economic and technological development zones. In particular, it is widely known for strategic emerging industries such as biomedicine, nanotechnology application and artificial intelligence industries, and serves as a window of opening up to the world with significant national and international influence.

The convention and exhibition economy is thriving in the well-developed Yangtze River Delta region, which is the most developed region in China for the convention and exhibition industry. Surrounded by key national exhibition cities such as Shanghai, Nanjing, Hangzhou, and Ningbo, the Suzhou International Expo Center, relying on the Suzhou Industrial Park, explores an innovative development path in which exhibitions are closely integrated with core industries, exhibitions rely on industrial development, and industries continuously improve their agglomeration efficiency through exhibitions. At present, over 50% of the conferences and exhibitions held at the Suzhou International Expo Center are related to the industries in the park, reflecting the vitality of the integration and development with the industries.

The Suzhou Municipal Party Committee and Municipal Government have listed the exhibition industry as a key object to support in the city, and have successively issued a series of documents such as Several Opinions on Accelerating the Development of Suzhou's Convention and Exhibition Industry, Three-year Plan for the Leap-forward Development of Suzhou's Convention and Exhibition Industry, and Opinions on the Implementation of Incentives to Encourage the Development of Suzhou's Convention and Exhibition Industry. Supported by the government and driven by the industries in the park, the Suzhou International Expo Center has witnessed the rapid development of Suzhou's exhibition industry. In 2021, the Suzhou International Expo Center held 46 exhibitions, seeing an increase of 10% over 2020 and ranking 16th in China. The total exhibition area reached 1.2 million m<sup>2</sup>, up by 33% year-on-year. After the epidemic, it experienced a period of rapid recovery.



**Figure 4.13 Change in Exhibition Area at Suzhou International Expo Center during 2019-2021**

Relying on Suzhou's relatively complete industrial chain in the fields of electronics and information, precision machinery, light industry, food and pharmaceuticals, the Suzhou International Expo Center has developed a number of IT-related exhibitions with unique Suzhou features, including the eMEX, IC-China, Ctex, CleanRoomTec and Asia-Pac Electronical Industry Expo, as well as professional exhibitions for precision machine tools, medicine, logistics, investment and financing projects, which have all promoted technical exchanges, product trade and capital cooperation in related industries.

Other major exhibitions held at the Suzhou International Expo Center in 2021 include Suzhou Furniture Fair, Suzhou International Automobile Fair, Suzhou Industrial Exposition, AI Expo, and CHINANO Conference and Expo.

Table 4.10 List of Major Exhibitions at Suzhou International Expo Center in 2021

S/N	Exhibition	Industry	Exhibition area (square meters)
1	2021 13th Suzhou International Furniture Fair	Light Industry - Furniture/Woodworking/Machinery	120000
2	2021 China Suzhou International Automobile Fair	Heavy Industry - Automobile Industry	100000
3	2021 Global Consumer Business Own-Label Products Exhibition in Asia	Light Industry - Consumer goods	70000
4	2021 Annual meeting of China Medical Equipment Association and Medical Equipment Technology Fair	Service - Medicine/Health Care	70000
5	2021 Suzhou Industrial Exposition	Heavy Industry - Industrial Equipment Maintenance	50000
6	Suzhou Machine Tool Exhibition 2021	Heavy Industry - Industrial Equipment Maintenance	40000
7	2021 Suzhou International Industry Expo	Heavy Industry - Industrial Equipment Maintenance	30000
8	The 20th China Suzhou Electronics Manufacturer Expo	Heavy Industry - Electronics and Automation	30000
9	AI Expo 2021	Heavy Industry - Electronics and Automation	20000
10	The 12th CHINANO Conference and Expo 2021	Special Exhibitions - Technical Expertise	20000

## IV. New Trends in Development and Construction of Exhibition Halls

The year 2021 is the first year of the "14th Five-Year Plan", marking China's start of new journey towards the comprehensive construction of a modern country. It is also an important year for maintaining economic recovery and development in the fight against COVID-19. Currently, the global pandemic continues to evolve while the external environment becomes increasingly complex and severe. That said, China's economy has maintained a sustained and steady recovery and largely recovered from the damage caused by COVID-19. In 2021, the construction of exhibition halls in China bucked the trend under the combined impact of the recurring epidemic and natural disasters such as typhoons and floods.

First, the construction of the exhibition halls is advancing at a steady pace. In 2025, the total scale of exhibition halls is expected to increase by 50% compared with 2020 to reach 15 million m<sup>2</sup>, forming a foundation guarantee that effectively promotes the sustainable development of the exhibition industry. Among them, key exhibition hall construction projects such as National Convention and Exhibition Center (Tianjin) (Phase I), Zhuzhou International Convention and Exhibition Center, and Huaizhou International Convention and Exhibition Center have been completed and put into use in 2021, creating an additional exhibition area of 400,000 m<sup>2</sup>. The China International Exhibition Center (Shunyi) Phase II Project, Hangzhou Grand Convention and Exhibition Center Project, Xiamen New Convention and Exhibition Center Project, Guiyang

Baoneng International Convention and Exhibition Center Project, Northeast Asia International Convention and Exhibition Center Project, and Shangqiu International Convention and Exhibition Center Project have all been planned and their construction has started. It is estimated that the new exhibition area will exceed 1 million m<sup>2</sup>. In addition, a number of key exhibition halls currently under construction, including Jinan Pilot Zone International Convention and Exhibition Center, Wuhan Tianhe International Convention and Exhibition Center, Zhengzhou New International Convention and Exhibition Center, National Convention and Exhibition Center (Tianjin) (Phase I), Xi'an International Convention and Exhibition Center (Phase II), and China Import and Export Fair Complex (Phase IV) overcame the impact of COVID-19 and are progressing smoothly.

**Table 4.11 List of Major Exhibition Halls under Construction and Planning in 2021**

S/N	Exhibition Center	Province	Floor Area (square meters)	Exhibition Area (square meters)
1	Jinan Xianxing District International Convention and Exhibition Center	Shandong		500000
2	Wuhan Tianhe International Convention and Exhibition Center	Hubei		450000
3	Zhengzhou New International Convention and Exhibition Center	Henan		400000
4	Hangzhou Grand Convention and Exhibition Center Project	Zhejiang		300000
5	Xiamen New Convention and Exhibition Center	Fujian		300000
6	Phase II of New China International Exhibition Center	Beijing		210000
7	Tianjin National Exhibition and Convention Center (Phase II)	Tianjin		200000
8	Phase IV of the China Import and Export Fair	Guangdong		200000
9	Lishui International Convention and Exhibition Center	Zhejiang		125000
10	Taiyuan International Convention and Exhibition Center	Shanxi		120000
11	Bajiaowan International Convention and Exhibition Center in Yantai	Shandong		100000
12	Northeast Asia International Convention and Exhibition Center	Heilongjiang		85000
13	Taizhou International Expo Center	Zhejiang		80000
14	Xi'an International Convention and Exhibition Center (Phase II)	Shaanxi		60000
15	Hangzhou International Expo Center (Phase II)	Zhejiang		60000
16	Dezhou International Convention and Exhibition Center	Shandong		50000
17	Guilin International Convention and Exhibition Center	Guangxi	400000	
18	Lanzhou New Area International Convention and Exhibition Center	Gansu	400000	
19	Guiyang Baoneng International Convention and Exhibition Center	Guizhou	350000	
20	Qinghai International Convention and Exhibition Center	Qinghai	300000	
21	Shangqiu International Convention and Exhibition Center	Henan	122000	
22	Changchun New Convention and Exhibition Center	Jilin	Under planning	

Second, the focus of exhibition hall construction has been shifted from scale to technology, and digital new infrastructure has been established as an important direction for the construction of new halls and the renovation of old ones. With the extensive development of applications of cloud computing, big data,

Internet of Things, industrial Internet, and artificial intelligence in China, digital technologies are increasingly integrated into the entire process of economic and social development. The data resources generated by social production have become important strategic resources and new production factors for China. Digital power keeps promoting the full-dimensional transformation of the supply chains of the primary, secondary, and tertiary industries. The development and iterative innovation of industrial digitalization continuously activate new potentials and release new kinetic energy, becoming an important force to drive China's current social and economic development. Meanwhile, the convention and exhibition industry is also in urgent need of profound changes in the transition to digital economy. The normalization of COVID-19 has accelerated the development towards digital economy in the convention and exhibition industry. When the exhibition industry promotes the digitization along the whole industry chain and taps into the value of exhibition data, the technical level of information construction of the exhibition hall as the hub of the industry chain becomes a key factor for the smooth flow of the exhibition information service highway. Therefore, accelerating the construction of new information infrastructure for exhibition venues, improving the level of information service of exhibition halls, building intelligent, open, green and safe data centers for the exhibition industry, and innovating new forms of digital economy development of exhibitions have now become the problems to be solved urgently during the construction of exhibition halls.

Third, the concept of green environmental protection and sustainable development should guide the construction of the exhibition halls and promote the green development of the exhibition industry. China has solemnly promised that its CO<sub>2</sub> emissions will reach the peak by 2030 and endeavor to achieve carbon neutrality by 2060. Targeting carbon peaking and neutrality is a major strategic decision made by the Party Central Committee with Comrade Xi Jinping as the core in responding to the overall domestic and international situations, and is an inevitable choice to address prominent challenges of resource and environmental constraints and to achieve sustainable development of the Chinese nation. As the infrastructure, the exhibition halls shoulder the burden of low-carbon, environmentally-friendly and sustainable development of the exhibition industry. The Shenzhen World Exhibition & Convention Center has applied 52 world-leading green construction technologies in total to achieve sustainable development by taking energy, water, and material saving measures, and made every effort to build first-class green pavilions that are energy-saving and environmentally friendly and to become the world's first green exhibition hall with China's 2-star, LEED®-NC GOLD level, and BREEAM 3-star certifications. Designed in accordance with the 3-star green building standard, the energy conservation works of the National Exhibition and Convention Center (Tianjin) is organized and implemented in four steps, using 88 low-carbon, environmentally friendly and energy-saving technologies. The main body of the building is covered with solar photovoltaic panels, which can generate 15.288 million kwh/year. The ground-source heat pump system converts shallow geothermal energy into thermal energy for heating and cooling, replacing over 22% of conventional energy. Green energy conservation has become one of the important goals in project planning, design and implementation for building new exhibition halls or upgrading traditional ones, and will bring China's exhibition industry to a new level in terms of greenness and environmental protection.

This Chapter mainly selects Qingdao, Fuzhou and Chengdu as cases to summarize their fruits of development, experience and practices of the exhibition industry in 2021.

### I. Analysis on the Development of Qingdao's Convention and Exhibition Industry

In 2021, in accordance with the spirit of General Secretary Xi Jinping's important instructions of "A successful exhibition will invigorate a city", Qingdao has made great efforts to the prevention and control of the epidemic and the development of the convention and exhibition industry, and coordinated all parties to actively build platforms for convention and exhibition cooperation, effectively boosting economic and social development.

#### (I) Fruits of development

1. **Focus on national strategy to run high-end exhibitions well.** In recent years, Qingdao has accelerated the gathering of various high-end convention and exhibition resources, and built an interactive platform for coordination among government, enterprises, capital and institutions, which has played an important role in integrating into and promoting the implementation of the national strategy. The Second Belt and Road Energy Ministerial Conference brought together energy ministers and high-level representatives from 28 countries along the "Belt and Road" Initiative, envoys from 18 countries to China, and heads of 9 international organizations. The 2nd Conference of Global Health Forum of Boao Forum for Asia is currently the highest standard international conference in the field of health in China. Ban, Ki-moon, chairman of Boao Forum for Asia, Fukuda Yasuo, former Prime Minister of Japan, Jennifer Mary Shipley, former Prime Minister of New Zealand, Tedros Adhanom Ghebreyesus, Director-General of WHO, and other foreign high-level guests, and 2,880 representatives attended the conference online and offline respectively. The Second Qingdao Multinationals Summit attracted leaders from 390 Fortune Global 500 enterprises and 517 industry-leading enterprises, as well as envoys of 15 countries to China. More than 10,000 guests participated online and offline. High-level Forum for RCEP Economic and Trade Cooperation is the first high-end forum themed on RCEP in China. Guests from 15 RCEP member states attended the forum.

2. **Focus on the platform effect to promote "introduction of investment and talent"**. Qingdao keeps doing multiplication of convention and exhibition development based on platform thinking. By building convention and exhibition platforms, it has gathered, tapped, and integrated resources, effectively promoting the "introduction of investment and talent". For example, at the signing ceremony of key cooperation projects held at the Second Qingdao Multinationals Summit, 96 blockbuster foreign funded projects with a total

investment of USD 11.85 billion and a contractual foreign investment of USD 5.02 billion settled in Shandong, of which 12 projects were signed with Qingdao, with a total planned investment of USD 2.94 billion. During the 2021 SCO International Investment and Trade Expo, 20 key projects with a total investment of CNY 66.8 billion were signed on site. More than 300 professional buyers participating in the exhibition reached a purchase intention of nearly CNY 2 billion through one-to-one precise matching negotiation. 2021 Qingdao Global Venture Capital Conference invited more than 100 industry-renowned experts, scholars, entrepreneurs and representatives of financial institutions from around the world to build consensus on development and stimulate entrepreneurial vitality. 28 key projects were signed on site, with a total scale of CNY 61.688 billion, including 16 fund programs with a total scale of CNY 50.3 billion, and 10 investment projects with a total scale of CNY 11.388 billion. According to incomplete statistics, during the year, more than CNY 200 billion of project contracts were contributed by major exhibition event platforms. Exhibition events have become an important support for “year for project implementation” .

**3. Focus on professional conventions and exhibitions to stimulate market consumption.** A series of large-scale professional convention and exhibition events have been an important “engine” for trade growth and consumption increase. Qingdao International Auto Show (Auto Qingdao), as one of the well-known auto shows in China, sold more than 20,000 new cars on site, with a turnover of nearly CNY 3 billion. Qingdao International Furniture Fair, the largest furniture exhibition in the area north of the Yangtze River, with an intended turnover of CNY 8.5 billion, has become one of the bellwethers leading the development of the fashion furniture industry in northern China. China International Pharmaceutical Machinery Exposition is one of the largest pharmaceutical machinery exhibitions in the world, with an exhibition area of 135,000 square meters. 1,484 exhibitors at home and abroad exhibited their latest products and achieved fruitful results. With a total area of 200,000 square meters, Qingdao International Machine Tool Exhibition and The Asia-Pacific International Intelligent Equipment Exposition have become one of the largest equipment exhibitions in China, attracting many buyers of industrial machine tools and intelligent equipment at home and abroad. China International Agricultural Machinery Exhibition has been held in Qingdao for three consecutive years. This year’s exhibition area exceeds 200,000 square meters, with nearly 2,000 domestic and foreign exhibitors, and more than 30 high-end forums and important events. China Fisheries & Seafood Expo, with an exhibition area of 100,000 square meters, attracted 970 enterprises from 19 countries and regions such as Asia, Europe, America and Oceania, envoys of relevant countries to China, representatives of international organizations, and nearly 10,000 professional visitors from all over the country, continuing to play a unique role in global fishery trade.

**4. Focus on featured conventions and exhibitions to cultivate local advantages.** Relying on Qingdao’s excellent cultural and marine resources, it actively developed fashion conventions and exhibitions and marine conventions and exhibitions. In recent years, a series of newly established convention and exhibition events with local characteristics have gradually enlarged the brand effect. Qingdao Film and Television Expo, with the aim of building “City of Film and Television” , gathered film and television resources at home and abroad and actively carried out industry exchanges and cooperation, contributing Qingdao’s strength to turn



China from a big country of films and televisions into a powerful country of films and televisions. With the theme of “Audiovisual to Everything, a New Digital Pattern” , 5G Intelligent Audiovisual Conference has attracted the attention of the industry by integrating and interconnecting “conferences, exhibitions, units focusing, industrial matchmaking, series forums, and supporting activities” , and focusing on digital China and intelligent audiovisual to create an industrial innovation platform and build an industrial ecosystem. With the innovative concept of “New Digital Infrastructure Drives New Business Forms” , International Conference on Industrial Internet vigorously boosted the empowerment and upgrading of traditional industries, and accelerated the innovative development of industrial Internet in the region, playing an important role of platform in promoting Qingdao to be a city of industrial Internet in the world. Focusing on the theme of “Accelerating Maritime Scientific and Technological Innovation and Building a Maritime Community with a Shared Future” , World Marine Science and Technology Conference attracted many marine scientists at home and abroad to Qingdao, becoming a highland for marine academic exchanges, and providing strong support for Qingdao’ s construction of a global marine center city.

## (II) Experience and practices

1. **Focus on reform and innovation to improve the business environment.** First, give full play to the comprehensive coordination function of the leading group office of the convention and exhibition industry, and be determined to reform and innovate; formulate and release the “14th Five-year Plan” for the Development of Qingdao’ s Convention and Exhibition Industry, clarifying new ideas, paths and measures for the transformation, upgrading and accelerated development of Qingdao’ s convention and exhibition industry. Second, study and formulate Several Policies and Measures on Supporting the Development of the Convention and Exhibition Industry, actively guide and support the development of “green convention and exhibition” and “smart convention and exhibition” by centering on the national strategy and following the industry trend, acting as a pioneer in the innovative measures in China. Third, continuously improve the law-based coordination service mechanism, establish Qingdao Legal Advice Center for Conventions and Exhibitions, actively carry out “Law to Help Convention and Exhibition Actions” to facilitate the standardized operation of convention and exhibition subjects according to law.

2. **Grasp “Three Directions” to facilitate transformation and upgrading.** Qingdao actively advanced the “five critical challenges” including digital conventions and exhibitions, green conventions and exhibitions, intelligent exhibition venues, convention and exhibition attraction, and transportation facilities to drive the digital, intelligent and green upgrading of Qingdao’ s convention and exhibition industry, and introduced major conventions and exhibitions that are tightly integrated with Qingdao’ s industry and closely follow the market demand, so as to promote the transformation and upgrading of Qingdao’ s convention and exhibition industry and improve quality and efficiency. The first is to keep to the market-oriented development of conventions and exhibitions. Encourage all kinds of market-oriented and professional conventions and exhibitions to accelerate their development and achieve double growth in both quantity and quality. The second is to keep to the international development of conventions and exhibitions. Following the internationally accepted market rules of the convention and exhibition industry, actively cultivate a number of branded

convention and exhibition events with high international competitiveness. The third is to keep to the featured development of conventions and exhibitions. Vigorously cultivate convention and exhibition events with Qingdao's distinctive characteristics, highly recognizable and popular among citizens, making featured conventions and exhibitions one of the "labels" of the city.

3. Focus on the goal to "incubate" new growth points. Focusing on the overall goal of building a "Vibrant and Attractive International Convention and Exhibition City", Qingdao gave full play to the role of resource agglomeration of the four professional convention and exhibition venues including Qingdao International Convention Center, Qingdao International Expo, CREC Qingdao Cosmopolitan Exposition, and Hongdao International Convention and Exhibition Center, highlighted their respective positioning in combination with their respective regional industrial advantages and development plans to achieve differentiated development and create "four convention and exhibition highlands" with distinctive characteristics.

4. Implement "six actions" to build a leading brand. The first action is to "cultivate and strengthen" branded convention and exhibition, actively building a new generation of leading convention and exhibition brands that represent Qingdao's brand and image. The second action is to "cover" key industries, fostering the introduced major convention and exhibition events that match with the city's 13 key industrial chains to form a pattern of mutual promotion and integrated development of industry and exhibition. The third action is to "escalate" convention and exhibition subjects, encouraging all kinds of convention and exhibition enterprises to establish groups through acquisition, merger, and equity participation, so as to build a leading enterprise of the convention and exhibition. The fourth action is to "improve" international exchanges, strengthening contacts with international convention and exhibition authorities and well-known enterprises, and deepening strategic cooperation to enhance the internationalization level of Qingdao convention and exhibition. The fifth action is to "link" the convention and exhibition industry, strengthening the coordinated and integrated development with upstream and downstream enterprises such as transportation, tourism, catering, accommodation and advertising, with convention and exhibition enterprises as a leader. The sixth action is to "uplift" the Peninsula's conventions and exhibitions, strengthening the interconnection mechanism of the convention and exhibition industry in six cities including Qingdao, Yantai, Weifang, Weihai, Rizhao and Linyi, to further boost the integrated development of the Peninsula.

### **Case 1: The 2021 SCO International Investment and Trade Expo Has Become One of the Fairs with the Largest Number of Participating Countries and Envoys to China in Qingdao in Recent Years**

From April 26 to 28, 2021, the 2021 SCO International Investment and Trade Expo was successfully held in Qingdao and achieved fruitful results. First, the level of exhibition was high. The Expo set up exhibition areas of 21,000 square meters, including 18 national image exhibition areas of the SCO, and the exhibition of key industry achievements of various countries, key enterprise products, as well as new energy, new technology, and digital economy. Second, it gathered targeted merchants from all over the world, built a platform for exchanges and docking among SCO countries, ASEAN countries,

and Portuguese-speaking countries, attracting guests and exhibitors from more than 30 countries and regions, exhibiting the products and services of more than 1,800 enterprises online and offline, with nearly 100,000 visitors. Third, there were many achievements in economic and trade cooperation. The on-site consumption turnover of this Expo exceeded CNY 10 million. More than 300 professional buyers completed nearly 400 negotiations, with finalized procurement transactions of nearly CNY 300 million, and an intended procurement of nearly CNY 2 billion. 20 key projects with a total investment of CNY 66.8 billion settled in the China-SCO Local Economic and Trade Cooperation Demonstration Area.

## II. Analysis on the Development of Fuzhou's Convention and Exhibition Industry

In 2021, by close integration with the needs of local industrial development, Fuzhou exerted itself in the cultivation of local branded exhibitions, the increase of market-oriented operation, and improvement of supporting measures for counties (cities) and districts, striving to build an exhibition highland in Southeast China.

### (I) Fruits of development

1. **The scale of exhibition development has increased steadily.** During the “13th Five-year Plan” period, Fuzhou held 85, 103, 74, 92 and 39 exhibition events respectively, with exhibition areas of 1.128 million square meters, 1.036 million square meters, 1.1299 million square meters, 1.36 million square meters (temporarily the highest in history), and 622,000 square meters. In 2021, Fuzhou held 52 exhibition events, including 33 exhibition events and 19 supporting conferences, with an exhibition scale of about 1.04 million square meters, a year-on-year increase of 67%, and eight exhibitions above designated scale (above 30,000 square meters).

2. **Local exhibitions have obvious regional characteristics.** During the “13th Five-year Plan” period, Fuzhou, on the one hand, successfully held local regular branded exhibitions such as “5•18 (Cross-Straits Fair for Economy and Trade)”, “6•18 (China Cross-Straits Technology and Projects Fair)”, China (Fuzhou) International Seafood & Fisheries Expo, “The 37th China Fuzhou International Automobile Exposition”, and “The 38th China Fuzhou International Automobile Exposition”. On the other hand, it successfully held a number of large-scale national-level exhibitions such as food & drinks fair, sporting goods show, pharmaceutical machinery exposition, educational equipment exhibition, agricultural trade fair, higher education expo, plant protection information exchange and pesticide machinery fair, grain trade conference, national crafts trade fair. The success of China (Fujian) Edible Fungus Industry Expo is a powerful measure to help resume work and production in the post-epidemic period. It is an important step in the construction of the platform Fuzhou, which has played an important role in further establishing the core position of Fujian Province in the national edible fungus industry and promoting the accelerated development of Fuzhou's edible fungus industry.

3. **Positive progress has been made in new exhibitions.** The establishment of brand new exhibition events

around the themes of digital products and cross-border e-commerce plays an important role in driving Fuzhou to explore the market, promoting consumption, strengthening cooperation and exchange, boosting high-quality development, and serving domestic and international "dual circulation" development pattern. With an exhibition area of 20,000 square meters, China (Fuzhou) International Digital Products Expo attracted 456 enterprises for participation, more than 5,300 professional buyers registered for procurement, and over 50,000 visitors, with a turnover of nearly CNY 30 billion, which greatly publicized the city brand of Fuzhou. With an exhibition area of 56,000 square meters, the 1st China Cross-Border E-commerce Trade Fair was the second local national-level exhibition cultivated and held under the epidemic in Fuzhou and also the first national-level cross-border e-commerce professional exhibition approved by the Ministry of Commerce of the PRC, bringing more than 70,000 exhibitors and buyers to Fuzhou, stimulating the consumption of hotel, catering and other related service industries of over CNY 10 billion.

## (II) Experience and Practices

1. **Enlarge the scale of exhibitions to quickly improve their rankings.** First, vigorously publicize Fuzhou's superior exhibition environment and excellent political, economic, cultural and social environment to expand Fuzhou's urban popularity. Second, innovate ideas, build exhibition platforms around leading industries, emerging industries of strategic importance, and featured industries, develop self-organized exhibition business, and effectively increase the occupancy rate and utilization rate of exhibition venues in the off-season through the leverage of self-organized exhibitions. Third, strengthen contacts with national-level convention and exhibition institutions, relevant ministries and commissions, and trade associations, and make use of various resources and channels to bid for large-scale national branded exhibitions to expand the influence of convention and exhibition destination cities.

2. **Drive the convention and exhibition industry chain to enhance supporting service capabilities.** Focus on the industrial clusters supporting convention and exhibition projects to form an industrial chain for the interactive development of the convention and exhibition industry and related industries such as transportation, communication, tourism, catering, accommodation, advertising, printing, decoration, education, scientific research, to stimulate emerging consumption and promote the quality and efficiency improvement of the service industry while providing the convention and exhibition industry with multi-form and all-round high quality services. Innovate the talent development mechanism of convention and exhibition industry, attract and gather a group of leading talents of convention and exhibition and high-level professionals, and establish an information database for talents of convention and exhibition industry, so as to build Fuzhou into a convention and exhibition talent exchange center and gathering center in the eastern region.

3. **Join international convention and exhibition organizations to improve the level of internationalization.** Actively take part in international convention and exhibition industry activities, make full use of the international resources and channels of international convention and exhibition industry institutions and industry activities to carry out international marketing, promote international cooperation, and continuously enhance international influence; give a push to Fuzhou Strait International Conference & Exhibition Center in

passing the ISO9001 quality management system certification, and join international organizations such as the Global Association of the Exhibition Industry (UFI) successfully so as to attract international convention and exhibition enterprises.

4. Advocate and popularize green convention and exhibition and speed up the upgrading of smart information. First, adhere to the principle of green exhibition, and actively practice the exhibition concept of “low carbon, environmental protection and green”, to create a green environment for exhibition development. Second, build a safe and stable digital network environment. Implement full 4G and venue WIFI coverage for more information-based interaction to improve the experience of exhibitors and visitors. Third, promote the connection between “Internet +” convention and exhibition and smart city construction to realize the information sharing and business collaboration with relevant functional departments such as transportation, public security, industry and commerce, health, quality supervision, inspection and quarantine, thus implementing information-based government services for convention and exhibition. Fourth, establish an “online convention and exhibition” platform supported by offline physical conventions and exhibitions, and develop emerging exhibition forms with online and offline integration; extend the trade functions of physical conventions and exhibitions, and further advance the popularization and application of the Internet in the field of conventions and exhibitions, including holding synchronous online exhibitions, and expanding online exhibition services such as online exhibition viewing and online negotiation.

### **Case 2: The 21<sup>st</sup> Century Maritime Silk Road Exposition & the Cross-Straits Fair for Economy and Trade Have Become an Important Platform for People-to-People Exchanges among Countries and Regions along the Maritime Silk Road**

From May 18 to 22, 2021, the Fourth 21st-Century Maritime Silk Road Exposition & the 23rd Cross-Straits Fair for Economy and Trade were successfully held in Fuzhou, Fujian Province. During the Expo, 11 various events and conferences were held, with an exhibition area of 100,000 square meters and 3,800 booths, attracting 1,600 exhibitors including enterprises from 38 provinces, cities and autonomous regions, the enterprises or commission agents of 80 countries and regions along the “Belt and Road” Initiative in China, enterprises in Taiwan or Taiwanese enterprises in Mainland China to exhibit their products. 77 key guest groups and more than 2,760 guests and merchants visited the exhibition, and signed more than 500 projects with a total investment of over CNY 400 billion, making new breakthroughs in strengthening investment attraction and deepening economic and trade exchanges and cooperation between “Maritime Silk Road” and “Cross-Straits”, further highlighting the role of the cross-strait integration platform and perfecting the functions of the international cooperation platform “Maritime Silk Road”.

### Case 3: The 4<sup>th</sup> Digital China Summit & Exhibition Showcased the Latest Achievements of Digital China in an All-round Way

From April 25 to 29, 2021, the 4th Digital China Summit & Exhibition was successfully held in Fuzhou, Fujian Province. First, the project matchmaking has achieved remarkable results. At the Fujian Digital Economy Signing and Matchmaking Conference held during the Summit, 523 digital economy projects were signed, with a total investment of CNY 318.8 billion, covering the latest frontier fields of digital technology such as artificial intelligence, 5G, industrial Internet, and blockchain. In addition, at the Symposium on project cooperation between Fujian Province and central enterprises, 60 central enterprise matchmaking projects were signed, with a total investment of CNY 286.184 billion. Second, the summit mode continues to innovate. In the form of online and offline integration, the functions of “Cloud Summit” platform were continuously optimized, and new technologies such as 5G+4K ultra-high-definition video were applied to synchronously show the grand occasion of the summit. The Digital China Exhibition created a “cloud exhibition area” that never closes for 365 days to fully showcase the latest achievements of the Digital China, and built an exclusive exhibition and communication platform for exhibitors. The platform also provided a special area for “Fujian-Taiwan integration”, striving to build a new platform for cross-strait integration and exchanges. The platform attracted 107 exhibitors for online exhibition and 3.65 million visitors for online viewing.

## III. Analysis on the Development of Chengdu's Convention and Exhibition Industry

In 2021, Chengdu focused on and made great efforts to epidemic prevention and control and social and economic development, actively built high-end convention and exhibition platforms, making new series of achievements in the journey of building an international city of convention and exhibition with global influence.

### (I) Fruits of development

1. The convention and exhibition economy recovered steadily and positively. In 2021, in the face of the impact of two local epidemics and sporadic epidemics in China, the development of Chengdu's convention and exhibition industry registered a stable and healthy performance as a whole, showing the unique strong and powerful recovery and development resilience and a steady and positive recovery and development trend. Chengdu held 955 major convention and exhibition events, including the 18th Western China International Fair, the 104th China Food & Drinks Fair, the 61st China International Pharmaceutical Machinery Exposition, Chengdu Motor Show 2021, a YoY increase of 8.3%. It boasted 100.793 million online and offline participants, a YoY increase of 7.7%, including 20.933 million non-locals, a YoY increase of 14%; a total exhibition area of 11.051 million square meters, a YoY increase of 15.2%; a total revenue of CNY 123.16 billion for the convention and exhibition industry, a YoY increase of 16.9%; a direct revenue of CNY 13.1 billion, a YoY

increase of 16.7%; an associated revenue of CNY 110.06 billion, a YoY increase of 17%; and a turnover of the exhibition of CNY 256.79 billion, a YoY increase of 13.7%. 5,045 temporary jobs were provided, a YoY increase of 37.5%. 1,106 investment projects were signed, with an agreed investment amount of CNY 748.01 billion.

**2. The influence and competitiveness of the industry were significantly improved.** With the continuous progress of the convention and exhibition economy in development scale and quality in Chengdu, the attraction and gathering force of Chengdu's convention and exhibition industry to the international and domestic high-quality development factor resources have been significantly enhanced, and its international and domestic influence and competitiveness have been notably improved. In the Competitiveness Ranking of Global Conference Destinations in 2020 released by the International Congress & Convention Association (ICCA), Chengdu ranked 38th in the world, and its image perception competitiveness ranked 21st, second only to Beijing and Shanghai in mainland China. In the ranking of the "Most Competitive Exhibition Cities in China" released by China Convention and Exhibition Society, Chengdu has ranked fourth in the country and first in the Midwest for five consecutive years. The research results of Carlson Wagonlit Travel (CWT), a global business travel management company, show that Chengdu has ranked among the top ten convention and exhibition cities in Asia-Pacific for two consecutive years.

**3. International exchanges and cooperation opened up a new situation.** First, it strengthened cooperation with international convention and exhibition organizations. Its cooperation with international organizations such as ICCA, The Global Association of the Exhibition Industry (UFI), and International Association of Exhibitions and Events (IAEE) kept advancing. As of the end of 2021, Chengdu had 13 UFI certification projects, 13 members, and two certified venues, ranking fifth in mainland cities; 11 ICCA members, ranking first in mainland cities; eight IAEE members, ranking second in mainland cities; and 21 international cooperative exhibition projects and six international leading and well-known convention and exhibition enterprises. Second, it kept close contact with international convention and exhibition organizations. For the first time, two representatives of Chengdu's convention and exhibition industry were successfully recommended to serve as members of the IAEE China Committee, who actively participated in the work of international convention and exhibition organizations, enhancing Chengdu's voice. Third, it built an international system for the convention and exhibition market entities and projects. The actions include formulating the Implementation Plan for the Internationalization of Chengdu's Convention and Exhibition Industry, specifying the key enterprises for exhibition attraction and project goals, having communication with 210 well-known convention and exhibition organizers at home and abroad such as Messe Düsseldorf Group, Clarion Events, and Donghao Lansheng (Group) Co., Ltd., and actively promoting the establishment of branches in Chengdu by Tarsus Group of the UK and BolognaFiere Group of Italy.

**4. The integrated development of convention and exhibition industry took on a new look.** In 2021, Chengdu's convention and exhibition industry accelerated the integrated development process of "convention and exhibition + industry". Sorting out and pairing 100 groups of "convention and exhibition + industry + functional area + investment trade" communities according to the leading industry categories of 58 functional

areas, and preparing the Implementation Plan for Strengthening the Integrated Development of Convention and Exhibition and Industry in Chengdu (2021), further amplified the functional effects of major exhibitions, and successfully contributed to the implementation of 121 major international convention and exhibition projects in Chengdu including Huawei Sichuan Digital Summit, China International Sport Service and Equipment Fair 2021 (Chengdu) and Chinese Congress on Artificial Intelligence 2021, driving the rapid development of Chengdu's competitive industries such as digital economy, medicine and health, artificial intelligence.

## (II) Experience and Practices

Based on the actual situation of urban development strategy and industrial development structure, Chengdu made an active exploration and bold innovation, responded to scientifically and initiated changes proactively in its convention and exhibition industry. By exploration, it formed the experience and practice of “seven ones” around the healthy and high-quality development of convention and exhibition industry.

1. **A dedicated governmental agency for convenient and efficient service guarantees.** Chengdu is the first and the only sub-provincial city in China that retains the Bureau of Exposition. We gave full play to the role of functional government departments, firmly established the awareness of market entity, and respected the market law; our division of work and coordination with more than 30 municipal departments in the city greatly improved the convenience and organization and coordination efficiency of organizing conventions and exhibitions, with a “Chengdu Mode” of “one-stop, professional and humanized” convention and exhibition services” being formed.

2. **A general industry planning for a clear and definite development path.** Since 2012, Chengdu Municipal People's Government has incorporated the convention and exhibition industry development planning into the city's key special planning, marking that Chengdu's convention and exhibition economy has become one of the key industries. Currently, we have prepared and completed the third five-year plan for the convention and exhibition industry. The Construction Planning of Chengdu's “14th Five-Year Plan” for an International City of Convention and Exhibition made clear the goal of initially building Chengdu into an international city of convention and exhibition with global influence by 2025, and finishing the building by 2035.

3. **A complete industry chain to promote high-quality industry development.** It strengthened the research on the panorama of the convention and exhibition industry chain with the pattern of “large exhibition” around the gathering of development factors of the convention and exhibition industry. Through strengthening the industry chain, stabilizing the supply chain, improving the value chain, cultivating the innovation chain, and configuring the factor chain, it continually strengthened the integration and cooperation with the upstream, downstream and associated enterprises of the industry chain to further promote the advancement of the convention and exhibition industry foundation and the modernization of the industry chain, thus achieving a high-quality development in the city's convention and exhibition economy.

4. **A number of professional venue carriers with layout dislocation for featured development.** Focusing on the construction of “famous venues”, it accelerated the construction of a system of convention and exhibition venues with reasonable structure, dislocated development, complementary functions, and green ecology. Boasting eight professional venues with a total gross floor area of over 2.8 million square meters, including



Western China International Expo City and Chengdu Century City New International Convention and Exhibition Center, over 500 convention hotels of various types and more than 100,000 guest rooms, Chengdu is fully capable of holding all kinds of diplomatic events at home and national or international high-end exhibitions.

5. A group of active market entities with a good foundation for integration of exhibition and industry. It vigorously implemented the famous enterprise cultivation plan. At present, there are more than 600 key convention and exhibition enterprises in the city, including five enterprises with annual revenue of more than CNY 100 million, and more than 30 enterprises with independent exhibition organization ability. By highlighting the function of “convention and exhibition +”, it promoted the integrated development of conventions and exhibitions and key industries in the city, cultivated and introduced branded exhibitions with high compatibility with leading industries, strong identification and distinct display. In recent years, Chengdu has held about 270 key industry events such as enabling electronic information, equipment manufacturing, medicine and health every year.

6. A rigid legal regulation to guide the standardized industry development. The Regulations of Chengdu on the Promotion of Convention and Exhibition Industry, which was officially implemented on August 1, 2021, solidifies the successful practices in exhibition filing, government services, exhibition facilitation, intellectual property protection, information release, safety responsibility, emergency response, and statistical analysis, providing a strong legal guarantee for cultivation of the core competitiveness of the construction of an international city of convention and exhibition, playing a positive role in improving government efficiency, stimulating market vitality, and fostering growth momentum.

7. A complete policy system to create an optimal business environment. Giving full play to the guiding and incentive function of various policies and special funds for the development of the convention and exhibition industry, and formulating 15 long-term management policies, incentive and guidance policies, support and reward policies and service guarantee mechanisms such as the Measures of Chengdu for the Control of Special Funds for the Development of the Convention and Exhibition Industry, and the Guiding Opinions on Cultivating Innovative Exhibition Mode to Stimulate New Growth Momentum, effectively boosted service mode innovation, new convention and exhibition economy development, market entity expansion and talent team construction, creating a good environment for the development of convention and exhibition economy.

Expo 2020 Dubai, UAE (hereinafter referred to as “Expo 2020 Dubai” ) was held from October 1, 2021 to March 31, 2022. It was the first World Expo held in the Middle East, attracting exhibitors from 192 countries and international organizations. Covering an area of 4,636 square meters, the China Pavilion was one of the largest exhibition venues at the Expo 2020 Dubai, UAE. The China Pavilion boasts prominent highlights and rich contents, which are mainly reflected in:

### **I. High-quality and High-level Exhibitors to Publicize China’s Development Concept**

The Expo 2020 Dubai was the first World Expo since the outbreak of COVID-19. With the theme of “Communicating Ideas and Creating the Future” , the Expo showcased the latest global innovations, and advocated global cooperation to explore solutions to human challenges such as future development, energy security, health and climate change. It is expected to attract 25 million tourists from all over the world. President Xi Jinping delivered a video speech for the China Pavilion. In the speech, he spoke highly of the significance of the Expo 2020 Dubai, introduced the exhibits therein in an all-round way, and issued a Chinese initiative to strengthen global governance, lead development through innovation, and promote the building of a community with a shared future for mankind. The speech conveyed China’ s firm determination to work with other countries to build a better world, becoming the focus of attention of tourists at home and abroad. The China Pavilion covers an area of 4,636 square meters, making it one of the largest foreign pavilions in this Expo. By December 31, 2021, the China Pavilion has received 740,000 visitors, accounting for one-tenth of the total number of visitors in the Park.

With the theme of “Building a Community with a Shared Future for Mankind - Innovation and Opportunity” , the China Pavilion has proposed China’ s solutions to address the major issue of how the world will develop in the uncertain future: People from all over the world join hands in innovation, work together to build the "Belt and Road" and a community with a shared future for mankind, so that peace will be handed down from generation to generation, the driving force for development will continue, and the light of civilization will shine brightly. The concept of a community with a shared future for mankind is related to the cooperative development of all countries. It demonstrates China’ s commitment to global dialogue around the future of mankind, and expresses the vision of jointly building an open, inclusive and sustainable world, and the goal of achieving lasting peace, universal security and common prosperity.

## II. Showcase the Latest Scientific and Technological Achievements, Highlighting China's Dynamic Style

The China Pavilion has showcased China's development achievements in aerospace exploration, information technology, modern transportation, artificial intelligence, and smart life from four levels, i.e. "a common dream", "a common earth", "a common home" and "a common future", and set up a special area to publicize the 2022 Beijing Olympic and Paralympic Winter Games, demonstrating the beautiful vision and unremitting efforts of China and other countries in the world to build a community with a shared future for mankind, interpreting the theme of "Building a Community with a Shared Future for Mankind - Innovation and Opportunity". Among them, Beidou Navigation Satellite System, China Railway's simulated cockpit for G-series high-speed trains, SAIC Motor's unmanned new energy concept car "Kun", UBTECH's intelligent robot, theme theater, and the large-scale light show in the China Pavilion were the highlights of the China Pavilion. The China Pavilion was the only venue that can have UAV performances after the opening of the Park. Every evening, the "Light of China", a large-scale theme light show composed of UAV group and laser spotlights, provided visitors with a unique and shocking audio-visual feast, attracting thousands of tourists. Among the "Top 10 Highlights of the Expo Park" officially rated by the Expo 2020 Dubai, the China Pavilion occupied two seats and was known as one of the "most popular", "most distinctive" and "most exciting" national pavilions in this Expo. The creativity of the three-storied display space of the China Pavilion is based on the future urban scene, to create a sense of future science and technology, and intuitively show the convenient and technological smart life in China through interesting interactions. The exhibits in the China Pavilion are highly technological and incredibly enlightening on the whole. VIPs from many countries spoke highly of new energy vehicles, artificial intelligence, Beidou Navigation Satellite System and China's G-series high-speed train. Moreover, the China Pavilion has set up the "China Pavilion in the Cloud" for the first time, with VR technology to restore the real scene of the China Pavilion, allowing more tourists to break through the barriers of time and space to enjoy the splendor of the China Pavilion remotely.

The application of digital technology is deeply integrated with the development needs of future cities from the underlying structure of future cities, urban decision-making governance and the application of fingertip well-being, so as to truly contribute to the efficient construction and long-term development of Chinese cities. Smart cities show that modern China has achieved online and offline data interoperability in the entire urban space. With the help of digital technology, urban governance has changed from the centralized to the distributed in a synergistic way, hence in the face of various complex and changeable problems in urban and rural society, a real-time, synergistic and sustainable urban governance can be realizable; through big data analysis, it makes shared benefits through joint contribution available, and greatly improves the efficiency and accuracy of digital services; it also provides support for the digital transformation of industries and creates a large number of new opportunities for cities. On the stage of the Expo, the China Pavilion showed visitors the daily life of the Chinese people through interesting interactions. Starting from the smart life, multiple scenarios such as travel and transportation, and smart retail were shown. Triggered by QR code and light interaction, supplemented by screens, combined with walls, floors and 3D installations, the convenient and technological smart life in China was intuitively displayed. The rapid development of China's mobile Internet, constantly changing application

innovations, and smarter solutions to life scenarios have made the life of Chinese people more scientific, technological and convenient.

### **III. Accelerate the Development of China-UAE Relations and Advance Pragmatic Economic and Trade Cooperation**

The UAE is an important partner of China in the Middle East and Gulf region. China-UAE partnership is a model of mutual respect, pragmatic friendship, mutual benefits and win-win cooperation between China and Arab & Islamic countries. Both China and the UAE have attached great importance to China's participation in the Expo 2020 Dubai, including thoroughly implementing the important consensus reached by the leaders of both sides and promoting the development of China-UAE relations with the platform of the Expo. China has made preparations for and operated the China Pavilion with high quality, and held several roadshows with online and offline integration in cooperation with the UAE; besides, China took the initiative to share the successful experience of the Expo 2010 Shanghai China and actively supported the UAE in making the Expo 2020 Dubai a spectacular event. Mohammed, the Vice President and Prime Minister of the UAE and Chief of Dubai, visited the China Pavilion during its construction, and led a delegation to have a visit as soon as it opened. Sheikh Abdullah, the UAE Foreign Minister, said that China's prosperity and progress are of great significance to the promotion of world development; the UAE is full of confidence and expectation in building a community with a shared future for mankind, and will continue to promote bilateral friendship and work together for a better prospect of cooperation between the two countries. Members of the royal family including the Crown Prince of Dubai and official representatives of the UAE spoke highly of the exhibits in the China Pavilion and China-UAE relations.

The Expo 2020 Dubai features the largest number of provinces, autonomous regions, cities and large enterprises from China in the World Expo ever held overseas. 26 provinces, autonomous regions and cities as well as more than 40 domestic leading enterprises have been organized to hold themed events, including more than 100 activities such as exhibitions, promotions, negotiations, and investment attraction. Provinces, autonomous regions, cities, cooperative enterprises and units actively built online economic and trade platforms through the China Pavilion to promote products and services and engaged in economic and trade matching with enterprises in the Middle East including the UAE, and South Asia. Representatives from the political and economic circles of the UAE expressed their willingness to strengthen economic and trade cooperation with China during their visit to the China Pavilion. The Executive Committee of "Hala China" of the UAE also held China-UAE new energy industry project signing event in the China Pavilion.

### **IV. Lay Stress on the Idea of Sustainable Development, and Showcase China's Smart Ecology**

By holding giant panda activity week and the theme exhibition The Giant Panda Conservation of China, the China Pavilion showcased China's achievements in ecological protection for decades, and China's performance in the fields of giant panda field training and reintroduction and international scientific research

cooperation on giant panda, allowing visitors to fully experience the cuteness of giant pandas and understand China's ecological protection concept, thus joining the ranks of global ecological protection. The long scroll of Chinese panda ecology shows the life of giant pandas looking for food and playing in spring, summer, autumn and winter through the electronic scroll in the style of traditional Chinese realistic painting. It showcases the unique charm of the giant panda as China's "public diplomacy card". The "Elephant Tour Group" themed exhibition, with the first perspective of a newly born baby elephant during the journey, following the baby elephant's travel diary, records the journey of the world's popular Yunnan elephant herd all the way to the north with a lively and witty design style, telling the Chinese story of "officials and ordinary people working together to protect elephants".

The smart agriculture exhibition, located in the "A Common Home" exhibition area, conveys the following concepts to visitors: The world is an entirety, and the destiny of each country is closely linked. Only when we work together to promote sustainable development, can the world's people's yearning for a better life come true. The smart agriculture exhibition, through refraction screens, three-dimensional paper sculpture art walls and other forms, showcases the cases of smart agriculture represented by Yuan Longping's sea-rice, demonstrating China's efforts in realizing automation and intelligence of agricultural production through information technology, Internet of Things technology and intelligent equipment, showing China's willingness to actively carry out international agricultural cooperation and make efforts to safeguard world food security.

## V. Skillful Utilization of Chinese Cultural Elements to Promote Connectivity about People-to-people Exchanges

The building appearance of the China Pavilion boasts traditional Chinese cultural elements, where modern expression techniques are used to make visitors feel Chinese culture deeply. The building in the China Pavilion features comprehensive application of traditional Chinese architectural elements such as Dougong, Chinese lattice window, matching with the popular "lantern" shape. It is named "Light of China", showing the exquisite traditional skills and unique aesthetic perspective of the Chinese nation, perfectly interpreting the Chinese cultural thoughts of modesty, harmony, etiquette and order. The information corridor shows the evolution of information transmission in the development of human society, from oracle bone inscriptions to text to modern communication technology in the development of information technology. The decoration of artistic water ripples makes the space full of Chinese cultural charm and mysterious color of time travel. It is also one of the most popular places in the China Pavilion. "Wisdom education" teaches visitors to learn Chinese characters and greetings, and appreciate the beauty of Chinese. The panda robot that closely integrates artificial intelligence with giant pandas, interacts with visitors, and also performs Tai Chi and calligraphy. There are colorful performances with Chinese characteristics such as dragon and lion dance, martial arts, calligraphy and Chinese zither in the square in front of the China Pavilion; the restaurant displays Chinese food; the souvenir shop provides souvenirs with Chinese characteristics. The cultural elements of the China Pavilion have attracted many visitors.

Diversity spurs interaction among civilizations, which in turn promotes mutual learning and their further development. The China Pavilion will carry out cultural and people-to-people exchanges and cooperation with countries all over the world in various ways to build a bridge to people-to-people bonds. The China Pavilion held major events such as National Day of the People's Republic of China (January 10, 2022) and the 2022 Spring Festival celebration, and a series of activities such as youth design innovation practice exchange and exhibition, Chinese traditional culture exhibition, traditional Chinese costume show, Chinese food culture and skills exhibition to show a real, three-dimensional and comprehensive China. During the Expo, there will be a special event, i.e. Chinese Culture Week, which will present the excellent culture with Chinese characteristics, embodying Chinese spirit and containing Chinese wisdom to the world through artistic performances, intangible cultural heritage exhibitions, cultural exhibitions, film simulcasts, so as to improve the influence of international communication and the affinity of China. By organizing local students in the UAE to visit the China Pavilion, the values of the World Expo are popularized to the future generations. The activity includes telling the stories of China, and organizing local Chinese and overseas Chinese groups to perform various art shows with local characteristics, such as Hulusi performance in Yunan, national costume show in Guangxi, Chinese traditional cooking show in Jiangsu, and Chinese classical poetry recitation in Jiangxi. The China Pavilion boasts rich and colorful activities, featuring both artistic performances and interactive experience, full of atmosphere of humanism, making it unique in the pavilions of various countries in the Expo.

In 2021, national exhibitions, represented by the China International Import Exposition ("CIIE"), China International Fair for Trade in Services ("CIFTIS"), China International Consumer Products Expo ("CICPE"), and China Import and Export Fair ("Canton Fair"), have been held successively, forming a national "exhibition matrix" as perfect occasions for China to share development opportunities with the world.

### I. Overview of the 4th China International Import Exposition

The CIIE is so far the world's first import-themed national-level exhibition, and is considered a major innovation in the history of international trade development. The 4th CIIE was successfully held from November 5th to 10th, 2021, presenting fruitful results and numerous highlights.

#### (I) The "appeal of CIIE" demonstrates the gravitational force of China's economy

Continuous and ever-improving sessions of the CIIE have been held, building up a platform for international procurement, investment promotion, cultural exchanges, and open cooperation. A total of 58 countries and 3 international organizations participated in the national exhibitions at this year's CIIE, while nearly 3,000 exhibitors from 127 countries and regions brought their goods. The number of countries and exhibitors exceeded that of the previous session. Nearly 40 exhibitors made their debut and more than 120 old friends who have showed up for the four consecutive time, reflecting that the appeal of the CIIE is still forceful and China is still the most important consumer market. More than 600 companies from 50 countries along the "Belt and Road" participated in this year's CIIE. In addition, the intentional turnover of this year's CIIE reached USD70.72 billion on a one-year basis, and the cumulative number of visits to the national exhibitions held online exceeded 58 million.

#### (II) High-end forums showcase achievements in opening up

President Xi Jinping delivered a keynote speech entitled "Let the Breeze of Openness Bring Warmth to the World" at the opening ceremony of the 4th China International Import Expo and Hongqiao International Economic Forum, further demonstrating China's firm determination to pursue a high level of openness, share development opportunities and promote economic globalization. The High Level Forum on the 20th Anniversary of China's Accession to the WTO was successfully held. The event comprehensively summarized the achievements and contributions of China's development endeavor over the past 20 years since its accession to the WTO, and further consolidated the global consensus for maintaining the multilateral trading system and promoting world openness and cooperation, which became a highlight of this year's CIIE. In addition, there were 12 sub-forums focusing on frontier issues such as green development and digital economy, and are

sending out the voice of "Hongqiao" for building a community with a shared future for mankind.

### **(III) The national exhibitions explore new modes of online display**

**First, a wide scope was covered.** Fifteen countries made their debut at the national exhibitions, joining exhibitors from five continents, including developed, developing and least developed countries. Countries along the “Belt and Road” played an active role. The President of Cyprus, the Acting Prime Minister of Fiji, the ministerial officials of Syria, Laos, Spain, Malta, Austria, Kuwait, Trinidad and Tobago, and the Director General of the United Nations Industrial Development Organization have all expressed, through the platform of the national exhibitions, their high praise for the event’s role in promoting global open cooperation and their strong recognition for the event’s contribution to the building of a community with a shared future for mankind.

**Second, a new display format was adopted.** New technological tools such as 3D modelling and virtual engines were used to create immersive digital exhibition halls. Visitors can browse the contents of the exhibition halls online, and can quickly access to the participation status and exhibit information of a country's enterprises through its exhibition hall link.

**Third, diversified contents were displayed.** The exhibition halls focused on the development achievements, advantageous industries, cultural tourism, etc. of participating countries, fully demonstrating the diverse civilizations and the economic development of the countries in the world. Over the past four years, a total of 120 countries and 3 international organizations have participated in the national exhibitions.

### **(IV) In the corporate exhibition area, the "circle of friends" continues to expand**

**First, the scale of the exhibition was enlarged.** The total exhibition area of this year's CIIE was further expanded to 366,000 m<sup>2</sup>. Countries with more exhibitors in the history, such as the United States, Japan, Germany, France, the United Kingdom, and Italy, saw level or an increase in the number of exhibitors and exhibition area compared with the previous three sessions and enterprises actively registered. More countries along the “Belt and Road”, Central and Eastern European countries and least developed countries actively participated in the event. The number of overseas SMEs participating in the exhibition in groups further increased.

**Second, the quality of exhibitors rose.** The number of Fortune 500 and industry leader present at this year's CIIE reached 281, with a return rate of over 80%. The world's top three auction houses, top three fashion and high-end consumer goods groups, top ten automobile groups, top ten medical device companies, and top ten cosmetics brands all made their appearances.

**Third, the level of exhibition was higher.** Competing highlights shone in the six exhibition areas. The food and agricultural products area involved companies from more countries, as more than 1,200 companies from 102 countries brought global cuisines, allowing consumers to experience the "taste of the CIIE". The automobile area gathered the world's top ten automobile groups to comprehensively showcase the latest development achievements and future visions of the world's automobile industry. The technical equipment area set up



special areas for integrated circuits, digital industry, low-carbon energy and environmental technologies, with a total area of over 30,000 m<sup>2</sup>. The consumer goods area, as the largest exhibition area, occupied over 90,000 m<sup>2</sup>. The world's top ten cosmetics brands and the world's three largest fashion and high-end consumer goods giants made their debut collectively, while the sporting goods and competition area highlighted the ice and snow elements. The number of new products and technologies launched in the medical device and medicine and healthcare area reached 135, topping the six exhibition areas. The service trade area focused on the promotion of digital applications, creating new scenarios and new business formats for the service trade industry. The newly unveiled cultural tourism section attracted widespread attention. The proportion of specially-decorated booths increased for the third consecutive session, reaching 96%.

### **(V) A series of splendid supporting activities were organized**

A total of 95 supporting activities in 6 categories, including policy interpretation, matchmaking and signing, and investment promotion, were held at this year's CIIE, giving full play to the positive effects of promoting trade fair transactions, two-way investment, and industrial cooperation. There are four main features:

**First, the activities were organized at a high level.** Several high-end international forums were held by influential international organizations such as the UNIDO, the International Trade Centre, and the World Intellectual Property Organization. Central departments, including the Ministry of Commerce, the Ministry of Industry and Information Technology, the People's Bank of China, the State Administration for Market Supervision, the National Medical Products Administration, and the National Healthcare Security Administration, organized several special events.

**Second, the outcome of negotiation and signing was ideal.** The large-scale trade and investment matchmaking fair was highly professional, focusing on five investment promotion themes and six major industries. Special areas such as the "Belt and Road" were set up, online negotiation services were improved, trade matching was strengthened, and "exhibitors became investors". According to statistics, a total of 640 exhibitors and 766 buyers from 55 countries participated in the event online and offline, and reached 273 cooperation intentions; 17 investment promotion meetings and 80 centralized signing activities were carried out at the same time.

**Third, new product launches attracted widespread attention.** 62 internationally renowned companies released 123 new products and services in the new product release zone, accounting for a high proportion of new releases in a global sphere. A special CCTV news program was broadcast live, accumulating nearly 33 million online viewers on various platforms, and attracting many media to carry out on-site coverage.

**Fourth, cultural exchanges contributed many highlights.** A total of 261 intangible cultural heritage items were displayed, including 7 world-level and 142 national-level ones. 104 "Chinese time-honored brands" were presented, and 62 cultural performances were organized in Hebei, Zhejiang, Tibet and other places, creating a warm atmosphere for cultural exchange.

## II. Overview of the 2021 China International Fair for Trade in Services

As the global epidemic situation is still severe and complicated and the domestic epidemic is recurring, the CIFTIS 2021 is the only national-level comprehensive service trade fair with international influence in the world, co-sponsored by the Ministry of Commerce and the Beijing Municipal People's Government, and it can be considered a distinctive, fruitful and productive occasion.

### (I) The overall scale exceeded that of the previous session, with expanding influence in the world

The 2021 CIFTIS Global Trade in Services Summit was held in Beijing on the evening of September 2, 2021. President Xi Jinping delivered a video speech, and 17 foreign ministerial guests from Japan, Tanzania, Armenia, Argentina and other countries, as well as over 200 representatives of multinational companies and business associations attended the conference online. 500 guests including foreign diplomats in China, and representatives of international organizations, Fortune 500 companies, industry leaders, and various trading groups attended the meeting on site.

Focusing on the theme of “Towards Digital Future and Service Driven Development”, this year's CIFTIS continued to innovate the exhibition mode on the “comprehensive + topic-centered”, “online + offline” and “indoor + outdoor” basis of 2020. With an exhibition area of 126,000 m<sup>2</sup>, five summits, 200 forums and meetings, promotion talks and side events were held. 81 central enterprises, 16 central financial enterprises and 37 provinces, autonomous regions and municipalities organized trade missions. The event attracted more than 12,000 exhibitors from 153 countries and regions to participate in the online and offline exhibitions. The number of participating countries and companies increased by five and more than 4,500 from that of the previous year. The event achieved a number of fruitful results, surpassing the previous session in terms of the overall number of results and transaction amount.

### (II) With innovate modes and distinctive features, online and offline integration became the trend of development

First, the innovative layout of "one event in two venues" was adopted. In addition to the traditional China National Convention Center, the Shougang Park, a new landmark of Beijing's urban rejuvenation, was used as a special venue for the first time. Combining industrial features and Olympic elements, a cluster of distinctive pavilions were created. Comprehensive exhibitions and thematic exhibitions were set up in the two venues. Taking advantage of the characteristics of the Shougang Park, a number of side events were planned. Outdoor venues were used to organize exhibitions of time-honored brands and intangible cultural heritage items, giving visitors a sense of tourism and spatial experience, and creating a unique cultural reputation of the CIFTIS.

Second, collision of the exhibition area with new technologies was highlighted. The comprehensive exhibitions

of this year's CIFTIS included the Achievement Exhibition of China's Trade in Services, the exhibitions of the provinces, regions and cities, Hong Kong, Macao and Taiwan, national exhibitions and digital service exhibition. The thematic exhibitions focused on eight topics: telecommunications, computer and information services, financial services, cultural and travel services, education services, sports services, supply chain and business services, engineering consulting and construction services, and health and hygiene services. New technologies, new models and new achievements in various fields under the development trend of digitization, networking and intelligence were fully demonstrated.

**Third, the event will never end.** The digital platform of this year's CIFTIS has been fully upgraded to provide online exhibitors and visitors with an immersive experience through online 2D booths, 3D booths, cloud conferences, cloud negotiation, and cloud signing functions. Online and offline activities will be held on a regular basis to create a never-ending trade fair.

### **(III) The quality of exhibitors has been improved, and the "circle of friends" expanded**

**First, the effect of scale and agglomeration has been further enhanced.** This session of the CIFTIS attracted 510 Fortune 500 companies and industry leaders to participate in the offline event, which accounted for 21%, seeing an increase of 12% compared with the previous session. Among them, 30% of exhibitors of the offline thematic exhibitions were Fortune 500 companies and industry leaders, 21% higher than the previous session. The trade missions organized 6,995 companies to participate in the negotiations, creating conditions for the conclusion of transactions. More than 70 domestic and foreign companies released new technologies, applications, scenarios, and achievements in carbon neutrality, financial technology, medical and health, etc. in the Achievement Release Hall, leading the way to new developments. Around the construction of the science and innovation center, "two zones", and international consumption center city, 18 routes were organized for investigation of investment promotion, including 2 night routes, which enriched the activities of exhibitors.

**Second, the level of internationalization has been further enhanced.** A total of 116 overseas countries and regions, 21 international organizations, and 74 embassies in China organized exhibitions and conferences online or offline, increasing by 12, 4 and 6 from the previous year. The internationalization rate of online and offline exhibitors was 15%, 6% higher than the previous session. Among them, the overall internationalization rate of the comprehensive exhibitions was 52%, seeing an increase of 10% from the previous one. The participation rate of international exhibitors was further improved.

### **(IV) Trade in services focuses on digitalization, highlighting "green and low-carbon" features**

**First, the digitalization of trade in services has been promoted.** For the first time, a digital service zone was set up at this CIFTIS, focusing on digital experience, digital services and digital governance, and showcasing a number of new digital technologies such as the first naked-eye 3D internal dome theatre in China. Surrounding hot topics such as digital infrastructure construction and bridging the digital divide, 15 forum meetings were held, including the "2021 Digital Trade Development Forum", and the Digital Economy Development in China

(2020), Digital Trade: Development and Cooperation (2021), and other major achievements were released.

**Second, carbon peaking and carbon neutrality were highlighted.** The concept of green and low-carbon was advocated through the whole process of organizing the CIFTIS, and the Achievement Exhibition of China's Trade in Services was launched for the first time at this CIFTIS. The exhibition area covered 851 m<sup>2</sup>. Over 90% of the construction materials in the exhibition area can be recycled and reused, making it a green exhibition hall that upholds the 3R (reduction, reuse, and recycling) concept and helps realize the "dual carbon" initiative. A series of innovative technologies and applications such as digital and smart oil and gas field technologies and low-carbon printing, were unveiled. Fifteen events including the "Global Ecological Sustainable Development Summit Forum" were held to carry out in-depth exchanges on promoting zero-carbonization and green finance with smart energy to advance global green and low-carbon development.

### III. Overview of the 2021 China Import and Export Fair

Co-sponsored by the Ministry of Commerce and the Guangdong Provincial People's Government, and organized by China Foreign Trade Centre, the Canton Fair is China's largest international trade event with the longest history, the most complete variety of goods, the largest number of buyers, the widest coverage in countries and regions, the best transaction results, and the most favorable reputation.

#### (I) The 129th Canton Fair

The 129th Canton Fair was held online from April 15 to 24, 2021. The overall operation was smooth and positive results were achieved.

**1. A cloud feast made in China was created.** The official website of this year's Canton Fair continued to set up sections like exhibitors and exhibits, supply and procurement matchmaking, exhibitors' live broadcast, news and events, conference services, and cross-border e-commerce. The overall scale remained stable. Like the last session, 50 exhibition areas were arranged for 16 categories of commodities such as electronics and home appliances, machinery, building materials, consumer goods, home decorations, textiles and garments, with about 60,000 booths. More than 9,000 exhibits were uploaded by 340 overseas companies from 28 countries and regions. The exhibitors made a concentrated appearance in the cloud. With innovations in products, technologies, and product forms, and delicate ways of presentation, they conveyed the innovative vitality of Chinese enterprises to the world, fully demonstrated a brand-new image of Made in China, wisdom in China, Chinese brands, and Chinese enterprises, and created a cloud feast of Made in China. Nearly 26,000 domestic and foreign companies participated in this year's Canton Fair, and uploaded more than 2.7 million products, increasing by 230,000 from the previous year, and setting a new record. Numerous new products, smart products, and products with independent intellectual property rights, independent brand, independent marketing, and high-tech content were presented. Among them, about 820,000 new products, high-end, smart, branded, and customized products became the mainstream. The dazzling exhibits attracted buyers from all over the world to visit the exhibition and negotiate with suppliers. The total number of visits to the cloud

exhibition halls of exhibitors reached 6.87 million, including 6.82 million to those of exporters and 50,000 to those of importers.

**2. New ideas and new models have been innovated continuously.** The Canton Fair made its third appearance in the cloud, once again adding the wings of "Internet +" for the exhibitors. With two years of experience, exhibitors now have a deeper understanding of digital marketing. Various display forms were used. Exhibitors are more skilled in live marketing, providing more diversified customer service. The live broadcast of this Canton Fair attracted 880,000 viewers. After optimizing the allocation of live broadcast resources for exhibitors, companies were more prepared and the live content was more targeted. Through live broadcast and interaction, they accurately understood the market needs, promoted precise research and development, and performed accurate marketing. The average number of viewers per live broadcast increased by 28.6% compared with the previous session. Like the last session, virtual exhibition halls were set up according to professional themes to show the VR booths of the exhibitors, providing buyers with an immersive viewing experience. A total of 2,244 exhibitors produced and uploaded 2,662 VR booths, attracting more than 100,000 visits. Exhibitors presented a feast of economic and trade cooperation for global buyers through various forms of display such as graphic, video, 3D, and VR.

**3. New markets and new demands are promising.** Through the Canton Fair platform, exhibitors made full use of international and domestic markets as two resources to grasp the new demands and establish the double cycles. Deeper penetration into traditional markets showed obvious results. The Canton Fair also abolished closer ties with emerging markets. Enterprises actively explored the domestic market. Increasing domestic buyers were invited to this year's Canton Fair. A total of 12,000 domestic buyers registered to visit the fair, and 2,400 instant communications were initiated by domestic buyers to exhibitors, resulting in nearly 2,000 intended orders. A number of measures were taken to serve the domestic and foreign trade matchmaking, promote the transfer of exports to domestic sales, and help exhibitors to quickly capture the broad opportunities of multiplying domestic demand and upgrading consumption. This year's Canton Fair, in conjunction with the Department of Commerce of Guangdong Province and related business associations, successfully organized the "Canton Fair Dual Cycle Promotion Event" to leverage both domestic and international markets. Nearly 200 exhibitors and more than 1,000 domestic buyers carried out on-site exchanges and reported fruitful results.

**4. The supply-procurement matchmaking is smarter and more precise.** This year, the smart distribution of purchasing intentions and instant messaging functions, the allocation of live broadcast resources of exhibitors, and the management of cloud exhibition halls were all optimized, further improving the accuracy of matchmaking. The e-business card function is convenient and practical, and has become an important channel for enterprises to obtain and accumulate buyer information. Nearly 80,000 e-business cards were sent out by the users through the official website. The "Domestic Sale accepted" label for over a million exhibits in the Cloud Showroom supports one-click filtering for quick location. An online guidebook for products that can be sold domestically was launched to help quickly match the suppliers and buyers. Exclusive labels were set for 1160 exhibitors from 22 provinces, autonomous regions and municipalities in the "Rural Revitalization Zone" to accurately "attract traffic."

5. **Trade promotion activities show characteristics and emphasize practical results.** During this year's Canton Fair, a series of high-level and high-quality supporting activities were successfully held, giving full play to the role of a multi-functional comprehensive platform. A series of 44 buyer cloud promotion events were organized in 32 countries and regions around the world and involved countries along the “Belt and Road” and the Regional Comprehensive Economic Partnership (RCEP) members, covering the whole world and highlighting key points. Among them, the Canton Fair signed cooperation agreements with 10 industrial and commercial organizations including Camara de Comercio Brasil China and the Chamber of International Commerce of Kazakhstan through the cloud, further expanding its "circle of friends". Special trade matchmaking sessions were organized for X5 Group and Kawan Lama Group, the largest retailers in Russia and Indonesia, Kroger, the fifth largest retailer in the United States, and Chinese suppliers. Special promotion activities were held for key industry clusters such as the toy industry in Shantou, the small household appliance industry in Guangdong, the textile industry in Zhejiang and the food industry in Shandong. A precise and efficient online negotiation platform was set up for more than 800 brand exhibitors and important industry cluster bases recommended by the trade missions and important buyers to promote precise matchmaking between key domestic industries and industry clusters and the international market. 85 leading enterprises from 20 trade missions in 40 exhibition areas were organized to hold 137 new product launches involving electronic appliances, daily consumer goods, and garments. The 2020 Canton Fair Design Award (CF Award) New Product Show was introduced, presenting the most innovative and commercially valuable Chinese products to the world.

## **(II) The 130th Canton Fair**

The 130th Canton Fair was held from October 15 to 19, 2021. Offline exhibitions resumed after three consecutive online sessions, and an integrated online and offline form was adopted for the first time.

1. **The Pearl River International Trade Forum was held for the first time.** The Party Central Committee and the State Council attached great importance to the 130th Canton Fair. President Xi Jinping sent a special congratulatory letter, fully affirming the important contribution of the Canton Fair in the past 65 years and pointing out the direction for the Canton Fair's new journey in the new era. Premier Li Keqiang delivered a keynote speech at the opening ceremony and visited the enterprises' pavilions, expressing good wishes for the Canton Fair and encouraging it to bravely climb the new heights of reform and opening up. The main forum of this year's Canton Fair was held in conjunction with the opening ceremony. The theme is "China's New Development Offers New Opportunities for the World", declaring to the world China's firm determination to consistently open up and promote free trade, conveying China's willingness to share development opportunities with the rest of the world, drawing up a blueprint for common development, and realizing signals for better development. With the themes of "High-Level Opening and Trade Innovation", "New Foreign Trade Formats and New Models under the New Development Pattern" and "International Trade Cooperation in the Guangdong-Hong Kong-Macao Greater Bay Area", the three sub-forums were attended by more than 40 guests from the political, business and academic sectors and over 650 visitors. The guests conducted in-depth discussions on frontier hot issues such as how to seize development opportunities, and promote trade liberalization and international trade cooperation from the three perspectives of openness, innovation, and

cooperation, issued a resounding "Canton Fair Voice" and contributed to the wisdom base of "Canton Fair". The forums were warmly received by all sectors, and they believed that the forums were a new initiative that enriched the functions and connotations of the Canton Fair, and were of positive significance to better play the role of the Canton Fair as a carrier for the smooth flow of international trade factors, a driving force for innovation and development, and a bridge for serving the double cycles.

**2. The online and offline integration has achieved remarkable results.** As COVID-19 is still spreading globally, this year's Canton Fair implemented online-offline integrated exhibitions for the first time, speeding up digital transformation, and establishing a new model, new normal, and big scene for the Canton Fair with two channels. The online exhibition platform has further optimized the negotiation function, offering display formats such as graphics, video, 3D, VR, and live broadcast, so that the supply and procurement sides can break through the time and space restrictions, contact and meet around the clock, acquire customers and reach cooperation. There have been increasing Chinese exhibitors that rely on independent research and development, and use technological innovation as the support. "Branding" and "releasing new products" at the Canton Fair have become the "new normal". The number of online exhibitors at this year's Canton Fair was about 26,000, comparable to that of the 129th Canton Fair held in April, but the number of offline exhibitors was about 7,800, which is much smaller than that of the sessions before the epidemic. A total of 2,873,900 exhibits were uploaded, seeing an increase of 113,600 pieces over the previous session. Among them, 898,200 pieces were new products, 112,700 pieces were smart products, and 248,600 pieces were products with independent intellectual property rights, increasing by 59,700 pieces, 2,000 pieces, and 9,200 pieces respectively from the previous session. The online platform has attracted 32.73 million visits. Exhibitors had a total of 43,000 live broadcasts, watched by more than 350,000 viewers. The offline exhibition covered an area of about 400,000 m<sup>2</sup>, and attracted 7,795 exhibitors. A total of 600,000 visitors entered the venue. In terms of actual results, this year's Canton Fair fully leveraged the advantages of online-offline integration. The two channels operated simultaneously, providing a unique Canton Fair solution for the two-way integrated development of large-scale exhibitions.

**3. The integration of domestic and foreign trade connects dual cycles.** With the theme of "promoting domestic and international dual cycles", this year's Canton Fair made full use of the domestic and international markets as two resources, adopted a two-wheel drive strategy with domestic and foreign investment promotions, and invited domestic and foreign buyers to participate online and offline events to help enterprises acquire orders, expand markets and strengthen brands, promoting the linkage of domestic and foreign trade. The dual-cycle promotion event was successfully held. Ten leading purchasing groups such as China Resources Vanguard and MINISO conducted trade matchmaking with about 110 exhibitors from 31 provinces, regions and municipalities, achieving remarkable results. In terms of linking domestic and international dual cycles, despite the impact of COVID-19 and other factors, overseas buyers and procurement representatives still actively participated in the fair. 18 industrial and commercial organizations including the American Chamber of Commerce in South China and the Korea Trade-investment Promotion Agency organized more than 500 members to attend the fair offline, while 18 internationally renowned companies such as Wal-Mart, Staples,

and Auchan Group organized many buyers to participate in the procurement. Buyers from 228 countries and regions registered online to visit the exhibition. The number of buyers has grown steadily, and the number of their origins has set a new historical record, expanding the level of diversification and globalization of the Canton Fair.

**4. The effectiveness of trade services has steadily improved.** According to the characteristics of integrated exhibitions, this year's Canton Fair has comprehensively improved trade services. Precise matchmaking sessions were held for 13 national foreign trade transformation and upgrading bases including Shiling in Huadu, Guangdong, Linhai in Zhejiang, Jinjiang in Fujian, and Nantong in Jiangsu, and well-known multinational purchasing groups to help local industries and brands expand into international markets. A total of 1972 products from 943 companies participated in the competition for the 2021 Canton Fair Design Award, setting a record high. Finally, 135 products from 90 companies won the Supreme Gold Award, Gold Award, Silver Award and Bronze Award, further promoting Chinese brands. Forty-three domestic design agencies from 11 cities participated in the "Industrial Design Power of China" themed exhibition. Fashion Week, Latin American Night and Sustainable Development Forum, etc., were held to strengthen the role of design in promoting trade. One hundred and sixteen leading enterprises from 31 provinces, autonomous regions and municipalities held 170 new product launches in 43 exhibition areas involving 16 categories of commodities, fully demonstrating the innovative vitality of Chinese enterprises. On top of providing online and offline supporting services for foreign trade covering customs, insurance, logistics, certification, and financing, third-party public overseas warehouses, shipping and other services were introduced for the first time, improving the trade service ecology. Online and offline dual protection of intellectual property rights was implemented to escort innovation-driven development. Offline and online IPR complaint cases were received, involving 99 companies under complaint, and 20 were finally found to constitute suspected infringements. A series of Green Space activities were held, and awards were presented to the Top Ten Standard Booth Designs and the Winners of the Green Booth Award, further promoting the green development of the Canton Fair.

**5. Results have been achieved in assisting rural revitalization.** The offline exhibition of this year's Canton Fair arranged a "Rural Revitalization Featured Products Exhibition Area" for the first time, and the online event set up a "Special Rural Revitalization Section", with a total of 883 enterprises exhibiting for free. Companies participating in the Special Rural Revitalization Section uploaded 39,600 featured exhibits. The exhibitors said that the international platform of the Canton Fair has helped them learn about the latest market trends, meet effective customers, receive real orders, and accelerate their integration into the dual cycles, injecting new vitality into the economic development of areas overcoming poverty and promoting the upgrading of special products and industries.

## IV. The first China International Consumer Products Expo

Co-organized by the Ministry of Commerce and the People's Government of Hainan Province, the CICPE is the country's first national-level exhibition with the theme of consumer products, and also "the largest consumer



products expo in the Asia-Pacific region." The first CICPE was held in Hainan from May 7 to 10, 2021. Based on the positioning of Hainan as an international tourism consumption center, it gathered resources in the global consumption field to create a global display and trading platform for international consumer goods.

### **(I) The top brands gathering effect is obvious**

The first CICPE focused on "high-tech, new, special and excellent" consumer products, benchmarking with international professional exhibition operating rules. International brands were the highlight of this year's expo. The international exhibition area covered 60,000 m<sup>2</sup>, accounting for 75% of the total exhibition area. It was divided into five professional exhibition areas: fashion and lifestyle, jewelry and diamonds, high-end food and health products, travel and residential life and comprehensive services, gathering 648 exhibitors and 1,365 brands from 69 countries and regions. The countries with the most exhibiting brands were South Korea (124), France (99), Japan (89), the United States (68), and Italy (56). During the exhibition, international brands held a total of 81 debut events, and some well-known brands released hundreds of new products, covering dozens of categories such as apparel and luggage, beauty products, food, wine, jewelry, and diamonds. Exhibitors included LVMH, Kering, L'Oréal and Galeries Lafayette from France, Richemont and Swatch from Switzerland, Burberry and Jaguar Land Rover from the UK, Hanse Yachts from Germany, Shiseido, FancI and Omron from Japan, Johnson & Johnson, Dell and Tesla from the US, Osborne from Spain and Blackmores from Australia. Switzerland was the only guest of honor at the first CICPE. In the "Exhibitor Zone" of the Swiss National Pavilion, about 40 Swiss companies participated in the exhibition. Many well-known brands showed the audience their products and technologies in the fields of watchmaking, luxury goods and high-end consumer goods.

### **(II) Global debut events presented many highlights**

This year's CICPE created a number of "firsts". More than 130 supporting events were held in various forms such as new product releases, procurement matchmaking, and industry promotion, including the theme forum-Global Consumer Innovation & Duty Free and Travel Retail Conference, 93 new product debut events, 12 procurement matchmaking events and 23 market-oriented supporting events. Among them, international brands held 83 new product launches, and domestic provinces, municipalities and autonomous regions held 10 local feature product promotion events. More than 550 new products were released. The number of attending companies, visitors and individuals exceeded expectations. A total of 1,505 companies from 70 countries and regions and 2,628 consumer brands participated in the event. Swatch from Switzerland, L'Oreal from France, Shiseido from Japan, Tapestry, Johnson & Johnson and Dell from the United States, De Beers and Faberge from the United Kingdom, Wolfers from Belgium, GoldMax from New Zealand and Mistine from Thailand launched hundreds of new products during the event, covering more than 20 categories such as apparel and luggage, beauty products, food, wine and beverages, jewelry and diamonds. For example, Faberge released its handcrafted 18K gold "Centennial" egg weighing 10 kilograms for the first time in the world; the Edrington Group debuted its 78-year-old Macallan Sparkling Red Whisky; Shiseido's brands THE GINZA and BAUM were launched in overseas markets for the first time; Swarovski's presented its first brand image; Belgian Delvaux's various bags and Italian Etro apparel collections were exhibited in China for the first time; iFLYTEK

debuted its dual-screen translator.

The yacht show, with a total area of about 80,000 m<sup>2</sup> including land and water, is the largest yacht show in Asia, attracting 107 boats from 58 well-known brands from 12 countries and regions, as well as nearly 30,000 visitors. During the event, six new products were launched in China and Asia, two yachts from overseas made their maiden voyage to Haikou on the "Hainan-Hong Kong-Macau Yachting Tour", and the amount of investment in yachting transactions and intentions exceeded RMB 500 million. More than 20 exciting theme events of various kinds were held, providing a wealth of activities and visual feast for global visitors and residents of the island, helping to build the event into a global showcase and trading platform for international consumer products.

### **(III) Time-honored brands create business opportunities for domestic goods**

While building a display stage for international brands, the CICPE also focused on local consumer goods and time-honored brands, creating business opportunities for exporting domestic consumer products to the world. The domestic exhibition area of the CICPE reached 20,000 m<sup>2</sup>. Various provinces, autonomous regions and municipalities organized 857 companies to participate in the exhibition, bringing more than 1,260 brands, including many domestic consumer brands and Chinese time-honored brands like Huawei, Gree, Haikang, OPPO, VIVO, TRT, and Cloisonne. Thirty-one provinces, autonomous regions, municipalities directly under the Central Government and the Xinjiang Production and Construction Corps, as well as Xiamen and Dalian, the two cities specifically designated in the state plan, separately organized local consumer products and time-honored brands to participate in the exhibition. Exhibitors from 10 provinces, autonomous regions, and municipalities in China also held local product launch events. For example, Fujian hosted a Fujian Business Circle Merchants Event and a Fujian Goods Product Promotion Event, Yunnan hosted a Consumer Goods and Time-honored Brands Promotion Event, Tibet hosted an Earth's Third Pole Brand Promotion Event, Guangdong held a "Guangdong Nationwide Trade" Promotion Event, and Shanghai held a "Meet Shanghai" new product flash mob.

### **(IV) New business formats and new models have been fully demonstrated**

Large cross-border e-commerce platforms held special events at the event to connect with world-renowned brands. Some well-known domestic e-commerce platforms participated as professional buyers to help overseas brands better explore the Chinese market; some international e-commerce platforms sourced domestic consumer products to accelerate the development of overseas markets; many current influential anchors opened live broadcast rooms to sell goods, and relevant live broadcast schedule was published on the official website of the CICPE. The live broadcast rooms set up during the CICPE attracted more than 16 million viewers, resulting in a total sales amount of RMB 68 million, and a sales volume of over 960,000 products. During the expo, Hainan introduced the "Global Consumer Goods Centre" project, which is being planned and has received widespread attention from domestic and foreign enterprises. It is designed to provide a year-round exhibition and trading platform for domestic and international consumer goods to meet the needs of global consumer goods enterprises and brands to exhibit and trade, to achieve the "buy global goods, sell to global markets" in Hainan Free Trade Port, and to create a never-ending "Consumer Products Expo".

## Appendix I

## Schedule of Trade and Economic Fairs held in Mainland China in 2021 (above 20,000 m<sup>2</sup>)

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/Autonomous Region/Municipality	City	Venue	Area (m <sup>2</sup> )
1	2021 China Huaxia Housing and Furnishing Exposition (Guangzhou)	2021-1-1	3	Guangdong	Guangzhou	Guangzhou International Sourcing Center	22000
2	The 47th Changsha Redstar International Automobile Exposition 2021	2021-1-1	3	Hunan	Changsha	Changsha Hong Xing International Exhibition Center	20000
3	Zhongshan New Year's Comic-Con	2021-1-1	2	Guangdong	Zhongshan	Zhongshan Expo Center	20000
4	HAIKOU NEV 2021	2021-1-8	4	Hainan	Haikou	Hainan International Convention and Exhibition Center	50000
5	2021 18th Western China (Chongqing) International Agricultural Products Fair	2021-1-12	4	Chongqing	Chongqing	Chongqing International Convention and Exhibition Center	40000
6	2021 MWC Shanghai	2021-2-23	3	Shanghai	Shanghai	Shanghai New International Expo Center	46000
7	2021 24st DPES Sign Expo China	2021-2-27	3	Guangdong	Guangzhou	Poly World Trade Center Expo	38000
8	Spring Building Materials Expo 2021 (The 1st Event)	2021-2-27	5	Henan	Zhengzhou	Central China International Expo Center	25000
9	29th China (Zhongbo) Architectural Building Materials Building Decoration Fair (First Half)	2021-3-1	3	Henan	Zhengzhou	Central China International Expo Center	29275
10	2021 26th SPS-Industrial Automation Fair Guangzhou (SIAF Guangzhou)	2021-3-3	3	Guangdong	Guangzhou	China Import & Export Fair Complex	25500
11	International Large-screen Display Technology, Audio and Video Intelligence Integration, Advertising Signs & LED Exhibition 2021	2021-3-3	4	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	20000
12	Sino-Label 2021	2021-3-4	3	Guangdong	Guangzhou	China Import & Export Fair Complex	31640
13	2021 27th China International Exhibition on Packaging Machinery & Materials	2021-3-4	3	Guangdong	Guangzhou	China Import & Export Fair Complex	49880
14	2021 27th South China International Exhibition on Printing Industry	2021-3-4	3	Guangdong	Guangzhou	China Import & Export Fair Complex	41580
15	Xuzhou International Medical Instrument and Technology Equipment Exhibition 2021	2021-3-4	3	Jiangsu	Xuzhou	Xuzhou International Exhibition Centre	20000
16	International Allfood Expo 2021	2021-3-4	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	40000
17	2021 41st Guangzhou International Franchise Exhibition	2021-3-4	3	Guangdong	Guangzhou	China Import & Export Fair Complex	23727
18	China Ice Cream 2021	2021-3-4	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	80000
19	2021 Century Home Expo (March in Shanghai)	2021-3-5	3	Shanghai	Shanghai	Shanghai Convention & Exhibition Center of International Sourcing	23000
20	2021 China Huaxia Housing and Furnishing Exposition (Chongqing)	2021-3-5	3	Chongqing	Chongqing	Chongqing EXPO Center	23000
21	The 24rd Ji'nan International Machine Tool Exhibition 2021	2021-3-5	4	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	50000
22	2021 56th Countrywide Artware Fair	2021-3-5	4	Fujian	Fuzhou	Fuzhou Strait International Convention and Exhibition Center	60000
23	2021 China (Qingdao) Century Home Expo (March)	2021-3-5	3	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	20000
24	2021 Jiangxi Agricultural Machinery And Parts Exhibition 2021	2021-3-6	3	Jiangxi	Nanchang County	Jiangxi International Automobile Exhibition Center	50000

\* The data in this table exclude non-economic trade fairs, and exhibitions whose area data have not been collected.

\* The data in this table exclude Hong Kong, Macao, and Taiwan regions.

\* The number and area of the exhibitions in this table are subject to the data published by the organizer. If the organizer haven't released the data, the data published by the venues shall prevail.\*

\* The data in this table are sorted according to the opening day in ascending order.

Appendix I Schedule of Trade and Economic Fairs held in Mainland China in 2021 (above 20,000 m<sup>2</sup>)

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
25	2021 Changchun 23rd Advertising Printing & LED Lighting Expo	2021-3-7	3	Jilin	Changchun	Changchun International Convention and Exhibition Center	24000
26	29th China (Zhongbo) Architectural Building Materials Building Decoration Fair (Second Half)	2021-3-7	3	Henan	Zhengzhou	Central China International Expo Center	38775
27	2021 38th China (Wuxi) Taihu International Machine Tool and Intelligent Equipment Industry Exhibition	2021-3-10	4	Jiangsu	Wuxi	Wuxi Taihu International Expo Center	40000
28	2021 56rd China (Guangzhou) International Beauty Expo	2021-3-10	3	Guangdong	Guangzhou	China Import & Export Fair Complex	225167
29	The 39th Central Plains (Zhengzhou) Medical Equipment Exhibition - Spring Exhibition 2021	2021-3-11	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	30000
30	2021 27th China Window Door Facade Expo	2021-3-11	3	Guangdong	Guangzhou	Poly World Trade Center Expo	100000
31	The 17th Guangzhou International Auto Air-conditioning & Equipment Exhibition	2021-3-11	3	Guangdong	Guangzhou	Guangzhou International Sourcing Center	20000
32	2021 China Huaxia Housing and Furnishing Exposition (Wuxi)	2021-3-12	3	Jiangsu	Wuxi	Wuxi Taihu International Expo Center	20000
33	2021 China (Wenzhou) Int'l Industry Fair	2021-3-12	3	Zhejiang	Wenzhou	Wenzhou International Expo Center	46000
34	2021 58th Xi'an Advertising Signs/ Office Printing/LED Photoelectric Lighting Industry Exhibition	2021-3-12	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	20000
35	2021 China Huaxia Housing and Furnishing Exposition (Shenyang)	2021-3-12	3	Liaoning	Shenyang	Liaoning Industrial Exhibition Hall	30000
36	2021 China Huaxia Housing and Furnishing Exposition (Tianjin)	2021-3-12	3	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	30000
37	2021 16th China (Jinan) New Energy Automobile and Electric Vehicle Exhibition	2021-3-12	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	75000
38	Shenyang International Advertisement Expo 2021	2021-3-12	3	Liaoning	Shenyang	Shenyang New World Expo	24000
39	23 Nanjing Decorative Materials Fair	2021-3-13	3	Jiangsu	Nanjing	Nanjing International Expo Center	20000
40	3.15 Auto Show 2021	2021-3-13	3	Jiangsu	Taizhou	CMC Conference and Exhibition Center	20000
41	2021 29th China Small Home Appliances Trade fair and China Home Appliances Trade Fair	2021-3-13	3	Guangdong	Zhongshan	Zhongshan Huangpu International Convention and Exhibition Center	30000
42	2021 48th China Zhengzhou International Beauty, Hairdressing & Cosmetics Expo	2021-3-16	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	20000
43	2021 2nd Wuhan International Smart Home Exhibition	2021-3-16	3	Hubei	Wuhan	Wuhan International Expo Center	60000
44	CCEME 2021	2021-3-16	4	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	21000
45	2021 13th Wuhan International Green Building Material Expo 2021	2021-3-16	3	Hubei	Wuhan	Wuhan International Expo Center	60000
46	2021 28th Inner Mongolia International Agricultural Expo	2021-3-16	3	Inner Mongolia	Hohhot	Inner Mongolia International Convention and Exhibition Center	20000
47	Suzhou Machine Tool Exhibition 2021	2021-3-17	4	Jiangsu	Suzhou	Suzhou International Expo Center	40000
48	2021 23rd Northeast International Clean Energy and Comfortable Home System Exhibition of Heating, Ventilation and Air Conditioning	2021-3-17	3	Liaoning	Shenyang	Shenyang New World Expo	24000
49	2021 34th China Shanghai International Semiconductor Equipment, Materials, Manufacturing and Service Exhibition & Seminar	2021-3-17	3	Shanghai	Shanghai	Shanghai New International Expo Center	57500
50	2021 16th China (Shandong) International Equipment Manufacturing Exposition	2021-3-17	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	80000
51	GBA International Intelligent Textile and Garment Industry Equipment Exhibition/Sewing Equipment Exhibition/Intelligent Shoe Machinery & Material Industry Equipment Exhibition 2021	2021-3-17	4	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	37000
52	2021 LASER World of Photonics China	2021-3-17	3	Shanghai	Shanghai	Shanghai New International Expo Center	60750
53	2021 Munich Shanghai Electronic Production Equipment Fair	2021-3-17	3	Shanghai	Shanghai	Shanghai New International Expo Center	90000
54	2021 China International Trade Fair for Fibers and Yarns (Spring)	2021-3-17	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	30000
55	2021 China International Trade Fair for Home Textiles and Accessories	2021-3-17	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	30000
56	2021 China International Exhibition on Clothing Accessories (Spring)	2021-3-17	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	130000
57	2021 Intertextile (Spring and Summer)	2021-3-17	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	240000

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/Autonomous Region/Municipality	City	Venue	Area (m <sup>2</sup> )
58	2021 Suzhou Industrial Exposition	2021-3-17	4	Jiangsu	Suzhou	Suzhou International Expo Center	50000
59	CMEE 2021	2021-3-17	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	50000
60	2021 China(Shandong) International Agricultural Machinery Fair	2021-3-17	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	30000
61	Assured Auto Show Shenyang Station (March) 2021	2021-3-18	4	Liaoning	Shenyang	Shenyang International Exhibition Center	26000
62	2021 11th China Window & Door Expo	2021-3-18	3	Guangdong	Foshan	Tanzhou International Convention and Exhibition Center	50000
63	2021 3th Nanjing International Musical Instruments Exhibition	2021-3-18	4	Jiangsu	Nanjing	Nanjing International Exhibition Center	20000
64	2021 10th China International Aerospace New Material & New Process Exhibition	2021-3-18	4	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	20360
65	2021 29th China West International Equipment Manufacturing Industry Expo	2021-3-18	4	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	80000
66	The 18th Hainan International Automobile Industry Exhibition 2021	2021-3-18	4	Hainan	Haikou	Hainan International Convention and Exhibition Center	70000
67	2021 52th (Changchun) International Medical Equipment and Health Industry Expo	2021-3-18	3	Jilin	Changchun	Changchun International Convention and Exhibition Center	20000
68	2021 21th (Beijing) International RV Camping Exhibition	2021-3-18	6	Beijing	Beijing	Beijing RV Expo Center	70000
69	China (Fuzhou) Cross-border E-commerce Trade Fair 2021	2021-3-18	3	Fujian	Fuzhou	Fuzhou Strait International Convention and Exhibition Center	60000
70	CiFF 2021	2021-3-18	4	Guangdong	Guangzhou	China Import & Export Fair Complex	293830
71	Assured Auto Show Shenyang Station (July) 2021	2021-3-18	4	Liaoning	Shenyang	Shenyang International Exhibition Center	26000
72	CDW Expo 2021	2021-3-18	3	Guangdong	Foshan	Foshan International Conference & Exhibition Center	50000
73	2021 China (Hangzhou) Pet Expo	2021-3-19	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	28800
74	SXEE 2021	2021-3-19	3	Shanxi	Taiyuan	China Taiyuan Coal Transaction Center	30000
75	2021 27th Nanjing Ad & Sign Technology & Equipment Exhibition	2021-3-19	3	Jiangsu	Nanjing	Nanjing International Exhibition Center	20000
76	2021 DPES Sign and Graphics Expo China - Changsha	2021-3-19	3	Hunan	Changsha	Changsha International Convention and Exhibition Center	27000
77	2021 48th Changsha Redstar International Automobile Exposition	2021-3-19	3	Hunan	Changsha	Changsha Hong Xing International Exhibition Center	20000
78	CIBF 2021	2021-3-19	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	110000
79	2021 Guangzhou Jinhua (Autumn) Fishing Tackle Expo	2021-3-19	3	Guangdong	Guangzhou	Guangzhou International Sourcing Center	30000
80	2021 China Huaxia Housing and Furnishing Exposition (Guangzhou) March	2021-3-19	3	Guangdong	Guangzhou	Guangzhou International Sourcing Center	22000
81	Nantong Broadcasting Spring Automobile Exhibition 2021	2021-3-19	3	Jiangsu	Nantong	Nantong International Convention & Exhibition Center	23000
82	Chongqing Good Life Exhibition (2021 Spring)	2021-3-20	2	Chongqing	Chongqing	Chongqing EXPO Center	20000
83	2021 Spring China (Hangzhou) Wedding Expo	2021-3-20	2	Zhejiang	Hangzhou	Hangzhou International Expo Center	69200
84	2021 China Frame Industry and Decorative Painting Exhibition	2021-3-20	3	Zhejiang	Yiwu	Yiwu International Expo Centre	40000
85	2021 9th Guizhou Advertising Equipment Exhibition	2021-3-20	3	Guizhou	Guiyang	Guiyang International Convention and Exhibition Center	30000
86	2021 59th China Lanzhou Advertising Signs/ Office Printing/LED Photoelectric Lighting Industry Exhibition	2021-3-20	3	Gansu	Lanzhou	Gansu International Convention and Exhibition Center	28000
87	2021 Fuzhou (International) Advertisement Sign and LED Technology Expo	2021-3-20	3	Fujian	Fuzhou	Fuzhou Strait International Convention and Exhibition Center	22000
88	2021 Liaoning Modern Agricultural Exhibition Fair & Agricultural Supplies Expo	2021-3-20	2	Liaoning	Shenyang	Shenyang International Exhibition Center	20000
89	2021 Summer China (Wuhan) Wedding Expo	2021-3-20	2	Hubei	Wuhan	Wuhan International Expo Center	20000

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S/N	Exhibition Name	Opening Date	Duration (Days)	Province/Autonomous Region/Municipality	City	Venue	Area (m <sup>2</sup> )
90	2021 15th Harbin Spring Auto Expo	2021-3-20	6	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	36000
91	2021 Shanghai International Fitness & Leisure and Sport Expo	2021-3-21	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	60000
92	WAME 2021	2021-3-21	3	Hubei	Wuhan	Wuhan International Expo Center	50000
93	CNDE 2021	2021-3-22	4	Liaoning	Shenyang	Shenyang New World Expo	24000
94	Private Label Fair Asia 2021	2021-3-23	3	Jiangsu	Suzhou	Suzhou International Expo Center	70000
95	2021 China Appliance & Electronics World Expo	2021-3-23	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	150000
96	2021 16th R+T Asia	2021-3-24	3	Shanghai	Shanghai	Shanghai New International Expo Center	80500
97	2021 25th China International Building Trade Fair	2021-3-24	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	170000
98	2021 23rd China International Flooring Materials & Pavement Technology Exhibition	2021-3-24	3	Shanghai	Shanghai	Shanghai New International Expo Center	138000
99	The 30th China International Auto Accessories and Modification Expo 2021	2021-3-24	4	Beijing	Beijing	China International Exhibition Center (Shunyi)	250000
100	2021 19th Zhengzhou Public Security Expo	2021-3-24	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	30000
101	2021 China Yiwu Beauty Cosmetics, Daily Chemical Products Raw Materials and Equipment Package Exhibition	2021-3-25	3	Zhejiang	Yiwu	Yiwu International Expo Centre	30000
102	2021 Jinzhou Agricultural Science and Technology Expo	2021-3-25	5	Liaoning	Jinzhou	Jinzhou International Convention and Exhibition Center	20000
103	CCIME 2021	2021-3-25	3	Jilin	Changchun	Changchun International Convention and Exhibition Center	40000
104	2021 43rd China Beijing International Present, Gift and Household Goods Exhibition	2021-3-25	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	44000
105	2021 39th West International Medical Apparatus Fair	2021-3-25	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	40000
106	2021 China Changchun International Auto Parts and After-sales Supplies Exhibition	2021-3-25	3	Jilin	Changchun	Changchun International Convention and Exhibition Center	50000
107	2021 13th China Changchun International CNC Machine Tool, Mold and Metalworking Expo	2021-3-25	3	Jilin	Changchun	Changchun International Convention and Exhibition Center	20000
108	Haining China International Leather Fur Fabric & Accessories Exhibition 2021	2021-3-25	3	Zhejiang	Haining	Haining China Leather City	30000
109	AFHE 2021	2021-3-25	3	Zhejiang	Yiwu	Yiwu International Expo Centre	25000
110	The 20th China North International Bicycle & E-Bike Exhibition 2021	2021-3-26	3	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	100000
111	2021 12th Inner Mongolia Agriculture & Animal Husbandry Machinery Expo	2021-3-26	3	Inner Mongolia	Hohhot	Inner Mongolia International Convention and Exhibition Center	56000
112	China (Guizhou) International Coal and High-end Energy Chemical Industry Expo 2021	2021-3-26	3	Guizhou	Guiyang	Guiyang International Convention and Exhibition Center	20000
113	2021 China Huaxia Housing and Furnishing Exposition (March in Shanghai)	2021-3-26	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	32000
114	2021 China Huaxia Housing and Furnishing Exposition (Taizhou)	2021-3-26	3	Jiangsu	Taizhou	Taizhou International Expo Center	30000
115	2021 17th China (Taizhou) TME	2021-3-26	3	Zhejiang	Taizhou	Taizhou International Convention and Exhibition Center	35000
116	2021 China Huaxia Housing and Furnishing Exposition (March in Kunming)	2021-3-26	3	Yunnan	Kunming	Kunming International Convention and Exhibition Center	30000
117	2021 China Huaxia Housing and Furnishing Exposition (Suzhou, Spring)	2021-3-26	3	Jiangsu	Suzhou	Suzhou International Expo Center	20000
118	2021 22nd Guangxi Advertisement Exhibition	2021-3-26	3	Guangxi	Nanning	Nanning International Convention and Exhibition Center	36000
119	2021 14th China (Inner Mongolia) International Dairy Expo	2021-3-26	3	Inner Mongolia	Hohhot	Inner Mongolia International Convention and Exhibition Center	25000
120	Sino-plas 2021	2021-3-26	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	25000
121	2021 16th China (Ji'nan) Sola Utilization Convention & Exhibition	2021-3-26	3	Shandong	Ji'nan	Ji'nan International Convention and Exhibition Center	50000

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
122	2021 China (Jinan) Century Home Expo	2021-3-26	3	Shandong	Ji'nan	Ji'nan Shungeng International Convention and Exhibition Center	21000
123	2021 China Huaxia Housing and Furnishing Exposition(Qingdao)	2021-3-26	3	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	20000
124	Antuan Home Expo-Hefei (March) 2021	2021-3-26	2	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	33000
125	2021 DPES Kunming (International) Advertisement Sign and LED Technology Expo	2021-3-26	4	Yunnan	Kunming	Kunming Dianchi International Convention and Exhibition Center	30000
126	2021 China international medical device design and manufacture technology exhibition	2021-3-26	3	Guangdong	Guangzhou	Guangzhou International Sourcing Center	20000
127	2021 10th China (Guangzhou) Custom Furniture Exhibition	2021-3-26	3	Guangdong	Guangzhou	Poly World Trade Center Expo	85000
128	CHE Tianjin 2021	2021-3-26	3	Tianjin	Tianjin	Tianjin International Exhibition Centre	20000
129	Home China Expo (Beijing, in March)	2021-3-26	3	Beijing	Beijing	China National Convention Center	30000
130	2021 Chengdu (Spring) Wedding Expo	2021-3-27	2	Sichuan	Chengdu	Western China International Expo City	22000
131	2021 Nanchang Advertisement Sign and LED Lighting Expo	2021-3-27	3	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	20000
132	Linyi On-line Red Goods Fair 2021 and 4th Spring Wine and Food Fair	2021-3-27	3	Shandong	Linyi	Linyi International Expo Center	20000
133	2021 1st Chongqing Custom Doors Expo/Doors and Custom Expo	2021-3-27	3	Chongqing	Chongqing	Chongqing EXPO Center	57000
134	2021 43th Guangzhou International Purchasing Car Exhibition	2021-3-27	2	Guangdong	Guangzhou	Guangzhou International Sourcing Center	20000
135	2021 The 26th North China International Building Decoration Expo	2021-3-28	3	Liaoning	Shenyang	Shenyang New World Expo	30000
136	2021 18th Northeast China Building Energy Conservation, Wall Materials and Equipment Exhibition	2021-3-28	3	Liaoning	Shenyang	Shenyang New World Expo	30000
137	2021 18th China Qingdao International Metal Processing Technology and Equipment Exhibition	2021-3-28	4	Shandong	Qingdao	China Hongdao International Convention and Exhibition Center	40000
138	Liangzhihong 2021 9th China Ingredients E-Commerce Festival	2021-3-28	3	Hubei	Wuhan	Wuhan International Expo Center	150000
139	The 18th China (International) Laboratory Medicine and Blood Transfusion Reagent Expo 2021	2021-3-28	3	Chongqing	Chongqing	Chongqing EXPO Center	80000
140	The 34rd Jinan International Advertising Expo 2021(Spring)	2021-3-28	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	45000
141	CiFF 2021-Second Session	2021-3-28	4	Guangdong	Guangzhou	China Import & Export Fair Complex	192670
142	2021 CIFM / Interzum Guangzhou	2021-3-28	4	Guangdong	Guangzhou	China Import & Export Fair Complex	122960
143	The 12th Harbin Furniture Fair	2021-3-28	3	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	56000
144	2021 34th International Advertising Signs & LED Exhibition (Ji'nan Autumn)	2021-3-28	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	58000
145	The 30th HOTELEX Shanghai 2021	2021-3-29	4	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	400000
146	2021 33th Shanghai International Franchise Expo (Spring)	2021-3-29	4	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	23000
147	2021 China (Gansu) International Hvac Exhibition	2021-3-29	3	Gansu	Lanzhou	Gansu International Convention and Exhibition Center	20000
148	2021 The 20th Wuhan of China Social Public Security Products Expo	2021-3-29	3	Hubei	Wuhan	Wuhan International Conference & Exhibition Centre	20000
149	2021 China (Wuhan) Fire Product and Emergency Rescue Equipment Exhibition and Fire Safety Forum	2021-3-29	3	Hubei	Wuhan	Wuhan International Conference & Exhibition Centre	20000
150	2021 22st China International Clean Expo (Shanghai)	2021-3-30	4	Shanghai	Shanghai	Shanghai New International Expo Center	50000
151	China International Self-service, Kiosk and Vending Show 2021   Shanghai International Smart Retailing Show 2021	2021-3-30	4	Shanghai	Shanghai	Shanghai New International Expo Center	200000
152	2021 Hotel Plus Shanghai	2021-3-30	4	Shanghai	Shanghai	Shanghai New International Expo Center	200000
153	2021 20th Zhejiang (Hangzhou) Equipment Manufacturing Exposition	2021-3-30	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	24000
154	2021 29th China International Architectural Ornament Exhibition	2021-3-30	3	Shanghai	Shanghai	Shanghai New International Expo Center	35000
155	2021 10th China Zhengzhou International Furniture Exhibition	2021-3-30	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	60000
156	31th China (Beijing) International Wallpapers, Wallcloth, Curtain and Soft Decoration Exhibition	2021-3-30	4	Beijing	Beijing	China International Exhibition Center (Shunyi)	120000

Appendix I Schedule of Trade and Economic Fairs held in Mainland China in 2021 (above 20,000 m<sup>2</sup>)

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
157	2021 China Hangzhou International Anti-corrosive Industry Expo	2021-3-30	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	28800
158	Beijing Book Fair 2021	2021-3-31	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	50000
159	China Irrigation Development Conference & 8th International Irrigation Technology Exhibition 2021	2021-3-31	3	Beijing	Beijing	China National Convention Center	25000
160	2021 8th China (Beijing) International Wisdom Agricultural Equipment and Technology Exhibition	2021-3-31	3	Beijing	Beijing	China National Convention Center	20000
161	2021 China (Beijing) International Beauty Expo (Spring)	2021-3-31	3	Beijing	Beijing	China National Convention Center	40000
162	6th Guangdong International Water Expo	2021-3-31	3	Guangdong	Guangzhou	Poly World Trade Center Expo	45200
163	Flowtech China (Guangdong) 2021	2021-3-31	3	Guangdong	Guangzhou	Poly World Trade Center Expo	55000
164	6th WATERTECH CHINA (GUANGDONG) 2021	2021-3-31	3	Guangdong	Guangzhou	Poly World Trade Center Expo	22000
165	China (Guangdong) International Epidemic Prevention Materials Exhibition 2021	2021-3-31	3	Guangdong	Guangzhou	Guangzhou International Sourcing Center	20000
166	2021 25rd China (Shanghai) International Boat Show	2021-4-1	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	55000
167	2021 Lifestyle Show	2021-4-1	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	55000
168	2021 14th China (Shanghai) International Outdoor Appliance Exhibition	2021-4-1	4	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	60000
169	2021 Shanghai International Amusement Equipment Exhibition	2021-4-1	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	60000
170	The 17th China (Nan'an) International Plumbing, Pumps and Valves & Fire Equipment Fair 2021	2021-4-1	3	Fujian	Quanzhou	Fujian Successful International Exhibition Center	40000
171	2021 18th Northeast China (Shenyang) Jewelry Jade Jewelry Exhibition	2021-4-1	4	Liaoning	Shenyang	Liaoning Industrial Exhibition Hall	20000
172	2021 18th Northeast China (Shenyang) Luxury Cultural Exhibition and Trade Fair	2021-4-1	4	Liaoning	Shenyang	Liaoning Industrial Exhibition Hall	20000
173	4th China (Jinjiang) International Decoration & Building Materials Expo	2021-4-1	3	Fujian	Jinjiang	Jinjiang International Convention & Exhibition Center	20000
174	2021 17th China Pumps & Electrical Machinery Exhibition	2021-4-2	3	Zhejiang	Taizhou	Wenling Convention Exhibition Center	30000
175	CHHE 2021	2021-4-2	3	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	24000
176	2021 The 21st Harbin International Building Decoration and Materials Expo	2021-4-2	3	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	24000
177	2021 Shenyang International Auto Show	2021-4-2	4	Liaoning	Shenyang	Shenyang International Exhibition Center	26000
178	CHECE 2021	2021-4-2	3	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	36000
179	China (Tianjin) Wedding Expo 2021 (April)	2021-4-3	2	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	20000
180	IJOY Beijing International Cartoon and Animation Carnival	2021-4-3	2	Beijing	Beijing	China National Convention Center	20000
181	2021 West Taihu Lake Spring Auto Expo	2021-4-3	5	Jiangsu	Changzhou	Changzhou Xitaihu International Expo Center	50000
182	2021 IWF	2021-4-6	3	Shanghai	Shanghai	Shanghai New International Expo Center	70000
183	IBTE 2021	2021-4-6	3	Guangdong	Guangzhou	China Import & Export Fair Complex	25750
184	2021 4th North Jiangsu Province Furniture Expo	2021-4-6	2	Jiangsu	Suqian	Suqian International Convention and Exhibition Center	20000
185	2021 32th International Refrigeration, Air Conditioning, Heating, Ventilation and Food Freezing Processing Exhibition	2021-4-7	3	Shanghai	Shanghai	Shanghai New International Expo Center	110000
186	2021 104st National Food and Drinks Fair	2021-4-7	3	Sichuan	Chengdu	Western China International Expo City	110000
187	2021 IME Cultural Articles Intelligent Manufacturing and Supporting Industry Expo	2021-4-7	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	34600
188	2021 7th China (Nanjing) International Energy Conservation and New Energy Vehicle Exhibition	2021-4-7	3	Jiangsu	Nanjing	Nanjing International Expo Center	30000



S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
189	2021 National Agricultural Machinery and Accessories Expo	2021-4-7	2	Henan	Zhumadian	ZICEC	52000
190	ICBE 2021 Guangzhou International Cross-border E-commerce & Goods Expo	2021-4-7	3	Guangdong	Guangzhou	Poly World Trade Center Expo	58000
191	2021 14th China (Lanzhou) Art Collection Expo	2021-4-7	5	Gansu	Lanzhou	Gansu International Convention and Exhibition Center	27000
192	2021 China Cultural Articles Touring Exhibition (Hangzhou Station)	2021-4-7	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	20000
193	2021 27th Western Chengdu Medical Device Exhibition	2021-4-8	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	60000
194	2021 25th China Jilin (Changchun) Building Decoration Materials Exposition	2021-4-8	3	Jilin	Changchun	Changchun International Convention and Exhibition Center	40000
195	2021 22th China Jilin (Changchun) Heating and Boiler Ventilation Air Conditioning and Clean Energy Heating Equipment Exhibition	2021-4-8	3	Jilin	Changchun	Changchun International Convention and Exhibition Center	30000
196	2021 Northeast (Changchun) the 16th International Furniture and Woodworking Machinery Exhibition	2021-4-8	3	Jilin	Changchun	Changchun International Convention and Exhibition Center	25000
197	5th China (Chengdu) International Senior Care Services Expo	2021-4-8	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	60000
198	2021 19th Wenzhou Int'l Auto Expo	2021-4-8	4	Zhejiang	Wenzhou	Wenzhou International Expo Center	55000
199	China International Jewelry Fair 2021 (Haiming)	2021-4-8	4	Beijing	Beijing	China International Exhibition Center (Chaoyang)	50000
200	2021 3st World Health Expo	2021-4-8	4	Hubei	Wuhan	Wuhan International Expo Center	97440
201	2021 10th Chengdu International Pet Fair	2021-4-8	4	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	50000
202	2021 1st Nanjing RV Camping and Road Trip Expo	2021-4-8	3	Jiangsu	Nanjing	Nanjing International Exhibition Center	21000
203	2021 (Spring) Dahe International Automobile Exhibition	2021-4-8	5	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	50000
204	2021 97th China Shenzhen Electronics Fair	2021-4-9	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	105000
205	ISUE 2021	2021-4-9	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	70000
206	2021 China Campus Logistics Exhibition	2021-4-9	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	36000
207	2021 China Private School Development and Construction Exhibition	2021-4-9	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	70000
208	2021 13th Yongkang International Machinery Equipment and Tooling Exhibition	2021-4-9	3	Zhejiang	Yongkang	Yongkang International Convention and Exhibition Center	35000
209	The 19th China Ningbo International Housing and Furnishing Exposition 2021	2021-4-9	4	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	35354
210	2021 China (Xi'an) Silk Road Logistics & Transportation Expo	2021-4-9	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	32000
211	2021 20th Western China International Fair Advertisement Festival	2021-4-9	3	Chongqing	Chongqing	Chongqing International Convention and Exhibition Center	60000
212	2021 8th Guangzhou International Exhibition of Digital Printing, Graphic Printing	2021-4-9	3	Guangdong	Guangzhou	Guangzhou International Sourcing Center	20000
213	The 16th China International Alcoholic Drinks Expo 2021	2021-4-9	4	Sichuan	Luzhou	Luzhou International Convention and Exhibition Center	80000
214	2021 8th Xinjiang International Cosmetics Expo	2021-4-9	3	Xinjiang	Urumqi	Xinjiang International Conference & Exhibition Centre	20000
215	2021 "Belt and Road" Xinjiang Medical Device Exhibition	2021-4-9	3	Xinjiang	Urumqi	Xinjiang International Conference & Exhibition Centre	20000
216	2021 China (Fujian) Smart City Cross-Straits & Public Security Products and Technology Exhibition	2021-4-9	3	Fujian	Fuzhou	Fuzhou Strait International Convention and Exhibition Center	20000
217	2021 (Spring) China Shenyang International Furniture Exhibition	2021-4-9	3	Liaoning	Shenyang	Shenyang International Exhibition Center	120000
218	2021 17th China · Taizhou (Huangyan) Electric Vehicle and Parts Exhibition	2021-4-9	3	Zhejiang	Taizhou	Taizhou International Convention and Exhibition Center	35000
219	China (Shenyang) International Home Decoration Materials Fair	2021-4-9	3	Liaoning	Shenyang	Shenyang International Exhibition Center	78000
220	2021 25th Harbin (Xuyang) Building Decoration Materials Exhibition	2021-4-9	3	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	36000

Appendix I Schedule of Trade and Economic Fairs held in Mainland China in 2021 (above 20,000 m<sup>2</sup>)

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/Autonomous Region/Municipality	City	Venue	Area (m <sup>2</sup> )
221	2021 Wedding Expo China (April in Shanghai)	2021-4-10	2	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	52000
222	2021 Anhui Advertising Industry Expo	2021-4-10	3	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	20632
223	2021 Beijing-Tianjin-Hebei (Tianjin) Advertising Signs, Digital Printing and Office Supplies Exhibition	2021-4-10	3	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	30000
224	2021 The 19th China (Linyi) Home Appliances, Kitchen, Sanitary and Household Products Fair	2021-4-10	3	Shandong	Linyi	Linyi South of Shandong International Convention and Exhibition Center	50000
225	Xuzhou Furniture Exhibition	2021-4-10	3	Jiangsu	Xuzhou	Xuzhou International Exhibition Centre	50000
226	2021 China International E-Commerce Expo & Digital Trade Expo	2021-4-11	3	Zhejiang	Yiwu	Yiwu International Expo Centre	50000
227	The 32th Nanjing International Beauty, Hairdressing & Cosmetics Expo 2021	2021-4-11	3	Jiangsu	Nanjing	Nanjing International Exhibition Center	25000
228	2021 17th China International Machine Tool Exhibition	2021-4-12	6	Beijing	Beijing	China International Exhibition Center (Shunyi)	131000
229	2021 34th Zhejiang International Scientific Research, Medical Instrument and Equipment Technology Exchange Exhibition	2021-4-12	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	138400
230	16th China Tianjin International Hot Spring Pool Bathing SPA and Health Care Industry Exhibition	2021-4-12	3	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	40000
231	2021 24th Old-age Health Care and Health Tourism Fair	2021-4-12	3	Jiangsu	Nanjing	Nanjing International Exhibition Center	21000
232	2021 Guangzhou International Express Industry Exhibition	2021-4-13	3	Guangdong	Guangzhou	Guangzhou International Sourcing Center	60000
233	2021 34rd China International Plastics & Rubber Industry Exhibition	2021-4-13	4	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	340000
234	2021 CCEE (Shenzhen) Yuguo Cross-border-Commerce Exhibition	2021-4-14	2	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	27000
235	2021 19th China (Shenzhen) International LED Exhibition	2021-4-14	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	120000
236	2021 Munich Shanghai Electronics Fair	2021-4-14	3	Shanghai	Shanghai	Shanghai New International Expo Center	80000
237	CIOOSH 2021	2021-4-14	3	Shanghai	Shanghai	Shanghai New International Expo Center	80500
238	Construc Tech 2021-China International Building Technologies, Building Materials & Construction Equipment Exposition	2021-4-14	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	50000
239	2021 11th China (Jiangsu) International Agricultural Machinery Exhibition	2021-4-14	2	Jiangsu	Nanjing	Nanjing International Expo Center	70000
240	2021 7th Shenzhen International Pet Expo	2021-4-15	4	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	40000
241	2021 22nd China International Floriculture Expo	2021-4-15	3	Shanghai	Shanghai	Shanghai New International Expo Center	40000
242	2021 17th China Cixi Household Appliance Expo	2021-4-15	3	Zhejiang	Cixi	Cixi Exhibition Center	25000
243	2021 18th China International Stationery & Gift Expo	2021-4-15	3	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	38650
244	2021 China (Shanghai) International Technology Fair	2021-4-15	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	35000
245	2021 China International Soyfood Processing Technology and Equipment Exhibition	2021-4-15	3	Jiangsu	Kunshan	Huaqiao International Expo Center	20000
246	2021 8th China (Shenyang) Catering Industry & Hotpot Materials and Supplies Exhibition	2021-4-15	3	Liaoning	Shenyang	Shenyang International Exhibition Center	50000
247	The 45rd (Spring) Chengdu Beauty Expo (CCBE) 2021	2021-4-15	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	65000
248	2021 21th Chengdu China Building and Decoration Materials Exposition	2021-4-15	3	Sichuan	Chengdu	Western China International Expo City	150000
249	2021 10th Jiangmen Advanced Manufacturing Expo, 10th Jiangmen Machine Tool, Mould, Plastic and Packaging Machinery Exhibition	2021-4-15	3	Guangdong	Jiangmen	Guangdong Zhuxi International Convention & Exhibition Center	20000
250	2021 11th Guiyang International Auto Expo	2021-4-15	5	Guizhou	Guiyang	Guiyang International Convention and Exhibition Center	80000
251	12th Quanzhou (Nan'an) International Auto Show	2021-4-15	4	Fujian	Quanzhou	Fujian Successful International Exhibition Center	40000
252	17th Harbin International Furniture, Fine Decoration Housing and Whole House Custom Home Expo	2021-4-15	3	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	46000
253	2021 China Beijing Huaxia Housing and Furnishing Exposition	2021-4-16	3	Beijing	Beijing	Beijing Exhibition Center	22000

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
254	2021 13th China Xi'an International Food Expo	2021-4-16	4	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	35000
255	2021 China International Medical Device Exposition	2021-4-16	3	Jiangsu	Nanjing	Nanjing International Expo Center	20000
256	2021 36th China Chain Alliance Venture (Shenyang) Expo	2021-4-16	3	Liaoning	Shenyang	Shenyang International Exhibition Center	50000
257	2021 15th Online and Offline China Nuts and Roasted Seeds Exhibition and Nuts and Roasted Seeds Large-scale Purchase and Supply Fair	2021-4-16	3	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	53000
258	2021 20th Hebei (Spring) Medical Equipments & Apparatus Exhibition	2021-4-16	3	Hebei	Shijiazhuang	Shijiazhuang International Convention & Exhibition Center	30000
259	27th China (Jinan) International Building Decoration Fair & Custom Home Expo	2021-4-16	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	80000
260	2021 China Zhengzhou International Doors and Windows Industry Expo	2021-4-16	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	53000
261	2021 16th Ordos International Coal & Energy Industry Expo	2021-4-16	3	Inner Mongolia	Ordos	Ordos International Convention and Exhibition Center	30000
262	2nd Northwest (Lanzhou) Medical Equipment and Epidemic Prevention Materials Exhibition	2021-4-16	3	Gansu	Lanzhou	Gansu International Convention and Exhibition Center	20000
263	The 89th China Automobile Parts Fair 2021	2021-4-16	3	Hunan	Changsha	Changsha International Convention and Exhibition Center	80000
264	2021 Taizhou (Jucheng) Spring General Merchandise Exhibition and National Commercial Supermarket Channel Symposium	2021-4-16	3	Zhejiang	Taizhou	Taizhou International Convention and Exhibition Center	45000
265	2021 9th Zhejiang (Hangzhou) Baima Lake Auto Expo	2021-4-16	4	Zhejiang	Hangzhou	Hangzhou White Horse Lake International Convention and Exhibition Center	100000
266	2021 China Zhengzhou Whole House Custom Home Exhibition	2021-4-16	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	33000
267	The 7th China Kunshan International Auto Expo 2021	2021-4-16	4	Jiangsu	Kunshan	Kunshan Convention & Exhibition Center	34000
268	2021 China Huaxia Housing and Furnishing Exposition (Hangzhou) (April)	2021-4-17	2	Zhejiang	Hangzhou	Hangzhou International Expo Center	32000
269	2021 28th Zhejiang Advertisement Equipment, LED and Signage Exhibition	2021-4-17	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	20000
270	The 10th Tea Expo 2021 Wuhan	2021-4-17	4	Hubei	Wuhan	Wuhan International Conference & Exhibition Centre	25000
271	2021 China (Guangzhou) Wedding Expo	2021-4-17	2	Guangdong	Guangzhou	Poly World Trade Center Expo	67800
272	The 36th China International Ceramic & Bathroom Fair, Foshan 2021	2021-4-18	4	Guangdong	Foshan	China Ceramic City	53000
273	2021 China (Qingdao) Animal Husbandry Expo	2021-4-18	3	Shandong	Qingdao	Qingdao International Expo Center	20000
274	BIHAI (China) Spring Fishing Industry Expo 2021	2021-4-18	4	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	138000
275	The 13th Guizhou Tea Industry Expo	2021-4-18	3	Guizhou	Meitan	Meitan Tea Industry Exhibition Center	22000
276	The 18th Shanghai International Automobile Industry Expo 2021	2021-4-19	10	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	360000
277	The 16th Shenzhen International Brand Underwear Fair 2021	2021-4-19	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	82500
278	2021 23th Jinjiang Footwear & 3rd Sports Industry International Exposition, China	2021-4-19	4	Fujian	Jinjiang	Jinjiang International Convention & Exhibition Center	60000
279	2021 China Yiwu Hardware&Electrical Appliances Trade Fair	2021-4-20	3	Zhejiang	Yiwu	Yiwu International Expo Centre	33000
280	2021 22st China Environmental Protection Expo	2021-4-20	3	Shanghai	Shanghai	Shanghai New International Expo Center	180000
281	2021 22th China (Shouguang) International Vegetable Science and Technology Exhibition	2021-4-20	41	Shandong	Shouguang	Shouguang International Convention Center	450000
282	2021 Beijing International Beauty & Cosmetic Expo (Spring)	2021-4-20	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	48000
283	2021 30th China International Electronic Production Equipment and Microelectronics Industry Exhibition	2021-4-21	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	50000
284	The 27th Northeast Three Provinces Animal Husbandry Trade Fair	2021-4-21	2	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	46000
285	2021 World Elevator & Escalator Expo	2021-4-21	3	Hebei	Langfang	Langfang International Convention & Exhibition Center	35000
286	2021 37th Spring China (Zhengzhou) Central Plains Advertising Exhibition	2021-4-21	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	70000

Appendix I Schedule of Trade and Economic Fairs held in Mainland China in 2021 (above 20,000 m<sup>2</sup>)

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
287	IOTE 2021 Shanghai	2021-4-21	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	50000
288	The 4th Beijing Catering Procurement Exhibition 2021	2021-4-21	3	Beijing	Beijing	Etrong International Exhibition & Convention Center (Beijing)	30000
289	Anuga Food China 2021	2021-4-21	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	400000
290	2021 43th Guangzhou (Jinhan) Fair for Home & Gifts	2021-4-21	7	Guangdong	Guangzhou	Poly World Trade Center Expo	85000
291	2021 Spring Guangzhou Woven Goods, Gifts and home Accessories Exhibition	2021-4-21	7	Guangdong	Guangzhou	Nan Fung International Convention & Exhibition Center	30000
292	2021 Autumn China (Zhengzhou) 38th Central Plains Advertising Exhibition	2021-4-21	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	70000
293	2021 Xinjiang Heating and Equipment Expo	2021-4-21	3	Xinjiang	Urumqi	Xinjiang International Conference & Exhibition Centre	60000
294	27th Animal Husbandry Industry Expo in Three Northeastern Provinces	2021-4-21	2	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	24000
295	2021 Gaodeng Epidemic Prevention Materials Trade Fair 2021 (April in Shanghai)	2021-4-22	2	Shanghai	Shanghai	ShanghaiMart	25000
296	CNIEME 2021	2021-4-22	3	Jiangsu	Nanjing	Nanjing International Expo Center	50000
297	Chengdu Printing and Packaging Industry Expo 2021	2021-4-22	4	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	50000
298	2021 26th Xi'an International Heating, Ventilation, Conciliating & Home Comfort System Exhibition	2021-4-22	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	50000
299	2021 18th China (Xi'an) International Building Energy Conservation and New Building Materials Expo	2021-4-22	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	50000
300	2021 China (Xi'an) International Water Purification and Treatment Technology and Equipment Exhibition	2021-4-22	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	35000
301	2021 Shaanxi International Innovation & Entrepreneurship Expo	2021-4-22	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	60000
302	2021 Silk Road (Xi'an) Architectural Decoration Expo	2021-4-22	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	50000
303	2021 9th International Radar Exhibition	2021-4-22	3	Jiangsu	Nanjing	Nanjing International Expo Center	30000
304	2021 23rd Seminar of China Expressway Information & Technology Products Exhibition	2021-4-22	2	Jiangsu	Suzhou	Suzhou International Expo Center	30000
305	2021 23st Northeast International Public Safety Products Expo	2021-4-22	3	Liaoning	Shenyang	Shenyang New World Expo	24000
306	The 28th Shenyang International Food Fair 2021	2021-4-22	4	Liaoning	Shenyang	Liaoning Industrial Exhibition Hall	20000
307	2021 20th Dental Show West China 2021	2021-4-22	4	Sichuan	Chengdu	Western China International Expo City	50000
308	CDIIF 2021	2021-4-22	3	Sichuan	Chengdu	Western China International Expo City	50000
309	2021 41th (Jinan) International Beauty, Hairdressing & Cosmetics Expo	2021-4-22	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	40000
310	The 20th (2021) Taiyuan Coal Industry (Energy) Technology and Equipment Exhibition	2021-4-22	3	Shanxi	Taiyuan	China Taiyuan Coal Transaction Center	36000
311	2021 16th Beijing Fresh Air Purification and Water Purification Products Exhibition	2021-4-22	3	Beijing	Beijing	Etrong International Exhibition & Convention Center (Beijing)	20000
312	2021 12th China (Beijing) International Environmental Monitoring Instrument Exhibition	2021-4-22	3	Beijing	Beijing	Etrong International Exhibition & Convention Center (Beijing)	50000
313	2021 19th Chengdu International Advertisement "Four News" and Creative Design Exhibition	2021-4-22	4	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	90000
314	2021 Chengdu Auto Consumer Festival	2021-4-22	4	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	50000
315	2021 6th (Jinan) Green Building and Prefabricated Building Expo	2021-4-22	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	30000
316	2021 The 3rd Hebei International Dairy Industry Expo	2021-4-23	3	Hebei	Tangshan	Tangshan Nanhu International Convention and Exhibition Center	20000
317	2021 Western China (Chengdu) Int'l Solar Photovoltaic & Energy Storage Technology Exhibition	2021-4-23	3	Sichuan	Chengdu	Western China International Expo City	30000
318	CITTE 2021	2021-4-23	4	Beijing	Beijing	National Agriculture Exhibition Center	20000
319	Wuhan International Emergency Safety Expo	2021-4-23	3	Hubei	Wuhan	Wuhan International Expo Center	60000
320	2021 79th China Education Equipment Exhibition	2021-4-23	3	Fujian	Xiamen	Xiamen International Convention and Exhibition Center	170000

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/Autonomous Region/Municipality	City	Venue	Area (m <sup>2</sup> )
321	2021 5rd China Linyi Whole House Custom Choiceness Exhibition	2021-4-23	3	Shandong	Linyi	Linyi South of Shandong International Convention and Exhibition Center	30000
322	China (Changchun) Fabricated Architecture & Modern Housing Industry Expo 2021	2021-4-23	3	Jilin	Changchun	Changchun International Convention and Exhibition Center	20000
323	2021 China Hospital Information Network Conference and China Medical Information Technology Exhibition	2021-4-23	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	26900
324	2021 23th Northeast China International Hardware & Tool Exhibition	2021-4-24	3	Liaoning	Shenyang	Shenyang International Exhibition Center	80000
325	2021 23th Northeast China International Industry Fair	2021-4-24	3	Liaoning	Shenyang	Shenyang International Exhibition Center	34520
326	2021 9th Northeast China International Occupation Safety Exhibition	2021-4-24	3	Liaoning	Shenyang	Shenyang International Exhibition Center	20000
327	AMR 2021	2021-4-24	4	Beijing	Beijing	China International Exhibition Center (Shunyi)	110000
328	2nd China (Jiangxi) Building Materials New Products Expo 2021	2021-4-24	3	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	60000
329	2021 Hainan Urban Construction And Green Building Materials Expo	2021-4-25	3	Hainan	Haikou	Hainan International Convention and Exhibition Center	30000
330	2021 China (Shanghai) Heat Pump Hot Water, Heating, Special Application and Supporting Equipment Exhibition	2021-4-25	3	Shanghai	Shanghai	Shanghai Everbright Convention & Exhibition Center	55000
331	2021 4nd Digital China Summit & Exhibition	2021-4-25	5	Fujian	Fuzhou	Fuzhou Strait International Convention and Exhibition Center	42000
332	1st China (Fuzhou) International Digital Products Expo	2021-4-25	3	Fujian	Fuzhou	Fuzhou Strait International Convention and Exhibition Center	20340
333	2021 17th China International Hardware & Electrical Appliances Fair (Yongkang)	2021-4-26	3	Zhejiang	Yongkang	Yongkang International Convention and Exhibition Center	30000
334	2021 27th China (Zhengzhou) International Sugar and Food Fair	2021-4-26	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	65000
335	2021 China Harbin International Advertising New Media, New Technologies, New Equipment, New Materials Exhibition	2021-4-26	3	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	20000
336	2021 23rd China International Bakery Exhibition	2021-4-27	4	Shanghai	Shanghai	Shanghai New International Expo Center	220000
337	2021 22th China International Machinery Industry Exhibition	2021-4-27	4	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	45000
338	Shanghai Express Logistics Exhibition 2021	2021-4-27	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	20000
339	The 23rd Shandong International Trade Fair for Heating and Air-Conditioning Technology and Equipment	2021-4-27	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	90000
340	The 23rd Shandong International Water Expo 2021	2021-4-27	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	60000
341	China (Dongguan) International Printing Technology Exhibition 2021	2021-4-27	3	Guangdong	Dongguan	GD Modern International Exhibition Center	50000
342	SHPF 2021	2021-4-27	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	30000
343	3rd Shandong Urban Construction Expo	2021-4-27	3	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	30000
344	China International Beer Industry Chain Service Fair (CBIF) 2021	2021-4-27	3	Shandong	Qingdao	Qingdao Cosmopolitan Exposition	23000
345	The 8th China Pet Expo Beijing 2021	2021-4-28	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	70000
346	2021 81th Spring China Motorcycle Parts Fair	2021-4-28	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	45200
347	2021 29th Xiamen S-Win Home Furnishing Industry Exhibition & Daily Necessities Exhibition	2021-4-28	3	Fujian	Xiamen	Xiamen International Convention and Exhibition Center	120000
348	2021 Shenzhen International Apparel Supply Chain Exposition	2021-4-28	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	60000
349	IIE 2021	2021-4-28	3	Jiangsu	Kunshan	Huaqiao International Expo Center	70000
350	The 10th China (Sichuan) Spring International Tea Expo 2021	2021-4-29	4	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	70000
351	2021 Wenzhou Internationa Fashion Culture & Creative Industry Expo	2021-4-29	5	Zhejiang	Wenzhou	Wenzhou International Expo Center	40000
352	China (Putian) Strait Arts and Crafts Fair	2021-4-29	5	Fujian	Putian	Putian Arts and Crafts City	130000
353	2021 12th Housing Automobile Fair Western Region in China (Yinchuan)	2021-4-29	7	Ningxia	Yinchuan	Yinchuan International Convention & Exhibition Centre	30000

Appendix I Schedule of Trade and Economic Fairs held in Mainland China in 2021 (above 20,000 m<sup>2</sup>)

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
354	2021 the 14th Nanjing International Automobile Expo	2021-4-30	5	Jiangsu	Nanjing	Nanjing International Expo Center	75000
355	The 4rd Wuhan International Preschool Education Industry Expo (PEE2021)	2021-4-30	3	Hubei	Wuhan	Wuhan International Expo Center	30000
356	2021 31th China (Beijing) International Building Decorations & Building Materials Exposition	2021-4-30	4	Beijing	Beijing	China International Exhibition Center (Shunyi)	160000
357	2021 China (Hunan) Automobile Exhibition	2021-4-30	5	Hunan	Changsha	Hunan International Convention and Exhibition Center	60000
358	The 7th Wuhan International Game and Amusement Fair 2021	2021-4-30	3	Hubei	Wuhan	Wuhan International Expo Center	40000
359	The 3rd Wuhan International Toy Industry Expo 2021 (TIE 2021)	2021-4-30	3	Hubei	Wuhan	Wuhan International Expo Center	30000
360	2021 the 17th China Tangshan International Auto Show	2021-4-30	5	Hebei	Tangshan	Tangshan International Conference & Exhibition Center	50000
361	2021 China (Tianjin) Int'l Industry Fair	2021-4-30	6	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	100000
362	2021 The 13th Xi'an May Day Motor Show	2021-4-30	6	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	100000
363	2021 22th China Hangzhou International Auto Industry Exhibition (Spring)	2021-4-30	4	Zhejiang	Hangzhou	Hangzhou International Expo Center	138400
364	2021 China Shijiazhuang (Zhengding) International Commodities Fair	2021-4-30	6	Hebei	Shijiazhuang	Shijiazhuang International Convention and Exhibition Center (Zhengding New Pavilion)	63000
365	Tianjin International Auto Show	2021-4-30	6	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	74000
366	2021 China Huaxia Housing and Furnishing Exposition (May in Shanghai)	2021-5-1	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	32000
367	2021 Dongguan Spring International Auto Expo	2021-5-1	4	Guangdong	Dongguan	GD Modern International Exhibition Center	160000
368	2021 10th China (Wenling) International Automobile Exhibition	2021-5-1	4	Zhejiang	Taizhou	Wenling Convention Exhibition Center	20000
369	2021 China (Beijing) Cartoon Games Carnival	2021-5-1	2	Beijing	Beijing	Etrong International Exhibition & Convention Center (Beijing)	30000
370	2021 China Suzhou International Automobile Fair	2021-5-1	5	Jiangsu	Suzhou	Suzhou International Expo Center	100000
371	2021 China Huaxia Housing and Furnishing Exposition(Yancheng)	2021-5-1	3	Jiangsu	Yancheng	Yancheng International Convention & Exhibition Centre	30000
372	2021 18th Anhui International Automobile Exhibition	2021-5-1	4	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	40868
373	2021 (the 10th) Gansu International Automobile Fair	2021-5-1	6	Gansu	Lanzhou	Gansu International Convention and Exhibition Center	80000
374	3rd I JOY Beijing International Cartoon and Animation Carnival (May)	2021-5-1	2	Beijing	Beijing	China National Convention Center	20000
375	29th Quanzhou International Automobile Expo	2021-5-1	4	Fujian	Jinjiang	Jinjiang International Convention & Exhibition Center	40000
376	Chengdu Wedding Expo 2021 (May)	2021-5-1	3	Sichuan	Chengdu	Western China International Expo City	22000
377	2021 China (Foshan) International Auto Expo . Spring	2021-5-1	4	Guangdong	Foshan	Tanzhou International Convention and Exhibition Center	27866
378	2021 Shenyang International Auto Show	2021-5-1	5	Liaoning	Shenyang	Shenyang International Exhibition Center	26000
379	2021 Xining Spring International Auto Show	2021-5-1	5	Qinghai	Xining	Qinghai Convention & Exhibition Center	34450
380	Yuexie May Day Cartoon and Animation Carnival 2021	2021-5-1	2	Guangxi	Nanning	Nanning International Convention and Exhibition Center	30740
381	2021 China (Qingdao) Century Home Expo (May)	2021-5-1	3	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	20000
382	2021 Nanchang International Automobile Fair	2021-5-1	4	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	40000
383	Taizhou Broadcasting Spring Automobile Expo 2021	2021-5-1	3	Jiangsu	Taizhou	CMC Conference and Exhibition Center	20000
384	Nantong Broadcasting May Day Automobile Expo 2021	2021-5-1	4	Jiangsu	Nantong	Nantong International Convention & Exhibition Center	30000
385	2021 30th China International Bicycle Fair	2021-5-5	4	Shanghai	Shanghai	Shanghai New International Expo Center	150000
386	2021 20th China (Shanghai) International Optics Exhibition	2021-5-6	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	80000

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
387	2021 31th China International Glass Industry Technology Exhibition	2021-5-6	4	Shanghai	Shanghai	Shanghai New International Expo Center	90000
388	2021 19th China (Shanghai) International Industrial Automation Exhibition	2021-5-6	4	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	130000
389	2021 China International Intelligent Building Exhibition	2021-5-6	3	Beijing	Beijing	China National Convention Center	22000
390	China Machine Tool Exhibition 2021 (CME)	2021-5-6	4	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	180000
391	2021 9th Shanghai International AGV Trolley and Warehousing Logistics Exhibition	2021-5-6	4	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	90762
392	SIA Shanghai Intelligent Factory Exhibition 2021	2021-5-6	4	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	130000
393	2021 19th China International Door Industry Exhibition, 7th International Integrated Custom Home Expo	2021-5-6	4	Beijing	Beijing	China International Exhibition Center (Shunyi)	120000
394	Shanghai International Beauty Expo 2021	2021-5-6	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	230000
395	2021 (Spring) China (Keqiao) International Apparel Fabrics Expo	2021-5-6	3	Zhejiang	Shaoxing	China Textile City International Convention & Exhibition Center	34000
396	2021 China Xiamen International Buddhist Items & Craft Fair	2021-5-6	5	Fujian	Xiamen	Xiamen International Convention and Exhibition Center	110000
397	China Xiamen International Tea Industry Fair 2021 (Spring)	2021-5-6	5	Fujian	Xiamen	Xiamen International Convention and Exhibition Center	63000
398	2021 Global Semiconductor Industry (Chongqing) Expo	2021-5-6	3	Chongqing	Chongqing	Chongqing EXPO Center	30000
399	2021 China (Chongqing) International Surface Treatment Electroplating Coating Exhibition	2021-5-6	3	Chongqing	Chongqing	Chongqing EXPO Center	30000
400	2021 11th China Trade Fair for Automotive Technologies Exhibition	2021-5-6	3	Chongqing	Chongqing	Chongqing EXPO Center	30000
401	2021 Yangtze River Delta International Emergency Disaster Reduction and Rescue Expo	2021-5-7	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	52000
402	2021 China International Consumer Products Expo	2021-5-7	4	Hainan	Haikou	Hainan International Convention and Exhibition Center	100000
403	2021 21th China Shenzhen (Spring) International Automotive Aftermarket Industry and Tuning Trade Fair	2021-5-7	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	40000
404	2021 6th China (Zhengzhou) International Tea Industry Expo	2021-5-7	4	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	20000
405	2021 The 8th (Shandong) International Pet & Aquarium Products Exhibition	2021-5-7	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	60000
406	2021 12th Beijing International Advertising Signs & Graphic Express Printing & Packaging Office Equipment Exhibition	2021-5-7	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	35000
407	2021 The 22th China (Anhui) International Wine & Food Fair	2021-5-7	3	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	20000
408	2021 Central China (Changsha) International Equipment Manufacturing Exposition	2021-5-7	3	Hunan	Changsha	Changsha International Convention and Exhibition Center	40000
409	The 14th China (Chongqing) International Tea Industry Expo & Purple Sand, Ceramic and Teaware Exhibition	2021-5-7	4	Chongqing	Chongqing	Chongqing International Convention and Exhibition Center	20000
410	2021 The 2nd Sichuan Education Exposition	2021-5-7	3	Sichuan	Chengdu	Western China International Expo City	40000
411	2021 20th China (Jinan) International Security Defensive production Exhibition	2021-5-7	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	26000
412	2021 Zhengzhou Consumer Goods Expo	2021-5-7	4	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	22500
413	2021 Chenghua Cangzhou CNC Machine Exhibition	2021-5-8	3	Hebei	Cangzhou	Cangzhou International Convention and Exhibition Center	30000
414	2021 HSE 9th Chongqing International Hotel Supplies and Catering Industry Expo & 2021 9th Chongqing International Hot Pot Exhibition & Catering Industry Chain Food Expo	2021-5-8	3	Chongqing	Chongqing	Chongqing EXPO Center	30000
415	2021 China (Chongqing) International Hotel Supplies and Catering Industry Expo	2021-5-8	3	Chongqing	Chongqing	Chongqing International Expo Center	22000
416	2021 25th Tiantian Shanxi Advertising Exhibition	2021-5-8	3	Shanxi	Taiyuan	China Taiyuan Coal Transaction Center	20000
417	2021 12th Central and Western China IT Products Fair	2021-5-8	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	30000
418	2021 Guangzhou International Entertainment Technology Show	2021-5-8	4	Guangdong	Guangzhou	Poly World Trade Center Expo	100000
419	Auto Parts China 2021	2021-5-9	3	Liaoning	Shenyang	Shenyang International Exhibition Center	60000

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S/N	Exhibition Name	Opening Date	Duration (Days)	Province/Autonomous Region/Municipality	City	Venue	Area (m <sup>2</sup> )
420	The 8th China (Nanjing) Sliding Door Expo & 4th China System Door and Window Whole House Custom Expo 2021	2021-5-9	3	Jiangsu	Nanjing	Nanjing International Expo Center	120000
421	2021 Central China (Hefei) International Equipment Manufacturing Exposition and Anhui International Industrial Equipment Exhibition	2021-5-9	3	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	22155
422	2021 The 14th China Rural Clean Heating Expo	2021-5-10	3	Hebei	Langfang	Langfang International Convention & Exhibition Center	30000
423	2021 19th China International Scientific Instrument and Laboratory Equipment Exhibition	2021-5-10	3	Beijing	Beijing	China National Convention Center	25000
424	The 4rd Guangzhou Int'l Smart Retail Expo (SRE 2021) and the Smart Retail World Forum	2021-5-10	3	Guangdong	Guangzhou	China Import & Export Fair Complex	80000
425	2021 26rd Dental South China International Expo	2021-5-10	4	Guangdong	Guangzhou	China Import & Export Fair Complex	51459
426	2021 11th Asia-Pacific Floor Fair	2021-5-10	3	Guangdong	Guangzhou	China Import & Export Fair Complex	30000
427	Asia VR & AR Fair & Summit 2021	2021-5-10	3	Guangdong	Guangzhou	China Import & Export Fair Complex	20000
428	2021 Spring China National Pharmaceutical Machinery Exposition & China International Pharmaceutical Machinery Exposition	2021-5-10	3	Shandong	Qingdao	Qingdao Cosmopolitan Exposition	160000
429	2021 13th Asia Forestry & Garden Machinery and Tools Fair	2021-5-10	3	Guangdong	Guangzhou	Guangzhou International Sourcing Center	40000
430	The 10th China (Guangzhou) International Exhibition for Steel Construction & Metal Building Materials 2021	2021-5-10	3	Guangdong	Guangzhou	China Import & Export Fair Complex	50000
431	2021 Xingqiao North China (Shijiazhuang) 9th Hardware Fair	2021-5-10	3	Hebei	Shijiazhuang	Shijiazhuang International Convention and Exhibition Center (Zhengding New Pavilion)	25000
432	5th Global Cross-border E-commerce Conference	2021-5-10	1	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	32000
433	2021 16th China (Shanghai) International Hosiery Purchase Fair	2021-5-11	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	25000
434	Silk Road International Expo	2021-5-11	5	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	72000
435	2021 26th China Beauty Expo (Shanghai CBE)	2021-5-12	3	Shanghai	Shanghai	Shanghai New International Expo Center	260000
436	CHINA NHNE 2021	2021-5-12	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	40000
437	2021 20th Qingdao International Automobile Industry Exhibition	2021-5-12	6	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	50000
438	2021 China (Beijing) International Heating, Ventilation, Air-conditioning and Sanitation, Urban Construction Equipment and Technology Exhibition	2021-5-12	3	Beijing	Beijing	China International Exhibition Center (Shunyi)	116000
439	2021 23th Beijing International Toys and Childcare Articles Exhibition	2021-5-12	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	21500
440	2021 12th China International Road of Traffic Security Products Expo	2021-5-12	3	Chongqing	Chongqing	Chongqing EXPO Center	46000
441	The 23rd Dalian International Industry Expo 2021	2021-5-12	4	Liaoning	Dalian	Dalian Free Trade Zone International Convention and Exhibition Center	20000
442	China (Qingdao) RV and SUV Exhibition	2021-5-12	6	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	20000
443	China Shandong Commercial Vehicles and Special Vehicles Show	2021-5-12	6	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	30000
444	2021 China Electric & New Energy Vehicles Exhibition	2021-5-12	6	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	25000
445	The 84rd China International Medical Equipment (Spring) Fair	2021-5-13	4	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	260000
446	2021 China (Shanghai) International Ink Industry Expo	2021-5-13	3	Shanghai	Shanghai	Shanghai Convention & Exhibition Center of International Sourcing	20000
447	2021 Sichuan Environmental Protection Exhibition, Sichuan Water Exhibition, Sichuan Pump and Valve Pipe Exhibition	2021-5-13	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	30000
448	2021 84rd PHARMCHINA Exhibition	2021-5-13	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	100000
449	The 31th China International Component Manufacturing & Design (Spring) Show 2021	2021-5-13	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	20000
450	GBA (Shenzhen) International Door, Window and Curtain Wall System Expo, GBA (Shenzhen) International Glass Curtain Wall and Building Fire Prevention Expo, GBA (Shenzhen) International Floor Materials and Paving Technology Exhibition, GBA (Shenzhen) Wine and Beverage Manufacturing Technology and Equipment Exhibition 2021	2021-5-13	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	60000



S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
451	2021 9th China (Shenyang) International Modern Architecture Exposition	2021-5-13	3	Liaoning	Shenyang	Shenyang New World Expo	40000
452	2021 1st Central China (Wuhan) Custom Home Expo	2021-5-13	3	Hubei	Wuhan	China Culture Expo Center	30000
453	2021 China (Ningbo) International Sourcing Fair on Lamps, Lanterns and Accessories & LED Illumination Exhibition	2021-5-13	3	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	34810
454	2021 18th Qingdao International Furniture Fair & Whole House Custom Decoration International Woodworking Machinery and Raw Materials Fair	2021-5-13	4	Shandong	Qingdao	China Hongdao International Convention and Exhibition Center	120000
455	GBA (Shenzhen) Garbage Sorting and Sanitation Facilities Exhibition 2021	2021-5-13	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	40000
456	2021 China (Shanghai) International Molecular Sieve Technology and Application Exhibition	2021-5-13	3	Shanghai	Shanghai	Shanghai Everbright Convention & Exhibition Center	30000
457	2021 the 12th China (Chengdu) Hot Pot Ingredients And Supplies Exhibition	2021-5-13	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	24000
458	CCFE 2021	2021-5-13	3	Hubei	Wuhan	China Culture Expo Center	30000
459	2021 FME	2021-5-13	3	Guangdong	Foshan	Tanzhou International Convention and Exhibition Center	26799
460	Home China Expo (Chengdu, in May)	2021-5-14	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	30000
461	2021 China Huaxia Housing and Furnishing Exposition (May in Shenyang)	2021-5-14	3	Liaoning	Shenyang	Liaoning Industrial Exhibition Hall	30000
462	2021 CPF	2021-5-14	3	Guangdong	Guangzhou	Poly World Trade Center Expo	50000
463	The 3rd Henan Education Equipment Expo 2021	2021-5-14	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	40000
464	2021 Shandong (Yantai) Spring Tea Industry Expo	2021-5-14	4	Shandong	Yantai	Yantai International Expo Center	20000
465	2021 23rd China International Photographic Machinery, Imaging Equipment and Technology Expo	2021-5-14	4	Beijing	Beijing	Beijing Exhibition Center	22000
466	Wuxi Advertisement Printing Expo 2021	2021-5-14	3	Jiangsu	Wuxi	Wuxi Taihu International Expo Center	20000
467	2021 China Wuhan Spring Tea Industry Fair (Spring)	2021-5-14	4	Hubei	Wuhan	Wuhan International Conference & Exhibition Centre	30000
468	2021 China Huaxia Housing and Furnishing Exposition (Beijing)	2021-5-14	3	Beijing	Beijing	China National Convention Center	30000
469	2021 17th Hebei International Equipment Manufacturing Exposition	2021-5-15	3	Hebei	Shijiazhuang	Shijiazhuang International Convention and Exhibition Center (Zhengding New Pavilion)	50000
470	2021 The 10th Linyi Hardware Exhibition	2021-5-15	3	Shandong	Linyi	Linyi South of Shandong International Convention and Exhibition Center	60000
471	CEET Hebei	2021-5-16	2	Hebei	Shijiazhuang	Shijiazhuang International Convention and Exhibition Center (Zhengding New Pavilion)	24000
472	2021 19th Prolight+sound GUANGZHOU	2021-5-16	4	Guangdong	Guangzhou	China Import & Export Fair Complex	142932
473	2021 18th China (Guangzhou) International Musical Instruments Exhibition	2021-5-16	4	Guangdong	Guangzhou	China Import & Export Fair Complex	40033
474	2021 Century Home Expo (May in Shanghai)	2021-5-16	3	Shanghai	Shanghai	Shanghai Convention & Exhibition Center of International Sourcing	23000
475	2021 28rd China International Nutrition Health Industry Expo	2021-5-17	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	70000
476	2021 MiCF	2021-5-17	3	Beijing	Beijing	China International Exhibition Center (Shunyi)	110000
477	2021 22th China International NGVS and Gas Station Equipment Exhibition & Summit Forum	2021-5-17	3	Beijing	Beijing	China International Exhibition Center (Shunyi)	40000
478	2021 China International Food and Beverage Expo	2021-5-18	3	Shanghai	Shanghai	Shanghai New International Expo Center	200000
479	2021 Shanghai International Consumer Goods Fair & Modern Lifestyle Expo	2021-5-18	3	Shanghai	Shanghai	Shanghai New International Expo Center	50000
480	2021 7th China (Ningbo) International Petroleum and Petrochemical Equipment & Technology Exhibition	2021-5-18	4	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	20000
481	The 17th Capital of China Mould Expo (Ningbo) Machine Tools & Mould Expo	2021-5-18	4	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	60000
482	2021 13th China (Linyi) Small Commodity Expo	2021-5-18	3	Shandong	Linyi	Linyi International Expo Center	45000
483	The 9th China Changzhou International Industrial Equipment Fair 2021	2021-5-18	3	Jiangsu	Changzhou	Changzhou Xitaihu International Expo Center	60000

Appendix I Schedule of Trade and Economic Fairs held in Mainland China in 2021 (above 20,000 m<sup>2</sup>)

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
484	2021 23st Cross-Straits Fair for Economy and Trade	2021-5-18	5	Fujian	Fuzhou	Fuzhou Strait International Convention and Exhibition Center	120000
485	2021 19th China Animal Husbandry Expo	2021-5-18	3	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	140000
486	2021 China Langfang Economic & Trade Fair	2021-5-18	4	Hebei	Langfang	Langfang International Convention & Exhibition Center	28000
487	2021 6rd Ningbo International Smart Factory Expo	2021-5-18	4	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	30410
488	2021 Changzhou Industry Exposition	2021-5-18	3	Jiangsu	Changzhou	Changzhou Xitaihu International Expo Center	30000
489	2021 China (Nantong) International High-end Textile Industry Expo	2021-5-18	3	Jiangsu	Nantong	Nantong International Convention & Exhibition Center	20000
490	2021 39th China International Sporting Goods Show	2021-5-19	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	180000
491	2021 PetFair	2021-5-19	3	Beijing	Beijing	China National Convention Center	50000
492	2021 39th Harbin Asia-Pacific Beauty Hairdressing and Cosmetics Expo	2021-5-19	3	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	40000
493	CMPC CHINA 2021	2021-5-19	4	Hunan	Changsha	Changsha International Convention and Exhibition Center	300000
494	Qinghai Province Culture and Tourism Festival 2021	2021-5-19	5	Qinghai	Xining	Qinghai Convention & Exhibition Center	39500
495	2021 3rd China International Fair for Investment and Trade	2021-5-20	4	Chongqing	Chongqing	Chongqing EXPO Center	110000
496	Guangxi Nanning Whole House Custom, Door and Window Curtain Wall Expo 2021	2021-5-20	3	Guangxi	Nanning	Nanning International Convention and Exhibition Center	50000
497	The 17th China Zhengzhou International Hardware Tools Expo 2021	2021-5-20	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	30000
498	The 17th China Zhengzhou Industrial Equipment Exhibition 2021	2021-5-20	4	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	30000
499	2021 15th China Wuxi International New Energy Electric Vehicle Exhibition	2021-5-20	3	Jiangsu	Wuxi	Wuxi Taihu International Expo Center	40000
500	The 7th Chengdu International Auto Spare Parts and After-Sales Service 2021	2021-5-20	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	45000
501	2021 The 19th Central China International Automobile Exhibition	2021-5-20	5	Hubei	Wuhan	Wuhan International Expo Center	75171
502	2021 8th Guangzhou International Radio, Film and Television Live Broadcasting Equipment Exhibition	2021-5-20	3	Guangdong	Guangzhou	Poly World Trade Center Expo	25000
503	5th World Intelligent Conference	2021-5-20	4	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	85110
504	China Nanning Construction Fair	2021-5-20	3	Guangxi	Nanning	Nanning International Convention and Exhibition Center	24840
505	2021 29rd Changchun International Food Fair	2021-5-21	3	Jilin	Changchun	Changchun International Convention and Exhibition Center	60000
506	2021 4th China International Tea Expo	2021-5-21	5	Zhejiang	Hangzhou	Hangzhou International Expo Center	70000
507	2021 22th Xi'an International Hospitality Equipment & Supplies Fair	2021-5-21	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	50000
508	2021 20th Xi'an International Furniture Fair	2021-5-21	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	50000
509	2021 9th CCH Shenzhen International Food & Beverage Franchise Exhibition	2021-5-21	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	40000
510	2021 12th China (Guangzhou) Hotel Catering Expo	2021-5-21	3	Guangdong	Guangzhou	China Import & Export Fair Complex	27737
511	The 6th Shenzhen International UAV Expo 2021	2021-5-21	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	22500
512	2021 HEEC (Qingdao)	2021-5-21	3	Shandong	Qingdao	China Hongdao International Convention and Exhibition Center	120000
513	The 15th China (Shandong) International Wine Expo 2021	2021-5-21	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	40000
514	2021 Weifang International Tea Industry Exposition and Purple Sand, Ceramics and Teaware Exhibition	2021-5-21	4	Shandong	Weifang	Weifang Shandong-Taiwan Convention and Exhibition Center	30000
515	2021 Suzhou Shanghua Summer Fishing Gears Exhibition	2021-5-21	3	Jiangsu	Suzhou	Suzhou International Expo Center	40000
516	2021 7th China West International Exhibition For Refrigeration, Air-Conditioning, Heating and Ventilation, Frozen Food Processing, Packaging and Storage	2021-5-21	3	Sichuan	Chengdu	Western China International Expo City	30000
517	2021 12th Expo Central China	2021-5-21	3	Shanxi	Taiyuan	China Taiyuan Coal Transaction Center	70000

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
518	2021 China Huaxia Housing and Furnishing Exposition (May in Kunming)	2021-5-21	3	Yunnan	Kunming	Kunming International Convention and Exhibition Center	30000
519	2021 3rd International RV Camping Expo	2021-5-21	3	Sichuan	Chengdu	Western China International Expo City	55000
520	Home China Expo (May)	2021-5-21	3	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	20000
521	2021 Northern China Whole House Custom Expo	2021-5-22	3	Hebei	Shijiazhuang	Shijiazhuang International Convention and Exhibition Center (Zhengding New Pavilion)	40000
522	2021 5th Beijing International Ecotourism RV Camping Industry Expo	2021-5-22	3	Beijing	Beijing	National Agriculture Exhibition Center	30000
523	2021 China International Modern Agricultural Exhibition	2021-5-22	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	50000
524	China (Beijing) Attractions Expo 2021	2021-5-22	3	Beijing	Beijing	China International Exhibition Center (Shunyi)	60000
525	2021 Central China Preschool Education Industry Expo & China Early Education Brand Franchise Conference	2021-5-22	3	Hunan	Changsha	Hunan International Convention and Exhibition Center	40000
526	PBE China 2021 & The 8th Xi'an Pregnancy & Baby Products Expo	2021-5-22	3	Shaanxi	Xi'an	Xi'an Home World Convention and Exhibition Center	20000
527	2021 Beijing International High Quality Agricultural Products Fair	2021-5-22	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	40000
528	The 10th Beijing International Wooden Structure Building and Decorative Facilities Exhibition 2021	2021-5-22	3	Beijing	Beijing	National Agriculture Exhibition Center	30000
529	China Franchise Expo 2021(Beijing)	2021-5-22	3	Beijing	Beijing	China International Exhibition Center (Shunyi)	40000
530	2021 Inner Mongolia International Clean Heating Air Conditioning Heat Pump Exhibition	2021-5-22	3	Inner Mongolia	Hohhot	Inner Mongolia International Convention and Exhibition Center	30000
531	2021 China Beijing International Fisheries Expo	2021-5-22	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	20000
532	2021 9th Inner Mongolia International Fenestration Exhibition	2021-5-22	3	Inner Mongolia	Hohhot	Inner Mongolia International Convention and Exhibition Center	38000
533	2021 The 29th Hebei (Shijiazhuang) International Medical Device Exhibition	2021-5-23	3	Hebei	Shijiazhuang	Shijiazhuang International Convention and Exhibition Center (Zhengding New Pavilion)	30000
534	2021 China (Shanghai) International Advanced Ceramics Industry Exhibition and Conference	2021-5-23	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	30000
535	2021 China (Shanghai) International Cemented Carbide Industry Exhibition	2021-5-23	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	30000
536	The 32nd International Medical Instruments and Equipment Exhibition 2021	2021-5-24	3	Beijing	Beijing	China National Convention Center	33500
537	2021 24th China Bakery Exhibition	2021-5-24	3	Guangdong	Guangzhou	China Import & Export Fair Complex	74955
538	China LCV and Supporting Industry Expo (Jiangxi) 2021	2021-5-24	4	Jiangxi	Yichun	Gao'an International Convention & Exhibition Center	20000
539	2021 15th China Guangzhou International Environmental Protection Industry Expo	2021-5-25	3	Guangdong	Guangzhou	China Import & Export Fair Complex	30000
540	2021 China(Guangzhou) International Logistics Equipment & Technology Exhibition	2021-5-25	3	Guangdong	Guangzhou	China Import & Export Fair Complex	27579
541	AUTO TECH 2021	2021-5-25	3	Guangdong	Guangzhou	Poly World Trade Center Expo	20000
542	2021 13th China East and West Small Animal Clinical Veterinary Conference	2021-5-25	3	Sichuan	Chengdu	Western China International Expo City	45000
543	The 86th API China 2021	2021-5-26	3	Guangdong	Guangzhou	China Import & Export Fair Complex	69410
544	Kitchen & Bath China 2021(the 26th)	2021-5-26	4	Shanghai	Shanghai	Shanghai New International Expo Center	195500
545	TCT Asia 2021	2021-5-26	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	20000
546	2021 China Foundry Industry Exhibition	2021-5-26	4	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	100000
547	2021 32st China Xi'an International Beauty, Hairdressing & Cosmetics Expo	2021-5-26	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	25000
548	2021 17th Shanghai International High Performance Film Manufacturing Technology Exhibition	2021-5-26	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	53500
549	The 11th China (Shanghai) International Fluid Machinery Exhibition 2021	2021-5-26	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	70000
550	2021 The 12th China (Yongkang) International Door Industry Exhibition	2021-5-26	3	Zhejiang	Yongkang	Yongkang International Convention and Exhibition Center	85000

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S/N	Exhibition Name	Opening Date	Duration (Days)	Province/Autonomous Region/Municipality	City	Venue	Area (m <sup>2</sup> )
551	China International Big Data Industry Expo 2021 (Guiyang)	2021-5-26	4	Guizhou	Guiyang	Guiyang International Convention and Exhibition Center	60000
552	2021 China (Shanghai) International Exhibition on Hotel Investment and Franchising	2021-5-26	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	40000
553	2021 China (Shanghai) International Hotel Franchises Expo	2021-5-26	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	40000
554	2021 China (Shanghai) International Exhibition on Hotel Design and Engineering	2021-5-26	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	40000
555	2021 China (Shanghai) International Wisdom Hotel Exhibition	2021-5-26	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	40000
556	2021 28th Disposable Paper International Science Exhibition and Conference	2021-5-26	3	Jiangsu	Nanjing	Nanjing International Expo Center	96000
557	2021 103rd China International Trade Fair for Mode Underwear and Home Textiles	2021-5-26	4	Fujian	Xiamen	Xiamen International Convention and Exhibition Center	50000
558	2021 China (Chongqing) Yarong Building and Decoration Materials Expo	2021-5-27	3	Chongqing	Chongqing	Chongqing EXPO Center	35000
559	2021 RTRV SHOW	2021-5-27	3	Shanghai	Shanghai	Shanghai Automobile Exhibition Center	80000
560	OUE 2021	2021-5-27	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	28000
561	AME 2021	2021-5-27	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	30000
562	TCE 2021	2021-5-27	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	30000
563	2021 China (Xi'an) International Social Public Security Products and Police Anti-Terrorism Technology Exposition	2021-5-27	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	30000
564	2021 23rd China (Qingdao) International Medical Equipment Exhibition and Hospital Procurement Fair	2021-5-27	3	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	20000
565	2021 The 18th China (Qingdao) International Food Processing and Packaging Machinery Exhibition	2021-5-27	3	Shandong	Qingdao	China Hongdao International Convention and Exhibition Center	80000
566	China (Guangzhou) Tea Expo 2021	2021-5-27	5	Guangdong	Guangzhou	China Import & Export Fair Complex	38314
567	2021 Qingdao Anti-epidemic Assets Industry Expo	2021-5-27	3	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	20000
568	2021 7th China (Chengdu) International Electric Vehicles & New Energy Vehicles Exhibition	2021-5-27	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	50000
569	22st LiJia International Intelligent Equipment Expo 2021	2021-5-27	4	Chongqing	Chongqing	Chongqing EXPO Center	70000
570	The 15th China (Chongqing) Rubber, Plastics and Packaging Industry Exhibition 2021	2021-5-27	4	Chongqing	Chongqing	Chongqing EXPO Center	20000
571	2021 Xiamen Beauty, Hairdressing & Cosmetics Expo	2021-5-27	3	Fujian	Xiamen	Xiamen International Convention and Exhibition Center	20000
572	2021 China Huaxia Housing and Furnishing Exposition (May in Chongqing)	2021-5-28	3	Chongqing	Chongqing	Chongqing EXPO Center	23000
573	2021 18th Shanghai International Tea Expo	2021-5-28	4	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	40000
574	2021 28th China Content Broadcasting Network Exhibition	2021-5-28	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	60000
575	2021 China (Yinchuan) International Dairy Expo	2021-5-28	3	Ningxia	Yinchuan	Yinchuan International Convention & Exhibition Centre	20000
576	TOPS 2021	2021-5-28	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	41000
577	2021 21th Hebei Clean Energy Heating, Air Conditioning and Refrigeration, Fresh Air Purification Products Exhibition	2021-5-28	3	Hebei	Shijiazhuang	Shijiazhuang International Convention and Exhibition Center (Zhengding New Pavilion)	20000
578	2021 7th China (Jiaxing) International Integrated Ceiling Industry Expo	2021-5-28	3	Zhejiang	Jiaxing	Jiaxing International Convention & Exhibition Center	30000
579	IEVE China 2021	2021-5-28	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	60000
580	Clean Heating in Ventilation and Air Conditioning and Building New Energy Exhibition Zhengzhou, China 2021	2021-5-28	3	Henan	Zhengzhou	Central China International Expo Center	30000
581	2021 15th China Linyi Industrial Equipment Expo	2021-5-28	3	Shandong	Linyi	Linyi South of Shandong International Convention and Exhibition Center	20000
582	2021 15th China National Food Expo	2021-5-28	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	50000

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
583	2021 Shenzhen IECF	2021-5-28	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	20000
584	2021 13th China Lube Oil, Grease and Automobile Maintenance Exhibition	2021-5-28	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	30000
585	IERTE 2021 (China Qingdao)	2021-5-28	3	Shandong	Qingdao	Qingdao Cosmopolitan Exposition	20000
586	2021 15th China (Jinan) International Tea Industry Expo	2021-5-28	4	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	25000
587	2021 Beijing International Motorcycle Exhibition	2021-5-28	3	Beijing	Beijing	China International Exhibition Center (Shunyi)	50000
588	Renchuang · the 21st (Hunan) Food & Drinks Fair of Central China 2021	2021-5-28	3	Hunan	Changsha	Changsha International Convention and Exhibition Center	40000
589	The 13th Tea Expo 2021 Harbin	2021-5-28	4	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	22000
590	2021 China Huaxia Housing and Furnishing Exposition	2021-5-28	3	Hubei	Wuhan	Wuhan International Conference & Exhibition Centre	20000
591	The 49th Changsha Redstar International Automobile Exposition 2021	2021-5-28	3	Hunan	Changsha	Changsha Hong Xing International Exhibition Center	20000
592	2021 China Huaxia Housing and Furnishing Exposition (May in Tianjin)	2021-5-28	3	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	30000
593	2021 China Huaxia Housing and Furnishing Exposition(May)	2021-5-28	3	Hubei	Wuhan	China Culture Expo Center	23260
594	2021 Automobile Culture and Industry Expo	2021-5-28	3	Jiangsu	Suzhou	Suzhou International Expo Center	66000
595	2021 21st Central China (Changsha) Sugar and Wine Food Fair	2021-5-28	3	Hunan	Changsha	Changsha International Convention and Exhibition Center	40000
596	2021 AQUARAMA	2021-5-31	3	Guangdong	Guangzhou	Guangzhou International Sourcing Center	30000
597	2021 30th Guangzhou International Exhibition on Shoes, Leather & Shoemaking Equipment	2021-5-31	4	Guangdong	Guangzhou	China Import & Export Fair Complex	32000
598	2021 Beijing International Red Wine Exhibition	2021-6-1	3	Beijing	Beijing	China National Convention Center	22000
599	Nanjing CIIF 2021	2021-6-1	3	Jiangsu	Nanjing	Nanjing Air-hub International Expo Center	45000
600	2021 SZCBEA	2021-6-1	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	30000
601	China (Shanghai) International Underground Space Exhibition and Forum 2021	2021-6-2	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	30000
602	2021 14th AQUATECH CHINA	2021-6-2	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	120000
603	2021 BUILDDEX CHINA	2021-6-2	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	35000
604	2021 Ecotech China Air (Shanghai)	2021-6-2	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	32000
605	10th Flowtech China (Shanghai) 2021	2021-6-2	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	60000
606	IE Expo China (Shanghai) 2021 (Wie Tec)	2021-6-2	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	150000
607	2021 Fastener Expo Shanghai	2021-6-2	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	32000
608	CONFORTECO CHINA 2021	2021-6-2	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	30000
609	2021 4th Xiamen International Retail Fair (Smart Retail, Design Display, Private Brand)	2021-6-2	3	Fujian	Xiamen	Xiamen International Convention and Exhibition Center	50000
610	2021 Shanghai International Trenchless and Pipeline Repair Exhibition	2021-6-2	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	30000
611	The 17th Tianjin CIEX 2021	2021-6-3	3	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	90000
612	2021 5rd Tianjin International Catering Food & Ingredients Exhibition	2021-6-3	3	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	30000
613	SNEC 2021 15th Shanghai International Photovoltaic Power Generation and Smart Energy Exhibition & Conference	2021-6-3	3	Shanghai	Shanghai	Shanghai New International Expo Center	172500
614	The 4th Central Plains (Zhengzhou) International Pet Product Fair 2021	2021-6-3	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	20000
615	8th Design Shanghai TALENTS	2021-6-3	4	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	36000
616	2021 China International Exhibition on Pro Audio, Light, Music&Technology	2021-6-3	4	Beijing	Beijing	China International Exhibition Center (Chaoyang)	35000
617	China (Guangzhou) International Seafood & Fisheries Expo 2021	2021-6-3	3	Fujian	Fuzhou	Fuzhou Strait International Convention and Exhibition Center	46000

Appendix I Schedule of Trade and Economic Fairs held in Mainland China in 2021 (above 20,000 m<sup>2</sup>)

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
618	2021 China (Hebei) International Rubber and Plastic Industry Exhibition	2021-6-3	3	Hebei	Shijiazhuang	Shijiazhuang International Convention and Exhibition Center (Zhengding New Pavilion)	30000
619	2021 Weifang Lutai Auto Show	2021-6-3	4	Shandong	Weifang	Weifang Shandong-Taiwan Convention and Exhibition Center	40000
620	2021 Asian Ingredients Summit and China (Qingdao) Popular Food Ingredients Expo	2021-6-3	3	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	25000
621	2021 China (Northwest) Pet Aquarium Supplies Expo	2021-6-4	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	20000
622	2021 19th Ouya· China Zhengzhou International Preschool Education Expo	2021-6-4	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	45000
623	2021 China (Qingdao) Northern International Tea Industry Expo	2021-6-4	4	Shandong	Qingdao	Qingdao Cosmopolitan Exposition	30000
624	2021 Ouya Expo Hotel	2021-6-4	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	30000
625	2021 12th China (Jinan) International Pregnant Woman-Baby-Children Industry Expo	2021-6-4	3	Shandong	Ji'nan	Ji'nan International Convention and Exhibition Center	30000
626	The 16th East Asia Food Expo 2021	2021-6-4	4	Shandong	Yantai	Yantai International Expo Center	28000
627	The 15th China (Xi'an) Tea Expo 2021	2021-6-4	4	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	30000
628	CMT China 2021	2021-6-4	3	Jiangsu	Nanjing	Nanjing International Expo Center	30000
629	2021 China Huaxia Housing and Furnishing Exposition (June in Suzhou)	2021-6-4	3	Jiangsu	Suzhou	Suzhou International Expo Center	20000
630	2021 China Huaxia Housing and Furnishing Exposition (June in Hangzhou)	2021-6-4	3	Jiangsu	Taizhou	Taizhou International Expo Center	30000
631	2021 Qingdao (West Coast) Yasen Home Expo	2021-6-4	3	Shandong	Qingdao	Qingdao Cosmopolitan Exposition	20000
632	Chongqing International Hotel Supplies Exhibition in 2021	2021-6-5	3	Chongqing	Chongqing	Chongqing EXPO Center	50000
633	The Chongqing International Food & Beverage & Catering Industry Expo 2021	2021-6-5	3	Chongqing	Chongqing	Chongqing EXPO Center	80000
634	2021 The 15th Chongqing International Modern Seed Industry Expo	2021-6-6	2	Chongqing	Chongqing	Chongqing EXPO Center	30000
635	2021 15th Chongqing International Grain Machinery Exhibition	2021-6-6	2	Chongqing	Chongqing	Chongqing EXPO Center	30000
636	2021 1st China (Qinghai) International Ecological Expo	2021-6-6	5	Qinghai	Xining	Qinghai Convention & Exhibition Center	45000
637	2021 4rd Trade Exposition of Chinese Infinite Forest Edibles	2021-6-7	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	20000
638	2021 24rd China Food Additives and Ingredients Exhibition	2021-6-8	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	140000
639	The 21th China International Petroleum & Petrochemical Technology and Equipment Exhibition	2021-6-8	3	Beijing	Beijing	China International Exhibition Center (Shunyi)	90000
640	115th China Stationery Fair 2021	2021-6-8	3	Shanghai	Shanghai	Shanghai New International Expo Center	69300
641	2021 20th China International Consumer Goods Fair	2021-6-8	4	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	90000
642	2021 15th Xiamen Industry Exposition	2021-6-8	4	Fujian	Xiamen	Xiamen International Convention and Exhibition Center	90000
643	2021 China (Tianjin) International Beauty, Hairdressing & Cosmetics Expo	2021-6-8	3	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	30000
644	2021 23st China Zhejiang International Fair for Investment and Trade/ China-CEEC Investment and Trade EXPO	2021-6-8	5	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	58394
645	CHINA AID 2021	2021-6-9	3	Shanghai	Shanghai	Shanghai New International Expo Center	40000
646	CTIS 2021	2021-6-9	3	Shanghai	Shanghai	Shanghai New International Expo Center	60000
647	China International Automotive Manufacturing Expo 2021	2021-6-9	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	60000
648	2021 26th China International Dental Equipment Exhibition and Technology Exchange	2021-6-9	4	Beijing	Beijing	China National Convention Center	50000
649	2021 The 3rd Northeast Asia Culture & Tourism Industry Expo	2021-6-10	6	Jilin	Changchun	Changchun International Convention and Exhibition Center	30000
650	Chongqing International Beauty & Cosmetics Expo, 2021	2021-6-10	3	Chongqing	Chongqing	Chongqing International Convention and Exhibition Center	20000
651	2021 13th Hohhot Int'l Auto Expo	2021-6-10	5	Inner Mongolia	Hohhot	Inner Mongolia International Convention and Exhibition Center	70000
652	2021 Wuxi International Auto Show	2021-6-11	4	Jiangsu	Wuxi	Wuxi Taihu International Expo Center	35000

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
653	2021 China Zhejiang International Catering and Ingredients Expo	2021-6-11	3	Zhejiang	Hangzhou	Peace International Conference & Exhibition Center	20000
654	2021 Northwest Educational Equipment Expo	2021-6-11	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	40000
655	2021 10th Nanjing Int'l Auto Expo	2021-6-11	4	Guangxi	Nanning	Nanning International Convention and Exhibition Center	33480
656	Western China (Chongqing) Tourism Industries Exposition 2021	2021-6-11	3	Chongqing	Chongqing	Chongqing EXPO Center	23000
657	2021 First YUE IDEE	2021-6-11	4	Chongqing	Chongqing	Chongqing EXPO Center	34500
658	2021 7th Central China International Auto Expo	2021-6-11	4	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	30000
659	Central China (Hebi) Fast Food Expo and Trade Fair	2021-6-11	4	Henan	Hebi	Hebi Chaohe Cultural Park	20000
660	First Zhumadian Consumer Goods Fair 2021	2021-6-11	3	Henan	Zhumadian	Zhumadian Exhibition Center	28000
661	ITMA ASIA + CITME 2021	2021-6-12	5	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	170000
662	Wedding Expo China 2021	2021-6-12	2	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	70000
663	COMICUP28	2021-6-12	2	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	150000
664	2021 China Huaxia Housing and Furnishing Exposition (Wuxi, June)	2021-6-12	3	Jiangsu	Wuxi	Wuxi Taihu International Expo Center	20000
665	2021 23th China Chongqing International Auto Industry Fair	2021-6-12	7	Chongqing	Chongqing	Chongqing EXPO Center	150000
666	2021 (25th) Guangdong-Hongkong-Macao Greater Bay Area International Auto Show	2021-6-12	9	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	80000
667	Red Star Macalline Home Expo (Beijing)	2021-6-12	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	20000
668	2021 Nantong Broadcasting Summer Automobile Expo	2021-6-12	3	Jiangsu	Nantong	Nantong International Convention & Exhibition Center	23000
669	2021 China International Figures & Models Exhibition	2021-6-13	2	Shanghai	Shanghai	Shanghai New International Expo Center	46000
670	World Transport Convention 2021	2021-6-15	4	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	30000
671	The 25th BEIJING ESSEN WELDING & CUTTING 2021	2021-6-16	4	Shanghai	Shanghai	Shanghai New International Expo Center	92000
672	Fresh Logistics Asia 2021	2021-6-16	3	Shanghai	Shanghai	Shanghai New International Expo Center	30000
673	LogiMAT 2021 International Trade Fair for Intralogistics Solutions and Process Management	2021-6-16	3	Shanghai	Shanghai	Shanghai New International Expo Center	50000
674	Safety and Emergency Industry Expo	2021-6-16	3	Jilin	Changchun	Changchun International Convention and Exhibition Center	30000
675	Cinemas 2021	2021-6-16	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	20000
676	2021 13th China Xinjiang International Ornamental Stone and Hetian Jade Exhibition	2021-6-16	6	Xinjiang	Urumqi	Xinjiang International Conference & Exhibition Centre	22000
677	2021 21th China International Electric Power & Electric Engineering and Smart Grid Exhibition	2021-6-17	2	Shanghai	Shanghai	Shanghai New International Expo Center	34500
678	2021 10th Shanghai International Distributed Energy and Energy Storage Application Exhibition and Forum	2021-6-17	4	Shanghai	Shanghai	Shanghai New International Expo Center	46000
679	2021 Shanghai International Data Center Conference and Exhibition	2021-6-17	3	Shanghai	Shanghai	Shanghai New International Expo Center	34500
680	2021 20th China (Shanghai) International Power and Generating Sets Exhibition	2021-6-17	2	Shanghai	Shanghai	Shanghai New International Expo Center	34500
681	Intertraffic China 2021	2021-6-17	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	45000
682	2021 10th Hangzhou International Clothing Accessories Processing (OEM/ODM) Expo	2021-6-17	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	50000
683	2021 8th National Chemical Industry (Park) Comprehensive Pollution Control Conference	2021-6-17	3	Jiangsu	Nanjing	Nanjing International Exhibition Center	20000
684	The 21th CCPSE 2021	2021-6-17	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	25000
685	2021 13th Suzhou International Furniture Fair	2021-6-17	4	Jiangsu	Suzhou	Suzhou International Expo Center	120000

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S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
686	2021 18th China (Nanjing) Education Equipment and Science Technology Expo	2021-6-17	3	Jiangsu	Nanjing	Nanjing International Exhibition Center	20000
687	Tea Expo 2021	2021-6-17	4	Shanghai	Shanghai	Shanghai Exhibition Center	20000
688	Heilongjiang International Quality Life Expo	2021-6-17	4	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	23000
689	2nd Guangxi Special Food Expo and Trade Fair	2021-6-17	3	Guangxi	Nanning	Nanning International Convention and Exhibition Center	30740
690	2021 China (Shanghai) International Smart Port Construction and Equipment Exhibition	2021-6-18	3	Shanghai	Shanghai	ShanghaiMart	40000
691	SSHT 2021	2021-6-18	3	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	30000
692	LWFF 2021	2021-6-18	3	Shandong	Linyi	Linyi International Expo Center	30000
693	2021 The 7th China (Linyi) Door Industry Exhibition	2021-6-18	3	Shandong	Linyi	Linyi South of Shandong International Convention and Exhibition Center	50000
694	2021 618 CFIE	2021-6-18	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	100000
695	2021 Xi'an International Tissue Paper & Sanitary Paper Products Exhibition	2021-6-18	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	20000
696	2021 14th Anhui International Tea Industry Expo	2021-6-18	4	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	40000
697	All in CARAVANING 2021	2021-6-18	3	Beijing	Beijing	Etrong International Exhibition & Convention Center (Beijing)	25000
698	2021 China (Xiamen) International Leisure Tourism Expo	2021-6-18	3	Fujian	Xiamen	Xiamen International Convention and Exhibition Center	50000
699	2021 17th Strait Travel Fair	2021-6-18	3	Fujian	Xiamen	Xiamen International Convention and Exhibition Center	50000
700	Innovative Agriculture Expo Western China 2021	2021-6-18	2	Sichuan	Pengzhou	Pengzhou Mengyang Tianfu Vegetable Expo Park	100000
701	2021 13th China (Chengdu) International Gift and Home Product Fair	2021-6-18	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	20000
702	2021 China (Shanghai) International Intelligent Manufacturing Equipment Industry Exhibition	2021-6-18	3	Shanghai	Shanghai	ShanghaiMart	20000
703	2021 21th Tianjin International Jeweler Fair	2021-6-18	4	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	20000
704	2021 Conference on High Quality Development of Coal Industry and China Guizhou International Coal Mine Intelligent Technology Exchange and Equipment Expo	2021-6-18	3	Guizhou	Guiyang	Guiyang International Convention and Exhibition Center	26022
705	CSIPF 2021	2021-6-18	3	Fujian	Fuzhou	Fuzhou Strait International Convention and Exhibition Center	69400
706	China Children's Wear Industry Exposition 2021	2021-6-18	3	Shandong	Qingdao	Qingdao International Expo Center	60000
707	2021 China (Langfang) International Sports Industry Expo	2021-6-19	3	Hebei	Langfang	Langfang International Convention & Exhibition Center	20000
708	CCVM 2021	2021-6-19	2	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	32000
709	2021 22th CAC	2021-6-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	90000
710	2021 11th FSHOW	2021-6-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	30000
711	2021 CHINA FOOD	2021-6-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	45000
712	Shanghai International Advanced Rail Transit Technology Show 2021	2021-6-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	20000
713	2021 China Shanghai International Creativity Exhibition of Gifts, Promotional Products and Home Products	2021-6-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	30000
714	2021 Shanghai International Internet Star Brands Exhibition	2021-6-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	20000
715	2021 China International Trade Fair for Technical Textiles and Nonwovens	2021-6-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	38000
716	2021 19th Shanghai International Small Appliances & Kitchenware Exhibition	2021-6-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	30000
717	2021 35rd China International Hardware Fair	2021-6-23	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	140000
718	2021 27th Shanghai International Packaging Exhibition	2021-6-23	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	120000



S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
719	The 23th Hi&Fi Asia-China 2021	2021-6-23	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	30000
720	The 16th Starch Expo 2021	2021-6-23	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	30000
721	2021 20th China Shenyang International Automobile Industry Expo	2021-6-23	6	Liaoning	Shenyang	Shenyang International Exhibition Center	180000
722	2021 Shanghai International Hospitality Supplies & Catering Industry Exhibition	2021-6-23	3	Shanghai	Shanghai	ShanghaiMart	30000
723	2021 The 10th Beijing International Printing Technology Exhibition	2021-6-23	5	Beijing	Beijing	China International Exhibition Center (Shunyi)	160000
724	2021 12th China (Shanghai) International Catering and Ingredients Exhibition	2021-6-23	4	Shanghai	Shanghai	ShanghaiMart	30000
725	The 12th Healthplex Expo 2021	2021-6-23	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	40000
726	2021 Shanghai International Jewelry Fair	2021-6-24	4	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	25000
727	2021 19th China (Chongqing) Green Building Decoration Materials Exposition	2021-6-24	3	Chongqing	Chongqing	Chongqing International Convention and Exhibition Center	30000
728	2021 China Building Science Conference and Green Intelligent Building Expo	2021-6-24	4	Tianjin	Tianjin	National Exhibition and Convention Center (Tianjin)	210000
729	2021 35th Ningbo International Automobile Exposition	2021-6-25	4	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	48618
730	BFE 2021 40th Zhengzhou International Franchise Chain Exhibition	2021-6-25	3	Henan	Zhengzhou	Central China International Expo Center	35000
731	2021 China (Qinghai) International Green Building Industry Expo	2021-6-25	3	Qinghai	Xining	Qinghai Convention & Exhibition Center	32000
732	2021 12th China International Smart City & Security Products (Shanxi) Exhibition	2021-6-25	3	Shanxi	Taiyuan	China Taiyuan Coal Transaction Center	20000
733	2021 China International Fire Safety and Emergency Rescue Exhibition	2021-6-25	3	Shanxi	Taiyuan	China Taiyuan Coal Transaction Center	20000
734	China (Qingdao) International Import Industry Expo 2021	2021-6-25	3	Shandong	Qingdao	Qingdao Cosmopolitan Exposition	20000
735	2021 China-Northeast Asia Clean Energy (Heating) Industry Expo	2021-6-25	3	Jilin	Changchun	Changchun International Convention and Exhibition Center	100000
736	The 15th Asia Outdoor Trade Show 2021	2021-6-25	3	Beijing	Beijing	751D-PARK Beijing Fashion Design Square	60000
737	2021 Xiamen West-Taiwan-Straits Auto Expo	2021-6-25	4	Fujian	Xiamen	Xiamen International Convention and Exhibition Center	100000
738	2021 7th China (Shenyang) Food and Beverage Supply Chain Exhibition and Brand Show (Huajiao Catering Expo Conference)	2021-6-25	3	Liaoning	Shenyang	Shenyang New World Expo	20000
739	2021 North China (Shijiazhuang) 7th Architectural Decoration Material Expo	2021-6-25	3	Hebei	Shijiazhuang	Shijiazhuang International Convention and Exhibition Center (Zhengding New Pavilion)	40000
740	2021 China Huaxia Housing and Furnishing Exposition (June in Shanghai)	2021-6-25	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	32000
741	17th China-Russia-Mongolia Economic and Trade Talks and Commodity Fair	2021-6-25	2	Inner Mongolia	Hailar	Hailar Hedong Fata Square	28500
742	2th West Coast International Vehicles Exhibition	2021-6-25	3	Shandong	Qingdao	Qingdao Cosmopolitan Exposition	50000
743	2021 34th Electric Vehicle Conference	2021-6-25	4	Jiangsu	Nanjing	Nanjing Air-hub International Expo Center	34800
744	China (Zhengzhou) International Auto Aftermarket Show 2021	2021-6-26	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	65000
745	Dongguan International Electric Heating, Thermal Instrumentation, High Temperature Cable, Metal Hose Expo 2021	2021-6-26	3	Guangdong	Dongguan	GD Modern International Exhibition Center	20000
746	2021 China Wedding Expo (June in Guangzhou)	2021-6-26	2	Guangdong	Guangzhou	Poly World Trade Center Expo	67800
747	2021 Broadcasting Automobile Expo	2021-6-26	2	Jiangsu	Taizhou	CMC Conference and Exhibition Center	20000
748	2021 China Shanghai International Automotive interior and Exterior Decoration Exhibition	2021-6-27	3	Shanghai	Shanghai	Shanghai New International Expo Center	60000
749	The 21th China (International) Motor Expo and Forum 2021	2021-6-27	3	Shanghai	Shanghai	Shanghai New International Expo Center	40000
750	2021 China International Coupling, Clutch and Brake (Shanghai) Expo	2021-6-27	3	Shanghai	Shanghai	Shanghai New International Expo Center	30000
751	2021 China (Shandong) International Textile Expo	2021-6-28	3	Shandong	Qingdao	Qingdao International Expo Center	70000
752	The 21th China International Exhibition on Die & Mould Technology and Equipment 2021	2021-6-29	4	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	53000

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S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
753	DIC EXPO 2021	2021-6-30	3	Shanghai	Shanghai	Shanghai New International Expo Center	50000
754	Shanghai International Epidemic Prevention Materials Exhibition 2021	2021-6-30	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	25000
755	2021 22th Chengdu International Furniture Fair	2021-6-30	4	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	100000
756	2021 12th China Xi'an Automobile Industry Exhibition	2021-7-1	5	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	72000
757	2021 Qingdao International Jewelry Exhibition	2021-7-1	4	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	20000
758	2021 China (Jingdezhen) International Tea and Tea Ware Expo	2021-7-1	5	Jiangxi	Jingdezhen	Jingdezhen International Convention and Exhibition Center	20000
759	The 8th China (Shanxi) International Tea Industry Expo 2021	2021-7-2	4	Shanxi	Taiyuan	China Taiyuan Coal Transaction Center	20000
760	2021 Qingdao International Chinese Medicine Health Industry Expo	2021-7-2	3	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	20000
761	2021 China (Zibo) Pharmaceutical and Chemical Science & Technology Expo	2021-7-2	3	Shandong	Zibo	Zibo International Convention and Exhibition Center	55000
762	ISPO Shanghai 2021	2021-7-2	3	Shanghai	Shanghai	Shanghai New International Expo Center	40000
763	2021 34th Dalian Import & Export Commodities Fair	2021-7-2	3	Liaoning	Dalian	Dalian World Expo Center	20000
764	2021 16th Nanjing International Tea Culture Expo	2021-7-2	4	Jiangsu	Nanjing	Nanjing International Exhibition Center	20000
765	2021 30th Nanjing International Jewelry Fair (Summer)	2021-7-2	4	Jiangsu	Nanjing	Nanjing International Exhibition Center	22000
766	2021 19th China International Furniture Expo in Summer	2021-7-2	4	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	21810
767	2021 China (Xi'an) International Forestry Expo and Forestry Industry Summit	2021-7-2	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	20000
768	2021 Shenzhen International Anti-Epidemic Materials and Vaccine Exhibition	2021-7-2	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	20000
769	2021 China Huaxia Housing and Furnishing Exposition (July in Guangzhou)	2021-7-2	3	Guangdong	Guangzhou	Guangzhou International Sourcing Center	22000
770	The 9th Tea Expo 2021 Hohhot	2021-7-2	4	Inner Mongolia	Hohhot	Inner Mongolia International Convention and Exhibition Center	20000
771	2021 Chengdu (Summer) Wedding Expo	2021-7-3	2	Sichuan	Chengdu	Western China International Expo City	30000
772	2021 China (Suzhou) International Beauty Hairdressing and Cosmetics Expo(July)	2021-7-3	3	Jiangsu	Suzhou	Suzhou International Expo Center	30000
773	2021 Summer China (Wuhan) Wedding Expo	2021-7-3	2	Hubei	Wuhan	Wuhan International Expo Center	37252
774	2021 China International Civil and Military Integration Exhibition	2021-7-5	3	Beijing	Beijing	China National Convention Center	22000
775	2021 12th China-ASEAN (Nanning) International Education Expo	2021-7-5	3	Guangxi	Nanning	Nanning International Convention and Exhibition Center	25000
776	The 4th International Traditional Chinese Medicine, Ethnic Medicine and Health Industry Expo (Hangzhou) 2021	2021-7-6	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	20000
777	2021 China International Aluminum Industry Exhibition	2021-7-7	3	Shanghai	Shanghai	Shanghai New International Expo Center	34000
778	2021 Shanghai International Automotive Manufacturing Technology & Equipment and Material Show	2021-7-7	4	Shanghai	Shanghai	Shanghai New International Expo Center	103500
779	2021 30th China International Electronic Circuit Exhibition	2021-7-7	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	60000
780	The 38th China Wedding Expo 2021 (Spring and Summer)	2021-7-7	4	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	100000
781	SHANGHAI INTERNATIONAL BABY PHOTO EXPO 2021	2021-7-7	4	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	35000
782	2021 World Artificial Intelligent Conference	2021-7-7	4	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	40000
783	The 23th China P&I	2021-7-7	4	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	20000
784	2021 16th China International Die Casting Exhibition	2021-7-7	3	Shanghai	Shanghai	Shanghai New International Expo Center	36900
785	2021 SAMPE	2021-7-7	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	25000
786	2021 Beijing International Exhibition on Buses, Trucks & Components	2021-7-7	3	Beijing	Beijing	China International Exhibition Center (Shunyi)	30000
787	The 16th China (Beijing) International Power Transmission & Control Technology Exhibition 2021	2021-7-7	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	50000

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
788	2021 Beijing International Education Franchising Expo	2021-7-7	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	20000
789	The 21th Nanjing International Textiles, Fabrics, Accessories Exhibition 2021	2021-7-7	3	Jiangsu	Nanjing	Nanjing International Exhibition Center	24000
790	The 22th China International Fashion Brand Fair- Shenzhen 2021	2021-7-7	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	110000
791	2021 27th China Lanzhou Investment and Trade Fair	2021-7-8	5	Gansu	Lanzhou	Gansu International Convention and Exhibition Center	54000
792	2021 11th Guangzhou Shading Window-door Exhibition	2021-7-8	3	Guangdong	Guangzhou	Guangzhou International Sourcing Center	80000
793	2021 China (Foshan) International Building Decoration Fair	2021-7-8	3	Guangdong	Shunde	Tanzhou International Convention and Exhibition Center	20000
794	CDEPE 2021	2021-7-8	3	Sichuan	Chengdu	Western China International Expo City	30000
795	SFE2021 Shanghai International Franchise Exhibition-Chengdu Station	2021-7-8	5	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	35000
796	HOTELEX Chengdu 2021	2021-7-8	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	100000
797	2021 China (Kunming) Southeast Asia · South Asia Fire Equipment Technology Exchange Exhibition	2021-7-8	3	Yunnan	Kunming	Kunming Dianchi International Convention and Exhibition Center	30000
798	2021 3th China Qingdao Int'l Industry Fair	2021-7-8	3	Shandong	Qingdao	Qingdao Cosmopolitan Exposition	45000
799	2021 SIE	2021-7-8	3	Zhejiang	Yiwu	Yiwu International Expo Centre	22800
800	2021 China International Floriculture Expo	2021-7-9	3	Jiangsu	Wuxi	Wuxi Taihu International Expo Center	32000
801	18th China (Changchun) International Auto Expo	2021-7-9	10	Jilin	Changchun	Changchun International Convention and Exhibition Center	200000
802	The 5th Tea Expo 2021 Shenyang	2021-7-9	4	Liaoning	Shenyang	Shenyang New World Expo	20000
803	13th China (Jiangxi) Automation and Machine Tool Expo 2021	2021-7-9	3	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	30000
804	2021 Beijing International Disaster Prevention and Reduction & Emergency Industry Expo	2021-7-9	3	Beijing	Beijing	Erong International Exhibition & Convention Center (Beijing)	22000
805	China (Beijing) Children and Women Industry Expo 2021	2021-7-9	3	Beijing	Beijing	China National Convention Center	30000
806	2021 China (Beijing) International Surveying and Mapping Geographic Information Technology & Equipment Exhibition	2021-7-9	3	Beijing	Beijing	Erong International Exhibition & Convention Center (Beijing)	20000
807	2021 China International Anti-Epidemic Material and Equipment Expo	2021-7-9	3	Beijing	Beijing	China International Exhibition Center (Shunyi)	30000
808	2021 15th China Xi'an International Hi-Tech Fair (High-Tech Expo)	2021-7-9	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	40000
809	CHE Hunan 2021	2021-7-9	3	Hunan	Changsha	Changsha Hong Xing International Exhibition Center	23000
810	2021 China Huaxia Housing and Furnishing Exposition (July in Chongqing)	2021-7-9	3	Chongqing	Chongqing	Chongqing EXPO Center	23000
811	2021 25rd Nanning International Stationery Fair	2021-7-9	3	Guangxi	Nanning	Nanning International Convention and Exhibition Center	35000
812	2021 China (Zhengzhou) Fabricated Buildings and Green Building Technology Expo	2021-7-9	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	22500
813	2021 Xinjiang Agricultural Machinery Expo	2021-7-9	3	Xinjiang	Urumqi	Xinjiang International Conference & Exhibition Centre	42448
814	The 3th VRAR CHINA BEIJING 2021	2021-7-9	3	Beijing	Beijing	China National Convention Center	20000
815	2021 Bilibili Shanghai International Digital Entertainment Animation Culture Expo	2021-7-9	3	Shanghai	Shanghai	Shanghai International Convention Center	116934
816	2021 Harbin IRAN HVAC and HOMI Exhibition	2021-7-10	3	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	24000
817	2021 Summer China Wedding Expo (Hangzhou)	2021-7-10	2	Zhejiang	Hangzhou	Hangzhou International Expo Center	69200
818	Antuan Home Expo-Hefei (July) 2021	2021-7-10	2	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	23000
819	2021 Fujian Quanzhou (Jinjiang) International Exhibition for Textile Machinery	2021-7-10	3	Fujian	Jinjiang	Jinjiang International Convention & Exhibition Center	28700
820	The 9th China UM Expo 2021	2021-7-13	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	20000
821	The "Sichuan Pepper Cup" 6th China (Zhengzhou) Hotpot Ingredients And Supplies Exhibition	2021-7-13	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	37500
822	The 19th China International Environmental Protection Exhibition and Conference 2021	2021-7-13	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	50000

Appendix I Schedule of Trade and Economic Fairs held in Mainland China in 2021 (above 20,000 m<sup>2</sup>)

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
823	EVTECH EXPO 2021	2021-7-14	3	Shanghai	Shanghai	Shanghai New International Expo Center	23000
824	Sino Folding carton 2021	2021-7-14	4	Shanghai	Shanghai	Shanghai New International Expo Center	120000
825	Green Architecture and Construction Materials Expo 2021	2021-7-14	3	Shanghai	Shanghai	Shanghai New International Expo Center	60000
826	2021 23st Shanghai International Villa & Matching Facilities Exhibition	2021-7-14	3	Shanghai	Shanghai	Shanghai New International Expo Center	150000
827	2021 10th China (Shanghai) International Wood Industry Expo	2021-7-14	3	Shanghai	Shanghai	Shanghai New International Expo Center	100000
828	The 21th Children-Baby-Maternity Expo 2021	2021-7-14	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	300000
829	2021 Licensing Expo • China (LEC)	2021-7-14	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	30000
830	2021 17th International Cartoon & Game Expo	2021-7-15	5	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	53000
831	2021 China Beijing Beauty Expo (Summer)	2021-7-15	3	Beijing	Beijing	China National Convention Center	40000
832	China Electronics Fair Chengdu 2021	2021-7-15	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	20000
833	2021 Annual meeting of China Medical Equipment Association and Medical Equipment Technology Fair	2021-7-15	3	Jiangsu	Suzhou	Suzhou International Expo Center	70000
834	2021 30th National Book Expo	2021-7-15	5	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	100000
835	1st Vehicles Exhibition-2021 Hainan International Auto Expo	2021-7-15	4	Hainan	Haikou	Haikou Convention & Exhibition Center	37120
836	2021 New Growth Drivers Fair Qingdao	2021-7-15	3	Shandong	Qingdao	Qingdao Cosmopolitan Exposition	30000
837	Xi'an Silk Road International Tourism Expo 2021	2021-7-16	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	42000
838	2021 26th China (Dalian) International Furniture Expo	2021-7-16	3	Liaoning	Dalian	Dalian World Expo Center	21000
839	The Tea Expo 2021 Shijiazhuang	2021-7-16	4	Hebei	Shijiazhuang	Shijiazhuang International Convention and Exhibition Center (Zhengding New Pavilion)	20000
840	The 3rd China (Hebei) International Agricultural Machinery Exhibition 2021	2021-7-16	3	Hebei	Cangzhou	Cangzhou International Convention and Exhibition Center	30000
841	2021 Dalian Building Material Fair and The 26th China International Building Decoration Materials Exhibition	2021-7-16	3	Liaoning	Dalian	Dalian World Expo Center	30000
842	I JOY Beijing International Cartoon and Animation Carnival (July)	2021-7-16	2	Beijing	Beijing	China National Convention Center	20000
843	China (Nanjing) International RV & Camping Expo	2021-7-16	3	Jiangsu	Nanjing	Nanjing International Exhibition Center	21000
844	2021 China Qingdao Century Home Expo (July)	2021-7-16	3	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	21000
845	2021 Summer China Wedding Expo (Beijing)	2021-7-17	2	Beijing	Beijing	China International Exhibition Center (Chaoyang)	30000
846	The 12th Diary Conference China & 2021 China Diary Exhibition	2021-7-17	3	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	91000
847	2nd Western Hardware & Electrical & Pump & Motor Expo	2021-7-17	3	Sichuan	Chengdu	Western China International Expo City	24000
848	2021 23rd China (Qingdao) International Power Transmission & Control Technology Exhibition	2021-7-18	5	Shandong	Qingdao	China Hongdao International Convention and Exhibition Center	40000
849	2021 24st Qingdao International Machine Tool Expo	2021-7-18	5	Shandong	Qingdao	Qingdao International Expo Center	120000
850	2021 23rd Qingdao (China) Plastic Industry Expo	2021-7-18	5	Shandong	Qingdao	China Hongdao International Convention and Exhibition Center	30000
851	APIE	2021-7-18	5	Shandong	Qingdao	China Hongdao International Convention and Exhibition Center	90000
852	2021 Qingdao International Wine and Liquor Expo	2021-7-19	3	Shandong	Qingdao	China Hongdao International Convention and Exhibition Center	20000
853	2021 23rd China (Guangzhou) International Building Decoration Fair	2021-7-20	4	Guangdong	Guangzhou	Poly World Trade Center Expo	327002
854	5th Cross-Straits Food Fair & 8th Fujian-Taiwan (Quanzhou) Food Fair	2021-7-20	3	Fujian	Jinjiang	Jinjiang International Convention & Exhibition Center	50000
855	2021 Foshan International Ceramics Equipment and Materials Exhibition	2021-7-20	4	Guangdong	Foshan	Tanzhou International Convention and Exhibition Center	44665
856	2021 29th Shanghai Int'l AD & Sign Technology & Equipment Exhibition	2021-7-21	4	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	230000
857	2021 SILE Shanghai International Lighting Expo	2021-7-21	4	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	20000
858	InfoComm China 2021	2021-7-21	3	Beijing	Beijing	China National Convention Center	36500

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
859	2021 China (Chengdu) Smart Industry International Expo	2021-7-21	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	20000
860	2021 Shanghai International Cultural Device Expo	2021-7-21	4	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	20000
861	2021 Domestic & Foreign Trade Integration (Xi'an) Fair	2021-7-21	4	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	50000
862	2021 Shanghai International Luxury Living and Interior Furnishing Exhibition	2021-7-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	25000
863	2021 115th China Daily-use Article Trade Fair	2021-7-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	180000
864	2021 China Shanghai International Exhibition of Gifts and Promotional Products	2021-7-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	23000
865	2021 19th Shanghai International Nonwovens Conference & Exhibition	2021-7-22	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	35000
866	2021 Qinghai China Investment & Trade Fair For Green Development	2021-7-22	6	Qinghai	Xining	Qinghai Convention & Exhibition Center	51900
867	China International Digital & Software Service Fair 2021	2021-7-22	4	Liaoning	Dalian	Dalian World Expo Center	30000
868	JD Home Appliance Store Home Expo Ceremony	2021-7-22	2	Hubei	Wuhan	Wuhan International Expo Center	50500
869	2021 China Huaxia Housing and Furnishing Exposition (July in Kunming)	2021-7-23	3	Yunnan	Kunming	Kunming International Convention and Exhibition Center	30000
870	2021 Shanghai International Parent-Child Activities, Children's Training Institution Expo	2021-7-23	4	Shanghai	Shanghai	Shanghai Exhibition Center	20000
871	2021 4th Stage Art Exhibition	2021-7-23	4	Beijing	Beijing	China International Exhibition Center (Chaoyang)	27036
872	2021 China Huaxia Housing and Furnishing Exposition(July)	2021-7-23	3	Hubei	Wuhan	China Culture Expo Center	20000
873	2021 China Northeast Asia Cultural Innovation and Science & Education Industry Expo	2021-7-23	3	Jilin	Changchun	Changchun Modern Agricultural Park	30000
874	2021 China Huaxia Housing and Furnishing Exposition (July in Tianjin)	2021-7-23	3	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	30000
875	The 13th Photonics China Exposition 2021	2021-7-24	3	Beijing	Beijing	Etrong International Exhibition & Convention Center (Beijing)	30000
876	The 11th Eastern China (Xuzhou) Food and Drinks Fair 2021	2021-7-24	3	Jiangsu	Xuzhou	Xuzhou Yurun Global Purchasing Center	30000
877	2021 12th China (Changzhou) Electric Vehicles, Tricycles and New Energy Automobile Expo	2021-7-24	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	60000
878	2021 Yuexie Cartoon and Animation Summer Carnival	2021-7-24	2	Guangxi	Nanning	Nanning International Convention and Exhibition Center	24760
879	2021 20th China Harbin International Equipment Manufacturing Exposition	2021-7-26	3	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	35000
880	2021 Jiangsu Plant Protection Information Exchange and Pesticide Machinery Fair	2021-7-26	2	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	25000
881	2021 China Traditional Chinese Medicine Information Conference	2021-7-26	6	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	50000
882	2021 35rd Guangzhou International Ceramic Industry Expo	2021-7-27	4	Guangdong	Guangzhou	China Import & Export Fair Complex	58145
883	MetalForm China 2021 Exhibition	2021-7-27	4	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	34500
884	2021 14th Shandong Urban and Rural Environmental Sanitation Facility & Equipment and Solid Waste Disposal Technology Expo	2021-7-27	2	Shandong	Qingdao	China Hongdao International Convention and Exhibition Center	30000
885	2021 18th China International Polyurethane Exhibition and Conference	2021-7-28	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	25000
886	2021 China (Western) International Plant Extracts, Health and Innovative Raw Materials Exhibition	2021-7-28	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	26860
887	Interwine China 2021 (Spring Fair) (26th Guangzhou International Interwine Expo)	2021-7-28	3	Guangdong	Guangzhou	China Import & Export Fair Complex	27234
888	14th National Wedding Props, Festive Supplies, Simulation Flowers, Decoration Props Trade Fair	2021-7-28	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	50000
889	Far East Alliance Snack Food Fair and 2nd CFE 2021	2021-7-29	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	22500
890	2021 12th Yunnan Building Energy Conservation and Decorative Material Exhibition	2021-7-29	3	Yunnan	Kunming	Kunming Dianchi International Convention and Exhibition Center	50000
891	The 11th Beijing International Hotel Supplies and Catering Expo	2021-7-29	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	50000

Appendix I Schedule of Trade and Economic Fairs held in Mainland China in 2021 (above 20,000 m<sup>2</sup>)

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
892	2021 8th Hangzhou Internet Celebrities Live E-commerce and Short Video Broadcast Industry Expo	2021-7-29	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	60000
893	2021 Hangzhou Internet Popular Food and Leisure Food Exhibition	2021-7-29	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	30000
894	2021 Hangzhou International New Retail WeChat Business Expo(July)	2021-7-29	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	45000
895	MEPME 2021 (Sichuan)	2021-7-29	2	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	20000
896	2021 CEE 8th Hangzhou International Cross-border E-commerce Expo & Global E-commerce Brand Summit	2021-7-29	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	23000
897	2021 Global Public Safety Expo	2021-7-29	3	Guangdong	Guangzhou	China Import & Export Fair Complex	31520
898	25th China Hospital Information Network Conference and China & Foreign Medical Information Technology and Products Exhibition	2021-7-29	3	Shandong	Qingdao	China Hongdao International Convention and Exhibition Center	35000
899	2021 China (Qingdao) International Beauty And Cosmetics Expo	2021-7-29	3	Shandong	Qingdao	Qingdao Cosmopolitan Exposition	25000
900	The 15th China Yunnan Pu'er Tea International Expo Fair 2021	2021-7-30	4	Yunnan	Kunming	Kunming International Convention and Exhibition Center	25000
901	UDE 2021	2021-7-30	3	Shanghai	Shanghai	Shanghai New International Expo Center	50000
902	2021 19th China International Digital Interactive Entertainment Exhibition	2021-7-30	4	Shanghai	Shanghai	Shanghai New International Expo Center	170000
903	2021 Northern China Smart Energy Expo	2021-7-30	3	Hebei	Shijiazhuang	Shijiazhuang International Convention and Exhibition Center (Zhengding New Pavilion)	26000
904	2021 China (Guangzhou-Spring) Wedding Expo	2021-7-30	3	Guangdong	Guangzhou	China Import & Export Fair Complex	34248
905	2021 China Grassland Tourism Development Conference and Inner Mongolia International Cultural Tourism Industry Expo	2021-7-30	3	Inner Mongolia	Hohhot	Inner Mongolia International Convention and Exhibition Center	25000
906	Home China Expo (Beijing, in July)	2021-7-30	3	Beijing	Beijing	China National Convention Center	30000
907	Home China Expo (Yiwu, in November)	2021-7-31	2	Zhejiang	Yiwu	Yiwu International Expo Centre	30000
908	Home China Expo (Yiwu, in July)	2021-7-31	2	Zhejiang	Yiwu	Yiwu International Expo Centre	30000
909	2021 Guangzhou Underwear Expo	2021-7-31	2	Guangdong	Guangzhou	Poly World Trade Center Expo	22000
910	2021 CAEE	2021-8-2	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	35000
911	2021 24th Harbin International Car Exhibition	2021-8-3	7	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	125000
912	Guangzhou International Lighting Exhibition 2021	2021-8-3	4	Guangdong	Guangzhou	China Import & Export Fair Complex	120000
913	2021 Green Architecture and Construction Materials (Tangshan)Expo	2021-8-5	3	Hebei	Tangshan	Tangshan Nanhu International Convention and Exhibition Center	20000
914	Green Car China 2021	2021-8-6	3	Guangdong	Guangzhou	Poly World Trade Center Expo	50000
915	2021 2nd Northeast China Grain & Oil Products and Equipment & Technology Industry Expo	2021-8-7	2	Liaoning	Shenyang	Shenyang International Exhibition Center	45000
916	2021 Shenzhen International Home Furnishing Soft Decoration Expo	2021-8-7	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	130000
917	2021 17th China (Jinan) New Energy Automobile and Electric Vehicle Exhibition	2021-8-10	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	60000
918	2021 China (Shanxi) International Clean Energy Expo	2021-8-13	3	Shanxi	Taiyuan	China Taiyuan Coal Transaction Center	60000
919	2021 Wuhan Home Expo	2021-8-13	2	Hubei	Wuhan	Wuhan International Expo Center	40000
920	2021 20th China Changchun International Agricultural and Food Expo and (Trade) Fair	2021-8-13	10	Jilin	Changchun	Changchun Modern Agricultural Park	30000
921	2021 China International Service and Trade Fair	2021-8-15	6	Beijing	Beijing	China National Convention Center	130000
922	2021 16th International Internet of Things Exhibition Shenzhen	2021-8-18	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	50000
923	2021 (Autumn) China Shenyang International Furniture Exhibition	2021-8-19	3	Liaoning	Shenyang	Shenyang International Exhibition Center	120000
924	The fifth China-Arab States Expo	2021-8-19	4	Ningxia	Yinchuan	Yinchuan International Convention & Exhibition Centre	20000
925	DPES SIGN EXPO CHINA 2021	2021-8-20	3	Guangdong	Guangzhou	Poly World Trade Center Expo	38000
926	The 11th Shenzhen International Industrial Automation & Robot Exhibition 2021	2021-8-23	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	40000
927	2021 9th Shenzhen International Electronic Heat Dissipation Materials and Equipment Exhibition	2021-8-23	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	26000
928	2021 South Part of Circuit Board Equipment and Material Supply Chain Exhibition	2021-8-23	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	50000

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
929	2021 Smart China Expo	2021-8-23	3	Chongqing	Chongqing	Chongqing EXPO Center	70000
930	Expo Food Guangzhou 2021	2021-8-25	3	Guangdong	Guangzhou	Poly World Trade Center Expo	80000
931	2021 China-South Asia Commodity Exhibition and Investment & Trade Fair	2021-8-25	5	Yunnan	Kunming	Kunming International Convention and Exhibition Center	64000
932	NEPCON Microelectronics Asia 2021	2021-8-25	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	45000
933	2021 Silk Road International Ecological Industry Expo and Green Organic Industry (Zhangye) Fair	2021-8-26	4	Gansu	Zhangye	Zhangye International Exhibition Center	40000
934	2021 6th China (Guangdong) International "Internet +" Expo	2021-8-27	4	Guangdong	Shunde	Tanzhou International Convention and Exhibition Center	55000
935	2021 China (Zhengzhou) International Intelligent Clean Water, Fresh Air System and Intelligent Industry Expo	2021-8-27	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	33000
936	2021 China (Wenzhou) International Sewing and Clothing Industry Equipment Exhibition	2021-8-27	3	Zhejiang	Wenzhou	Wenzhou International Expo Center	50000
937	The 8th Hebei International Infants and Children Industry Expo	2021-8-27	3	Hebei	Xingtai	Xingtai Convention & Exhibition Center	30000
938	27th Zhengzhou Trade Fair and 2021 4th Zhengzhou Sports & Outdoors Goods Fair	2021-8-27	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	20000
939	2021 Guangzhou International Hot Pot Ingredients Expo	2021-8-27	3	Guangdong	Guangzhou	China Import & Export Fair Complex	55000
940	2021 China (Foshan) International Machinery Industry Expo	2021-8-27	4	Guangdong	Foshan	Tanzhou International Convention and Exhibition Center	70000
941	CCH2021 International Catering Chain Franchise Exhibition	2021-8-27	3	Guangdong	Guangzhou	China Import & Export Fair Complex	55000
942	2021 China (Jiangxi) Tea Industry Expo	2021-8-28	3	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	20000
943	2021 Jiangxi Sugar and Food Fair GMFCC	2021-8-28	3	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	20000
944	2021 24rd Chengdu International Automobile Exhibition	2021-8-29	10	Sichuan	Chengdu	Western China International Expo City	200000
945	2021 14th International (Guangzhou) Surface Treatment Electroplating Coating Exhibition	2021-8-30	3	Guangdong	Guangzhou	Poly World Trade Center Expo	20000
946	2021 World 5G Conference	2021-8-31	3	Beijing	Beijing	Etrong International Exhibition & Convention Center (Beijing)	20000
947	The 24st Harbin International Automobile Industry Exhibition	2021-8-31	7	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	125000
948	2021 China (Yiwu) Printing & Package Industry Expo	2021-9-2	3	Zhejiang	Yiwu	Yiwu International Expo Centre	30000
949	World Winter Sports (Beijing) Expo 2021	2021-9-2	6	Beijing	Beijing	China National Convention Center	20000
950	2021 2nd Fast Food Industry Conference	2021-9-3	2	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	22000
951	2021 China International Sporting Goods Show	2021-9-3	4	Beijing	Beijing	Shougang Industrial Park	20000
952	2021 Global Tea Fair China (Shenzhen) Spring	2021-9-3	4	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	60000
953	2021 9th China (Hunan) International Mineral and Gem Show	2021-9-3	5	Hunan	Chenzhou	Chenzhou International Convention & Exhibition Centre	46800
954	2021 China Huaxia Housing and Furnishing Exposition(September)	2021-9-3	3	Hubei	Wuhan	Wuhan International Expo Center	20000
955	2021 China Huaxia Housing and Furnishing Exposition (September in Hangzhou)	2021-9-3	3	Jiangsu	Taizhou	Taizhou International Expo Center	30000
956	2021 53rd China (Guangzhou) International Beauty Expo	2021-9-4	3	Guangdong	Guangzhou	China Import & Export Fair Complex	239617
957	2021 The 18th China Changchun International Agricultural and Food Expo (Fair)	2021-9-6	10	Jilin	Changchun	Changchun Modern Agricultural Park	27000
958	International Digital Economy Expo 2021	2021-9-6	3	Hebei	Shijiazhuang	Shijiazhuang International Convention and Exhibition Center (Zhengding New Pavilion)	50000
959	The 24th China Agricultural Products Processing Industry Investment and Trade Fair	2021-9-6	3	Henan	Zhumadian	Zhumadian Exhibition Center	156000
960	2021 10th Wuhan International Machine Tool Exhibition	2021-9-7	4	Hubei	Wuhan	Wuhan International Expo Center	40000
961	14th Cross-Straits Agricultural Products Fair (Quanzhou)	2021-9-7	3	Fujian	Quanzhou	Fujian Successful International Exhibition Center	25000
962	2021 9th China (Mianyang) Science and Technology City International Hi-tech Expo	2021-9-8	4	Sichuan	Mianyang	Mianyang International Exhibition Center	70000
963	China GRTAE 2021	2021-9-8	3	Shandong	Dongying	Guangrao International Expo Center	48000
964	2021 China International Fair for Investment & Trade	2021-9-8	4	Fujian	Xiamen	Xiamen International Convention and Exhibition Center	110000

Appendix I Schedule of Trade and Economic Fairs held in Mainland China in 2021 (above 20,000 m<sup>2</sup>)

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
965	2021 9th Sichuan International Health&silver Industry Exposition	2021-9-9	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	24000
966	2021 11th China (Guizhou) International Liquor Expo	2021-9-9	4	Guizhou	Guiyang	Guiyang International Convention and Exhibition Center	50000
967	2021 20th China (Xinjiang) International Agricultural Expo	2021-9-9	2	Xinjiang	Urumqi	Xinjiang International Conference & Exhibition Centre	24828
968	Western China Cross-Border E-Commerce Expo 2021	2021-9-9	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	20000
969	2021 20th China Qingdao International Auto Industry Exhibition (Autumn)	2021-9-9	5	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	128000
970	Growtech China 2021	2021-9-10	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	20000
971	2021 The 9th China (Luzhou) Southwest Commodity Expo	2021-9-10	4	Sichuan	Luzhou	Southwest Trading Center	450000
972	The 11th Tea Expo 2021 Wuhan	2021-9-10	4	Hubei	Wuhan	Wuhan International Conference & Exhibition Centre	20000
973	2021 14th China (Jinan) International Information Technology Expo	2021-9-10	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	50000
974	2021 9th China SME Investment & Finance Expo	2021-9-10	3	Beijing	Beijing	China National Convention Center	22000
975	2021 21th China International Hobby Expo	2021-9-10	3	Zhejiang	Hangzhou	Hangzhou White Horse Lake International Convention and Exhibition Center	23000
976	2021 China Huaxia Housing and Furnishing Exposition (August in Suzhou)	2021-9-10	3	Jiangsu	Suzhou	Suzhou International Expo Center	22000
977	2021 World Robot Conference	2021-9-10	4	Beijing	Beijing	Etrong International Exhibition & Convention Center (Beijing)	52000
978	Guangzhou International Healthy Sleep Industry Exhibition 2021	2021-9-10	3	Guangdong	Guangzhou	China Import & Export Fair Complex	50000
979	2021 The 14th International Quality Lifestyle & Overseas Real Estate Investment Exhibition	2021-9-10	3	Guangdong	Guangzhou	Poly World Trade Center Expo	20000
980	2021 Century Home Expo (September in Shanghai)	2021-9-10	3	Shanghai	Shanghai	Shanghai Convention & Exhibition Center of International Sourcing	23000
981	31st Guangzhou CIAACE and 1st Guangzhou Automobile Maintenance Equipment Exhibition	2021-9-10	3	Guangdong	Guangzhou	China Import & Export Fair Complex	37380
982	HICOOL 2021	2021-9-10	2	Beijing	Beijing	China International Exhibition Center (Shunyi)	35000
983	2021 Shenzhen Baking Exhibition	2021-9-10	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	60000
984	The 18th China-Asean Expo 2021	2021-9-10	4	Guangxi	Nanning	Nanning International Convention and Exhibition Center	120000
985	China (Hunan) Food & Catering Expo 2021	2021-9-10	3	Hunan	Changsha	Changsha International Convention and Exhibition Center	81000
986	QMEE 2021	2021-9-10	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	50000
987	2021 China Huaxia Housing and Furnishing Exposition (September in Chongqing)	2021-9-10	3	Chongqing	Chongqing	Chongqing EXPO Center	23000
988	2021 China (Dalian) International Garment & Textile Fair	2021-9-10	3	Liaoning	Dalian	Dalian World Expo Center	36000
989	2021 China (Guangdong) International Tourism Industry Expo	2021-9-10	3	Guangdong	Guangzhou	China Import & Export Fair Complex	28194
990	CIFF-Harbin	2021-9-10	3	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	60000
991	CQAME 2021	2021-9-11	3	Chongqing	Chongqing	Chongqing EXPO Center	20000
992	2021 China Huaxia Housing and Furnishing Exposition (Hangzhou) (September)	2021-9-11	2	Zhejiang	Hangzhou	Hangzhou International Expo Center	32000
993	2021 Hainan Daily Press Group Golden Autumn Auto Show	2021-9-12	4	Hainan	Haikou	Haikou Convention & Exhibition Center	50064
994	The 44th China Beijing International Present, Gift and Household Goods Exhibition 2021	2021-9-14	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	50000
995	28th Beijing International Book Expo and 19th Beijing International Book Festival	2021-9-14	5	Beijing	Beijing	China International Exhibition Center (Shunyi)	106800
996	Asia Agro-Food Expo 2021 (Qingdao)	2021-9-15	3	Shandong	Qingdao	Qingdao Cosmopolitan Exposition	50000
997	2021 China (Guangzhou) International Bearing & Equipment Industry Fair	2021-9-15	3	Guangdong	Guangzhou	China Import & Export Fair Complex	20000
998	2021 Inner Mongolia (East of Inner Mongolia) International Agricultural Machinery Expo	2021-9-15	3	Inner Mongolia	Chifeng	Chifeng International Conference Exhibition Center	30000



S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
999	2021 29th Inner Mongolia International Agricultural Expo	2021-9-15	3	Inner Mongolia	Chifeng	Chifeng International Conference Exhibition Center	30000
1000	2021 18th Zhejiang Primary Medical Equipment Exhibition	2021-9-15	4	Zhejiang	Hangzhou	Hangzhou International Expo Center	35000
1001	2021 19th China International Meat Industry Exhibition	2021-9-15	3	Shandong	Qingdao	Qingdao Cosmopolitan Exposition	65000
1002	2021 7th IE Expo Guangzhou	2021-9-15	3	Guangdong	Guangzhou	China Import & Export Fair Complex	28672
1003	2021 11th Chengdu International Pregnant-Baby-Children Industry Expo	2021-9-16	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	50000
1004	The 16th China Chengdu Rubber, Plastics and Packaging Industry Exhibition 2021	2021-9-16	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	40000
1005	2021 19th Wuhan Beauty, Hairdressing & Cosmetics Expo	2021-9-16	3	Hubei	Wuhan	Wuhan International Conference & Exhibition Centre	20000
1006	AI Expo 2021	2021-9-16	3	Jiangsu	Suzhou	Suzhou International Expo Center	20000
1007	2021 1st Chengdu-Chongqing Economic Circle Manufacturing Expo	2021-9-16	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	60000
1008	2021 18th Western China International Fair	2021-9-16	5	Sichuan	Chengdu	Western China International Expo City	200000
1009	2021 17th Yantai International Auto Industry Exhibition	2021-9-16	5	Shandong	Yantai	Yantai International Expo Center	62000
1010	China Handan (Yongnian) Fastener and Equipment Exhibition 2021	2021-9-16	3	Hebei	Handan	Yongnian International Standard Parts Industry City Logistics Area	20000
1011	The 18th China International Small And Medium Enterprises Fair	2021-9-16	4	Guangdong	Guangzhou	China Import & Export Fair Complex	77342
1012	2021 5th China Tape Master Roll Machinery Accessories Exhibition	2021-9-17	3	Shandong	Linyi	Linyi International Expo Center	25000
1013	The 10th China (Guangzhou) International Finance Expo 2021	2021-9-17	3	Guangdong	Guangzhou	China Import & Export Fair Complex	24947
1014	Home China Expo (Chengdu, in September)	2021-9-17	4	Sichuan	Chengdu	Western China International Expo City	30000
1015	2021 China (Jiaxing) Fastener Industry Expo	2021-9-17	3	Zhejiang	Jiaxing	Jiaxing International Convention & Exhibition Center	30000
1016	2021 (11th) China East Coast (Yancheng) International Auto Expo & New Energy and Smart Car Expo	2021-9-17	5	Jiangsu	Yancheng	Yancheng International Convention & Exhibition Centre	40000
1017	2021 19th China International Motorcycle Trade Exhibition	2021-9-17	4	Chongqing	Chongqing	Chongqing EXPO Center	100000
1018	2021 China (Shijiazhuang) International Auto Industry Exhibition	2021-9-17	5	Hebei	Shijiazhuang	Shijiazhuang International Convention and Exhibition Center (Zhengding New Pavilion)	60000
1019	2021 China Anhui Famous High-Quality Agriculture Products & Agriculture Industrialization Trade Fair(Hefei)	2021-9-17	3	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	91000
1020	2021 The 11th Baotou International Auto Show	2021-9-17	5	Inner Mongolia	Baotou	Baotou Convention and Exhibition Center	50000
1021	2021 China (Anyi) Door, Window & Curtain Wall Expo	2021-9-17	3	Jiangxi	Anyi	Anyi Building Materials Door & Window Exhibition Center	40000
1022	2021 20th China Frame and Decorative Painting Exhibition	2021-9-18	3	Zhejiang	Yiwu	Yiwu International Expo Centre	20000
1023	2021 Tianyi Chongqing International Fair	2021-9-18	3	Chongqing	Chongqing	Chongqing International Convention and Exhibition Center	20000
1024	2021 China (Beijing) International Ceramic Expo	2021-9-19	4	Beijing	Beijing	China International Exhibition Center (Chaoyang)	20000
1025	2021 Autumn China (Beijing) Wedding Expo	2021-9-19	2	Beijing	Beijing	China National Convention Center	36000
1026	2021 China Huaxia Housing and Furnishing Exposition (September in Wuxi)	2021-9-19	3	Jiangsu	Wuxi	Wuxi Taihu International Expo Center	20000
1027	2021 6th Zunyi International Automobile Exhibition	2021-9-19	4	Guizhou	Zunyi	Zunyi International exhibition	35000
1028	China International Solid Wood Furniture Exhibition and Tianjin First Low-carbon Intelligent International Home Life Expo	2021-9-19	3	Tianjin	Tianjin	National Exhibition and Convention Center (Tianjin)	28800
1029	China (Changzhou) Lamps and Lighting Expo & LED Lighting Exhibition 2021	2021-9-20	3	Jiangsu	Changzhou	Changzhou Lighting City	30000
1030	2021 Beijing Design Expo (Phase II)	2021-9-22	5	Beijing	Beijing	National Agriculture Exhibition Center	20000
1031	Autumn Building Materials Expo 2021	2021-9-23	3	Henan	Zhengzhou	Central China International Expo Center	22150
1032	2021 China (Wuhan) International Water Technology Expo	2021-9-23	3	Hubei	Wuhan	Wuhan International Conference & Exhibition Centre	20000
1033	2021 China Time-Honored Brand (Shandong) Expo and Time-Honored Brand Development Summit Forum	2021-9-23	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	23000
1034	2021 7th China-Shenzhen International Modern Green Agriculture Expo	2021-9-23	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	30000

Appendix I Schedule of Trade and Economic Fairs held in Mainland China in 2021 (above 20,000 m<sup>2</sup>)

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
1035	2021 17th China (Shenzhen) International Cultural Industry Fair	2021-9-23	5	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	105000
1036	2021 6th China (Guangdong) International "Internet +" Expo	2021-9-23	4	Guangdong	Foshan	Tanzhou International Convention and Exhibition Center	100000
1037	China (Shenyang) International Furniture, Architectural Decoration Raw and Auxiliary Woodworking Machinery Expo	2021-9-23	3	Liaoning	Shenyang	Shenyang International Exhibition Center	120000
1038	The 13th China-Northeast Asia Expo	2021-9-23	5	Jilin	Changchun	Changchun International Convention and Exhibition Center	70000
1039	The 22nd China (International) Motor Expo	2021-9-23	4	Hubei	Wuhan	Wuhan International Expo Center	29500
1040	2021 3rd Canal Culture and Tourism Expo	2021-9-23	3	Jiangsu	Suzhou	Suzhou International Expo Center	43000
1041	2021 11th China (Changchun) International Tea Industry Expo	2021-9-24	4	Jilin	Changchun	Changchun International Convention and Exhibition Center	25000
1042	The 30th China Gugangzhou International Health Industry Expo 2021	2021-9-24	3	Guangdong	Guangzhou	China Import & Export Fair Complex	20418
1043	The 10th China (Guangzhou) International High-end Drinking Water Industry Expo 2021	2021-9-24	3	Guangdong	Guangzhou	China Import & Export Fair Complex	25000
1044	The 12th International Kid's Education Expo	2021-9-24	3	Guangdong	Guangzhou	Poly World Trade Center Expo	30000
1045	2021 28th China (Zhengzhou) International Sugar and Food Fair	2021-9-24	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Center	29000
1046	2021 World Building Technology Expo	2021-9-24	3	Hubei	Wuhan	Wuhan International Expo Center	24196
1047	2021 19th China International Consumer Electronics Show	2021-9-24	3	Shandong	Qingdao	Qingdao International Convention and Exhibition Center	30000
1048	2021 7th China (Jinan) E-commerce Industry Expo	2021-9-24	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	30000
1049	Guangdong 21st Century Maritime Silk Road International Expo	2021-9-24	3	Guangdong	Guangzhou	China Import & Export Fair Complex	65260
1050	China Cross-border E-commerce Autumn Trade Fair 2021	2021-9-24	3	Guangdong	Guangzhou	China Import & Export Fair Complex	95120
1051	2021 27th China Home Appliances Trade fair and China Home Appliances Trade Fair	2021-9-25	3	Guangdong	Zhongshan	Zhongshan Huangpu International Convention and Exhibition Center	30000
1052	The 16th China Yiwu Cultural and Tourism Products Trade Fair	2021-9-25	3	Zhejiang	Yiwu	Yiwu International Expo Centre	60000
1053	2021 World Intelligent Network Auto Conference and the 9th China International New Energy and Intelligent Network Auto Expo	2021-9-25	4	Beijing	Beijing	China International Exhibition Center (Shunyi)	50000
1054	2021 39th China (Wuxi) Taihu International Machine Tool and Intelligent Equipment Industry Exhibition	2021-9-25	4	Jiangsu	Wuxi	Wuxi Taihu International Expo Center	20000
1055	2021 20th China (Linyi) Home Appliances, Kitchen, Sanitary and Household Products Fair	2021-9-25	3	Shandong	Linyi	Linyi South of Shandong International Convention and Exhibition Center	70000
1056	2021 Guiyang Industrial Products Expo	2021-9-26	3	Guizhou	Guiyang	Guiyang International Convention and Exhibition Center	52584
1057	International Allfood Expo 2021	2021-9-26	3	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	30230
1058	2021 Shandong Building Energy Saving and Window & Curtain Wall Expo	2021-9-26	3	Shandong	Qingdao	Qingdao Cosmopolitan Exposition	30000
1059	The 2nd Shandong Sports Goods Fair	2021-9-26	3	Shandong	Linyi	Linyi International Expo Center	36000
1060	2021 China (Chongqing) Animal Husbandry Expo	2021-9-26	3	Chongqing	Chongqing	Chongqing EXPO Center	30000
1061	2021 22nd Plastic Expo China	2021-9-26	4	Hunan	Changsha	Changsha International Convention and Exhibition Center	100000
1062	3rd Quanzhou International Construction Machinery Exhibition	2021-9-26	3	Fujian	Quanzhou	Fujian Successful International Exhibition Center	48000
1063	The 15th Laserfair Shenzhen 2021	2021-9-27	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	30000
1064	SCIIF 2021	2021-9-27	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	120000
1065	2021 19th Shenzhen International Small Motor and Motor Industry, Magnetic Materials Exhibition	2021-9-27	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	20000
1066	The 19th Beijing Conference and Exhibition on Instrumental Analysis	2021-9-27	3	Beijing	Beijing	China International Exhibition Center (Shunyi)	53000
1067	The 30th China International Information and Communication Exhibition 2021	2021-9-27	3	Beijing	Beijing	China National Convention Center	40000
1068	2021 International (Guangzhou) Coating Industry Exhibition	2021-9-27	3	Guangdong	Guangzhou	Poly World Trade Center Expo	20000
1069	2021 13th Wuhan International Food & Drinks Fair	2021-9-28	3	Hubei	Wuhan	Wuhan International Conference & Exhibition Centre	30000

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/Autonomous Region/Municipality	City	Venue	Area (m <sup>2</sup> )
1070	2021 (5th) China High-end Wine Exhibition	2021-9-28	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	100000
1071	2021 China (Guizhou) Rubber and Plastic Industry Exhibition	2021-9-28	3	Guizhou	Guiyang	Guiyang International Convention and Exhibition Center	35000
1072	2021 16th Machine Tools and Mould Fair in Wenling, China	2021-9-28	3	Zhejiang	Taizhou	Wenling Convention Exhibition Center	20000
1073	2021 The 16th Xi'an Motor Show	2021-9-28	7	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	120000
1074	The 16th Tangshan Collection Art and National Characteristic Commodity Expo 2021	2021-9-29	10	Hebei	Tangshan	Tangshan International Conference & Exhibition Center	22000
1075	China Motor Show (Tianjin) 2021	2021-9-29	7	Tianjin	Tianjin	National Exhibition and Convention Center (Tianjin)	200000
1076	2021 17th China International Cartoon & Animation Festival	2021-9-29	6	Zhejiang	Hangzhou	Hangzhou White Horse Lake International Convention and Exhibition Center	80000
1077	2021 6th Huainan Cultural Industry Fair	2021-9-29	10	Anhui	Huainan	Huainan Olympic Sports Center Square	50000
1078	2021 20th Nanjing International Auto Expo	2021-9-30	6	Jiangsu	Nanjing	Nanjing International Expo Center	96000
1079	2021 22th China Hangzhou International Auto Industry Exhibition (Autumn)	2021-9-30	4	Zhejiang	Hangzhou	Hangzhou International Expo Center	138400
1080	2021 Xining Autumn International Auto Show	2021-9-30	9	Qinghai	Xining	Qinghai Convention & Exhibition Center	34450
1081	2021 Changzhou West Taihu Lake Autumn Auto Expo	2021-9-30	5	Jiangsu	Changzhou	Changzhou Xitaihu International Expo Center	40000
1082	The 24nd China Ceramics Fair, Tangshan 2021	2021-10-1	20	Hebei	Tangshan	Tangshan International Conference & Exhibition Center	25000
1083	The 21th Autumn Guangdong International Auto Expo and Trade Fair 2021	2021-10-1	5	Guangdong	Dongguan	GD Modern International Exhibition Center	140000
1084	2021 (13th) Shenzhen International Auto Show	2021-10-1	5	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	80000
1085	The 11th Guangxi Automobile Fair 2021	2021-10-1	4	Guangxi	Nanning	Nanning International Convention and Exhibition Center	33480
1086	2021 China (Qingdao) Century Home Expo	2021-10-1	3	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	20000
1087	2021 China Jinan Century Home Expo(October)	2021-10-1	3	Shandong	Ji'nan	Ji'nan International Convention and Exhibition Center	20000
1088	2021 China Huaxia Housing and Furnishing Exposition (October in Tianjin)	2021-10-1	3	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	30000
1089	2021 Lanzhou National Day Auto Show	2021-10-1	7	Gansu	Lanzhou	Gansu International Convention and Exhibition Center	100000
1090	I JOY Beijing International Cartoon and Animation Carnival (October)	2021-10-1	3	Beijing	Beijing	China National Convention Center	20000
1091	2021 Antuan Home Expo-Hefei (October)	2021-10-1	3	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	20000
1092	2021 18th Anhui International Automobile Exhibition(Autumn)	2021-10-1	6	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	47000
1093	The 18th Top 100 Counties Auto Show Kunshan	2021-10-1	3	Jiangsu	Kunshan	Kunshan Convention & Exhibition Center	21000
1094	2021 16th Nanchang International Auto Expo and New Energy and Smart Auto Expo	2021-10-1	4	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	39000
1095	2021 China (Wuxi) Automobile Trade Fair	2021-10-1	4	Jiangsu	Wuxi	Wuxi International Convention and Exhibition Center Stadium	21000
1096	2021 China (Lanzhou) International Auto Expo and New Energy and Smart Auto Expo	2021-10-1	5	Jiangsu	Suzhou	Suzhou International Expo Center	50000
1097	2021 Shenyang International Auto Show	2021-10-1	6	Liaoning	Shenyang	Shenyang International Exhibition Center	65000
1098	2021 Broadcasting Autumn Automobile Expo	2021-10-1	3	Jiangsu	Taizhou	CMC Conference and Exhibition Center	23000
1099	2021 Nantong Broadcasting National Day Automobile Expo	2021-10-1	4	Jiangsu	Nantong	Nantong International Convention & Exhibition Center	30000
1100	2021 RCJ RV Camping Expo (Dongguan)	2021-10-2	3	Guangdong	Dongguan	Humen International Convention & Exhibition Center	30000
1101	2021 (Autumn) Dahe International Automobile Exhibition	2021-10-2	5	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	32500
1102	Home China Expo (Beijing, in October)	2021-10-5	3	Beijing	Beijing	China National Convention Center	30000
1103	The 7th Tea Expo 2021 Dalian	2021-10-8	4	Liaoning	Dalian	Dalian World Expo Center	25000
1104	2021 China Auto Salon and Tuning Exhibition	2021-10-8	3	Shanghai	Shanghai	Shanghai Automobile Exhibition Center	100000

Appendix I Schedule of Trade and Economic Fairs held in Mainland China in 2021 (above 20,000 m<sup>2</sup>)

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
1105	2021 China (Changchun) International Health Industry Fair	2021-10-9	3	Jilin	Changchun	Changchun Modern Agricultural Park	20000
1106	2021 China International Trade Fair for Apparel Fabrics and Accessories	2021-10-9	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	241000
1107	2021 China International Fashion Fair ( Autumn)	2021-10-9	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	70000
1108	2021 China International Textile Yarn (Autumn and Winter) Exhibition	2021-10-9	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	27000
1109	2021 International Metro Transit Exhibition & Forum	2021-10-9	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	30000
1110	2021 China (Hohhot) International Tea Expo and & Purple-clay Pottery, Chinaware and Tea Articles Exhibition	2021-10-9	4	Inner Mongolia	Hohhot	Inner Mongolia International Convention and Exhibition Center	20000
1111	China International Trade Fair for Home Textiles and Accessories-Autumn Edition 2021	2021-10-9	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	160000
1112	The 9th China (Jinan) Catering Industry Expo 2021	2021-10-9	3	Shandong	Ji'nan	Ji'nan International Convention and Exhibition Center	30000
1113	2021 Jiangsu International Senior Care Services Expo	2021-10-9	3	Jiangsu	Nanjing	Nanjing International Exhibition Center	36000
1114	China (Northeast) Agricultural Material Products Expo	2021-10-10	2	Jilin	Changchun	Changchun Modern Agricultural Park	34000
1115	WATERTECH BEIJING 2021 and Membrane Technology and Equipment Exhibition	2021-10-10	3	Beijing	Beijing	China National Convention Center	22000
1116	2021 (70th) Autumn China National Hardware Fair	2021-10-10	3	Shandong	Linyi	Linyi South of Shandong International Convention and Exhibition Center	65000
1117	2021 14th China Frozen Food and Catering Ingredients Festival	2021-10-10	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	28000
1118	14th China (Zhongshan) International Games & Amusement Fair 2021	2021-10-10	3	Guangdong	Zhongshan	Zhongshan Expo Center	25000
1119	2021 35th Ji'nan International Advertising Signs & LED Exhibition (Ji'nan Autumn)	2021-10-10	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	45000
1120	4th China (Erds) International Cashmere Wool Exhibition and Trade Fair	2021-10-10	3	Inner Mongolia	Ordos	Ordos Dongsheng District National Fitness Activity Center	20000
1121	The 24rd Ice Cream China 2021	2021-10-11	3	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	45000
1122	The 3th SIA China 2021	2021-10-11	3	Guangdong	Dongguan	GD Modern International Exhibition Center	30000
1123	2021 103th China International Occupational Safety&Health Goods Expo	2021-10-11	3	Hubei	Wuhan	Wuhan International Expo Center	80500
1124	2021 7th Hangzhou International Garden and Landscape Industry Expo	2021-10-11	3	Zhejiang	Hangzhou	Hangzhou White Horse Lake International Convention and Exhibition Center	25000
1125	The 40th China Qingdao International Beauty Hairdressing and Cosmetics Expo 2021	2021-10-11	3	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	25000
1126	The 17th China (Wuxi) International Design Expo	2021-10-11	3	Jiangsu	Wuxi	Wuxi Taihu International Expo Center	30000
1127	2021 China (Jiaxing) Industrial Equipment Expo	2021-10-11	3	Zhejiang	Jiaxing	Jiaxing International Convention & Exhibition Center	28000
1128	2021 China International Manufacturing Technology Exhibition and Guangdong International Industry Expo	2021-10-11	4	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	40000
1129	2021 China Advanced Materials Expo	2021-10-11	3	Shandong	Qingdao	Qingdao Cosmopolitan Exposition	20000
1130	The 19th South Agricultural Materials Expo 2021	2021-10-12	2	Guangxi	Nanning	Nanning International Convention and Exhibition Center	30000
1131	2021 87rd API China	2021-10-12	3	Hubei	Wuhan	Wuhan International Expo Center	55588
1132	The 42th China Zhejiang International Bicycle and Electric Vehicle Expo 2021	2021-10-12	3	Zhejiang	Yiwu	Yiwu International Expo Centre	20000
1133	The 19th China International Fire Protection Equipment Technology Conference & Exposition 2021	2021-10-12	4	Beijing	Beijing	China International Exhibition Center (Shunyi)	120000
1134	2021 1st China (Ningbo) Intelligent Tools and Equipment Expo	2021-10-12	3	Zhejiang	Yuyao	Yuyao Zhongsu International Convention and Exhibition Center	20000
1135	2021 Western China (Chongqing) International Logistics Industry Expo	2021-10-13	3	Chongqing	Chongqing	Chongqing EXPO Center	23000
1136	2021 16th Yulin International Coal and Energy Chemical Equipment Technology Expo	2021-10-13	3	Shaanxi	Yulin	Yulin Yuyao District Riverside Convention and Exhibition Center	50000
1137	2021 Shenzhen International Elderly Care and Nursing Show - CMEF	2021-10-13	4	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	30000
1138	2021 32th China International Component Manufacturing & Design (Autumn) Expo	2021-10-13	4	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	20000
1139	2021 Fashion Source	2021-10-13	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	100000

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
1140	2021 Zhengzhou National Commodity Fair and Zhengzhou Gifts and Household Articles Exhibition	2021-10-13	5	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	60000
1141	2021 International Animal Husbandry Fair in Four Northeastern Provinces	2021-10-13	2	Liaoning	Shenyang	Shenyang International Exhibition Center	20100
1142	The 21st China (Shenyang) International Agricultural Expo	2021-10-13	4	Liaoning	Shenyang	Shenyang International Exhibition Center	52000
1143	2021 50th China Zhengzhou International Beauty, Hairdressing & Cosmetics Expo	2021-10-14	4	Henan	Zhengzhou	Central China International Expo Center	20000
1144	2021 22th National Hospital Construction Conference and China International Hospital Construction, Equipment and Management Exhibition	2021-10-14	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	120000
1145	2021 5th China Chongqing International Plastics Industry Exhibition	2021-10-14	3	Chongqing	Chongqing	Chongqing EXPO Center	50000
1146	2021 Asia International Traffic Technology and Engineering Facilities Exhibition	2021-10-14	3	Sichuan	Chengdu	Western China International Expo City	48000
1147	2021 Weifang Lutai Auto Show	2021-10-14	4	Shandong	Weifang	Weifang Shandong-Taiwan Convention and Exhibition Center	40000
1148	2021 China (Changchun) Comprehensive Utilization of Straws and Animal Husbandry Fair	2021-10-15	3	Jilin	Changchun	Changchun Modern Agricultural Park	40000
1149	2021 20th China (Taizhou) Plastics Exhibition & Conference	2021-10-15	4	Zhejiang	Taizhou	Taizhou International Convention and Exhibition Center	30000
1150	2021 49th China Zhengzhou International Beauty, Hairdressing & Cosmetics Expo	2021-10-15	3	Henan	Zhengzhou	Central China International Expo Center	20000
1151	The 9th China International Coffee Exhibition 2021	2021-10-15	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	30000
1152	World Digital Economy Conference 2021 and 11th China Smart City and Intelligent Economy Expo	2021-10-15	3	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	24110
1153	2021 China (Hangzhou) International E-commerce Expo	2021-10-15	4	Zhejiang	Hangzhou	Hangzhou Wulin Constellation Expo Center	30000
1154	2021 China Huaxia Housing and Furnishing Exposition (Liuzhou)	2021-10-15	3	Guangxi	Liuzhou	Liuzhou International Convention and Exhibition Center	22000
1155	2021 The 130th China Import and Export Fair	2021-10-15	20	Guangdong	Guangzhou	China Import & Export Fair Complex	1185000
1156	2021 China--ASEAN Expo Tourism Exhibition	2021-10-15	3	Guangxi	Guilin	Guilin International Exhibition and Conference Center	25000
1157	2021 The 11th China National Commodity Trade Fair	2021-10-15	5	Guangxi	Nanning	Nanning International Convention and Exhibition Center	30000
1158	The 4th Zhengzhou Sports & Outdoors Fair 2021	2021-10-15	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	20000
1159	The 7th China (Zhengzhou) International Tea Industry Expo	2021-10-15	4	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	20000
1160	The 16th China (Wenzhou) Machinery Equipment Exhibition 2021	2021-10-15	3	Zhejiang	Wenzhou	Wenzhou International Expo Center	45000
1161	Care & Rehabilitation Expo China 2021	2021-10-15	3	Beijing	Beijing	China National Convention Center	25000
1162	The 9th Beijing International Tourism Commodities & Tourism Equipment Fair 2021	2021-10-15	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	31000
1163	Home China Expo (Yancheng, in October)	2021-10-15	3	Jiangsu	Yancheng	Yancheng International Convention & Exhibition Centre	20000
1164	The 11th China Jiangsu International Catering Expo and Chinese Food Ingredients Expo 2021	2021-10-15	3	Jiangsu	Nanjing	Nanjing International Exhibition Center	20000
1165	Seedings & Flowers Fair Hefei China 2021	2021-10-15	10	Anhui	Hefei	Central China Huamucheng Exhibition Center	113000
1166	2021 Suzhou International Industry Expo	2021-10-15	3	Jiangsu	Suzhou	Suzhou International Expo Center	30000
1167	2021 China (Jiangmen) Intelligent Equipment-Mold Metal Processing-Automation-Laser Exhibition	2021-10-15	3	Guangdong	Jiangmen	Guangdong Zhuxi International Convention & Exhibition Center	20000
1168	2021 GT Show Automobile Cultural and Industry Expo	2021-10-15	3	Guangdong	Foshan	Tanzhou International Convention and Exhibition Center	45360
1169	The 130th China Import and Export Fair	2021-10-15	5	Guangdong	Guangzhou	China Import & Export Fair Complex	400000
1170	2021 Qingdao Film And Television Expo	2021-10-15	3	Shandong	Qingdao	Qingdao Oriental Movie Metropolis	30000
1171	2021 (14th) Yinchuan International Automobile Expo	2021-10-16	9	Ningxia	Yinchuan	Yinchuan International Convention & Exhibition Centre	25000
1172	The 10th Tea Expo 2021 Qingdao	2021-10-16	4	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	30000
1173	Tianjin International Seed Expo	2021-10-16	3	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	27555
1174	The 6th China International Food Ingredients Expo	2021-10-16	3	Guangdong	Dongguan	GD Modern International Exhibition Center	30000

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S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
1175	The 90th China Automobile Parts Fair 2021	2021-10-17	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	100000
1176	2021 The 3rd China (Nanning) International Beauty, Cosmetics and Health Industry Expo	2021-10-17	3	Guangxi	Nanning	Nanning International Convention and Exhibition Center	20000
1177	2021 The 11th China International Surveying And Mapping Geographic Information Technology And Equipment Exhibition 2021	2021-10-17	3	Shandong	Qingdao	Qingdao Cosmopolitan Exposition	30000
1178	2021 World VR / AR Products and Applications Exhibition	2021-10-17	3	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	30000
1179	2021 18th SAF	2021-10-18	2	Yunnan	Kunming	Kunming International Convention and Exhibition Center	60000
1180	2021 13th Southwest Seed Expo	2021-10-18	2	Yunnan	Kunming	Kunming International Convention and Exhibition Center	50000
1181	The 9th China (Heilongjiang) Green Food Industry Expo	2021-10-18	5	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	60000
1182	2021 Economic & Trade Cooperation Expo and China (Shaanxi) Import and Export Commodities Exhibition	2021-10-18	4	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	52000
1183	China Wind Power 2021	2021-10-18	3	Beijing	Beijing	China International Exhibition Center (Shunyi)	60000
1184	2021 3rd Global Industrial Internet Conference	2021-10-18	3	Liaoning	Shenyang	Shenyang New World Expo	20000
1185	2021 7th China (Lianyungang) Silk Road International Logistics Expo	2021-10-18	3	Jiangsu	Lianyungang	Lianyungang Industrial Exhibition Center	40000
1186	2021 World Wireless Power Industry Conference and 4th China International Communication Electronics Industry Expo	2021-10-18	3	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	20000
1187	The 18th China Jingdezhen International Ceramic Fair 2021	2021-10-18	5	Jiangxi	Jingdezhen	Jingdezhen International Convention and Exhibition Center	25000
1188	2021 China-SAE Congress & Exhibition	2021-10-19	3	Shanghai	Shanghai	Shanghai Automobile Exhibition Center	30000
1189	National Stomatology Conference of Chinese Stomatological Association / 2021 Shanghai International Dental Equipment Expo	2021-10-19	4	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	60000
1190	2021 105st National Food and Drinks Fair	2021-10-19	3	Tianjin	Tianjin	National Exhibition and Convention Center (Tianjin)	200000
1191	2021 Shenzhen International Film and Tape Exhibition	2021-10-19	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	60000
1192	2021 Shenzhen C-Touch & Display Exhibition	2021-10-19	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	60000
1193	2021 China International Nuclear Power Industry and Equipment Exhibition	2021-10-19	3	Shandong	Yantai	Yantai International Expo Center	30000
1194	2021 China (Zhengzhou) Fashion Home Design Week and Home Expo	2021-10-20	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	120000
1195	The 33rd China International Optic Industry Exhibition	2021-10-20	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	55000
1196	2021 China Automobile Electronic Technology Exhibition	2021-10-20	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	20000
1197	2021 17th Foshan Machinery and Equipment Expo	2021-10-20	4	Guangdong	Foshan	Sunlink International Exhibition Center	25000
1198	The 10th Leman China Swine Conference 2021	2021-10-20	3	Chongqing	Chongqing	Chongqing EXPO Center	150000
1199	2021 (14th) China International Daily Chemical Product and Equipment Packaging Exhibition	2021-10-20	3	Jiangsu	Nanjing	Nanjing International Expo Center	24000
1200	The 1st RCEP (Shandong) Import Expo	2021-10-20	3	Shandong	Linyi	Linyi International Expo Center	25000
1201	2021 EPEC Industrial Products Exhibition and Petroleum & Petrochemical Industry Exhibition	2021-10-20	3	Jiangsu	Suzhou	Suzhou International Expo Center	35000
1202	NEPCON ASIA Electronic Production Equipment and Microelectronics Industry Exhibition	2021-10-20	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	50000
1203	The 3rd China Aquaculture Expo 2021	2021-10-20	3	Jiangsu	Nanjing	Nanjing International Expo Center	26000
1204	The 22st Wuhan International Automobile Exhibition	2021-10-21	6	Hubei	Wuhan	Wuhan International Expo Center	100000
1205	2021 The 29th China (Shenzhen) International Gifts, Handcrafts, Watches and Houseware Fair	2021-10-21	4	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	200000
1206	The 46th Chengdu (Autumn) Beauty Expo 2021	2021-10-21	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	65000
1207	2021 Nantong Textile Industry Expo	2021-10-21	3	Jiangsu	Nantong	Nantong International Convention & Exhibition Center	20000
1208	2021 25th China (Linyi) Auto Supplies, Car Wash Beauty Service and Auto Maintenance Products Trade Fair	2021-10-21	3	Shandong	Linyi	Linyi South of Shandong International Convention and Exhibition Center	70000

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
1209	2021 China (Guangzhou) CAC Fair (Autumn Fair)	2021-10-21	7	Guangdong	Guangzhou	Nan Fung International Convention & Exhibition Center	30000
1210	The 18th Optics Valley of China International Optoelectronic Exposition and Forum 2021	2021-10-21	6	Hubei	Wuhan	China Optics Valley Convention & Exhibition Center	20000
1211	The 25th Ningbo International Fashion Festival 2021	2021-10-21	4	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	28000
1212	2021 14th China (Shengzhou) Motor and Kitchenware Show	2021-10-21	3	Zhejiang	Shaoxing	Ganzhou International Convention and Exhibition Center	20000
1213	2021 China Yiwu Small Commodity Expo	2021-10-21	5	Zhejiang	Yiwu	Yiwu International Expo Centre	100000
1214	2021 23th China (Tianjin) International Conference on Mining	2021-10-21	3	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	38000
1215	2021 China (Nanjing) Cultural & Technological Integration Achievement Fair	2021-10-21	3	Jiangsu	Nanjing	Nanjing International Exhibition Center	35000
1216	2021 China (Chengdu) International Tea Industry Expo (Autumn)	2021-10-21	4	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	30000
1217	2021 Nantong Healthy Sleep Fair	2021-10-21	3	Jiangsu	Nantong	Nantong International Convention & Exhibition Center	20000
1218	2021 Shandong (Jinan) Emergency Culture and Equipment Expo	2021-10-21	3	Shandong	Ji'nan	Ji'nan International Convention and Exhibition Center	36000
1219	2021 China-ASEAN (Liuzhou) Automobile Industry Expo	2021-10-21	5	Guangxi	Liuzhou	Liuzhou International Convention and Exhibition Center	40000
1220	China Peanuts Expo	2021-10-21	1	Shandong	Laixi	Laixi People's Square	20000
1221	2021 4th China Agricultural Wealth Creation Conference	2021-10-21	3	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	30000
1222	The 20th China International Equipment Manufacturing Exposition 2021	2021-10-22	5	Liaoning	Shenyang	Shenyang International Exhibition Center	110000
1223	2021 10th China (Wuhu) Popularized Science Products Exposition	2021-10-22	3	Anhui	Wuhu	Wuhu Yiju International Expo Center	36000
1224	2021 China (Yuhuan) International Machine Tool Show	2021-10-22	4	Zhejiang	Yuhuan	Yuhuan International Exhibition Center	40000
1225	World Internet Things Exposition 2021	2021-10-22	4	Jiangsu	Wuxi	Wuxi Taihu International Expo Center	50000
1226	2021 China International Auto Upgrading Kit & Modification Expo (Auto Modification Expo)	2021-10-22	3	Guangdong	Dongguan	GD Modern International Exhibition Center	100000
1227	2021 8th Shenzhen International Pet Expo	2021-10-22	4	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	40000
1228	China (Changsha) Prefabricated Building and Construction Technology Expo 2021	2021-10-22	3	Hunan	Changsha	Changsha International Convention and Exhibition Center	50000
1229	2021 22th Tianjin International Jeweler Fair	2021-10-22	4	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	20000
1230	2021 28th China Yangling Agricultural Hi-Tech Fair	2021-10-22	5	Shaanxi	Xianyang	Yangling International Convention & Exhibition Centre	200000
1231	2021 Beijing International Tea Expo	2021-10-22	4	Beijing	Beijing	China National Convention Center	25000
1232	2021 5th Jimo Automobile Expo and International Automotive Carnival	2021-10-22	4	Shandong	Qingdao	Qingdao International Expo Center	40000
1233	Jimo Tea Expo	2021-10-22	4	Shandong	Qingdao	Qingdao International Expo Center	20000
1234	He'nan Talents Recruitment Conference	2021-10-22	2	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	33000
1235	China (Taizhou) International Medical Expo 2021	2021-10-23	3	Jiangsu	Taizhou	Taizhou International Expo Center	40000
1236	ISRE 2021	2021-10-23	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	52500
1237	2021 National Agricultural and Commercial Interconnection and Rural Revitalization Production and Marketing Docking Conference	2021-10-23	3	Jiangsu	Nanjing	China Jiangsu Baima Agriculture International Expo Center	20000
1238	2021 80th China Education Equipment Exhibition	2021-10-23	3	Sichuan	Chengdu	Western China International Expo City	90000
1239	2021 China (Hebei) International Environmental Protection Industry Expo	2021-10-23	3	Hebei	Shijiazhuang	Shijiazhuang International Convention and Exhibition Center (Zhengding New Pavilion)	20000
1240	The 12th China (Taizhou) International Medical Expo 2021	2021-10-23	3	Jiangsu	Taizhou	CMC Conference and Exhibition Center	60000
1241	2021 28th Shandong Plant Protection Information Exchange & Pesticide and Sprayer Facilities Fair	2021-10-24	2	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	80000
1242	2021 10th China Defense Information Equipment & Technology Exhibition	2021-10-25	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	30000
1243	2021 China Hardware Trade Fair (Yongkang)	2021-10-25	3	Zhejiang	Yongkang	Yongkang International Convention and Exhibition Center	85000

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S/N	Exhibition Name	Opening Date	Duration (Days)	Province/Autonomous Region/Municipality	City	Venue	Area (m <sup>2</sup> )
1244	17th China Forest Products Trade Fair	2021-10-25	4	Shandong	Heze	Heze International Convention and Exhibition Center	40000
1245	PTC ASIA 2021	2021-10-26	4	Shanghai	Shanghai	Shanghai New International Expo Center	110000
1246	2021 International Exhibition for Material Handling, Automation Technology, Transport Systems and Logistics	2021-10-26	4	Shanghai	Shanghai	Shanghai New International Expo Center	80000
1247	2021 China Keqiao International Textiles Exhibition	2021-10-26	3	Zhejiang	Shaoxing	Shaoxing International Convention and Exhibition Center	30000
1248	ComVac ASIA 2021	2021-10-26	3	Shanghai	Shanghai	Shanghai New International Expo Center	20000
1249	2021 7th China-Japan-Korea Industries Expo	2021-10-26	3	Shandong	Weifang	Weifang Shandong-Taiwan Convention and Exhibition Center	40000
1250	2021 China International Agricultural Machinery Fair	2021-10-26	3	Shandong	Qingdao	Qingdao Cosmopolitan Exposition	220000
1251	2021 China International Technology Exchange & Equipment Exhibition on Coal & Mining	2021-10-26	4	Beijing	Beijing	China International Exhibition Center (Shunyi)	110000
1252	2021 39th China Jiangsu International New Energy Electric Vehicle & Parts Fair	2021-10-26	3	Jiangsu	Nanjing	Nanjing International Expo Center	100000
1253	2021 17th Autumn China (Boxing) International Kitchen Exposition	2021-10-26	3	Shandong	Binzhou	China Chudu International Convention and Exhibition Centre	150000
1254	The 25rd China International Seafood & Fisheries Expo	2021-10-27	3	Shandong	Qingdao	China Hongdao International Convention and Exhibition Center	110000
1255	The 12th CHINANO Conference and Expo 2021	2021-10-27	3	Jiangsu	Suzhou	Suzhou International Expo Center	20000
1256	2021 (24th) China International Gas and Heating Technology and Equipment Exhibition	2021-10-27	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	34600
1257	The 29th Guangzhou Fair	2021-10-27	4	Guangdong	Guangzhou	China Import & Export Fair Complex	71670
1258	2021 9th China Tea Expo	2021-10-28	4	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	30000
1259	China International Sport Service and Equipment Fair 2021 (Chengdu)	2021-10-28	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	50000
1260	China (Huaian) International Food Expo 2021	2021-10-28	3	Jiangsu	Huai'an	China Huaian International Expo Center	25000
1261	The 13th Chongqing Hot Pot And Ingredients Exhibition	2021-10-29	3	Chongqing	Chongqing	Chongqing EXPO Center	70000
1262	2021 8th China (Xi'an) International Architectural Decoration Exhibition	2021-10-29	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	30000
1263	2021 7th World Toilet Day and Chinese Toilet Revolution Innovation Expo	2021-10-29	3	Shanghai	Shanghai	Shanghai Everbright Convention & Exhibition Center	20000
1264	2021 18th China (Xi'an) International Jewelry & Jade Jewelry Fair	2021-10-29	4	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	25000
1265	2021 China Huaxia Housing and Furnishing Exposition (August in Shenyang)	2021-10-29	3	Liaoning	Shenyang	Liaoning Industrial Exhibition Hall	30000
1266	2021 Shanghai International City and Architecture Expo	2021-10-29	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	50000
1267	The 6th China (Haikou) Electric & New Energy Vehicles Exhibition 2021	2021-10-29	3	Hainan	Haikou	Hainan International Convention and Exhibition Center	35000
1268	2021 18th China International Public Security Expo	2021-10-29	4	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	110000
1269	2021 The 23rd Central China (Hunan) Agricultural Expo	2021-10-29	5	Hunan	Changsha	Changsha International Convention and Exhibition Center	25000
1270	2021 CBES Show	2021-10-29	3	Hainan	Haikou	Hainan International Convention and Exhibition Center	40000
1271	The 26th Ningbo International Residential Products Expo	2021-10-29	4	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	35146
1272	The 3rd China-Korea Trade and Investment Expo	2021-10-29	5	Jiangsu	Yancheng	Yancheng International Convention & Exhibition Centre	20000
1273	CHE Jinan 2021 (October)	2021-10-29	3	Shandong	Ji'nan	Ji'nan International Convention and Exhibition Center	20000
1274	2021 China Phosphate Fertilizer & Compound Fertilizer Exhibition (CPCF)	2021-10-29	3	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	25000
1275	China Children's Wear Expo 2021	2021-10-29	3	Guangdong	Foshan	Tanzhou International Convention and Exhibition Center	26799
1276	2021 23rd Jiangsu International Agricultural Cooperation Fair	2021-10-29	3	Jiangsu	Lianyungang	Lianyungang Industrial Exhibition Center	20000
1277	2021 Central China (Nanchang) International Automobile Fair and 3rd Central (Nanchang) International Automobile RV Camping Travel Expo	2021-10-29	3	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	100000



S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
1278	2021 Nantong Autumn Housing Fair	2021-10-29	3	Jiangsu	Nantong	Nantong International Convention & Exhibition Center	20000
1279	2021 36th Shandong Animal Husbandry Expo	2021-10-30	2	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	40000
1280	2021 Autumn China (Wuhan) Wedding Expo	2021-10-30	2	Hubei	Wuhan	Wuhan International Expo Center	20000
1281	2021 China (Hangzhou) Autumn Wedding Exposition	2021-10-30	2	Zhejiang	Hangzhou	Hangzhou International Expo Center	69200
1282	2021 Guangzhou Int'l Leather Bags, Hand Bags Fair	2021-10-31	3	Guangdong	Guangzhou	Poly World Trade Center Expo	36800
1283	The 12th CHINA INTERNATIONAL HAIR FAIR and CHINA INTERNATIONAL SALON SHOW 2021	2021-10-31	3	Guangdong	Guangzhou	Poly World Trade Center Expo	22600
1284	The 14th China Yiwu International Forest Products Fair 2021	2021-11-1	4	Zhejiang	Yiwu	Yiwu International Expo Centre	76000
1285	China Commercial Vehicles Show 2021	2021-11-1	4	Hubei	Wuhan	Wuhan International Expo Center	80000
1286	2021 China (Qingdao) International Ocean Science and Technology Exhibition	2021-11-2	3	Shandong	Qingdao	Qingdao International Expo Center	30000
1287	2021 Hangzhou Cultural & Creative Industry Expo	2021-11-2	7	Zhejiang	Hangzhou	Hangzhou White Horse Lake International Convention and Exhibition Center	70000
1288	2021 Autumn China National Pharmaceutical Machinery Exposition & China International Pharmaceutical Machinery Exposition	2021-11-2	3	Sichuan	Chengdu	Western China International Expo City	170000
1289	The China Cutting Tools and Equipments Exhibition	2021-11-2	3	Jiangsu	Suzhou	Suzhou International Expo Center	30000
1290	The 25rd DenTech China 2021	2021-11-3	4	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	50000
1291	2021 China (Taiyuan) Animal Husbandry Industry Expo	2021-11-3	3	Shanxi	Taiyuan	Shanxi Provincial Exhibition Hall	30000
1292	2021 Xuzhou Engineering Machinery, Construction Machinery, Mining Machinery and Special Vehicles Trade Fair	2021-11-3	3	Jiangsu	Xuzhou	Huaihai International Expo Center	40000
1293	IWCE 2021	2021-11-3	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	50000
1294	2021 Hainan-ASEAN Hotel and Hospitality Expo, Hainan International Beverage Fair	2021-11-3	3	Hainan	Haikou	Hainan International Convention and Exhibition Center	50000
1295	2021 Hainan-ASEAN Build and Building Materials & Furniture Decoration Expo	2021-11-3	3	Hainan	Haikou	Hainan International Convention and Exhibition Center	50000
1296	2021 GTI Asia China Expo	2021-11-3	3	Guangdong	Guangzhou	China Import & Export Fair Complex	43386
1297	2021 13th Chinese (Wuxi) Renewable Energy Conference and Exhibition	2021-11-4	3	Jiangsu	Wuxi	Wuxi Taihu International Expo Center	20000
1298	2021 Bao'an Industry Development Expo	2021-11-4	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	37500
1299	13th Quanzhou (Nan'an) International Auto Show	2021-11-4	4	Fujian	Quanzhou	Fujian Successful International Exhibition Center	40000
1300	2021 19th China (Wenzhou) International Optics Fair	2021-11-5	3	Zhejiang	Wenzhou	Wenzhou International Expo Center	31800
1301	2021 The 2nd Central China (Changsha) Artificial Intelligence Industry Expo and Innovation Development Forum	2021-11-5	3	Hunan	Changsha	Changsha International Convention and Exhibition Center	54000
1302	2021 Guangzhou International Automobile Parts and Aftermarket Exhibition	2021-11-5	3	Guangdong	Guangzhou	Poly World Trade Center Expo	67000
1303	2021 China Huaxia Housing and Furnishing Exposition (Guangzhou) August	2021-11-5	3	Guangdong	Guangzhou	Poly World Trade Center Expo	22000
1304	2021 China (Shenzhen) International Financial Expo	2021-11-5	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	30000
1305	2021 Guangzhou International Public Health Expo	2021-11-5	3	Guangdong	Guangzhou	Poly World Trade Center Expo	30000
1306	The 3rd China (Zhenjiang) International Industrial Equipment Exposition	2021-11-5	3	Jiangsu	Zhenjiang	Danyang Binjiang International Mall	30000
1307	2021 China International Import Exposition	2021-11-5	6	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	420000
1308	2021 18th China-ASEAN Expo Forest Products and Wood Products Exhibition	2021-11-5	4	Guangxi	Nanning	Nanning International Convention and Exhibition Center	30000
1309	The 3rd China (Hunan) Emergency Safety and Fire Technology & Equipment Exhibition & Innovation Forum 2021	2021-11-5	3	Hunan	Changsha	Changsha International Convention and Exhibition Center	30000
1310	2021 China Huaxia Housing and Furnishing Exposition (November in Kunming)	2021-11-5	3	Yunnan	Kunming	Kunming International Convention and Exhibition Center	30000
1311	2021 Central China (Hebi) Cultural Industry Expo and Trade Fair	2021-11-5	4	Henan	Hebi	Hebi Chaoge Cultural Park	20000
1312	Suqian Huaxia Housing and Furnishing Expo	2021-11-5	3	Jiangsu	Suqian	Suqian International Convention and Exhibition Center	20000
1313	The 21st Kunming International Flower Exhibition 2021	2021-11-5	3	Yunnan	Kunming	Kunming Dianchi International Convention and Exhibition Center	50000

Appendix I Schedule of Trade and Economic Fairs held in Mainland China in 2021 (above 20,000 m<sup>2</sup>)

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
1314	The 8th China (Shanxi) International Tea Industry Expo 2020	2021-11-6	4	Shanxi	Taiyuan	China Taiyuan Coal Transaction Center	40000
1315	The 21th AgroChemeEx 2021	2021-11-6	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	52000
1316	Cross-Straits Forest Fair (Sanming)	2021-11-6	4	Fujian	Sanming	Sanming Exhibition Hall	47792
1317	Yong'an Forest Bamboo Industry Fair	2021-11-6	4	Fujian	Sanming	Sanming Exhibition Hall	45684
1318	2021 The 5th Central China International Alcohol Drinks Expo	2021-11-7	3	Hubei	Wuhan	Wuhan International Expo Center	30000
1319	2021 Guangzhou World Agricultural Expo and the 4th Guangdong-Hong Kong-Macao Agricultural Products Production and Marketing Matchmaking Conference	2021-11-8	2	Guangdong	Guangzhou	Poly World Trade Center Expo	20000
1320	2021 China International Fire Protection Equipment Technology Conference & Exposition	2021-11-8	3	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	20000
1321	2021 34st Shanghai International Franchise Exhibition (Autumn)	2021-11-9	3	Shanghai	Shanghai	Shanghai New International Expo Center	23000
1322	2021 China (Hangzhou) Green Building and Decoration Materials Exhibition	2021-11-9	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	50000
1323	AMEE Shanghai International Automotive Chassis System & Manufacturing Engineering Technology Exhibition 2021	2021-11-9	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	22000
1324	FHC Shanghai 2021	2021-11-9	3	Shanghai	Shanghai	Shanghai New International Expo Center	138000
1325	2021 Shanghai International Wine Fair	2021-11-9	3	Shanghai	Shanghai	Shanghai New International Expo Center	23000
1326	2021 11th Shanghai International Modern Agricultural Expo	2021-11-9	3	Shanghai	Shanghai	Shanghai New International Expo Center	23500
1327	The 14th iFresh Asia Fruit & Vegetable Industry Expo 2021	2021-11-9	3	Shanghai	Shanghai	Shanghai New International Expo Center	30000
1328	Shanghai Cross-border E-commerce Trade Fair 2021	2021-11-9	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	25000
1329	2021 82th National Motorcycle and Accessories Trade Fair (Autumn)	2021-11-10	3	Guangdong	Guangzhou	Poly World Trade Center Expo	45200
1330	2021 GBA Eco-environmental Technology and Equipment Exhibition	2021-11-10	3	Guizhou	Guiyang	Guiyang International Convention and Exhibition Center	20000
1331	2021 3rd China (Changsha) International Trade Fair for Green Industry and Outdoor Power Equipment	2021-11-11	5	Hunan	Changsha	Changsha International Convention and Exhibition Center	60000
1332	Dental Exhibition Central China 2021	2021-11-11	3	Hubei	Wuhan	Wuhan International Expo Center	40000
1333	2021 Wuhan International Environmental Protection Industry Expo	2021-11-11	3	Hubei	Wuhan	Wuhan International Expo Center	20000
1334	The 30th Quanzhou International Automobile Expo	2021-11-11	4	Fujian	Jinjiang	Jinjiang International Convention & Exhibition Center	35000
1335	2021 E-Surfing Smart Ecosystem Expo	2021-11-11	4	Guangdong	Guangzhou	China Import & Export Fair Complex	38510
1336	The 11th China (Nanning) International Tea Industry Expo 2021	2021-11-12	4	Guangxi	Nanning	Nanning International Convention and Exhibition Center	30000
1337	2021 China Wuhan Spring Tea Industry Fair (Autumn)	2021-11-12	4	Hubei	Wuhan	Wuhan International Conference & Exhibition Centre	30000
1338	2021 Guangzhou Jinhua Fishing Tackle Expo	2021-11-12	3	Guangdong	Foshan	Tanzhou International Convention and Exhibition Center	30000
1339	The 38th China (Fuzhou) International Automobile Exhibition 2021	2021-11-12	5	Fujian	Fuzhou	Fuzhou Strait International Convention and Exhibition Center	80000
1340	2021 Guangzhou Century Home Expo	2021-11-12	3	Guangdong	Guangzhou	Nan Fung International Convention & Exhibition Center	21000
1341	2021 19th China International Agricultural Trade Fair	2021-11-12	4	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	22000
1342	2021 China International (Guiyang) Eco-efficient Animal Husbandry Fair	2021-11-12	3	Guizhou	Guiyang	Guiyang International Convention and Exhibition Center	32000
1343	2021 China (Guizhou) Feed Processing Industry Exhibition	2021-11-12	3	Guizhou	Guiyang	Guiyang International Convention and Exhibition Center	45000
1344	2021 Guiyang International Livestock Products and Meat Industry Exhibition	2021-11-12	3	Guizhou	Guiyang	Guiyang International Convention and Exhibition Center	30000
1345	2021 13th Hunan Tea Industry Expo	2021-11-12	4	Hunan	Changsha	Hunan International Convention and Exhibition Center	22000
1346	Hainan International Health Industry Expo 2021	2021-11-12	3	Hainan	Haikou	Hainan International Convention and Exhibition Center	40000
1347	2021 Ningbo Country Inn Exhibition	2021-11-12	3	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	25000
1348	2021 Maritime Silk Road Culture and Tourism Expo (Ningbo China)	2021-11-12	3	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	40000

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
1349	2021 6th Central Plains Economic Region (Zhengzhou) Environmental Protection Industry Expo	2021-11-12	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	20000
1350	2021 Ouya CIPE Expo	2021-11-12	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	45000
1351	2021 Hainan International Medical Equipment Exhibition	2021-11-12	3	Hainan	Haikou	Hainan International Convention and Exhibition Center	50000
1352	2021 8th China (Xi'an) Catering Supply Chain Exhibition	2021-11-12	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	20000
1353	2021 China International Travel Mart	2021-11-12	3	Yunnan	Kunming	Kunming Dianchi International Convention and Exhibition Center	57500
1354	2021 Zhejiang International Health Industry Expo	2021-11-12	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	24900
1355	The 12th China (Nanning) International Tea Industry Expo	2021-11-12	4	Guangxi	Nanning	Nanning International Convention and Exhibition Center	30000
1356	2021 China Huaxia Housing and Furnishing Exposition(Zhuhai)	2021-11-13	2	Guangdong	Zhuhai	Zhuhai International Convention & Exhibition Center	22000
1357	The 12th China (Xi'an) Food & Drinks Fair 2021	2021-11-13	4	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	30000
1358	The 4rd Overseas Chinese Imported Commodities Expo	2021-11-13	3	Zhejiang	Qingtian	Qingtian Imported Commodity City	90000
1359	2021 8th China (Guangzhou) International Elderly Health Industry Expo	2021-11-15	3	Guangdong	Guangzhou	Poly World Trade Center Expo	25000
1360	2021 Shanghai International Fruit Expo	2021-11-15	3	Shanghai	Shanghai	Shanghai New International Expo Center	23000
1361	SAIIE 2021	2021-11-16	3	Shanghai	Shanghai	Shanghai New International Expo Center	20000
1362	2021 25rd China International Pet Show (CIPS 2021)	2021-11-17	4	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	130000
1363	The (26th) Dalian International Automotive Exhibition 2021	2021-11-18	5	Liaoning	Dalian	Dalian Xinghai Conference Exhibition Center	130000
1364	2021 Foshan Biodegradable Plastics Exhibition	2021-11-18	3	Guangdong	Foshan	Tanzhou International Convention and Exhibition Center	20000
1365	2021 12th China International Animation Copyright Protection and Trade Fair	2021-11-18	4	Guangdong	Dongguan	GD Modern International Exhibition Center	20000
1366	CSICE 2021	2021-11-18	3	Guangdong	Guangzhou	Guangzhou International Sourcing Center	30000
1367	World Battery Industry Expo 2021	2021-11-18	3	Guangdong	Guangzhou	China Import & Export Fair Complex	26988
1368	The 3rd Guangzhou International New Energy Vehicle Industry Ecological Chain Exhibition	2021-11-19	4	Guangdong	Guangzhou	China Import & Export Fair Complex	250000
1369	2021 19th Guangzhou International Automobile Exhibition	2021-11-19	10	Guangdong	Guangzhou	China Import & Export Fair Complex	147770
1370	2021 7th China Wuhan International E-Business and Internet+ Industry Exposition	2021-11-19	3	Hubei	Wuhan	Wuhan International Expo Center	20160
1371	2021 Shenzhen International Smart Tourism Industry Expo	2021-11-19	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	30000
1372	2021 China (Ningbo) Buddhist Items and Crafts Fair	2021-11-19	4	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	40000
1373	CHE Shenyang 2021	2021-11-19	3	Liaoning	Shenyang	Shenyang New World Expo	21000
1374	World Manufacturing Convention 2021	2021-11-19	4	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	51000
1375	The 14th Weifang (Autumn) Tea Industry Expo 2021	2021-11-19	4	Shandong	Weifang	Fuwah International Exhibition Center	20000
1376	2021 China-ASEAN (Liuzhou) Tourism Equipment Exhibition	2021-11-19	3	Guangxi	Liuzhou	Liuzhou International Convention and Exhibition Center	30000
1377	The 22nd Shanxi International Beauty, Hairdressing, Wellness and Cosmetics Expo 20201	2021-11-20	3	Shanxi	Taiyuan	The Coal Museum of China	30000
1378	2021 Yiwu (Jucheng) Broadcast Popular Goods Expo and Community Group Shopping Selection Conference	2021-11-20	2	Zhejiang	Yiwu	Yiwu International Expo Centre	30000
1379	The 2nd Zhejiang Pet Expo 2021	2021-11-20	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	30000
1380	2021 5nd China International Modern Fisheries & Fishery Science and Technology Fair	2021-11-20	3	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	20000
1381	2021 34st China Xi'an International Beauty, Hairdressing & Cosmetics Expo	2021-11-22	3	Shaanxi	Xi'an	Xi'an Home World Convention and Exhibition Center	20000
1382	The 7th Shenzhen International Intelligent Equipment Industry Expo and the 10th Shenzhen International Electronic Equipment Industry Expo 2021	2021-11-23	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	60000
1383	2021 China (Shanghai) International Exhibition on Hotel Investment and Franchising	2021-11-24	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	80000

Appendix I Schedule of Trade and Economic Fairs held in Mainland China in 2021 (above 20,000 m<sup>2</sup>)

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
1384	Hotel Plus Shanghai 2021	2021-11-24	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	40000
1385	China (Shanghai) International Smart Hotel Exhibition	2021-11-24	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	40000
1386	The 22st China (Kunming) International Automobile Exposition	2021-11-25	5	Yunnan	Kunming	Kunming Dianchi International Convention and Exhibition Center	100000
1387	2021 Shenzhen International Anti-Epidemic Materials Foreign Trade Procurement Exhibition	2021-11-25	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	20000
1388	Zhengzhou Food Expo	2021-11-25	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	33000
1389	2021 (3rd) China Shijiazhuang International Musical Instrument Exhibition and 2nd Lighting, Sound and Stage Equipment Exhibition	2021-11-25	3	Hebei	Shijiazhuang	Shijiazhuang International Convention & Exhibition Center	20000
1390	Global Nonwovens Procurement Fair and GBA Nonwovens Exhibition 2021	2021-11-25	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	20000
1391	2021 7th Global Trade Fair of Epidemic Prevention Materials	2021-11-25	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	20000
1392	2021 China Marine Economy Expo	2021-11-25	4	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	36000
1393	Tea Expo, Guangzhou 2021	2021-11-25	5	Guangdong	Guangzhou	China Import & Export Fair Complex	42200
1394	The 13th China Processing Trade Products Fair 2021	2021-11-25	4	Guangdong	Dongguan	GD Modern International Exhibition Center	70000
1395	2021 Small- and Medium-sized Factory Exhibition	2021-11-25	3	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	34810
1396	The 14th China-ASEAN (Nanning) International Automobile Exhibition & New Energy and RV Camping Show 2021	2021-11-25	5	Guangxi	Nanning	Nanning International Convention and Exhibition Center	41340
1397	2021 Zhejiang (Wenzhou) International Fashion Consumption and 17th China (Wenzhou) Light Industrial Products Expo	2021-11-26	3	Zhejiang	Wenzhou	Wenzhou International Expo Center	20000
1398	2021 Southwest (Kunming) International Oral Equipment Expo	2021-11-26	3	Yunnan	Kunming	Kunming International Convention and Exhibition Center	25000
1399	2021 China Pollution Prevention Expo	2021-11-26	3	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	26000
1400	2021 4th China(Changsha)Rural Industry Expo	2021-11-26	3	Hunan	Changsha	Changsha International Convention and Exhibition Center	50000
1401	2021 Central China (Luoyang) Electrotechnical Products Exhibition	2021-11-26	2	Henan	Luoyang	Luoyang Convention and Exhibition Center	30000
1402	2021 11th APEC Small & Medium Enterprises Technology Conference and Fair	2021-11-26	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	40000
1403	2021 11th Mianyang International Auto Exhibition	2021-11-26	5	Sichuan	Mianyang	Mianyang International Exhibition Center	100000
1404	2021 Ningbo Cultural Industry Expo	2021-11-26	5	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	50000
1405	The 1st China (Wuhan) Cultural Tourism Expo	2021-11-26	3	Hubei	Wuhan	Wuhan International Expo Center	61000
1406	Tea Expo 2021 Nanchang	2021-11-26	4	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	20000
1407	2021 8th Early Childhood Education Conference and 3rd Infant & Toddler Care Conference	2021-11-27	4	Hainan	Haikou	Hainan International Convention and Exhibition Center	35000
1408	2021 31th Shenyang International Food Fair	2021-11-27	4	Liaoning	Shenyang	Liaoning Industrial Exhibition Hall	20000
1409	2021 Hubei Agricultural Expo	2021-11-27	3	Hubei	Wuhan	Wuhan International Expo Center	63000
1410	1st "Jiangxi (Gaoan) International Architectural Ceramics Expo 2021	2021-11-28	3	Jiangxi	Gaoan	Gaoan Zhongqi Senze International Convention and Exhibition Center	50000
1411	2021 Shanghai International Packaging Products and Materials Exhibition	2021-11-29	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	55000
1412	The 21st China (Zibo) International Ceramics Exposition	2021-11-29	8	Shandong	Zibo	Zibo International Convention and Exhibition Center	30000
1413	GBA (Shenzhen) Promotion of Entrepreneurship and Innovation Projects 2021	2021-12-1	4	Guangdong	Dongguan	GD Modern International Exhibition Center	30000
1414	2021 China (Zhengzhou) International Catering Food & Ingredients Exhibition	2021-12-1	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	60000
1415	2021 4th Zhejiang International Intelligent Transportation Industry Expo	2021-12-1	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	30000
1416	Harbin 43rd Commercial Housing Trade Fair and 24th Second-hand Housing Trade Fair	2021-12-1	3	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	40000
1417	The 15th China ( Taiyuan,) International Automobile Exhibition	2021-12-1	5	Shanxi	Taiyuan	Jinyang Lake International Exhibition Center	36000

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/Autonomous Region/Municipality	City	Venue	Area (m <sup>2</sup> )
1418	The 6th China (Guangzhou) International Cross-border E-Commerce & Goods Expo	2021-12-2	3	Guangdong	Guangzhou	Poly World Trade Center Expo	30000
1419	2021 Shenzhen International E-commerce Selection and Digital Trade Fair	2021-12-2	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	40000
1420	2021 China (Shenzhen) Chinese Life Expo and Rosewood Art Exhibition	2021-12-2	4	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	30000
1421	2021 China (Suzhou) International Beauty Hairdressing and Cosmetics Expo	2021-12-2	3	Jiangsu	Suzhou	SBS International Exhibition and Convention Center	20000
1422	Shenzhen International Smart Office Exhibition 2021	2021-12-2	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	20000
1423	The 7th Lock Security Products Expo 2021	2021-12-2	4	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	20000
1424	2021 Tianjin Tea Industry and Zisha Tea Ware Handicraft Fair	2021-12-2	4	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	30000
1425	2021 China Prepared Vegetable Industry Conference and China (Fuzhou) International Vegetable Industry Expo	2021-12-2	3	Fujian	Fuzhou	Fuzhou Strait International Convention and Exhibition Center	20000
1426	The 31st China (Guangzhou) International Health Industry Expo and 2021 Health China Brand and Culture Forum	2021-12-2	3	Guangdong	Guangzhou	Poly World Trade Center Expo	50000
1427	Smart Property Exhibition C-smart 2021	2021-12-2	3	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	20000
1428	Home China Expo (Chengdu, in December)	2021-12-3	3	Sichuan	Chengdu	New International Convention & Exposition Center Chengdu Century City	30000
1429	The 16th China (Chongqing) Senior Citizen Exposition	2021-12-3	3	Chongqing	Chongqing	Chongqing International Convention and Exhibition Center	30000
1430	2021 8th South China Air Compressor Exhibition	2021-12-3	3	Guangdong	Foshan	Tanzhou International Convention and Exhibition Center	30000
1431	2021 China International Trademark Brand Festival	2021-12-3	3	Guangdong	Dongguan	GD Modern International Exhibition Center	20000
1432	SPOE China Shenzhen 2021	2021-12-3	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	30000
1433	2021 Gaodeng Epidemic Prevention Materials Trade Fair 2021 (December in Shanghai)	2021-12-3	2	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	25000
1434	The 4th China International Tourist Spots Equipment Expo	2021-12-3	2	Anhui	Hefei	Anhui International Convention and Exhibition Centre	50000
1435	2021 Hainan International Recreation Fishery & Fishing Gear and Equipment Exhibition	2021-12-3	3	Hainan	Haikou	Hainan International Convention and Exhibition Center	20000
1436	2021 China GEO Surveying and mapping geographic information technology and Equipment Exhibition	2021-12-3	3	Hubei	Wuhan	Wuhan International Expo Center	25000
1437	2021 China Quanzhou Intelligent Equipment Exposition	2021-12-3	3	Fujian	Quanzhou	Fujian Successful International Exhibition Center	24000
1438	2021 1st China (Hainan) Sporting Goods and Equipment Import Expo	2021-12-3	3	Hainan	Haikou	Hainan International Convention and Exhibition Center	30000
1439	2021 30th China Food Expo and China (Wuhan) International Food Fair	2021-12-3	4	Hubei	Wuhan	Wuhan International Expo Center	80000
1440	2021 Anhui Straw & Livestock and Poultry Breeding Waste Comprehensive Utilization Industry Expo	2021-12-3	2	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	41000
1441	Fertilizer Information Exchange and Products Trade Fair	2021-12-3	3	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	40000
1442	2021 Guangzhou International Aggregates, Quarrying Tailings and Construction Waste Disposal Technology and Equipment Exhibition	2021-12-4	4	Guangdong	Guangzhou	China Import & Export Fair Complex	30000
1443	2021 Wedding Expo China (December in Shanghai)	2021-12-4	2	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	70000
1444	2021 6th China-ASEAN Sugar Industry Expo - Intelligent Sugar Industry Technology and Equipment Special Exhibition	2021-12-4	3	Guangxi	Nanning	Nanning International Convention and Exhibition Center	25000
1445	2021 Guangzhou Cultural Industry Trade Fair	2021-12-4	3	Guangdong	Guangzhou	China Import & Export Fair Complex	31410
1446	Antuan Home Expo-Hefei (December) 2021	2021-12-4	2	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	20000
1447	The 15th China (Kunming) International Beauty, Hairdressing & Cosmetics Expo 2021	2021-12-5	3	Yunnan	Kunming	Kunming International Convention and Exhibition Center	20000
1448	2021 Landscape Architecture Engineering Equipment and Materials Exhibition	2021-12-5	5	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	20000
1449	2021 Small- and Medium-sized Factory Exhibition	2021-12-7	3	Shanghai	Shanghai	Shanghai New International Expo Center	35000

Appendix I Schedule of Trade and Economic Fairs held in Mainland China in 2021 (above 20,000 m<sup>2</sup>)

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
1450	Marintec China 2021	2021-12-7	4	Shanghai	Shanghai	Shanghai New International Expo Center	80000
1451	2021 14th Shenzhen International New Display, Touch and Curved Glass Exhibition	2021-12-8	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	45000
1452	The 9th Western China (Xi 'an) International Tea Industry Expo 2021	2021-12-8	4	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	62000
1453	The 14th China (Zhengzhou) International Auto Show & New Energy and Intelligent Network Auto Expo 2021	2021-12-8	5	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	54000
1454	2021 12th Chongqing Auto Consumer Festival	2021-12-9	4	Chongqing	Chongqing	Chongqing EXPO Center	100000
1455	The 10th China (Nanjing) International Sugar, Wine and Food Fair 2021	2021-12-9	3	Jiangsu	Nanjing	Nanjing International Exhibition Center	50000
1456	2021 6th Hainan World Leisure Tourism Expo	2021-12-9	6	Hainan	Haikou	Hainan International Convention and Exhibition Center	35000
1457	Shanghai International STEAM Innovative Science Education Expo 2021	2021-12-9	3	Shanghai	Shanghai	Shanghai New International Expo Center	23000
1458	2021 China (Fuzhou) Digital Intelligent Medical Instruments and Health Old-age Care Industry Expo	2021-12-9	3	Fujian	Fuzhou	Fuzhou Strait International Convention and Exhibition Center	35000
1459	2021 Guangzhou International Quality Home & Lifestyle Fair	2021-12-9	4	Guangdong	Guangzhou	China Import & Export Fair Complex	32175
1460	2021 Guangzhou International Glass Technology Association	2021-12-9	3	Guangdong	Guangzhou	China Import & Export Fair Complex	40000
1461	2021 Guangzhou International Design Week	2021-12-9	4	Guangdong	Guangzhou	Poly World Trade Center Expo	150000
1462	2021 China Huaxia Housing and Furnishing Exposition (December in Wuxi)	2021-12-10	3	Jiangsu	Wuxi	Wuxi Taihu International Expo Center	20000
1463	2021 China (Wuxi) International Culture & Art Industries Fair	2021-12-10	5	Jiangsu	Wuxi	Wuxi Taihu International Expo Center	35000
1464	2021 International Health-care and Pension Industry Expo Kunming, China	2021-12-10	4	Yunnan	Kunming	Kunming International Convention and Exhibition Center	30000
1465	2021 Wuhan (International) Machine Tools and Automobile Mold Technology Intelligent Equipment Exhibition	2021-12-10	3	Hubei	Wuhan	Wuhan International Expo Center	30000
1466	2021 Wuhan International New Energy ICV Industry Exhibition	2021-12-10	3	Hubei	Wuhan	Wuhan International Expo Center	30000
1467	2021 Wuhan International Industrial Equipment and Transmission Technology Exhibition/Factory and Process Automation	2021-12-10	3	Hubei	Wuhan	Wuhan International Expo Center	30000
1468	China Wuhan International Auto Parts Expo, 2021	2021-12-10	3	Hubei	Wuhan	Wuhan International Expo Center	30000
1469	China (Wuhan) Automobile Manufacturing and Industrial Assembly Exhibition 2021	2021-12-10	3	Hubei	Wuhan	Wuhan International Expo Center	40000
1470	2021 The 4th Guangxi Building Material New Products & Whole House Custom Expo	2021-12-10	3	Guangxi	Nanning	Nanning International Convention and Exhibition Center	40000
1471	2021 15th Shanghai International Intelligent Building Exhibition	2021-12-10	3	Shanghai	Shanghai	Shanghai New International Expo Center	34500
1472	2021 DME	2021-12-10	4	Guangdong	Dongguan	GD Modern International Exhibition Center	130000
1473	2021 36th Ningbo International Automobile Exposition	2021-12-10	4	Zhejiang	Ningbo	Ningbo International Convention and Exhibition Center	34810
1474	China (Hefei) Safety Industry & Emergency Equipment Exhibition 2021	2021-12-10	3	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	30000
1475	China (Wenzhou) Automobile And Motorcycle Parts Industry Expo	2021-12-10	3	Zhejiang	Wenzhou	Wenzhou International Expo Center	35000
1476	2021 Shanghai International Pop Toys and Dolls Expo	2021-12-10	3	Shanghai	Shanghai	Shanghai New International Expo Center	20000
1477	2021 Shanghai International Internet Star Brands Exhibition (December)	2021-12-10	3	Shanghai	Shanghai	Shanghai New International Expo Center	20000
1478	2021 7th Kunshan International Machinery and Intelligent Manufacturing Exhibition	2021-12-10	5	Jiangsu	Kunshan	Huaqiao International Expo Center	20000
1479	2021 China International Forest Grassland Disaster Prevention and Control Equipment and Smart Forest Grass Exhibition	2021-12-10	3	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	20000
1480	2021 National Exhibition of Inventions	2021-12-10	3	Guangdong	Foshan	Tanzhou International Convention and Exhibition Center	36288
1481	2021 China International Consumer Electronics Expo	2021-12-10	3	Guangdong	Guangzhou	China Import & Export Fair Complex	41880
1482	2021 Hefei International Energy Conservation and New Energy Vehicle Exhibition	2021-12-10	3	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	20000
1483	2021 23rd National Fertilizer Information Exchange and Product Fair	2021-12-10	3	Jiangsu	Nanjing	Nanjing International Expo Center	36000

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
1484	2021 Nantong Broadcasting Winter Automobile Expo	2021-12-10	3	Jiangsu	Nantong	Nantong International Convention & Exhibition Center	23000
1485	2021 Zhengzhou New E-commerce and Short Video Broadcast Industry Expo	2021-12-11	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	20000
1486	2021 Central China International Consumer Products Expo	2021-12-11	3	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	50000
1487	The 21st China (Nan'an) Shuitou International Stone Exhibition and Stone Design Week and 5th China (Nan'an) Home Theme Week	2021-12-12	4	Fujian	Quanzhou	Shuitou International Stone Exhibition Center	85000
1488	The 36th Heilongjiang Plant Protection Information Exchange and Pesticide Machinery Fair 2021	2021-12-12	2	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	36000
1489	IBE 2021	2021-12-13	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	40000
1490	2021 (16th) International Conference on China Urban Water Development and Expo of New Technologies and Facilities	2021-12-13	3	Jiangsu	Nanjing	Nanjing International Exhibition Center	35000
1491	2021 Wuhan International Funeral and Sacrifice Products Fair	2021-12-14	3	Hubei	Wuhan	Wuhan International Expo Center	20000
1492	2021 China Appliance & Electronics World Expo	2021-12-14	6	Anhui	Wuhu	Wuhu Yiju International Expo Center	36000
1493	2021 Shanghai International Catering Equipment and Kitchenware Exhibition	2021-12-15	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	100000
1494	2021 China (Nanjing) International Intelligent Agriculture Expo	2021-12-15	3	Jiangsu	Nanjing	Nanjing International Expo Center	25000
1495	2021 China (Nanjing) International Software Product & Information Service Trade Fair	2021-12-15	4	Jiangsu	Nanjing	Nanjing International Expo Center	80000
1496	2021 33th Central Plains Animal Husbandry Trade Fair (Henan Poultry Trade Fair)	2021-12-15	2	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	80000
1497	2021 (24nd) Dalian International Industry Expo	2021-12-16	3	Liaoning	Dalian	Dalian World Expo Center	30000
1498	2021 21th National Agricultural Products (Shanghai) Fair	2021-12-16	5	Shanghai	Shanghai	ShanghaiMart	30000
1499	IPE Xiamen Plastic Expo 2021	2021-12-16	3	Fujian	Xiamen	Xiamen International Convention and Exhibition Center	30000
1500	2021 China (Zhuhai) Int'l Industry Fair	2021-12-16	3	Guangdong	Zhuhai	Zhuhai International Convention & Exhibition Center	20000
1501	2021 China (Shenzhen) International Autumn Tea Industry Expo	2021-12-16	5	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	100000
1502	2021 28th Guangzhou Hospitality Supplies Exhibition	2021-12-16	3	Guangdong	Guangzhou	China Import & Export Fair Complex	300000
1503	2021 1st Science and Technology Application Popularization Expo (Shenzhen)	2021-12-16	4	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	100000
1504	2021 HOTELEX	2021-12-16	3	Guangdong	Guangzhou	Poly World Trade Center Expo	210000
1505	The 27rd China (Hangzhou) International Textile and Garment Supply Chain Expo 2021	2021-12-16	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	36000
1506	2021 China (Foshan) Door, Window & Curtain Wall Expo	2021-12-16	3	Guangdong	Foshan	Foshan International Conference & Exhibition Center	50000
1507	2021 The 28th Guangzhou Expo of Food, Drinks, And Packaging	2021-12-16	3	Guangdong	Guangzhou	China Import & Export Fair Complex	30000
1508	2021 China (Hainan) International Tropical Agricultural Products Winter Fair	2021-12-16	5	Hainan	Haikou	Hainan International Convention and Exhibition Center	100000
1509	2021 Guiyang Automobile Culture Festival	2021-12-16	4	Guizhou	Guiyang	Guiyang International Convention and Exhibition Center	62000
1510	2021 China Agricultural Products Processing Industry Development Summit Forum and Expo	2021-12-16	4	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	23000
1511	China (Foshan) International Intelligent Robot Expo 2021	2021-12-16	4	Guangdong	Foshan	Tanzhou International Convention and Exhibition Center	45360
1512	2021 AFBC and 5th China Sugar and Wine Food Exhibition	2021-12-16	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	33000
1513	2021 Yangtze River Delta Cross-border E-commerce Trade Fair	2021-12-17	3	Jiangsu	Wuxi	Wuxi Taihu International Expo Center	35000
1514	2021 China Huaxia Housing and Furnishing Exposition (December in Chongqing)	2021-12-17	3	Chongqing	Chongqing	Chongqing EXPO Center	23000
1515	The 6th China (Xi'an) Environmental Protection Industry Exposition 2021	2021-12-17	30	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	20000
1516	2021 Fuyang Investment And Trade Fair	2021-12-17	3	Anhui	Fuyang	Fuyang International Convention & Exhibition Center	25000
1517	2021 7th (Jinan) Green Building and Prefabricated Building Expo 2021	2021-12-17	3	Shandong	Ji'nan	Shandong International Convention and Exhibition Center	30000
1518	2021 31th Nanjing International Jewelry Fair	2021-12-17	4	Jiangsu	Nanjing	Nanjing International Exhibition Center	22000

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S/N	Exhibition Name	Opening Date	Duration (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
1519	The 19th China International Food and Oil Products and Equipment Technology 2021	2021-12-17	3	Fujian	Xiamen	Xiamen International Convention and Exhibition Center	40000
1520	2021 China Cross-border E-commerce and New E-commerce Trade Fair	2021-12-17	3	Fujian	Fuzhou	Fuzhou Strait International Convention and Exhibition Center	30000
1521	2021 22th China Green Food Expo	2021-12-17	3	Anhui	Hefei	Hefei Binhu International Convention and Exhibition Center	40000
1522	2021 17th Nanjing International Tea Culture Expo	2021-12-17	4	Jiangsu	Nanjing	Nanjing International Exhibition Center	20000
1523	2021 He'nan Sports Industry (Zhengzhou) Expo	2021-12-17	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	20000
1524	2021 8th China Xi'an E-commerce Expo	2021-12-17	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	20000
1525	2021 4th China Hospital Internet of Things Conference and China International Hospital Internet of Things Product Exhibition	2021-12-17	3	Anhui	Hefei	Anhui International Convention and Exhibition Centre	20000
1526	2021 Harbin Show & Ice Expo	2021-12-17	4	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	25000
1527	China-ASEAN Building Industry Expo	2021-12-17	3	Guangxi	Nanning	Nanning International Convention and Exhibition Center	44840
1528	The 8th China Kunshan International Auto Expo 2021	2021-12-17	4	Jiangsu	Kunshan	Kunshan Convention & Exhibition Center	24000
1529	2021 Chengdu (Winter) Wedding Expo	2021-12-18	2	Sichuan	Chengdu	Western China International Expo City	22000
1530	2021 China Xi'an Blue Wedding Expo	2021-12-18	3	Shaanxi	Xi'an	Xi'an International Convention and Exhibition Center	20000
1531	Shenzhen Underwear Fair 2021 - GBA Fashion Underwear Expo and Fashion Life Underwear Theme Show	2021-12-18	2	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	20000
1532	2021 Shenzhen International Adult Toys And Reproductive Health Expo	2021-12-18	2	Guangdong	Shenzhen	CACEC	20000
1533	China Wedding Expo 2021 (Winter)	2021-12-18	2	Beijing	Beijing	China National Convention Center	36000
1534	2021 China (Fujian) Plant Protection Information Exchange And Pesticide Machinery Fair	2021-12-19	2	Fujian	Fuzhou	Fuzhou Strait International Convention and Exhibition Center	30000
1535	2021 7th Zhejiang (Taizhou) Agricultural Machinery Expo	2021-12-19	3	Zhejiang	Taizhou	Taizhou International Convention and Exhibition Center	30000
1536	2021 22th Shanghai International Wine and Spirits Exhibition	2021-12-20	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	50000
1537	Shanghai International Food & Drinks Fair 2021	2021-12-20	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	60000
1538	2021 Shanghai International Import and Export Food & Beverage Exhibition	2021-12-20	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	30000
1539	2021 Guangzhou Int'l Sanitary Ware & Bathroom Ware	2021-12-20	3	Guangdong	Guangzhou	Poly World Trade Center Expo	22600
1540	China (Shanghai) International Protected Geographical Indication Products Exhibition 2021	2021-12-20	3	Shanghai	Shanghai	National Exhibition and Convention Center (Shanghai)	50000
1541	2021 International Textile Supply Chain Industry Expo	2021-12-21	3	Guangdong	Guangzhou	Poly World Trade Center Expo	45000
1542	2021 China (Chengdu) Custom Home Furnishing Exhibition	2021-12-21	4	Sichuan	Chengdu	Western China International Expo City	60000
1543	2021 10th China Guangzhou International Rail Transit Industry Exhibition	2021-12-21	3	Guangdong	Guangzhou	China Import & Export Fair Complex	20000
1544	Guangzhou International Garment Supply Chain Expo 2021	2021-12-21	3	Guangdong	Guangzhou	Poly World Trade Center Expo	40000
1545	Guangzhou New Fashion Live Expo	2021-12-21	3	Guangdong	Guangzhou	Poly World Trade Center Expo	22000
1546	2021 Shanghai International Brush Industry Exhibition	2021-12-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	30000
1547	2021 19th China (Shanghai) International Insulation & Waterproof Materials & Energy-Saving Technology Expo	2021-12-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	25000
1548	2021 13th China (Shanghai) International Lithium Electricity Industry Exhibition	2021-12-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	30000
1549	E-commerce Packaging & Logistics Technology Expo 2021	2021-12-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	25000
1550	2021 China (Shanghai) International Preschool and Kindergarten Supplies Exhibition	2021-12-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	20000
1551	2021 China (Shanghai) Smart Education and Education Equipment Exhibition	2021-12-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	30000
1552	2021 Shanghai International Charging Station (Piling) Technology and Equipment Exhibition	2021-12-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	30000
1553	2021 31th China International Conference and Fair for Measurement Instrumentation and Automation	2021-12-22	3	Beijing	Beijing	China National Convention Center	30000



S/N	Exhibition Name	Opening Date	Durationn (Days)	Province/ Autonomous Region/ Municipality	City	Venue	Area (m <sup>2</sup> )
1554	BUS EXPO 2021	2021-12-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	20000
1555	2021 Asia Metal Building Design and Industry Expo	2021-12-22	3	Shanghai	Shanghai	Shanghai New International Expo Center	25000
1556	The 16th China Xiamen International Buddhist Items & Craft Fair (Autumn Edition) 2021	2021-12-23	5	Fujian	Xiamen	Xiamen International Convention and Exhibition Center	110000
1557	China Xiamen International Tea Industry Fair 2021	2021-12-23	5	Fujian	Xiamen	Xiamen International Convention and Exhibition Center	75000
1558	2021 85rd PHARMCHINA Exhibition	2021-12-23	3	Jiangsu	Nanjing	Nanjing International Expo Center	100000
1559	2021 China Health and Nutrition Expo (Autumn)	2021-12-23	3	Jiangsu	Nanjing	Nanjing International Expo Center	40000
1560	The 4th (2021) Shenzhen Educational Equipment Expo	2021-12-23	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	20000
1561	2021 Shenzhen International Circular Economy Industry Expo	2021-12-23	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	20000
1562	2021 Chinese Conference on Oncology	2021-12-23	3	Henan	Zhengzhou	Zhengzhou International Convention and Exhibition Centre	22250
1563	2021 China Huaxia Housing and Furnishing Exposition (December in Suzhou)	2021-12-24	3	Jiangsu	Suzhou	Suzhou International Expo Center	20000
1564	The 11th China Shanghai Autumn Tea Expo 2021	2021-12-24	4	Shanghai	Shanghai	ShanghaiMart	30000
1565	2021 China Huaxia Housing and Furnishing Exposition (December in Shanghai)	2021-12-24	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	32000
1566	Western China ISUE 2021 (Chengdu)	2021-12-24	3	Sichuan	Chengdu	Western China International Expo City	30000
1567	2021 China (Jiangxi) Sugar, Wine and Food Exhibition	2021-12-24	4	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	50000
1568	2021 China International RV Camping driving Leisure Tourism Expo (Shenzhen)	2021-12-24	3	Guangdong	Shenzhen	Shenzhen Convention & Exhibition Center	30000
1569	2021 6th Sanya International Cultural Industry Fair	2021-12-24	3	Hainan	Sanya	Sanya Bay Hongshulin International Convention and Exhibition Center	33000
1570	2021 China (Hainan) International Marine Industry Exposition	2021-12-24	3	Hainan	Haikou	Hainan International Convention and Exhibition Center	33000
1571	2021 Winter Wedding Expo	2021-12-24	3	Guangdong	Guangzhou	China Import & Export Fair Complex	31000
1572	Qingdao International Software Convergence Innovation Expo	2021-12-24	3	Shandong	Qingdao	Qingdao International Convention and Exhibition Centre	20000
1573	2021 14th China (Nanchang) Green Food Expo	2021-12-24	4	Jiangxi	Nanchang	Nanchang Greenland International Expo Center	40000
1574	The 15th China (Chongqing) International Tea Industry Expo	2021-12-25	4	Chongqing	Chongqing	Chongqing International Convention and Exhibition Center	20000
1575	The 27th China Composites Expo 2021	2021-12-25	3	Shanghai	Shanghai	Shanghai World Expo Exhibition & Convention Center	52000
1576	China (Tianjin) Wedding Expo 2021 (December)	2021-12-25	2	Tianjin	Tianjin	Tianjin Mei Jiang Convention Center	20000
1577	2021 Autumn & Winter Brand Clothing Cashmere Fur Expo and South & North Famous Agricultural Products, Food Fair	2021-12-26	3	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	20000
1578	The 1st China (Heilongjiang) International Green Food Industry Expo	2021-12-26	5	Heilongjiang	Harbin	Harbin International Exhibition Center Stadium	73000
1579	2021 DMP GBA Industry Expo	2021-12-27	4	Guangdong	Shenzhen	Shenzhen World Exhibition & Convention Center	240000
1580	The 5th China Guangzhou International Intelligent Security Technology Exhibition 2021	2021-12-27	3	Guangdong	Guangzhou	China Import & Export Fair Complex	30000
1581	2021 Maison Shanghai Fashion Home Exhibition	2021-12-28	4	Shanghai	Shanghai	Shanghai New International Expo Center	20000
1582	2021 27th China International Furniture Expo	2021-12-28	5	Shanghai	Shanghai	Shanghai New International Expo Center	195500
1583	12th IGPE China International Grain & Oil Products, Grain & Oil Processing and Storage Logistics Technology Expo	2021-12-28	3	Beijing	Beijing	China International Exhibition Center (Chaoyang)	30000
1584	The 17th ISPO Beijing 2021	2021-12-28	3	Beijing	Beijing	China National Convention Center	50000
1585	2021 China (Kunming) Food Culture Exchange Expo	2021-12-28	4	Yunnan	Kunming	Kunming International Convention and Exhibition Center	65000
1586	2021 9th Hangzhou Internet Celebrities Live E-commerce and Short Video Broadcast Industry Expo	2021-12-29	3	Zhejiang	Hangzhou	Hangzhou International Expo Center	80000
1587	2021 Hainan Fabricated Buildings & Green Ecological Urban Construction Exhibition and China Technical Exchange Conference on Promoting the Modernization of Construction Industry	2021-12-29	3	Hainan	Haikou	Haikou Convention & Exhibition Center	25230

**Appendix I** Schedule of Trade and Economic Fairs held in Mainland China in 2021 (above 20,000 m<sup>2</sup>)**Appendix II** List of Number and Area of Mainland China's Trade and Economic Fairs in 2021 (by Province/Autonomous Region/Municipality)

S/N	Exhibition Name	Opening Date	Duration (Days)	Province/Autonomous Region/Municipality	City	Venue	Area (m <sup>2</sup> )
1588	2021 37th China Plant Protection Information Exchange & Pesticide Machinery Fair	2021-12-30	2	Jiangsu	Nanjing	Nanjing International Expo Center	100000
1589	2021 HICPE	2021-12-30	4	Hainan	Haikou	Hainan International Convention and Exhibition Center	37120
1590	2021 Changzhou Tea Industry and Teaware Expo	2021-12-31	4	Jiangsu	Changzhou	Changzhou International Convention and Exhibition Centre	20000
1591	The 7th Liuzhou Agricultural Fair	2021-12-31	4	Guangxi	Liuzhou	Liuzhou International Convention and Exhibition Center	21000

**Appendix II****List of Number and Area of Chinese Mainland's Trade and Economic Fairs in 2021 (by Province/Autonomous Region/Municipality)**

S/N	Province/Autonomous Region/Municipality	Quantity of Exhibitions	Total Exhibition Area (m <sup>2</sup> )
1	Shanghai	341	17054741
2	Guangdong	419	16905335
3	Shandong	190	6792360
4	Jiangsu	307	5986809
5	Beijing	180	5535650
6	Zhejiang	197	5395176
7	Sichuan	152	4160000
8	Henan	153	3175300
9	Fujian	94	2945623
10	Liaoning	130	2848370
11	Hubei	91	2466963
12	Shaanxi	59	2045020
13	Chongqing	60	2021500
14	Tianjin	43	1818420
15	Anhui	78	1495621
16	Guangxi	78	1401440
17	Hunan	44	1374300
18	Jiangxi	52	1298000
19	Hebei	76	1255000
20	Heilongjiang	33	1169000
21	Jilin	36	1095000
22	Hainan	39	1039664
23	Yunnan	22	822100
24	Guizhou	26	703658
25	Inner Mongolia	36	596300
26	Shanxi	22	496900
27	Gansu	13	412000
28	Xinjiang	16	275186
29	Qinghai	9	262300
30	Ningxia	13	142000

\* The data in this table exclude non-economic trade fairs.

\* The data in this table exclude Hong Kong, Macau, and Taiwan regions.

\* The number and area of the exhibitions in this table are subject to the data published by the organizer. If the organizer haven't released the data, the data published by the venues shall prevail.

\* The data in this table are sorted according to the total exhibition area in descending order.

## Appendix III

## List of Number and Area of Chinese Mainland's Trade and Economic Fairs in 2021 (by Industry)

Categories	Sub-categories	Quantity	Total Area (m <sup>2</sup> )
Service	Medicine/Health Care	168	4516462
	Leisure/Fashion/Art/Tourism	181	3658636
	Hotel Facility	28	1972000
	Safe-Guarding/Anti-Counterfeiting	47	1224716
	Education/Training/Employment	45	1097990
	Environmental Protection	40	1079732
	Others	26	1010045
	Transportation logistics	32	861441
	Leisure/Fashion/Art	20	746500
	Public Service	33	523532
	Franchise	25	471927
	Media/Publication	11	390300
	Finance/Insurance/Property	21	380053
	Municipal Facilities	4	115110
	Broadcasting/TV	3	100000
	Washing/Dyeing/Cleaning	2	56500
	Leisure/Fashion/Art	1	25000
Agriculture	Agriculture /Forestry /Animal Husbandry /Fisheries	86	3342635
	Planting & Breeding	61	1663848
	Pet Veterinary Industry	25	815868
	Others	9	320925
	Irrigation	4	118000
Light Industry	Food/Drinks/ Tobacco /Wine	254	7864421
	Furniture /Woodworking/ Machinery	171	5220470
	Building Materials	134	3944954
	Consumer goods	76	2630643
	Textile Industry	48	1907219
	Beauty/ Hairdressing	58	1828237
	Gifts/ Household Products	43	1502004
	Advertising/ Photographic Equipment	38	1499632
	Packaging/Paper/Printing	39	1330840
	Garment / Fashion	40	1121294
	Toy/Maternal & Children Supplies	35	964150
	Wedding Supplies	32	868798
	Home Appliances/Lighting	26	816276
	Plastics & Rubber	22	781344
	Thermal Refrigeration	21	772800
	Bicycles & Motorcycles	12	770400
	Sports Goods	19	747800
	Hardware tools	20	713685
	Glasses/ Jewellery/Horologe	33	606372
	Others	40	476393
	Glass Ceramic Products	13	430810
	Musical Instruments & Stage Equipment	13	408732
	Office Supplies	13	263900
	Kitchen & Bathroom Supplies	5	228000
	Instrument & Apparatus	6	184900
	Marriage and funeral supplies	6	147252
	Leather & Footwear	3	97000
Experimental Apparatus	4	62200	

\* The data in this table exclude non-economic trade fairs.

\* The data in this table exclude Hong Kong, Macau, and Taiwan regions.

\* The number and area of the exhibitions in this table are subject to the data published by the organizer. If the organizer haven't released the data, the data published by the venues shall prevail.

\* The sub-categories of data in this table are sorted according to total area in descending order.

## Appendix III List of Number and Area of Mainland China's Trade and Economic Fairs in 2021 (by Industry)

## Appendix IV List of Number and Total Leasable Areas of Venues in Mainland China in 2021

Categories	Sub-categories	Quantity	Total Area (m <sup>2</sup> )
Heavy Industry	Automobile Industry	308	11157973
	Electronics and Automation	89	3386070
	Construction/ Machinery	60	2015473
	Industrial Equipment Maintenance	54	1637085
	Machine Tool/Mould	35	1369963
	Electric Power Energy	41	1205823
	IT/Communication	21	765856
	Casting/Metallurgy/Welding	19	692960
	Chemicals/Petrochemicals	34	589715
	Water Technology and Disposal	17	499200
	Stone Mining Equipment	13	438822
	Others	13	422234
	Laser Optoelectronics	6	175250
	Docking Facility	4	155000
	Surface Treatment	6	132300
	Aerospace	7	69860
Machine Tool/Mould	1	35000	
Special Exhibitions	Import and Export Trade	43	3036254
	Others	15	607563
	Technical Expertise	33	559401
	Science & Technology	17	554500
	National/Regional Shows	9	516400
	Invention and Creation	5	79288
	Exhibition industry	1	60000
	Talent Exchange	2	46000

## Appendix IV

## List of Number and Total Leasable Areas of Venues in Mainland China in 2021

S/N	Province/Autonomous Region/Municipality	Quantity of Venues	Total Rentable Area (m <sup>2</sup> )	S/N	Province/Autonomous Region/Municipality	Quantity of Venues	Total Rentable Area (m <sup>2</sup> )
1	Jiangsu	17	837469	16	Jiangxi	3	310000
2	Guangdong	16	1664000	17	Hainan	3	122950
3	Shandong	16	1139781	18	Tianjin	2	550000
4	Zhejiang	16	688085	19	Yunnan	2	363440
5	Shanghai	9	813333	20	Chongqing	2	257000
6	Hebei	8	220800	21	Jilin	2	129400
7	Liaoning	7	246476	22	Guangxi	2	118315
8	Beijing	6	297544	23	Shaanxi	2	110000
9	Fujian	5	354000	24	Shanxi	2	93000
10	Anhui	5	241780	25	Guizhou	1	74520
11	Sichuan	4	354000	26	Ningxia	1	74000
12	Hunan	4	291608	27	Heilongjiang	1	70000
13	Hubei	4	271200	28	Qinghai	1	46865
14	Henan	4	169000	29	Xinjiang	1	45000
15	Inner Mongolia	4	128940	30	Gansu	1	23000

\* The data in this table exclude Hong Kong, Macau, and Taiwan regions.

\* The data in this table published by the venues.

\* The data in this table are sorted according to the number of venues in descending order. For provinces/autonomous regions/municipalities with the same number of venues, data are sorted according to the total rentable areas of venues in descending order.

## Appendix V

## List of Venues with A Rentable Area of More Than 50,000 m<sup>2</sup> in Mainland China in 2021

S/N	Venue	Province/Autonomous Region/Municipality	City	Rentable Area (m <sup>2</sup> )
1	National Exhibition and Convention Center (Shanghai)	Shanghai	Shanghai	400000
2	Shenzhen World Exhibition & Convention Center	Guangdong	Shenzhen	400000
3	National Exhibition and Convention Center (Tianjin)	Tianjin	Tianjin	400000
4	China Import & Export Fair Complex	Guangdong	Guangzhou	338000
5	Kunming Dianchi International Convention and Exhibition Center	Yunnan	Kunming	300000
6	China Chudu International Convention and Exhibition Centre	Shandong	Binzhou	250000
7	GD Modern International Exhibition Center	Guangdong	Dongguan	210000
8	Western China International Expo City	Sichuan	Chengdu	205000
9	Shanghai New International Expo Center	Shanghai	Shanghai	200000
10	Chongqing EXPO Center	Chongqing	Chongqing	200000
11	Qingdao Cosmopolitan Exposition	Shandong	Qingdao	200000
12	Guangzhou International Sourcing Center	Guangdong	Guangzhou	200000
13	Putian Arts and Crafts City	Fujian	Putian	200000
14	Changsha International Convention and Exhibition Center	Hunan	Changsha	177500
15	Wuhan International Expo Center	Hubei	Wuhan	150000
16	Tianjin Mei Jiang Convention Center	Tianjin	Tianjin	150000
17	China Hongdao International Convention and Exhibition Center	Shandong	Qingdao	150000
18	Xiamen International Convention and Exhibition Center	Fujian	Xiamen	140000
19	Nanchang Greenland International Expo Center	Jiangxi	Nanchang	140000
20	Hefei Binhu International Convention and Exhibition Center	Anhui	Hefei	140000
21	Jiangxi International Automobile Exhibition Center	Jiangxi	Nanchang County	140000
22	Fuzhou Strait International Convention and Exhibition Center	Fujian	Fuzhou	120000
23	Yiwu International Expo Centre	Zhejiang	Yiwu	120000
24	Shouguang International Convention Center	Shandong	Shouguang	120000
25	Qingdao International Expo Center	Shandong	Qingdao	120000
26	CACEC	Guangdong	Shenzhen	120000
27	New International Convention & Exposition Center Chengdu Century City	Sichuan	Chengdu	110000
28	Ji'nan International Convention and Exhibition Center	Shandong	Ji'nan	110000
29	China International Exhibition Center (Shunyi)	Beijing	Beijing	106800
30	Shenyang International Exhibition Center	Liaoning	Shenyang	105600
31	Shenzhen Convention & Exhibition Center	Guangdong	Shenzhen	105000
32	Shandong International Convention and Exhibition Center	Shandong	Ji'nan	100000
33	Xi'an International Convention and Exhibition Center	Shaanxi	Xi'an	100000
34	Suzhou International Expo Center	Jiangsu	Suzhou	100000
35	Changchun International Convention and Exhibition Center	Jilin	Changchun	100000
36	Tanzhou International Convention and Exhibition Center	Guangdong	Foshan	100000
37	Shuitou International Stone Exhibition Center	Fujian	Quanzhou	100000
38	Nanjing International Expo Center	Jiangsu	Nanjing	96000
39	Taizhou International Expo Center	Jiangsu	Taizhou	92000
40	Hangzhou International Expo Center	Zhejiang	Hangzhou	90000

\* The data in this table exclude Hong Kong, Macau, and Taiwan regions.

\* The data in this table published by the venues.

\* The data in this table are sorted according to the total rentable areas of venues in descending order.

Appendix V List of Venues with A Rentable Area of More Than 50,000 m<sup>2</sup> in Mainland China in 2021

S/N	Venue	Province/Autonomous Region/Municipality	City	Rentable Area (m <sup>2</sup> )
41	Nanning International Convention and Exhibition Center	Guangxi	Nanning	90000
42	Huaqiao International Expo Center	Jiangsu	Kunshan	89000
43	Shanghai World Expo Exhibition & Convention Center	Shanghai	Shanghai	80000
44	Shijiazhuang International Convention and Exhibition Center (Zhengding New Pavilion)	Hebei	Shijiazhuang	80000
45	Ningbo International Convention and Exhibition Center	Zhejiang	Ningbo	77416
46	Hainan International Convention and Exhibition Center	Hainan	Haikou	77000
47	Yongkang International Convention and Exhibition Center	Zhejiang	Yongkang	75600
48	Ejin Banner Juyan Cultural City	Inner Mongolia	Ejin Banner	75000
49	Guiyang International Convention and Exhibition Center	Guizhou	Guiyang	74520
50	Zhengzhou International Convention and Exhibition Centre	• Henan	Zhengzhou	74000
51	Yinchuan International Convention & Exhibition Centre	Ningxia	Yinchuan	74000
52	Poly World Trade Center Expo	Guangdong	Guangzhou	71400
53	Harbin International Exhibition Center Stadium	Heilongjiang	Harbin	70000
54	Beijing Jihua International Convention & Exhibition Center	Beijing	Beijing	70000
55	China Taiyuan Coal Transaction Center	Shanxi	Taiyuan	68000
56	Zibo International Convention and Exhibition Center	Shandong	Zibo	66000
57	Huaihai International Expo Center	Jiangsu	Xuzhou	66000
58	Xian Qujiang International Conference and Exhibition Centre	Shaanxi	Xi'an	64000
59	Hangzhou White Horse Lake International Convention and Exhibition Center	Zhejiang	Hangzhou	63884
60	Kunming International Convention and Exhibition Center	Yunnan	Kunming	63440
61	Wuxi Taihu International Expo Center	Jiangsu	Wuxi	62400
62	China International Exhibition Center (Chaoyang)	Beijing	Beijing	60744
63	Linyi South of Shandong International Convention and Exhibition Center	Shandong	Linyi	60000
64	Yangling International Convention & Exhibition Centre	Shaanxi	Xianyang	60000
65	Chenzhou International Convention & Exhibition Centre	Hunan	Chenzhou	60000
66	Yantai International Expo Center	Shandong	Yantai	59360
67	Baotou International Convention and Exhibition Centre	Inner Mongolia	Baotou	58000
68	Chongqing International Convention and Exhibition Center	Chongqing	Chongqing	57000
69	Chongqing Nanping International Convention and Exhibition Center	Chongqing	Chongqing	57000
70	Qingdao International Convention and Exhibition Centre	Shandong	Qingdao	55910
71	Luzhou International Convention and Exhibition Center	Sichuan	Luzhou	54000
72	China Ceramic City	Guangdong	Foshan	53000
73	Jinyang Lake International Exhibition Center	Shanxi	Taiyuan	52000
74	Wuhan International Conference & Exhibition Centre	Hubei	Wuhan	50000
75	Dalian World Expo Center	Liaoning	Dalian	50000
76	Jinjiang International Convention & Exhibition Center	Fujian	Jinjiang	50000
77	Weifang Shandong-Taiwan Convention and Exhibition Center	Shandong	Weifang	50000
78	Zhumadian Exhibition Center	Henan	Zhumadian	50000
79	Hunan International Convention and Exhibition Center	Hunan	Changsha	50000
80	China Culture Expo Center	Hubei	Wuhan	50000
81	Tanzhou International Convention and Exhibition Center	Guangdong	Shunde	50000
82	Suqian International Convention and Exhibition Center	Jiangsu	Suqian	50000
83	Guangrao International Expo Center	Shandong	Dongying	50000
84	Qingdao Oriental Movie Metropolis	Shandong	Qingdao	50000