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ANNUAL REPORT ON CHINA'S EXHIBITION INDUSTRY



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CHINA COUNCIL FOR THE PROMOTION OF INTERNATIONAL TRADE

Annual Report on China's Exhibition Industry (2023)



CHINA COUNCIL FOR THE PROMOTION
OF INTERNATIONAL TRADE

Sponsor

China Council for the Promotion of International Trade

Editor

Department of Exhibition Management of the CCPIT (Office of International Exhibitions Bureau and World Expo Affairs)

Academy of China Council for the Promotion of International Trade

Operational Supporter

Beijing Zhongzhan Xinhe Data Service Co., Ltd. of China International Exhibition Center Group

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Deputy Director General, Department of Exhibition Management of the CCPIT (Office of International Exhibitions Bureau and World Expo Affairs)

Liu Yingkui

Deputy Director General, Academy of China Council for the Promotion of International Trade

Project Coordinators

Zhang Shujing, Sun Yang, Cheng Wei, Chen Sanlian, Luan Qingang, Huang Jia, Han Jianbing, Fang Shuo, Fang Ke

Writers

Zhang Jixing, Li Shilong, Li Mingzhe, Yuan Hang, Liao Bin, Yang Jiale, Wu Zheng

Special Thanks

Liu Dake, Li Bao'er, Yu Hua, Huang Hao

Foreword

2023 is the first full year to see the implementation of the guiding principles of the 20th National Congress of the Communist Party of China, and a year for economic recovery and development after transitioning into regular epidemic prevention and control. This year, the Chinese economy has been on an upward trajectory, and solid progress has been made in high-quality development. With the continued recovery of the national economy, the strengthening of policy support, and the continuous recovery of international exchanges, China's exhibition industry has seen a recovery on all fronts in 2023.

The exhibition industry is an important part of the modern industrial system and an important platform for promoting a higher level of opening-up and pursuing Chinese modernization and high-quality economic development on all fronts. In 2023, all localities and departments have increased their support for the exhibition industry, the recovery of the exhibition industry has accelerated, and various exhibitions have injected a strong impetus into China's economic development and created a public platform for businesses from all over the world to deepen cooperation. The enterprises have returned to overseas exhibitions to actively explore the international market, and the quality of the exhibitions they organized abroad has continued to improve, which is conducive to stabilizing foreign trade and optimizing trade structure. National-level exhibitions have taken the lead in the recovery of the exhibition industry. The China International Import Expo (CIIE) and the Canton Fair have gone back offline fully, and the shares of international exhibitors and buyers have continued to rise. As the world's first national-level exhibition featuring the theme of supply chains, the first China International Supply Chain Expo (CISCE) adopted an innovative approach to organizing exhibitions and created a new open platform for international cooperation.

Since 2005, the China Council for the Promotion of International Trade (CCPIT) has released the *Annual Report on China's Exhibition Industry* for 19 consecutive years to analyze the annual development trend and characteristics of the exhibition industry. With a wide influence at home and abroad, the report provides reference and guidance for the development of the exhibition industry. Entrusted by the Department of Exhibition Management of the CCPIT (Office of International Exhibitions Bureau and World Expo Affairs), the CCPIT Academy has compiled the *Annual Report on China's Exhibition Industry 2023* (hereinafter referred to as the "Report"). Based on data analysis, policy research, and expert discussions, the Report takes economic and trade exhibitions¹ as the research subject, and focuses on the development environment, general characteristics, domestic exhibitions, overseas exhibitions, exhibition hall market, and national-level exhibitions of China's exhibition industry in 2023. It provides an in-depth and accurate picture of the status of China's exhibition economy in 2023 and an outlook on the development trend of industry in 2024.

1 Economic and trade exhibitions are exhibitions with trade, investment, economic cooperation and other business activities as their main functions (national standard: GB/T 26165-2021).

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Chapter 1

Analysis of the Development Environment of China's Exhibition Industry in 2023



In 2023, as all localities and departments took a holistic approach to the domestic and international situation and coordinated epidemic response and economic and social development, the national economy has generally been on an upward trajectory and continued to recover, demonstrating huge development resilience and potential. This provides a solid basis for the development of the exhibition industry.

I. China's economy continues to recover and improve, laying the foundation for the development of the exhibition industry.

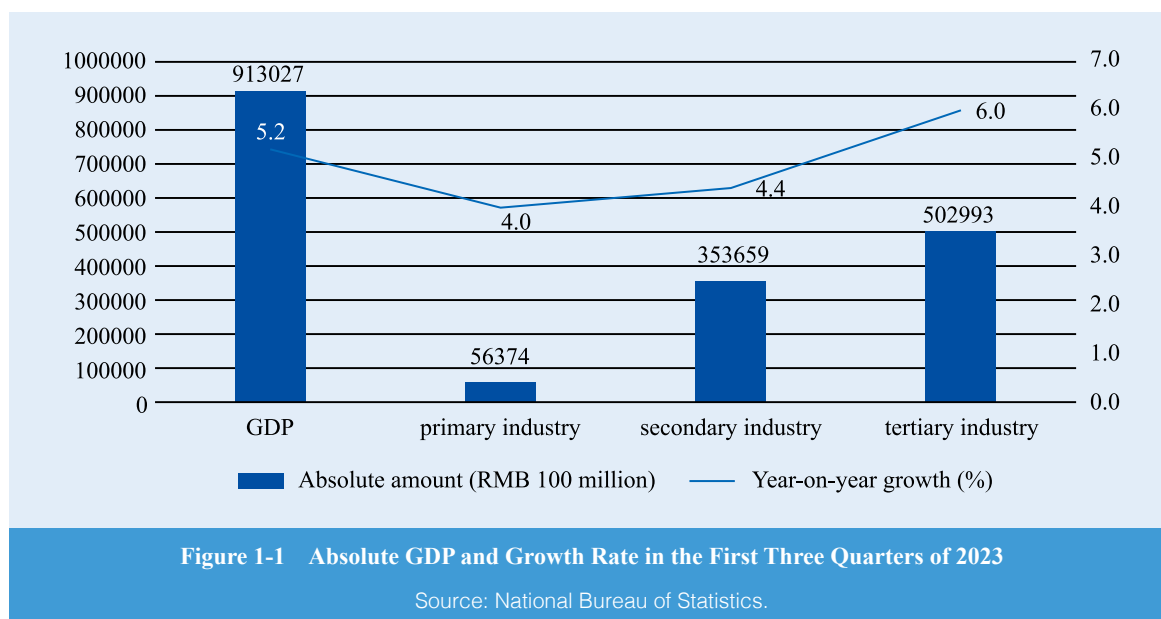
Since the beginning of 2023, China's economy has continued to recover, and the consumer market has been picking up at an accelerated pace, showing strong resilience and laying a solid foundation for developing the exhibition industry.

According to the National Bureau of Statistics, the gross domestic product (GDP) in the first three quarters of 2023 reached RMB 91.3027 trillion, a year-on-year increase of 5.2% at constant prices, of which the tertiary industry GDP increased the most, registering a year-on-year increase of 6% (as shown in Figure 1-1). In terms of attracting foreign investment, in the first three quarters of 2023, 37,814 foreign-invested enterprises were newly established across the country, a year-on-year increase of 32.4%, and the amount of actualized foreign investment reached RMB 919.97 billion¹.

In terms of foreign trade, in 2023, China's foreign trade has continued to grow in scale and improve in structure, the trade volume of private enterprises has continued to grow, and the stable and upward momentum has been consolidated. From January to November, China's total import and export was valued at RMB 37.96 trillion, on par with the same period last year. With the continuous increase of positive factors in the development of foreign trade, as of November, the total imports and exports achieved positive growth for two consecutive months, and the monthly growth rate further increased from 0.9% to 1.2%. In breakdown, as imports maintained positive growth, exports increased by 1.7% year-on-year, achieving

1 Source: The Chinese Central Government's Official Web Portal, https://www.gov.cn/lianbo/bumen/202310/content_6910660.htm.

positive growth for the first time since April 2023, and the trade surplus expanded by 5.5%. While the overall scale is stable and improving, the foreign trade structure has also continued to see positive changes. The import and export data of key products such as mechanical and electrical, and high-tech products have performed well.



In terms of household income, China's per capita disposable income and per capita consumer spending have both seen rapid growth. In the first three quarters of 2023, the per capita disposable income of residents nationwide was close to RMB 30,000, a nominal increase of 6.3% over the same period of the previous year, and a real increase of 5.9% after deducting price factors.

China's consumer market is showing a continuous recovery. In the first three quarters of 2023, total retail sales of consumer goods reached RMB 34.2107 trillion, a year-on-year increase of 6.8%. The per capita consumer spending of residents nationwide was close to RMB 20,000, a nominal increase of 9.2% over the same period of the previous year, and a real increase of 8.8% after deducting price factors.

With the accelerated release of upgraded consumer demand, cultural, sports and entertainment consumption has increasingly become a new hot spot, and cultural and sports exhibitions have become a new growth point for the exhibition industry. In the first three

quarters of 2023, spending on education, culture and entertainment amounted to RMB 2,084, accounting for 10.7% of total per capita consumer spending; the spending on health care amounted to RMB 1,835, accounting for 9.4% of total per capita consumer spending. In the first three quarters of 2023, the revenue of enterprises above designated size in cultural and related industries reached RMB 9,161.9 billion, a year-on-year increase of 7.7%. Among them, the revenue of the five sub-categories with the distinct features of new cultural formats: wearable intelligent cultural equipment manufacturing, digital publishing, internet search services, internet cultural entertainment platforms, multimedia games and animation, and digital publishing software development grew rapidly, at 25.1%, 22.7%, 19.5%, 19.0% and 18.9% respectively. The enormous supply and demand potential of the cultural market was unlocked¹.

II. Governments at all levels have increased support for the development of the exhibition industry.

As an important part of the modern services industry, the exhibition industry is characterized by high industrial relevance and an obvious driving effect. It plays an important role in guiding industrial development, promoting economic and trade exchanges, stimulating consumption upgrading, driving technological innovation, and promoting regional development. In 2023, governments at all levels have attached great importance to the role of the exhibition industry, and continued to introduce a series of supporting policies to actively promote the recovery and development of offline exhibitions.

At the central level, on January 28, 2023, the State Council held an executive meeting on promoting the resumption of domestic offline exhibitions and supporting business participation in overseas exhibitions. In April 2023, the General Office of the State Council issued the *Opinions on Promoting the Stable Scale and Optimum Structure of Foreign Trade*, the first of which focuses on the role of exhibitions and requires “optimizing the matching of supply and sourcing at key exhibitions; facilitating the full resumption of domestic offline exhibitions; and

1 Source: National Bureau of Statistics, https://www.gov.cn/lianbo/bumen/202310/content_6912672.htm.

ensuring good organization of key exhibitions such as the China International Import Expo (CIIE), the China Import and Export Fair (Canton Fair), the China International Fair for Trade in Services (CIFTIS), and the China International Consumer Products Expo (CICPE).” On July 31, 2023, the General Office of the State Council forwarded the *Circular of the National Development and Reform Commission on Measures to Restore and Expand Consumption*, calling for the promotion of cultural, recreational, sports, and exhibition consumption, and encouraging all localities to increase policy support for activities such as commodity fairs, expos, trade fairs, shopping festivals, folk festivals, brand exhibitions, and special markets, so as to further expand exhibition consumption.

At the local level, in 2023, local governments have intensively introduced support policies for the exhibition industry, involving development planning, financial support, industry promotion, industry standards and other aspects, providing strong support for the sustainable recovery of the exhibition industry in various localities. Many localities regard the exhibition industry as an important force for high-quality economic development. Beijing, Shanghai, Hunan, Wuhan, Jinan, Suzhou, among other places, have introduced policies and measures to promote the high-quality development of the local exhibition industry (see Table 1-1).

Table 1-1 Support Policies for the Exhibition Industry in Select Localities in 2023

Localities	Time	Policy
Fuzhou	2023.2	Several Measures of Fuzhou City on Accelerating the Construction of a Convention and Exhibition Highland in the Southeast
Guangzhou	2023.3	Measures for the Identification of Guangzhou Brand Exhibitions (Provisional)
Xiamen	2023.5	Measures of Xiamen City for Further Promoting the Development of the Convention and Exhibition Industry
Xiong'an New Area	2023.5	Several Measures to Promote the Development of the Convention and Exhibition Industry in Xiong'an New Area
Shanghai	2023.6	Three-year Action Plan of Shanghai for Promoting the High-Quality Development of the Convention and Exhibition Economy and Building an International Convention and Exhibition Capital (2023-2025)
Ningxia	2023.7	Policies and Measures to Promote the Development of the Convention and Exhibition Industry
Hunan	2023.8	Several Measures to Promote the High-quality Development of the Convention and Exhibition Industry in Hunan Province (Draft for Comments)

continued

Localities	Time	Policy
Suzhou	2023.8	Several Policies and Measures of Suzhou City on Promoting the High-quality Development of the Convention and Exhibition Industry; Three-year Action Plan for the High-quality Development of the Convention and Exhibition Industry in Suzhou (2023-2025)
Jinan	2023.8	Several Measures of Jinan on Promoting the High-quality Development of the Convention and Exhibition Industry
Beijing	2023.9	Several Measures to Promote the High-quality Development of the Convention and Exhibition Industry in Beijing
Zhengzhou	2023.9	Several Opinions on Strengthening the Leading Role of Conventions and Exhibitions and Supporting the Priority Development of the Convention and Exhibition Industry in Zhengzhou Airport Economic Comprehensive Experimental Zone
Harbin	2023.10	Interim Measures of Harbin City for the Management of Subsidy Funds for Supporting the Development of the Tertiary Industry (Convention and Exhibition Industry)
Wuhan	2023.10	Wuhan Three-year Action Plan for Promoting the High-quality Development of the Convention and Exhibition Industry and Building a National Convention and Exhibition Center City (2023-2025)
Shenyang	2023.11	Three-year Action Plan for Promoting the High-Quality Development of Shenyang's Convention and Exhibition Industry (2023-2025)

Source: Based on public information.

III. The new generation of digital technology has spurred new momentum for the development of the exhibition industry.

The exhibition industry has the “natural soil” for the deep integration and application of digital technology. The wide application of a new generation of digital technologies such as artificial intelligence, big data, and virtual reality has stimulated new momentum for the development of the exhibition industry, giving birth to new forms and new models of exhibitions such as a one-stop exhibition technology platform for virtual-real integration, and metaverse technology scenarios. The rapid changes in the field of technology have driven the upstream and downstream enterprises of the exhibition industry to reshape their organizational structure, working methods and business processes, and brought profound changes to the development of the exhibition industry.

Since the outbreak of the COVID-19 pandemic, limitations on organizing on-site exhibitions have accelerated the development the “digital exhibition” model, turning it from a technical concept to an applied practice. According to a survey by Reed Exhibitions, 84% of the visitors and exhibitors have tried at least one new digital service since the start of the pandemic¹. According to a survey conducted by the Global Association of the Exhibition Industry (UFI) on the future development trend of exhibition models, 61% of the respondents believe that the combination of online and offline exhibition models should be promoted, and more digital elements should be incorporated².

Governments at all levels have also introduced relevant policies to encourage the exhibition industry to apply digital technology to promote innovation in exhibition services, management and business models. In 2023, Beijing proposed to “improve the digital level of exhibition venues”, Shanghai proposed to “encourage exhibition venues to vigorously promote intelligent venue construction and accelerate the integration of offline and online exhibitions”, and Suzhou planned to build a “smart service” system for the convention and exhibition industry.

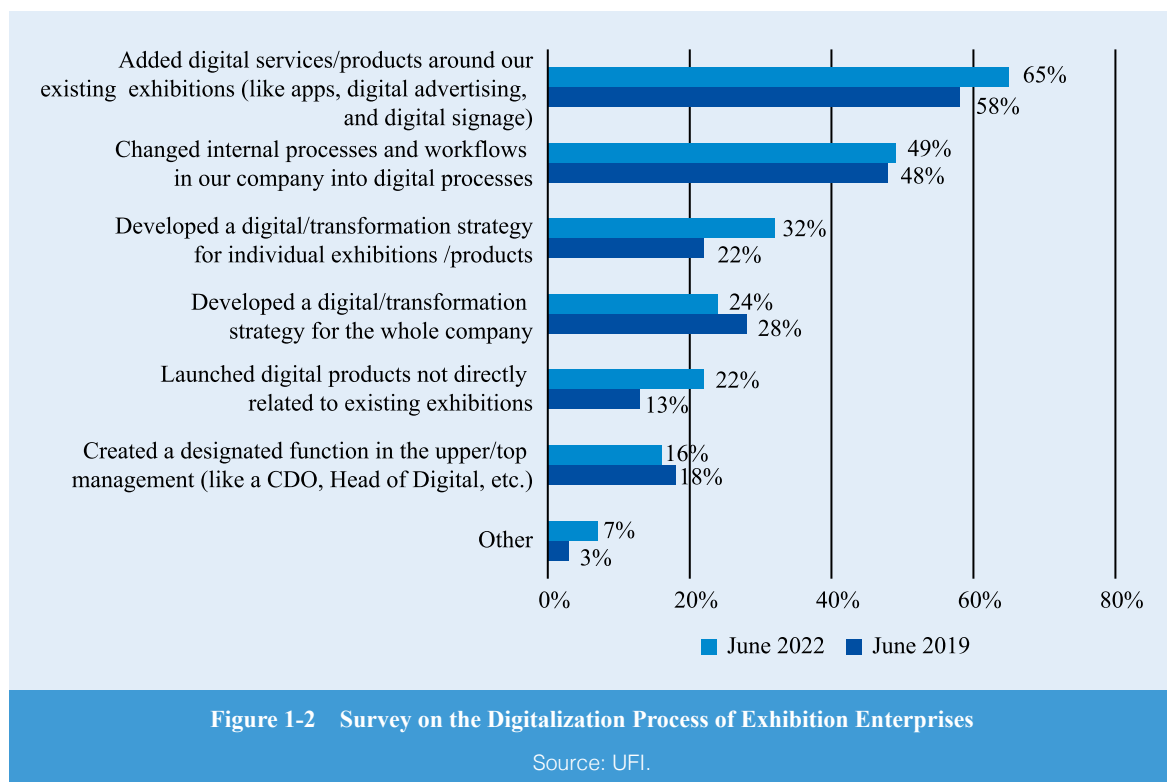
Digital transformation is an important way for exhibition enterprises to build risk-resistance capacity and improve market competitiveness. Digital exhibition services enable enterprises to make full use of the online space, and through the application of digital tools, to effectively overcome the time and space limitations in traditional offline scenarios and achieve in-depth cooperation and exchanges across regions and industries. Digital exhibition management helps enterprises optimize operating costs, improve management efficiency, and reduce the cost and technical threshold of exhibition participation and organization. At the same time, it can attract more exhibitors and visitors and improve the exhibition effect.

At present, with a deepening understanding and acceptance of digitalization, all parties in the exhibition industry have embraced digital transformation and upgrading. Informa Markets and Hangzhou Convention & Exhibition Group jointly launched the “Global Digital Trade Connect” program, Meorient launched the MAX Digital Show to support enterprises in developing online and offline, and Reed Exhibitions launched the Reed Connect electronic

1 Source: Reed Exhibitions, <https://www.rxglobal.com.cn/zh-cn/press-media/newsfolder/ReedExhibitions-COVID-19.html>.

2 Source: UFI, https://www.ufi.org/wp-content/uploads/2022/07/29th_UFI_Global_Barometer_july_2022.pdf.

platform to help exhibitors showcase their products through intelligent exhibition. Major exhibition brands such as the Canton Fair and the CIIE have created a never-ending “online exhibition” platform with the help of new technologies such as 5G and the metaverse. Internet companies such as Tencent and Alibaba are also deeply involved in the digital exhibition business. The deep integration of digital technology and the promotion of the digital development of business models have become the consensus of the industry and injected new momentum into the industry’s development.



IV. Personnel exchanges between China and foreign countries continue to resume, bringing vitality to the exhibition industry.

The movement of people is the most basic element in the development of the exhibition industry. During the COVID-19 pandemic, restrictions on international travel have greatly

hindered exhibition activities, especially international exhibition activities. Since the beginning of 2023, with the downgrade of the management level of COVID-19 to Class B, the continuous optimization of visa and entry policies for foreign nationals to China, the orderly resumption of the acceptance and approval of ordinary passport applications by Chinese citizens for overseas tourism and friend visits, and the resumed processing of travel and business endorsements for mainland residents to Hong Kong, the facilitation of personnel exchanges between China and foreign countries has been further improved, inbound tourism has steadily recovered, and international personnel exchanges have continued to resume.

The civil aviation authorities have supported and encouraged Chinese and foreign airlines to resume international flights, further facilitating international trade and economic cooperation and personnel exchanges between China and foreign countries. International passenger flights have continued to recover, stabilizing at more than 50% of the pre-pandemic level since late August 2023. The number of flights with 22 countries including the United Kingdom, Italy, and the United Arab Emirates has approached or exceeded pre-pandemic levels. According to China's National Immigration Administration, the number of visas issued to foreign nationals in the third quarter recovered to the level of the same period in 2019, and the national immigration authorities inspected 123 million people entering and leaving the country in the third quarter, a year-on-year increase of 454.4% and 73% of the same period in 2019¹.

The Economist Intelligence Unit (EIU)'s *Tourism Outlook 2023* report expects that global international visitor growth will maintain a strong recovery momentum in 2023, with the number of international visitors increasing by 30% year-on-year to 1.6 billion². According to Ctrip data, the third quarter of 2023 saw a 34% increase in inbound travel bookings compared to the second quarter. In the first three quarters of 2023, Beijing received 750,700 inbound tourists, a year-on-year increase of 303.5%; received 599,600 foreign visitors, a year-on-year increase of 309.8%; and received USD 1.08 billion of international tourism revenue, a year-on-year increase of 192.4%³.

1 Source: The Chinese Central Government's Official Web Portal, https://www.gov.cn/lianbo/bumen/202310/content_6911291.htm.

2 Source: Economist Intelligence Unit, <https://www.eiu.com/n/campaigns/tourism-in-2023/>.

3 Source: Beijing Municipal Bureau of Culture and Tourism, https://whlyj.beijing.gov.cn/zwgk/zxgs/tjxx/lyzt/202311/t20231108_3297104.html.

V. The recovery of the global exhibition industry has helped China's exhibition industry to go international.

Since 2020, the global exhibition industry has suffered a great impact. As the world gradually moves away from the pandemic, the global exhibition industry has entered a recovery trajectory. In July 2023, the UFI released the *Global Exhibition Barometer*, which expects that global exhibition revenue will reach an average of 97% of 2019 levels in 2023. In the first half of 2023, 79% of the companies reported that their activity was “normal”, while the percentage increased to nearly 90% for most months in the second half.

The exhibition industry is a propeller for opening up to the outside world and a bellwether for the development of foreign economic and trade relations. In recent years, China's exhibition industry has been continuously going international. Its international influence has been growing, and more and more international exhibitors have come to China. China's exhibition industry has also accelerated the pace of “going global”, approaching or leading international levels in terms of exhibition scale and service quality. China has built international trade and economic cooperation platforms such as the CIIE, the CIFTIS, the CICPE, and the China International Supply Chain Expo (CISCE), creating a number of world-renowned international exhibitions. The continued recovery of the global exhibition industry has effectively promoted the international exchanges of China's exhibition industry, facilitated Chinese enterprises' participation in exhibitions abroad, and attracted more international exhibitions to China.

Chapter 2

Overall Characteristics of China's Exhibition Industry in 2023



The year 2023 is the first year for the full resumption of offline exhibitions in China. With the continuous recovery of the national economy, the continuous strengthening of policy support, and the continuous recovery of international exchanges, China's exhibition industry in 2023 has seen a recovery on all fronts.

I. China's economic and trade exhibitions have fully recovered to pre-pandemic levels.

In 2023, all localities and departments have actively promoted the recovery and development of offline exhibitions. The number and area of China's economic and trade exhibitions in 2023 have increased significantly compared with 2022, and have exceeded the pre-pandemic levels in 2019. The exhibition industry has shown a trend of full recovery.

According to the survey of this report, China has held a total of 3,923 economic and trade exhibitions in 2023, an increase of 2,116 over 2022, a year-on-year increase of 117.1%; this is an increase of 376 from 2019, an increase of 10.6%, surpassing the pre-pandemic levels. In 2023, the total exhibition area of China's economic and trade exhibitions was 141 million square meters, an increase of 85.48 million square meters or 153.3% over 2022, and an increase of 10.76 million square meters or 8.25% over 2019, also exceeding the pre-pandemic levels.

UFI data also support the continued recovery of China's exhibition industry, with 74% of the Chinese companies reporting "normal" activity in the second half of 2023, compared to 29% six months before.

In terms of regional distribution, there has been a clear trend of regional concentration of economic and trade exhibitions in 2023, and the number and area of economic and trade exhibitions held in the eastern region have been leading the country by a wide margin, accounting for 68.26% and 73.53% of the national total respectively. The Beijing-Tianjin-Hebei region, the Yangtze River Delta and the Pearl River Delta are still popular locations for exhibitions, with the number of economic and trade exhibitions held in the three regions accounting for 57.35% of the national total in 2023, and the total exhibition area accounting for 63.27%. Among the regions, a total of 1,031 economic and trade exhibitions were held in

the Yangtze River Delta region in 2023, with a total exhibition area of 43.98 million square meters, accounting for 26.28% and 31.14% of the national total, respectively. In terms of sectoral distribution, industry and technology exhibitions rank first in terms of number and area.

II. The operating conditions of the market entities in the exhibition industry has continued to recover.

As market demand for offline exhibitions picks up and the exhibition industry gradually recovers, the business conditions of the relevant market players in the exhibition industry have been improving.

UFI data show that in terms of revenue, all surveyed Chinese companies say that their revenue in 2023 has exceeded 50% of 2019. Among these companies, 54% say that they have recovered to more than 75% of 2019 levels. In terms of operating profit, 14% of the surveyed companies say that their profits in 2023 have exceeded 110% of 2019, 21% say that their profits in 2023 are between 90% and 110% of 2019, 50% say that their profits in 2023 are 11%-50% lower than that in 2019, and no company reports a loss in 2023¹.

In order to reflect the operating conditions of the main players in the exhibition industry, this report selects two listed companies in China's exhibition industry to analyze their operations. In the first three quarters of 2023, both two listed companies achieved profitability, and turned losses into profits compared to the same period in 2022 (see Table 2-1).

Table 2-1 Operations of Listed Enterprises Related to the Exhibition Industry in China (first three quarters of 2023)

Listed companies	Main business areas	Revenue	Profit
Meorient	Overseas exhibition planning, organization, promotion and operation services	Revenue of RMB 469 million, a year-on-year increase of 236.56%	The net profit attributable to the equity shareholders of the listed company was RMB 81.7278 million, a year-on-year turnaround from a loss of RMB 12.7873 million in the same period last year

¹ Source: UFI, https://www.ufi.org/wp-content/uploads/2023/07/31st_UFI_Global_Barometer_July_2023.pdf.

continued

Donghao Lansheng	Exhibition organization, exhibition venue operation, conferences, sports events, exhibition services, etc	Revenue of RMB 963 million, a year-on-year increase of 355.75%	The net profit attributable to the equity shareholders of the listed company was RMB 242 million, an increase of about RMB 248 million compared with RMB -5.81 million in the same period of the previous year, and the loss was turned into a profit.
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Source: Based on the reports of the listed companies.

III. Enterprises have resumed their participation in exhibitions abroad and increased market exploration efforts.

With the gradual easing of COVID-19 controls, the gradual resumption of international exchanges, and the continuous improvement of the economy, domestic enterprises have resumed overseas exhibitions and increased efforts to explore foreign markets. According to data from the CCPIT, from January to September 2023, the national trade promotion system issued a total of 7,101 outbound ATA carnets¹, a year-on-year increase of 216.87%. The value of goods covered by the relevant ATA carnets was approximately RMB 1.988 billion, a year-on-year increase of 160.61%. There were 3,124 licensed enterprises, a year-on-year increase of 307.30%. This shows that the number and scale of China's enterprises' participation in foreign exhibitions and other economic and trade activities are growing rapidly.

In 2023, a total of 900 overseas exhibition projects were approved by the CCPIT and eventually implemented, involving 55 countries or regions, with an exhibition area of 572,200 square meters and 39,600 exhibitors. Among them, 78 overseas exhibition organization projects were implemented, accounting for 8.7% of the total number of overseas exhibition projects. The quality of these overseas exhibition organization projects has improved

¹ An ATA Carnet is an internationally used customs document, which is specially created by the World Customs Organization for temporary import of goods.

significantly as the average data of them in 2023 reached or even exceeded the 2019 levels. On average, these projects have an exhibition area of 2719.5 square meters, 194.1 exhibitors, and 280.9 booths, 0.97, 1.33, and 1.2 times the levels of 2019, respectively.

IV. National-level exhibitions have taken the lead in the recovery of the exhibition industry.

National-level exhibitions take the lead in the development of China's exhibition industry. In April 2023, the General Office of the State Council issued the *Opinions on Promoting the Stable Scale and Optimum Structure of Foreign Trade*, which focus on ensuring good organization of key exhibitions such as the CIIE, the Canton Fair, the CIFTIS, and the CICPE.

In 2023, all national-level exhibitions were held offline again and all related statistics exceeded pre-pandemic levels. More than 3,400 exhibitors and 394,000 professional visitors registered for the 6th CIIE, fully returning to pre-pandemic levels. The 6th CIIE had an exhibition area of about 367,000 square meters¹. The intended turnover reached USD 78.41 billion², an increase of 10.2% compared with the 2nd CIIE before the pandemic. A total of 197,869 overseas buyers participated in the 134th Canton Fair, an increase of 53.4% over the 133rd and 6.4% over the 126th before the pandemic. The 134th Canton Fair had a total exhibition area of 1.55 million square meters with 74,000 booths³ and an offline export turnover of USD 22.3 billion⁴. The total exhibition area increased by 30.8% compared with the 126th session before the pandemic, and the total number of booths increased by 21.3%. The total exhibition area of the 2023 CICPE reached 100,000 square meters, an increase of 25% compared with the total exhibition area of the first CICPE (80,000 square meters)⁵. Compared with the first CICPE, the number of participating brands increased by 28.7%, the number of

1 Source: Xinhua News Agency, <http://www.news.cn/expo/20231107/6e9efde11e734dc3b458778dae061892/c.html>.

2 Source: Xinhua News Agency, http://www.news.cn/world/2023-11/10/c_1129969606.htm.

3 Source: CCTV.com, <https://local.cctv.com/2023/10/16/ARTIKv77LvjmKJtVYqkxiFR231016.shtml>.

4 Source: The People's Government of Guangdong Province, https://www.gd.gov.cn/gdywdt/zwzt/jfqyhl/wzwmwz/content/post_4277607.html.

5 Source: China International Consumer Products Expo, <https://www.hainanexpo.org.cn/aboutus/4.html>.

buyers and professional visitors increased by 66.7%, and the number of visitors increased by 33.3%. Qunar big data shows that during the 2023 CICPE, the number of hotel bookings in Haikou increased by 80% compared to 2019.

The first China International Supply Chain Expo (CISCE) sponsored by the CCPIT is the world's first national exhibition themed on supply chain. It is a new open platform built by China for the global business community to strengthen exchanges and cooperation in industrial and supply chains. Among the 515 exhibitors, 53 are the Fortune Global 500 companies, 57 are China's top 500 companies, and 25 are China's top 500 private enterprises. Overseas exhibitors account for 26%, covering 55 countries and regions. American and European enterprises account for 36% of the total number of overseas exhibitors, and the number of exhibitors from countries that jointly build the Belt and Road accounts for nearly half of all overseas exhibitors. South Africa, Canada, Japan, Vietnam, the African Union, the League of Arab States, Portuguese-speaking countries, and Latin American and Caribbean countries participated in the expo in the form of national and regional booths. The number of visitors reached 150,000, including more than 80,000 buyers and professional visitors. The first CISCE was fruitful, and the relevant parties held more than 360 supporting promotion activities, released 23 achievements such as research reports, declarations and standards, and, according to the statistics available, signed more than 200 cooperation agreements and agreements of intent, involving an amount of more than RMB 150 billion.

V. The actual number of exhibition halls in operation and their utilization rates have increased significantly.

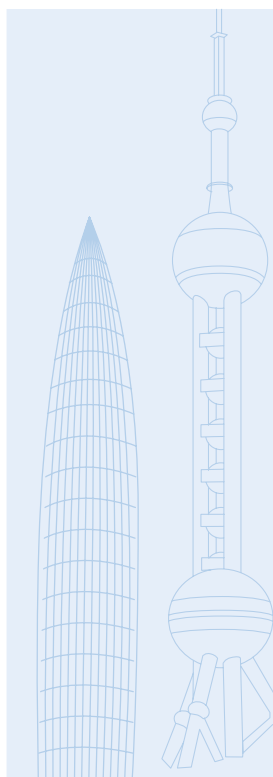
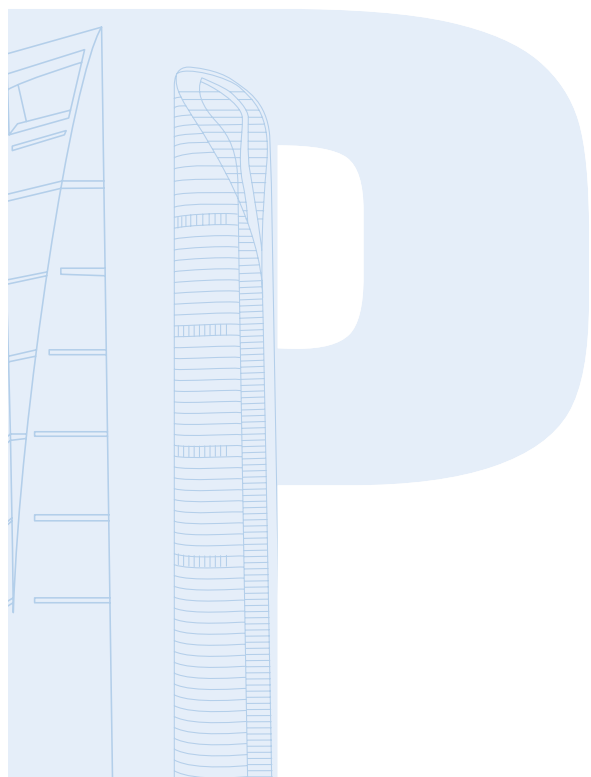
This report selects professional exhibition halls that have an indoor rentable area of more than or equal to 5,000 square meters and have hosted more than two economic and trade exhibitions in 2023 as the subjects of the China exhibition hall market analysis in 2023, that is, the exhibition halls that were in operation in 2023. It has been found that there are 194 exhibition halls included in the analysis in 2023, an increase of 58 from 2022 and 21 from 2019, a record number.

Among the 194 exhibition halls actually operating in 2023, a total of 40 exhibition

halls have held 30 or more exhibitions, a significant increase of 22 over 2022, an increase of 122.22%; four more than in 2019 before the pandemic, an increase of 11.11%. In 2023, there are 35 exhibition halls across the country with an exhibition area of more than one million square meters, an increase of 15, or 75%, over 2022; and three more than in 2019 before the pandemic, an increase of 9.38%.

Chapter 3

Analysis of the Development of China's Domestic Exhibitions in 2023



The data are mainly obtained from the members of the CCPIT system and through the exhibition database of the China International Exhibition Center Group. In order to present a more accurate and comprehensive picture of the national exhibition industry in 2023, this report counts the number of exhibitions separately if the organizer draws a clear distinction between these similar exhibitions, which are held by the same organizer at the same time and in the same place. If there is no clear distinction drawn by the organizer, these exhibitions will be counted as one. In this chapter, the exhibition data in the years before 2023 are all derived from the *Annual Report on China's Exhibition Industry* in that year.

I. The number and area of exhibitions exceeded the pre-pandemic levels

This report collects a total of 3,923 economic and trade exhibitions held in 2023, with a total exhibition area of 141 million square meters, covering 31 provinces, municipalities and autonomous regions across the country (excluding Hong Kong, Macao and Taiwan regions).

In 2023, the number and area of China's economic and trade exhibitions have increased significantly compared with 2022, and have exceeded the levels of 2019 before the pandemic. In 2023, the number of China's economic and trade exhibitions has increased by 117.1% year-on-year, and the total exhibition area has increased by 153.3% year-on-year. Compared with 2019, the number of economic and trade exhibitions in 2023 has increased by 10.6%, and the area has increased by 8.25% (as shown in Figures 3-1 and 3-2).

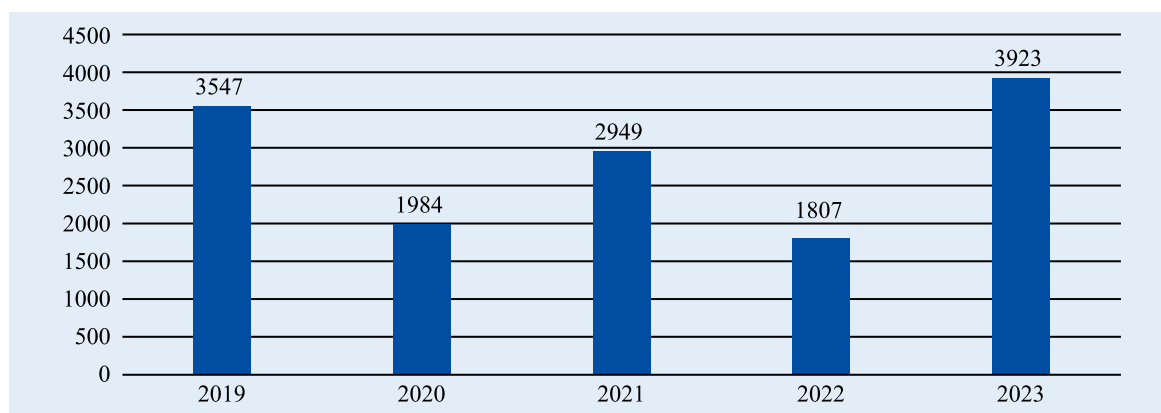
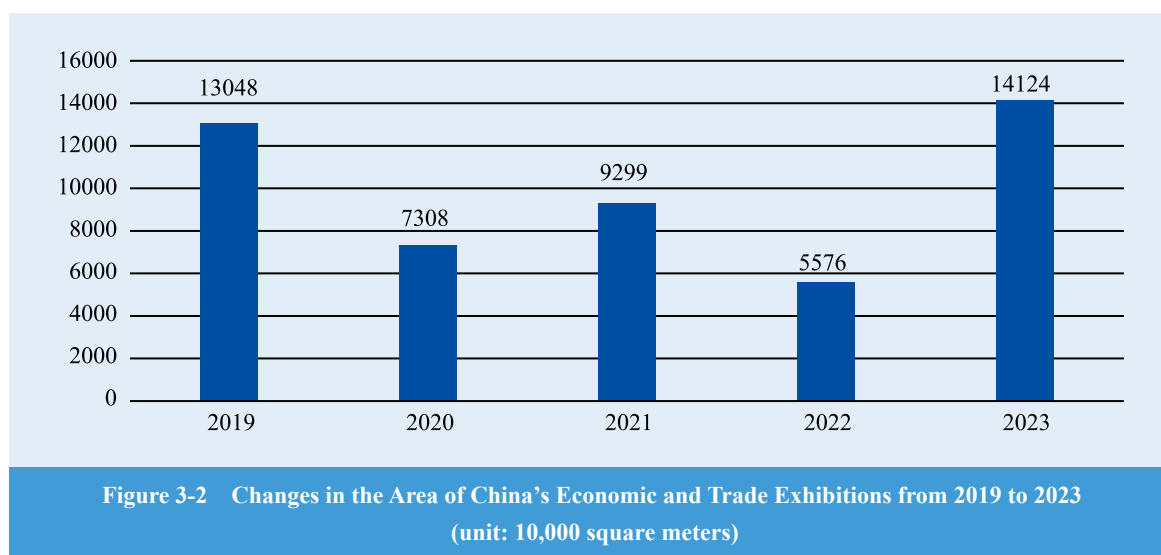


Figure 3-1 Changes in the Number of Economic and Trade Exhibitions in China from 2019 to 2023



II. The distribution of exhibitions is characterized by a high degree of regional agglomeration.

This section analyzes the regional distribution of China's economic and trade exhibitions in 2023 by the four regions of China, namely the eastern, central, western and northeastern regions¹. It also analyzes the economic and trade exhibitions in the Beijing-Tianjin-Hebei, Yangtze River Delta and Pearl River Delta regions in 2023. The analysis finds that China's economic and trade exhibitions in 2023 exhibits a distinctive regional agglomeration.

In terms of the number of exhibitions, in 2023, the eastern region held the largest number of economic and trade exhibitions, with a total of 2,678, accounting for 68.26% of the total number of domestic economic and trade exhibitions. The numbers of economic and trade exhibitions in the central and western regions were 476 and 487 respectively, accounting for 12.14% and 12.41%, and the number of exhibitions in the northeast region was 282, accounting for 7.19% (as shown in Figure 3-3).

¹ The criteria for dividing the eastern, western, central and northeastern regions are based on the information published by the National Bureau of Statistics. The eastern region includes: Beijing, Tianjin, Hebei, Shanghai, Jiangsu, Zhejiang, Fujian, Shandong, Guangdong and Hainan. The central region includes: Shanxi, Anhui, Jiangxi, Henan, Hubei and Hunan. The western region includes: Inner Mongolia, Guangxi, Chongqing, Sichuan, Guizhou, Yunnan, Tibet, Shaanxi, Gansu, Qinghai, Ningxia and Xinjiang. The northeastern region includes: Liaoning, Jilin and Heilongjiang.

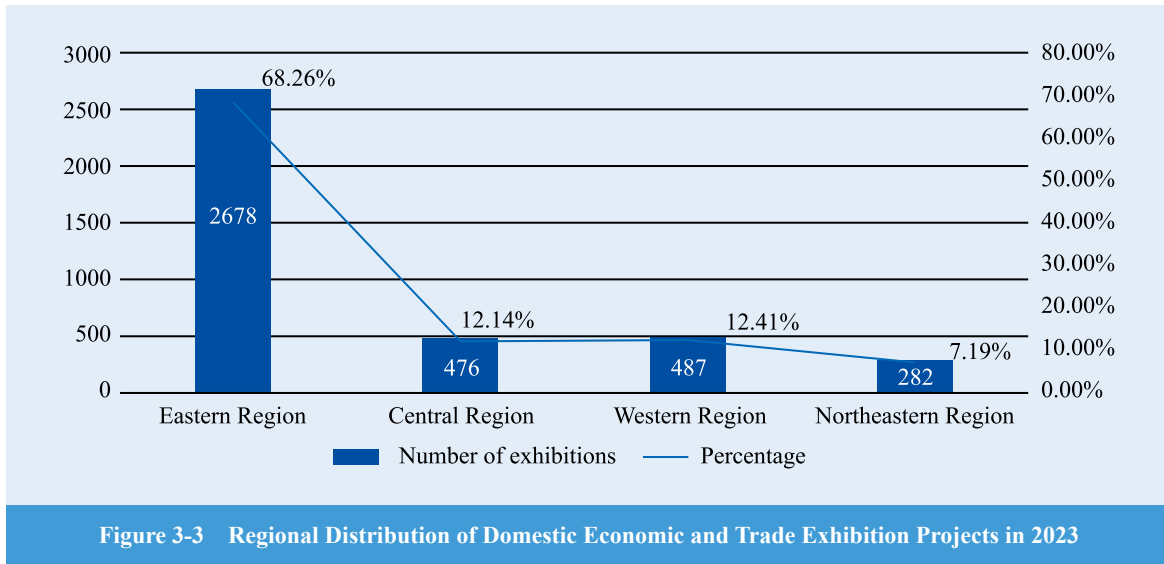


Figure 3-3 Regional Distribution of Domestic Economic and Trade Exhibition Projects in 2023

In terms of exhibition area, in 2023, the area of economic and trade exhibitions in the eastern region reached 103.85 million square meters, accounting for 73.53% of the total area of domestic economic and trade exhibitions; the exhibition area in the central region was 14.68 million square meters, accounting for 10.39%; the exhibition area in the western region was 16.7 million square meters, accounting for 11.82%; and the exhibition area in the northeast region was 6.01 million square meters, accounting for 4.26% (as shown in Figure 3-4).

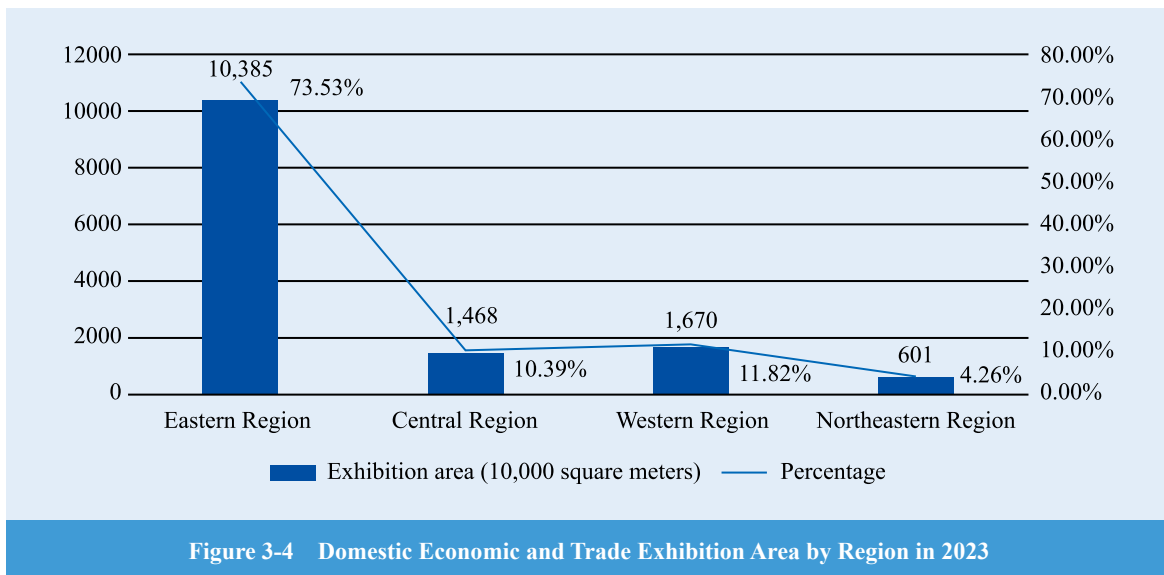
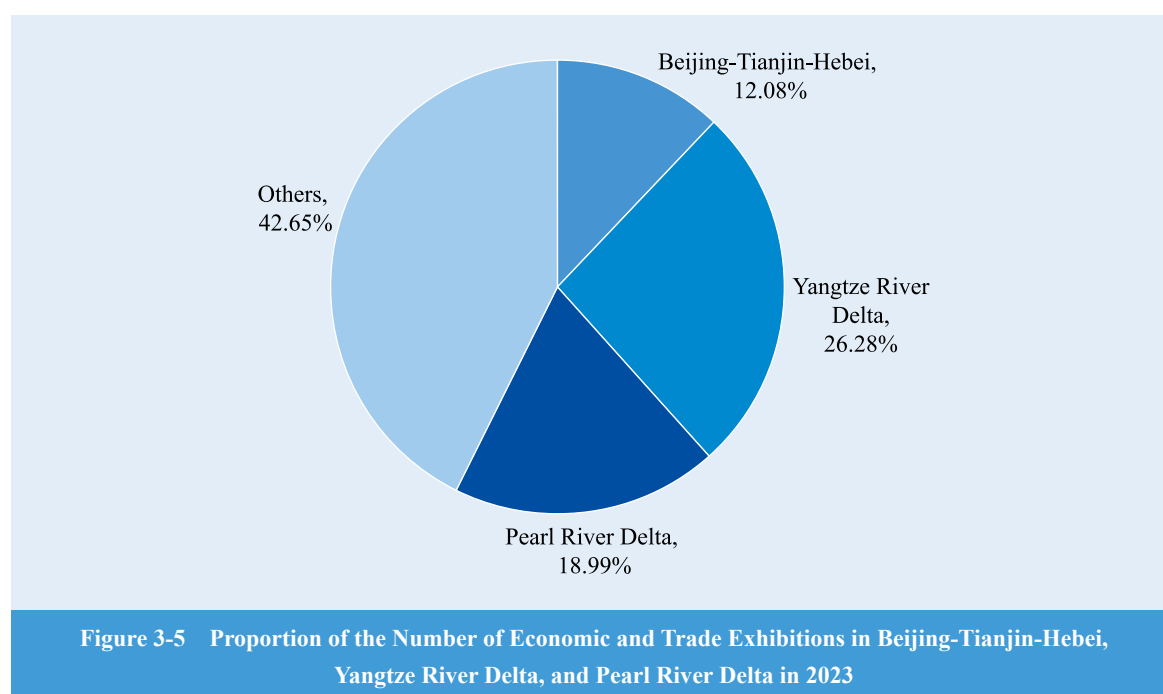


Figure 3-4 Domestic Economic and Trade Exhibition Area by Region in 2023

In terms of the exhibition area per exhibition, the average economic and trade exhibition

area in the eastern region was 38,800 square meters, far exceeding the level of other regions; the average economic and trade exhibition area in the central region was 30,800 square meters; the average economic and trade exhibition area in the western region was 34,300 square meters; and the average economic and trade exhibition area in the northeast region was 21,300 square meters.

Beijing-Tianjin-Hebei, Yangtze River Delta, and Pearl River Delta¹ are still the top areas for hosting exhibitions in the country. In 2023, the number of economic and trade exhibitions held in the Beijing-Tianjin-Hebei, Yangtze River Delta, and Pearl River Delta regions accounted for 57.35% of the country's total, and the total exhibition area accounted for 63.27%. Among them, the Beijing-Tianjin-Hebei region held a total of 474 economic and trade exhibitions in 2023, with a total exhibition area of 13.87 million square meters, accounting for 12.08% and 9.82% of the national total, respectively. The Yangtze River Delta region held 1,031 economic and trade exhibitions in 2023, with a total exhibition area of 43.98 million square meters, accounting for 26.28% and 31.14% of the national total. The Pearl River Delta region held 745 economic and trade exhibitions in 2023, with a total exhibition area of 31.5 million square meters, or 18.99% and 22.31%.



1 The Yangtze River Delta includes Shanghai, Jiangsu, Zhejiang and Anhui provinces, and the Pearl River Delta includes nine cities: Guangzhou, Foshan, Zhaoqing, Shenzhen, Dongguan, Huizhou, Zhuhai, Zhongshan and Jiangmen.

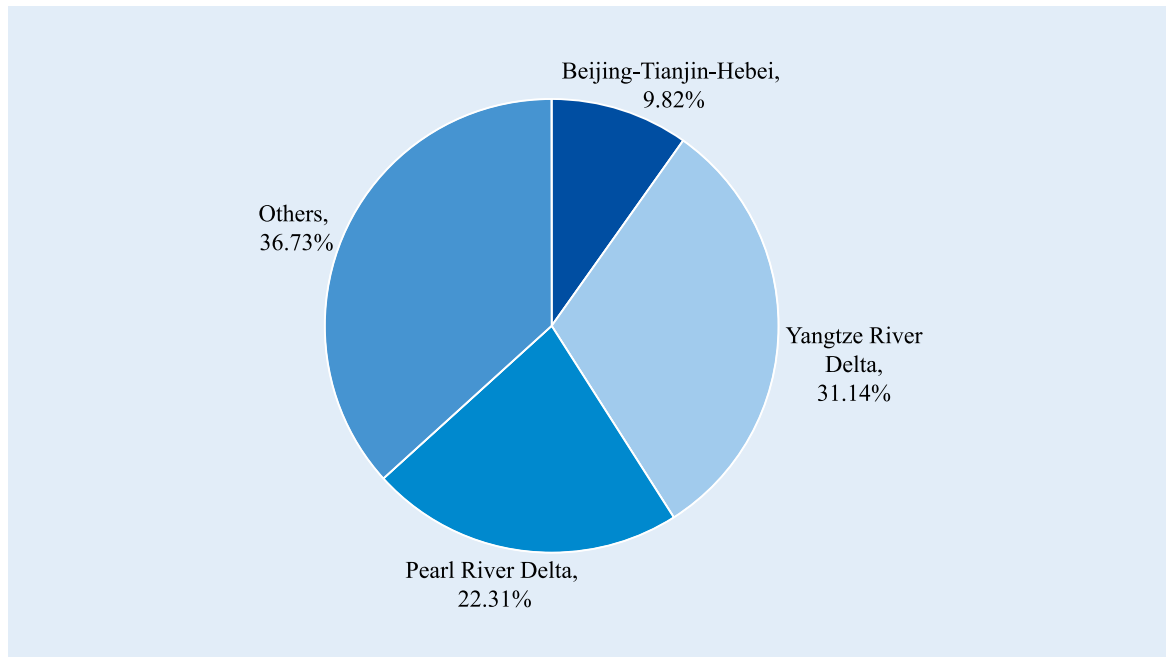


Figure 3-6 Proportion of Economic and Trade Exhibitions by Exhibition Area in Beijing-Tianjin-Hebei, Yangtze River Delta, and Pearl River Delta in 2023

III. Small and small and medium-sized exhibitions take the lead in recovery speed.

In terms of the number of exhibitions, in 2023, small exhibitions (with an exhibition area of 10,000 square meters and below) and small and medium-sized exhibitions (with an exhibition area of 10,000-30,000 square meters) recovered rapidly, registering 914 and 1,720 projects respectively, both exceeding the levels of 2019.

In terms of exhibition area, in 2023, the areas of all sizes of exhibitions exceeded or were broadly on par with 2019 levels. Among them, the numbers of exhibitions of 10,000 square meters and below, 10,000-30,000 square meters and 30,000-50,000 square meters in 2023 increased by 261.7%, 31.42% and 3.09% respectively compared with 2019. The numbers of large-scale exhibitions of 50,000-100,000 square meters and over 100,000 square meters returned to 97% and 93.1% of 2019 levels respectively.

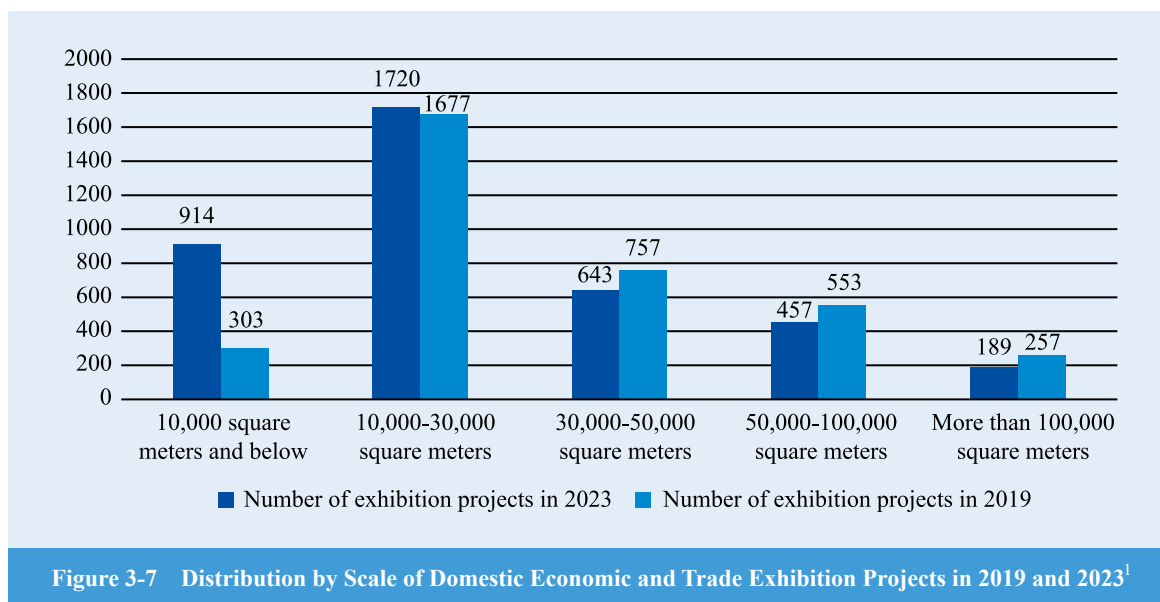


Figure 3-7 Distribution by Scale of Domestic Economic and Trade Exhibition Projects in 2019 and 2023¹

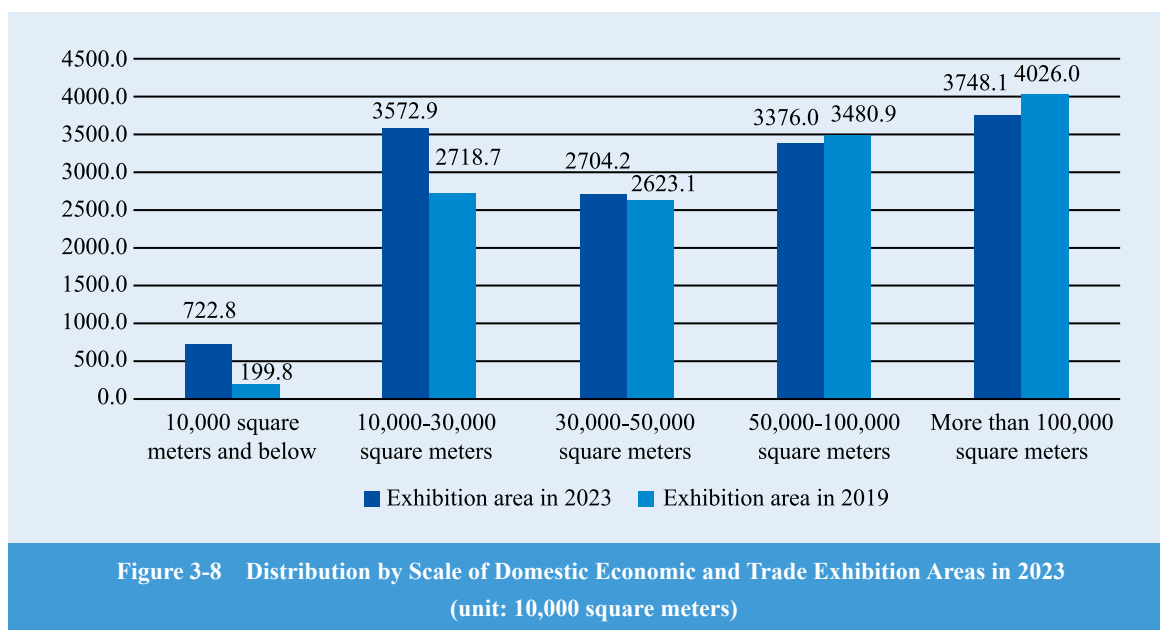


Figure 3-8 Distribution by Scale of Domestic Economic and Trade Exhibition Areas in 2023
(unit: 10,000 square meters)

In terms of regions, the size structure of exhibitions in each region presents different characteristics. The percentage of exhibitions with an exhibition area of more than 50,000 square meters in the eastern region is higher than that in other regions. Among them,

¹ With reference to the classification standards of previous annual reports, the exhibition area is divided into five categories: 10,000 square meters and below, 10,000-30,000 square meters (including 30,000 square meters), 30,000-50,000 square meters (including 50,000 square meters), 50,000-100,000 square meters (including 100,000 square meters), and more than 100,000 square meters.

exhibitions of more than 100,000 square meters account for 5.83% of the total, far exceeding other regions. The proportion of exhibitions of 10,000-30,000 square meters in the central and western regions is greater than in other regions. In breakdown, such exhibitions account for 49.9% in the western region and 47.27% in the central region. In the northeastern region, exhibitions below 10,000 square meters account for the largest proportion, reaching 43.26%.

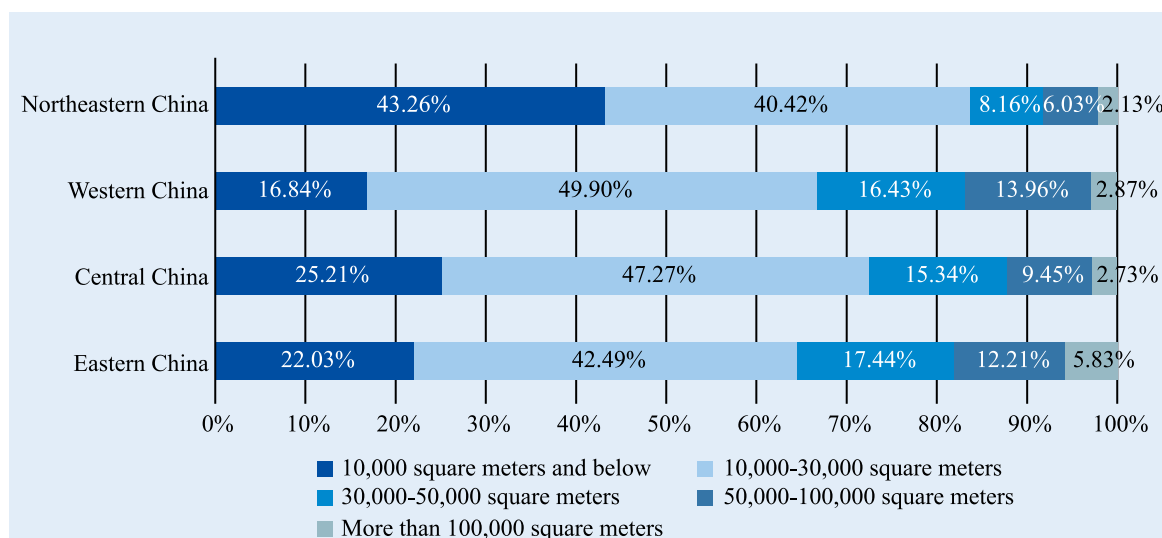


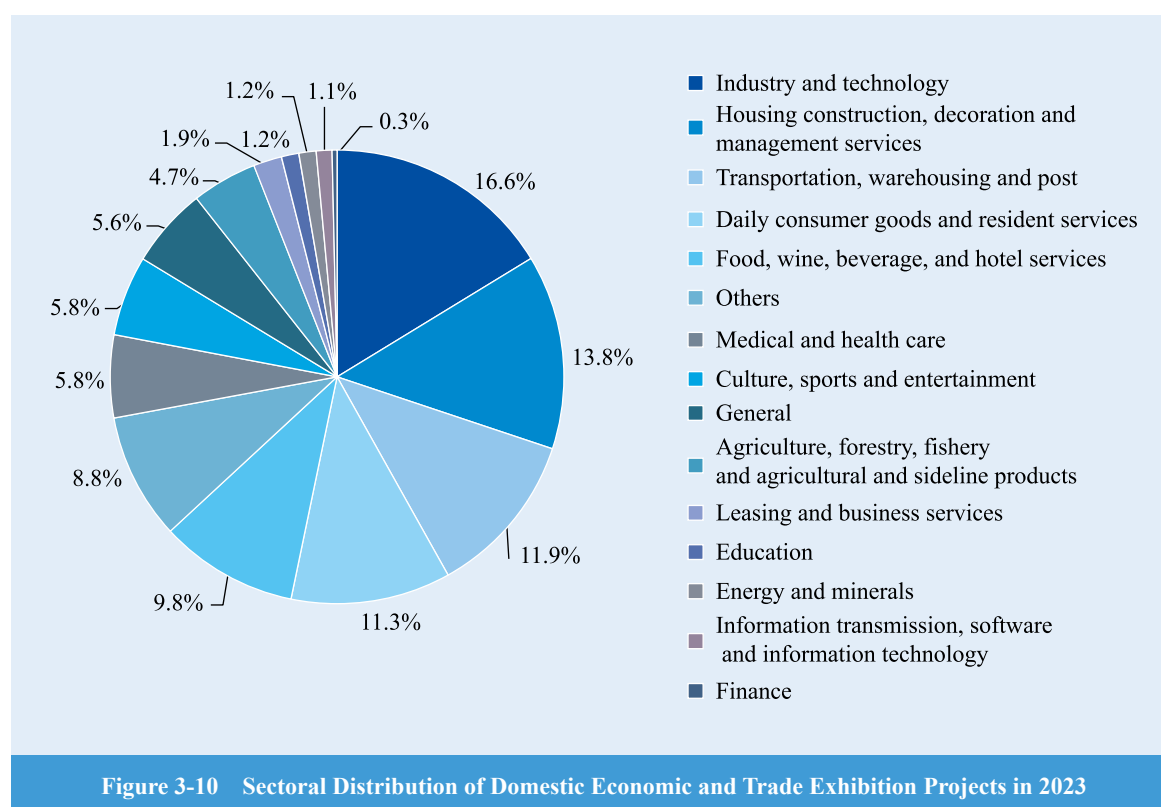
Figure 3-9 Size Structure of Economic and Trade Exhibition Projects in Each Region in 2023

IV. Industrial and technological exhibitions rank first in both number and area.

According to the Ministry of Commerce's *Exhibition Industry Statistical Survey System*, exhibitions in this report are divided into 15 categories according to industry sectors¹.

¹ *The Exhibition Industry Statistical Survey System* divides the exhibition categories into 15 categories, including industry and technology, housing construction, decoration and management services, transportation, warehousing and post, consumer goods and resident services, food, wine and beverage and hotel services, agriculture, forestry, fishery and agricultural and sideline products, culture, sports and entertainment, medical and health care, leasing and business services, education, energy and minerals, information transmission, software and information technology, finance, general and others.

In terms of the number of exhibitions, in 2023, the number of industrial and technological exhibitions were the highest, with a total of 651, accounting for 16.6%, and the second to fifth places are housing construction, decoration and management services (13.8%), transportation, warehousing and post (11.9%), daily consumer goods and resident services (11.3%), and food, wine, beverage and hotel services (9.8%). The number of exhibitions in the top five sectors accounted for 63.4% of all categories.



In terms of exhibition area, the top five exhibition categories were also industry and technology, housing construction, decoration and management services, transportation, warehousing and post, daily consumer goods and resident services, food, wine, beverage and hotel services, accounting for 17.2%, 14.2%, 12.9%, 10.1% and 9.8% respectively. The total area of the top five sectors accounted for 64.2% of all categories.

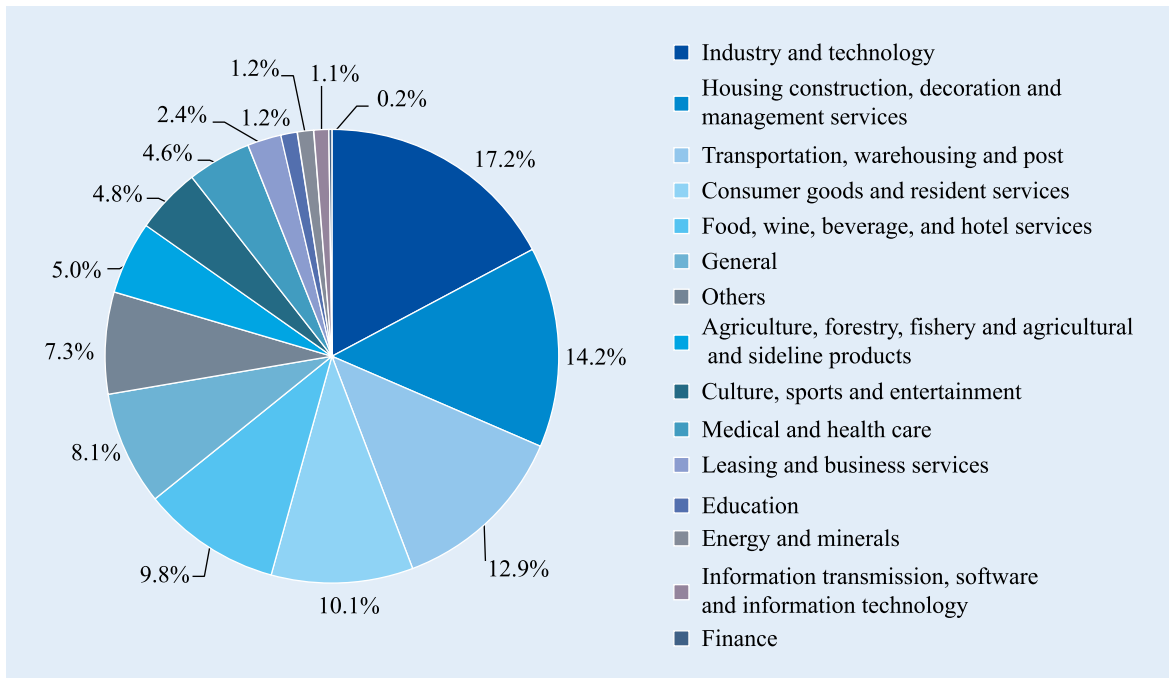


Figure 3-11 Sectoral Distribution of Domestic Economic and Trade Exhibition Project Area in 2023



The 2nd Global Digital Trade Expo expands new space for international trade

The 2nd Global Digital Trade Expo (GDTE) has a total exhibition area of 100,000 square meters. A total of 1,018 companies from 25 countries and regions participated in the expo on-site, and 367 companies participated online through the virtual GDTE platform.

This year's GDTE focused on the whole process of digital trade, highlighted the integration of the digital economy and the real economy, and promoted the interconnection between exhibition and trade. A "Digital Trade Night" event was organized and broadcast live on all media. The exhibitors

included 51 Fortune Global 500 companies and 53 of the top 100 digital trade enterprises. These leading businesses showcased their champion products such robots, intelligent bionic hands, and multi-modal AI satellites, to present a comprehensive picture of the latest achievements and scenarios in digital trade. One hundred innovative “product debuts” or “initial launches” were organized at the expo. The GDTE has become a large platform to promote global digital trade exchanges, and cultivate new opportunities and gather new momentum for digital trade.



The 21st China International Equipment Manufacturing Expo builds new global manufacturing ecology of innovation, collaboration and mutual development

The 21st China International Equipment Manufacturing Expo (CIEME) was successfully held in Shenyang from September 1 to 5, 2023. The exhibition area of this year's CIEME was 110,000 square meters, with a total of eight exhibition halls, 11 exhibition areas and 4,516 booths, an increase of nearly 30.7% over the previous session. A total of 1042 well-known enterprises from home and abroad, including eight central SOEs, 62 domestic leading enterprises, and 184 foreign-invested enterprises participated in the expo, a year-on-year increase of 28.3%. The CIEME showcased various international and domestic leading intelligent manufacturing equipment, lean and intelligent manufacturing products that fill the gaps in the domestic and foreign industries, as well as more than 100 high-end manufacturing technology solutions in such

sub-sectors such as automobile and parts manufacturing, rail transit, new energy, and new materials.

During the CIEME, Shenyang held a group signing ceremony for equipment manufacturing projects, and the projects were of large investment, optimal industrial structure and high cooperation levels. A total of 26 projects were signed on the spot, with a total investment of RMB 49.75 billion. Among them, there were two projects of more than RMB 5 billion, eight projects of RMB 3 billion to RMB 5 billion, six advanced manufacturing projects, and 20 emerging industry projects.

With the reshaping of consumer habits by the pandemic and the rapid development of technological innovation, exhibition themes have continued to expand and new exhibition themes have kept emerging. Industrial expos in the fields of cutting-edge technology and green and low-carbon sectors are flourishing. Animations, games, leisure, fashion and other themed exhibitions favored by the Gen Z group are emerging, and cultural and sports exhibitions have gradually become popular themes. Among the 15 major industry categories, cultural, sports and entertainment exhibitions accounted for 5.8% in terms of number and 4.8% in terms of exhibition area in 2023, ranking 8th and 9th, respectively.



The 19th China (Shenzhen) International Cultural Industries Fair stimulates cultural vitality and innovative development of cultural industry

The 19th China (Shenzhen) International Cultural Industries Fair (ICIF), sponsored by the Publicity Department of the CPC Central Committee, the

Ministry of Culture and Tourism, the Ministry of Commerce, the National Radio and Television Administration, the China Council for the Promotion of International Trade, the Guangdong Provincial Government and the Shenzhen Municipal Government, was held at the Shenzhen World Exhibition and Convention Center from June 7 to 11.

This year's ICIF was held mainly offline, along with an online expo that was held simultaneously. The main venue of the ICIF was the Shenzhen World Exhibition and Convention Center, with six exhibition halls and a total exhibition area of 120,000 square meters. Firstly, the expo was characterized by its large scale and broad participation. A total of 3,596 government delegations, cultural institutions and enterprises participated in the expo either online and offline. Secondly, a large number products were on display and exchange events were organized at the expo. Over 120,000 cultural products were exhibited, and more than 4,000 cultural investment and financing projects were displayed or traded on site. In addition to the main venue, 64 branch venues were set up in various districts of the city, and more than 500 activities of various types were organized. The total number of participants in the main venue, branch venues and related activity sites reached more than four million.



2023 China Sports Culture Expo and China Sports Tourism Expo promote the high-quality development of sport industry

The China Sports Culture Expo is hosted by the General Administration of Sport of China and the Chinese Olympic Committee, and the China Sports

Tourism Expo is hosted by the All-China Sports Federation, the Chinese Olympic Committee and the China Tourism Association.

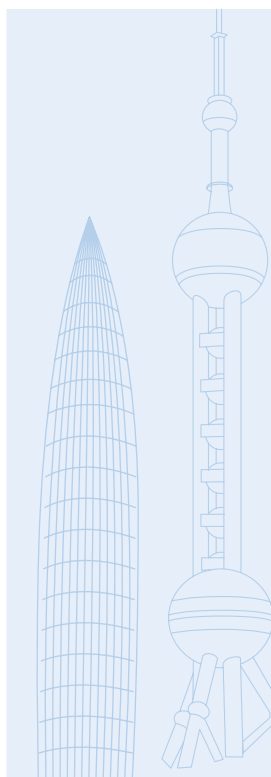
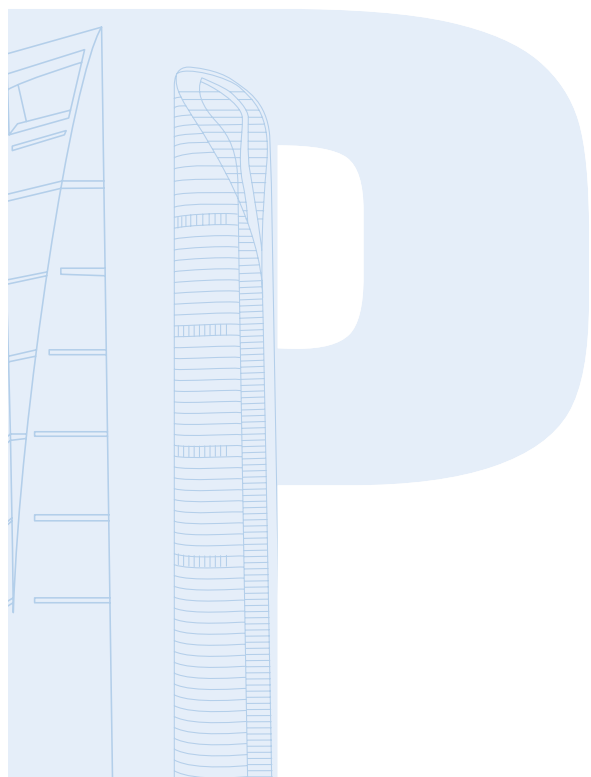
The theme of the two expos this year was “Building the Dream of a Strong Country and Achieving New Success in Sports”, and the goal is to build an international, professional, market-oriented and high-end sports culture and sports tourism exhibition and trading platform through a combination of exhibitions, conferences, competitions, awards and performances.

The two expos in 2023 have three major characteristics: First, they attracted a high degree of attention and extensive support and participation from all walks of life. This year, the two expos attracted the broad participation of various departments and bureaus, directly affiliated units, project centers, and individual associations under the General Administration of Sports of China, sports bureaus of various provinces, autonomous regions and municipalities, universities, experts and scholars from all sectors of society, relevant international organizations, and domestic and foreign enterprises. The number of participants reached a record high. Second, the expos demonstrated strong leadership by empowering economic and social development with the integration of sports, culture and tourism. As a national-level exhibition platform, the expos highlighted policy guidance and the content of the entire exhibitions revolved around implementing the spirit of the 20th National Congress of the Communist Party of China, Xi Jinping Thought on Culture, and the State Council's documents on promoting the high-quality development of tourism, among other plans and designs. Through integrating sports culture and sports tourism, the expos aimed at driving the high-quality development of the sports industry, stimulating the vitality of sports consumption, and making China a strong country in sports. The expos highlighted demonstration and guidance, and made the launch of national sports tourism demonstration bases, the outstanding projects of Chinese sports culture, the release of the top ten

projects of China's sports tourism, and the Outstanding Organization Award ceremony part of the opening ceremony, highlighting the importance of sports culture and sports tourism in economic and social development. The expos highlighted the leadership role of sports champions, and held sports champion donations and the "Chinese sportsmanship - champion examples" publicity activity. By giving full play to the leading and exemplary role of outstanding athletes, the expos aimed to carry forward the Chinese sportsmanship, spread positive energy, and form a strong atmosphere for all to participate in sports. Third, with rich interactive experience, the expos aimed at meeting the growing needs of the people for sports. The two expos introduced a variety of interactive activities, and set up an outdoor experience area for the first time, so that the majority of the guests and audiences could share in the latest achievements in the development of the sports industry through different forms and in different spaces. By showing the charm of sports from all angles, the expos let everyone experience the joy of sports through their senses and interactions.

Chapter 4

Analysis of the Development of China's Overseas Exhibitions in 2023



The examination and approval of the organization of economic and trade exhibitions abroad is an important duty entrusted to the CCPIT by the State Council, and the CCPIT has been exercising the examination and approval powers for nearly 20 years since 2004. In January 2023, China downgraded the management of COVID-19 to Class B. After nearly three years of interruptions due to the pandemic, the CCPIT resumed accepting applications for approval of holding economic and trade exhibitions abroad. The 2023 overseas exhibition statistics counted in this chapter come from the overseas exhibition projects implemented by the exhibition organizers under the exhibition approval system of the CCPIT. The overseas exhibitions are mainly divided into two forms: overseas exhibition organization and overseas exhibition participation.

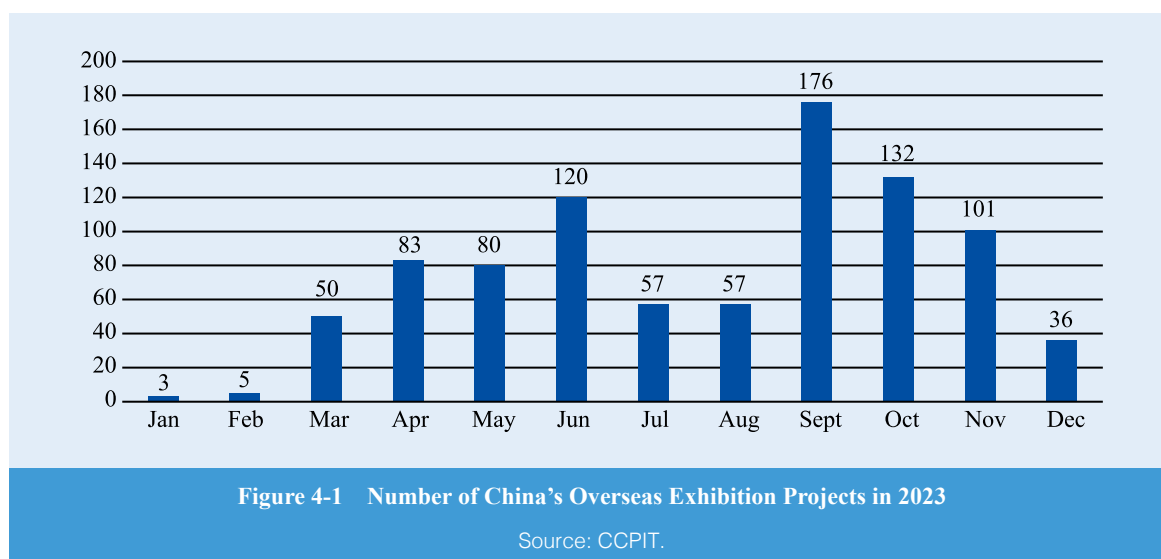
I. Overseas exhibition participation and exhibition organization has been gradually recovering.

Since the beginning of 2023, global growth has been anemic. China's foreign trade has withstood multiple pressures and remained generally stable, showing strong resilience and increased endogenous driving force. As China downgraded the management of COVID-19 to Class B, offline exhibitions have recovered, and new opportunities for overseas exhibitions have emerged. In April 2023, the General Office of the State Council issued the *Opinions on Promoting the Stable Scale and Optimum Structure of Foreign Trade*, requiring all localities, trade promotion agencies and business associations to further step up support for foreign trade enterprises to participate in various overseas exhibitions, and continue to cultivate overseas self-organized exhibitions and expand the scale of such exhibitions.

After nearly three years of interruptions due to the pandemic, the CCPIT resumed accepting applications for approval of holding economic and trade exhibitions abroad. In February 2023, the *Circular of the General Office of the State Council on Promulgating the "List of Administrative Licensing Matters Set by Laws, Administrative Regulations, and Decisions of the State Council (2023 Edition)"* (Guo Ban Fa [2023] No. 5) once again clarified that the CCPIT, together with the Ministry of Commerce, are responsible for implementing

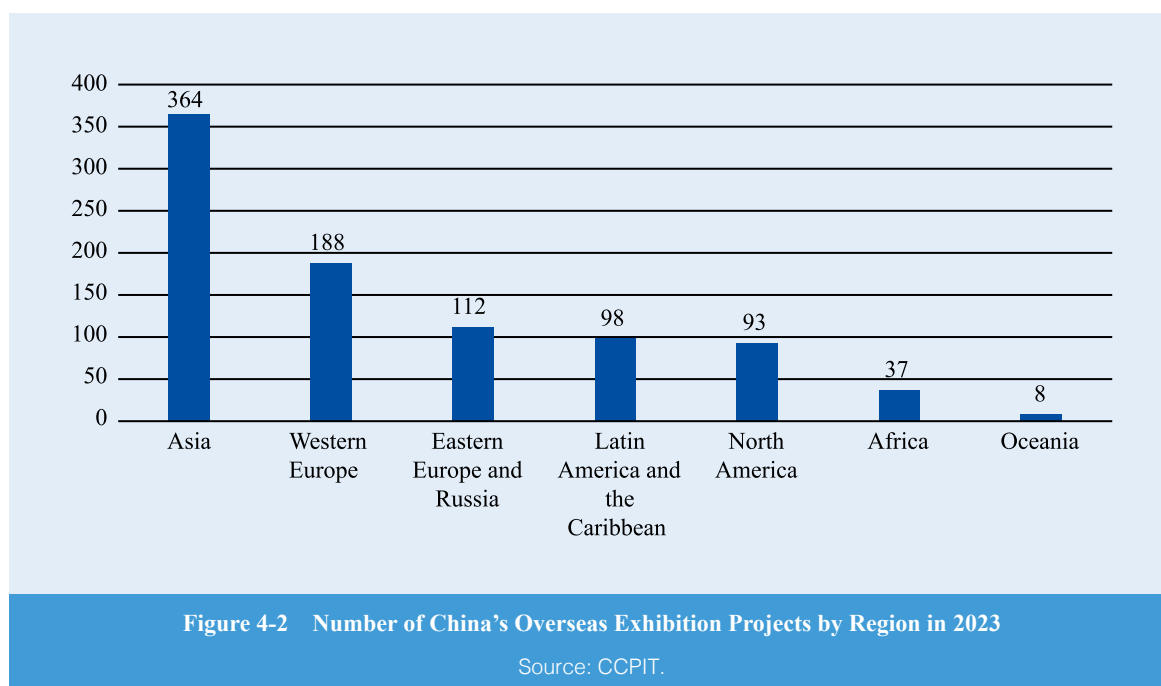
the administrative licensing matters for the approval of economic and trade exhibitions held abroad.

In 2023, the CCPIT has approved a total of 1,240 planned overseas exhibition projects, of which 900 have been implemented, including 822 overseas exhibition participation projects and 78 overseas exhibition organization projects, involving 71 exhibition organizers and 55 countries or regions, with more than 39,600 exhibitors and an exhibition area of 572,200 square meters. Because overseas exhibitions take a long time to plan and prepare, some exhibition organizers and exhibitors were unable to implement relevant overseas exhibition plans in time. Monthly data indicate that the number of overseas exhibition projects in the first quarter of 2023 is relatively small, with only 58 projects, of which only three and five were in January and February. With increased international flights and more convenient personnel visa processes that facilitated cross-border travel, and the progressive impact of relevant supporting policies and measures, the recovery of foreign trade enterprises has accelerated. After the first quarter of 2023, the speed of recovery in participating in or organizing exhibitions abroad has gradually accelerated, and overseas exhibitions have been seeing more and more Chinese exhibitors. A total of 176 overseas exhibitions were implemented in September 2023, the highest monthly figure in the year, and the number of projects implemented in June and October 2023 is about 80% of the level of the same period in 2019.



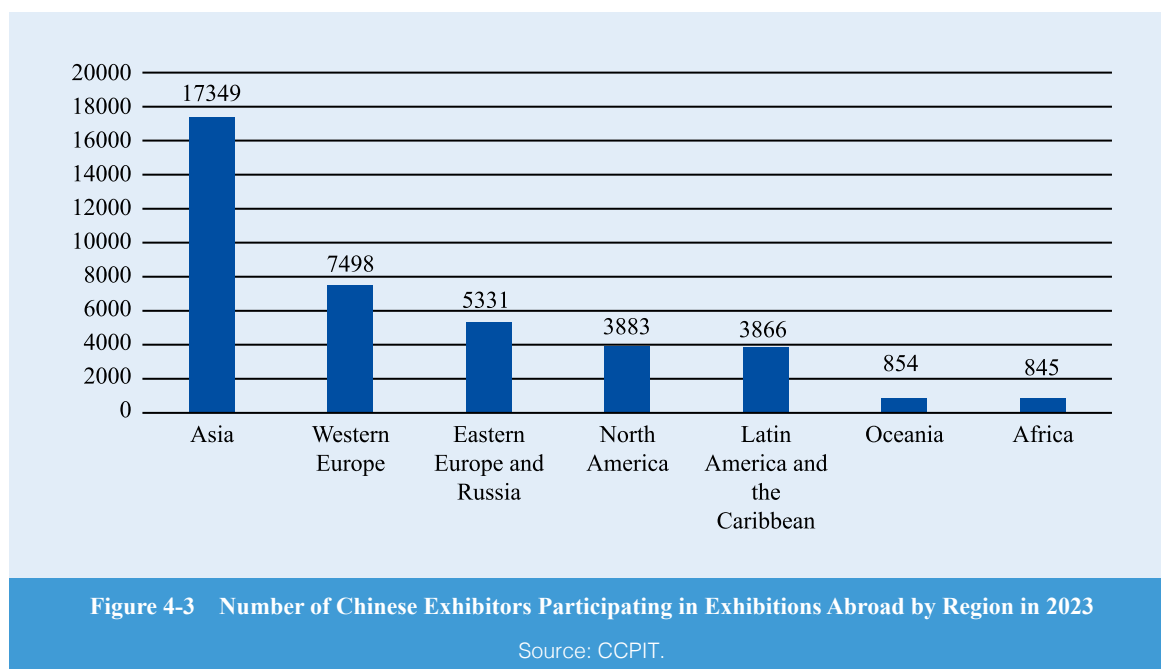
II. Asia and Western Europe are still the main markets for overseas exhibitions.

In terms of the number of overseas exhibition projects by destination region, overseas exhibition projects are still concentrated in Asia and Western Europe, which account for more than half of all the overseas exhibitions, reaching 61.33%, which is roughly on par with the 59.16% in 2019. Specifically, there were 364 (40.44%) exhibition projects in Asia, 188 (20.89%) in Western Europe, 112 (12.44%) in Eastern Europe and Russia, 98 (10.89%) in Latin America and the Caribbean, 93 (10.33%) in North America, 37 (4.11%) in Africa, and 8 (0.89%) in Oceania.



In terms of the number of exhibitors by destination regions, Asia, Western Europe and North America are still important markets for Chinese enterprises participating in exhibitions abroad. They remain highly attractive to Chinese enterprises. Russia and Eastern Europe were the fastest-growing regions this year, with the number of exhibitors up 3.8 percentage points compared to 2019 (9.65%). Specifically, there were 17349 (43.78%) exhibitors in Asia, 7498

(18.92%) in Western Europe, 5331 (13.45%) in Eastern Europe and Russia, 3883 (9.80%) in North America, 3866 (9.76%) in Latin America and the Caribbean, 854 (2.16%) in Oceania, and 845 (2.13%) in Africa.



In terms of the number of overseas exhibition projects by country, the top 10 countries for Chinese overseas exhibition projects in 2023 are Germany (105), Russia (93), the United States (90), Japan (54), Vietnam (53), Brazil (43), Thailand (43), Turkey (37), United Arab Emirates (36), Mexico (35). The order of the top three countries in terms of the number of overseas exhibition projects have changed from the United States, Germany, and Russia in 2019 to Germany, Russia, and the United States in 2023. The above ten countries account for 65.4% of the total number of exhibitions abroad, an increase of 4.3 percentage points from 61.1% in 2019, indicating an increasing concentration of target countries of overseas exhibition projects.

In terms of the number of exhibitors by destination country, Germany is the preferred destination for Chinese companies participating in exhibitions abroad, followed by Russia. Specifically, the top 10 destinations for Chinese companies to participate in exhibitions abroad in 2023 are Germany (4,295), Russia (3,806), the United States (3,722), United Arab

Emirates (3,521), Indonesia (2,955), Japan (2,882), Brazil (1,979), Vietnam (1,812), Thailand (1,566), and Mexico (1,355). Among them, the top five countries account for nearly 50% of all exhibitors, indicating a high degree of concentration of target countries for exhibitors.

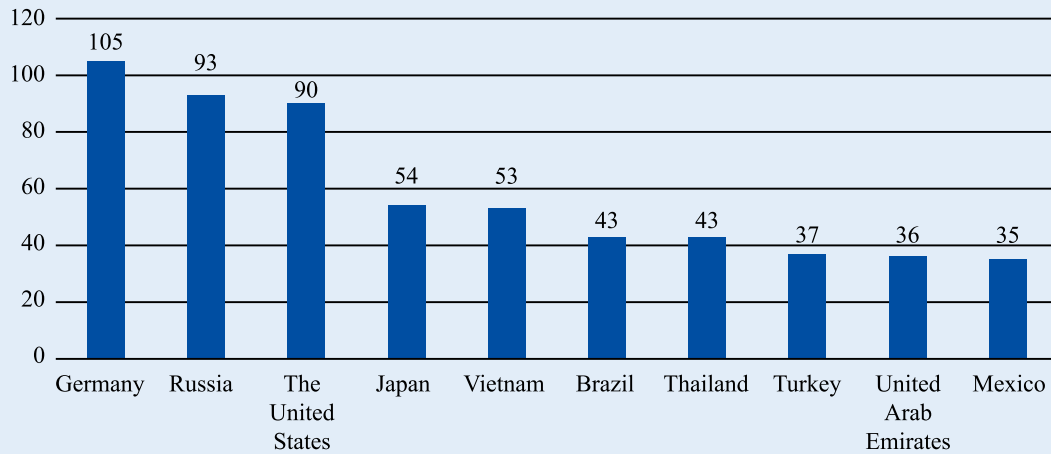


Figure 4-4 Number of China's Overseas Exhibitions by Top 10 Countries in 2023

Source: CCPIT.

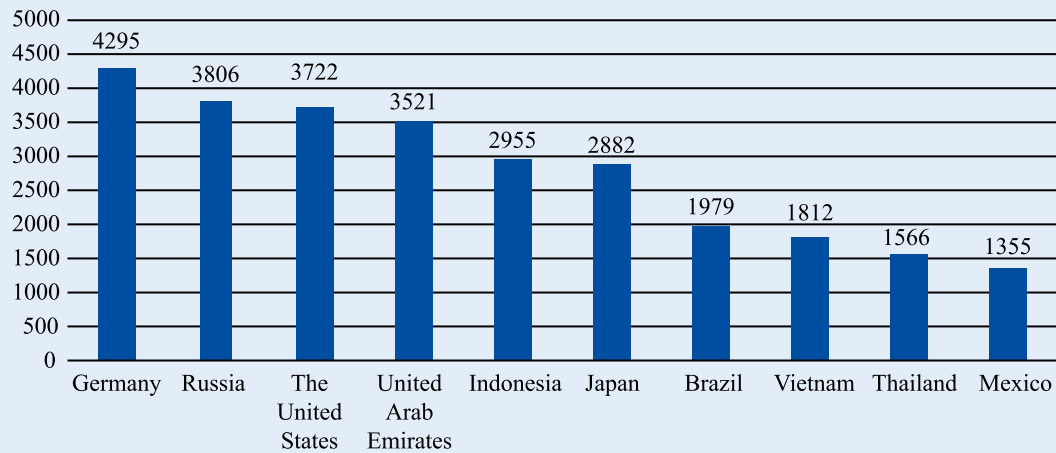


Figure 4-5 Number of Chinese Exhibitors Participating in Exhibitions Abroad by Top 10 Countries in 2023

Source: CCPIT.



The 12th Uzbekistan-China Xinjiang Commodities Expo has the largest scale in history

From September 4 to 6, 2023, the 2023 (12th) Uzbekistan-China Xinjiang Commodities Expo, sponsored by the Xinjiang Sub-council of the China Council for the Promotion of International Trade, supported by the Economic and Commercial Office of the Chinese Embassy in Uzbekistan and the Department of Commerce of Xinjiang Uyghur Autonomous Region, and co-organized by the Uzbekistan Chamber of Commerce and Industry, was held in Tashkent, the capital of Uzbekistan. Enterprises from Xinjiang, Hunan, Guangdong, Jiangxi, Guizhou, Shaanxi and other provinces, autonomous regions and municipalities in China, as well as the Xinjiang Production and Construction Corps, participated in the expo. The exhibits covered mechanical and electrical products, building materials, petrochemicals, textiles, electrical appliances, food and beverage, information products, special agricultural products, and so on.

The number of exhibitors in this year's expo is three times that of the previous session, hitting a record high. The booth area is five times that of the previous sessions, and the exhibition area far exceeds that of previous ones, reaching 5,000 square meters in total, with two major sections: China Xinjiang Investment Cooperation Exhibition Area and Xinjiang Enterprise Exhibition Area. With the theme of "Xinjiang is a good place", the Xinjiang Investment Cooperation Exhibition Area is a specially installed section showcasing in the forms of videos and pictures Xinjiang's development of "one port, two districts, five centers, and a port economic belt" and the featured and advantageous industries of the "eight industrial clusters".

Chinese enterprises and delegations signed a total of 22 contracts of intent with the Uzbekistan side, with a total turnover of RMB 4.818 billion. These contracts involved energy, infrastructure, automobile manufacturing, production and processing of agricultural products, cultural tourism projects and other featured and advantageous sectors. The scale of the turnover was the largest in history.

III. The share of transportation and logistics and health care industries exhibiting abroad has increased.

Ranked by the number of exhibition projects, the top 10 industry categories of overseas exhibitions are machinery (150 projects, 16.67%), transportation and logistics (100 projects, 11.11%), the general category (89 projects, 9.89%), textile and garment (64 projects, 7.11%), food and agricultural products (48 projects, 5.33%), health care (47 projects, 5.22%), building and decoration (39 projects, 4.33%), hardware tools (33 projects, 3.67%), consumer goods (29 projects, 3.22%), and lighting (22 projects, 2.44%).

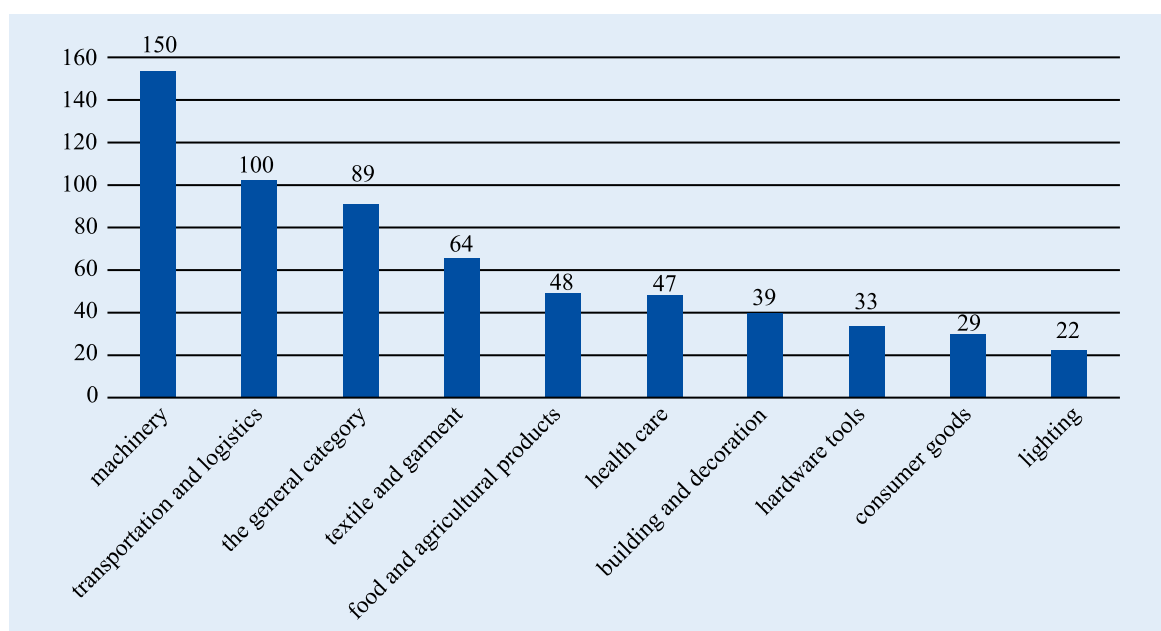
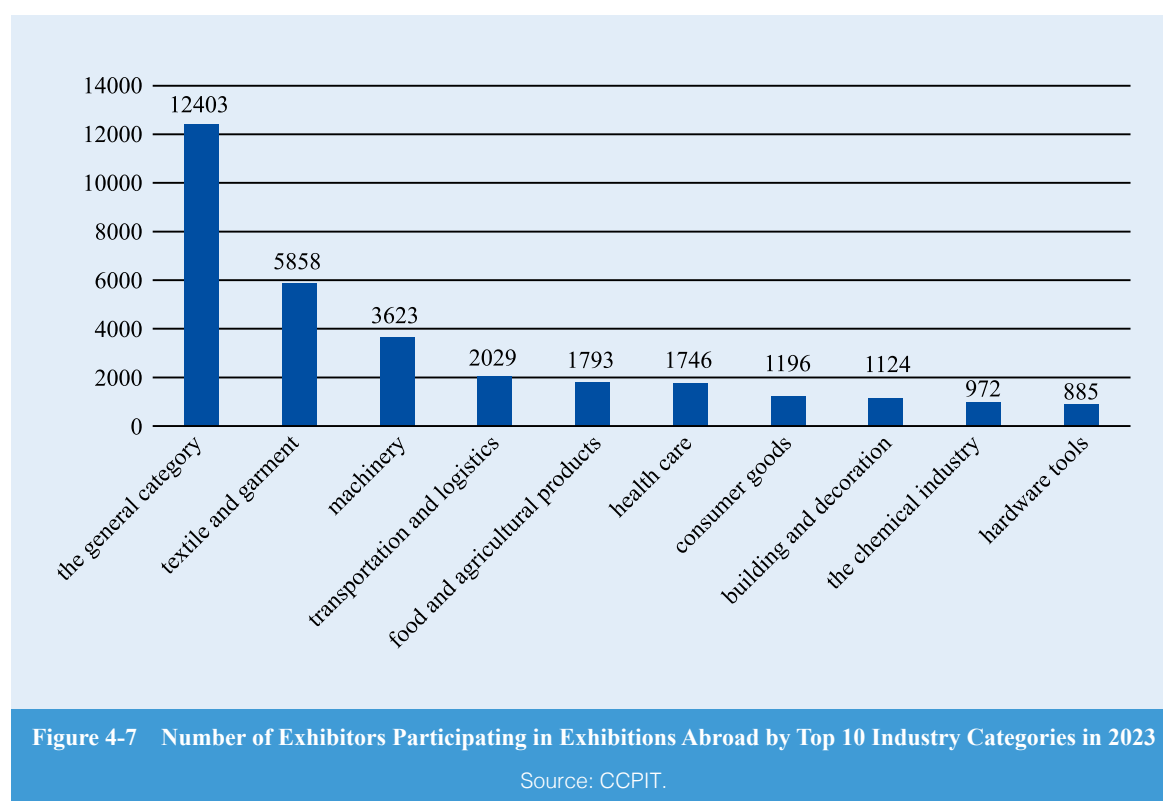


Figure 4-6 Number of Overseas Exhibition Projects by Top 10 Industry Categories in 2023

Source: CCPIT.

Ranked by the number of exhibitors, the top 10 industry categories of overseas exhibitions are the general category (12403, 31.30%), textile and garment (5858, 14.78%), machinery (3623, 9.14%), transportation and logistics (2029, 5.12%), food and agricultural products (1793, 4.52%), health care (1746, 4.41%), consumer goods (1196, 3.02%), building and decoration (1124, 2.84%), the chemical industry (972, 2.45%), and hardware tools (885, 2.23%). Among them, the number of exhibitors in the top three industries accounts for more than half of the total.

Compared with 2019, the structure of overseas exhibitions has undergone certain changes, with general, textile, and machinery still being the main industries for overseas exhibitions, while the share of transportation and logistics, health care and other industries has increased.





Hannover Messe 2023 showcases China's cutting-edge technology products

From April 17 to 21, 2023, the CCPIT Machinery Industry Sub-council organized a delegation to participate in the Hannover Messe 2023 in Hannover, Germany. The exhibition is recognized as the “flagship exhibition in the field of global industrial trade” and “the most influential international industrial trade exhibition involving the widest range of industrial products and technologies”.

According to statistics, about 700 Chinese companies participated in this exhibition, with a net exhibition area of 12,000 square meters. Well-known domestic exhibitors such as TBEA, China Mobile, COSMOPlat, Han's Laser, Donghua Chain, and Baoguang Vacuum Electric Device all had a presence. At this exhibition, the Chinese enterprises showcased cutting-edge technologies and products in seven fields: industrial parts and solutions, automation and power transmission, digital ecosystem, energy solutions, innovative technologies and future production, air compressor and vacuum technology, and global business and market, laying a good foundation for corporate image promotion and brand building. The “China topic” was trending at the industry fair. On the opening day of the fair, the launching ceremony of the “Invest in China Year - Germany”, the “China Opportunities” 2023 Sino-German Cooperation Forum on Intelligent Production, the Annual Meeting of the Working Group on the Promotion of German Intelligent Production and other major activities were organized, injecting positive energy into Sino-German trade and economic cooperation.



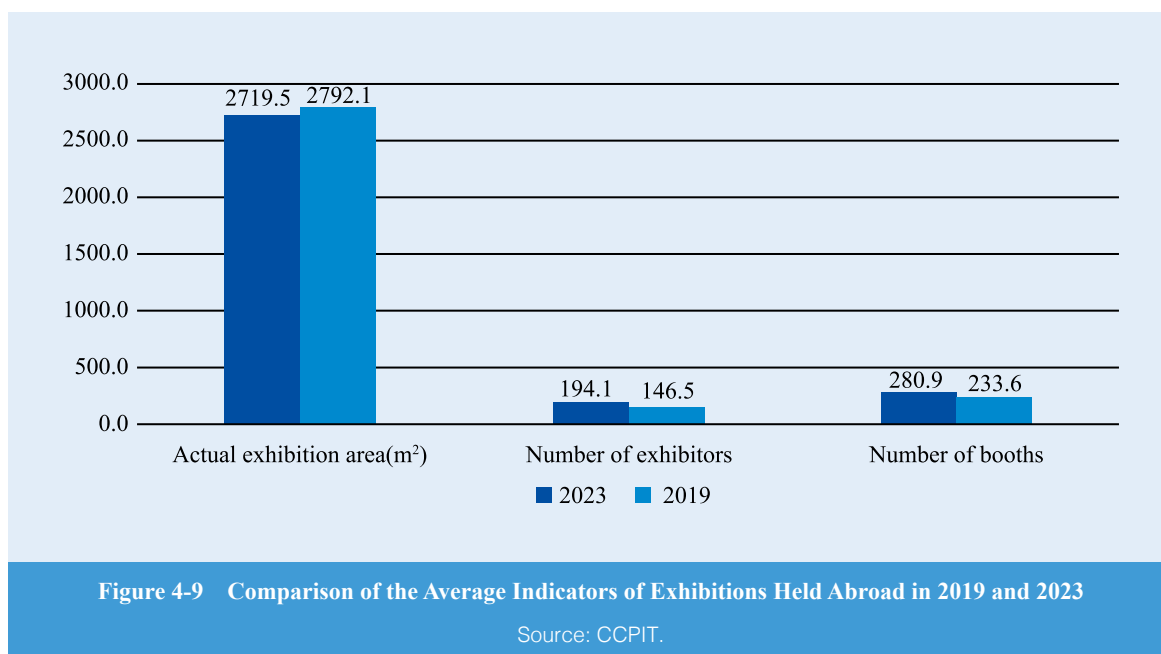
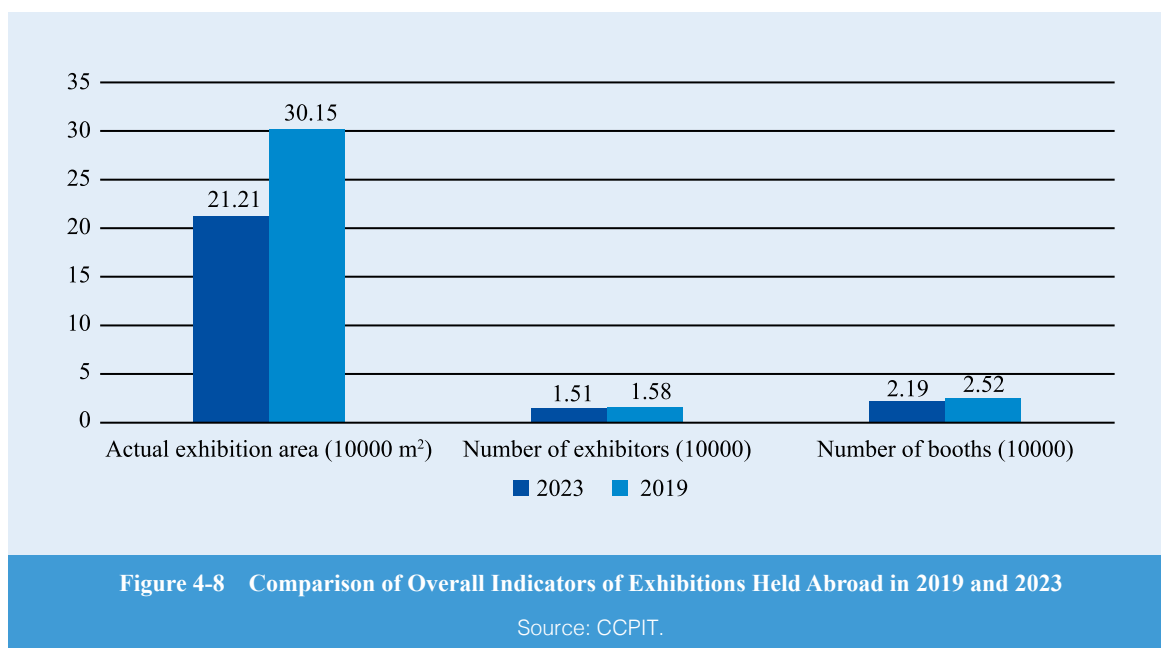
Professional exhibitions such as the EES Europe 2023 help Chinese high-tech enterprises explore the international market

The EES Europe 2023 was held from June 14 to 16, 2023 at the New Munich Trade Fair Center, Germany. China International Exhibition Center Group applied for a total of 821 booths from the organizer and organized 194 Chinese enterprises to participate in the exhibition, with an exhibition area of 7,389 square meters and 1,213 delegation members. The products displayed by the exhibitors mainly include batteries and energy storage systems, battery production equipment, battery manufacturing technology, materials, components and accessories, and battery testing and research. The exhibitors generally reported that the effect of the exhibition was the best in recent years, with a significant increase in the number of orders obtained compared with pre-pandemic levels, and an intended turnover of more than USD 22 million.

IV. The quality of exhibitions held abroad has been improved.

In 2023, there were 822 overseas exhibition participation projects that were approved by the CCPIT and actually implemented, accounting for 91.3% of all overseas exhibition projects, and 78 overseas exhibition organization projects, accounting for 8.7% of the total. Among them, the approved and actualized exhibition organization projects had a total exhibition area of 212,100 square meters, a total of 15,100 exhibitors and 21,900 booths.

The average data of the overseas exhibition organization projects in 2023 were better than those in 2019. In 2023, the average exhibition area was 2719.5 square meters, the average number of exhibiting companies was 194.1, the average number of booths was 280.9, reached 0.97, 1.33 and 1.2 times of the level of 2019 respectively. The quality of exhibition projects has been improved.





The Exhibition of Chinese Goods and Services in Belarus helped companies explore the Belt and Road market

From June 29 to July 1, the Exhibition of Chinese Goods and Services 2023 in Belarus was successfully held at the Trade and Exhibition Center of the China-Belarus Industrial Park. The exhibition was sponsored by the China Machinery Industry Federation, the China-Belarus Industrial Park Management Committee and the China-Belarus Industrial Park Development Co., Ltd., co-sponsored by the Chongqing Municipal Commission of Commerce, supported by SINOMACH and China Merchants Group, organized by China-Belarus Industrial Park Development Co., Ltd. and CMEC International Exhibition Co., Ltd., and co-organized by the central enterprise economic and trade promotion consortium. With an exhibition area of 10,000 square meters and 131 exhibitors.

Focusing on the actual needs of enterprises in the two countries, supporting activities were held during the exhibition, including the Chongqing-Belarus Business Matchmaking Meeting, the “Bright Silk Road, Connecting Europe and Asia” supply and demand matchmaking session, the Haihong Industrial’s 3D printing medical device promotion, and the Beijing online and offline integration exhibition promotion. As a concrete step to implement the joint statement of China and Belarus, the exhibition has become a regular platform for domestic companies to explore the Belt and Road market and for attracting investment to the China-Belarus Industrial Park.



The first Indonesia International Emergency Disaster Reduction and Rescue Expo explores a path for professional exhibitions to go global

From October 19 to 21, 2023, the first Indonesia Emergency Disaster Reduction and Rescue Expo was held in Jakarta, the capital of Indonesia. Jointly organized by the Shanghai Council for the Promotion of International Trade and Comexposium, the exhibition has an exhibition area of 10,000 square meters, and 180 companies from more than 10 countries and regions including China, Indonesia, the United States, Germany, Australia, Singapore, Malaysia, Thailand, Vietnam, and the Philippines participated in the exhibition. A number of leading enterprises from the domestic emergency industry such as SAIC Maxus, Hefei Institute of Public Safety of Tsinghua University, Guodong Group, EPSICC, MPMC Group, GSafety, Ocean's King Lighting, and Qingdao Amos went to Indonesia to explore the Southeast Asian market, and displayed high-quality products, technologies and solutions in such areas as emergency disaster prevention and mitigation, industrial safety protection, fire emergency rescue equipment, urban flood control and drainage equipment, and large-scale rescue equipment. The success of the first Indonesia International Emergency Disaster Reduction and Rescue Expo has blazed a trail for professional exhibitions going global.

Focusing on the industry and taking the road of professional exhibitions.

Throughout the history of world exhibitions, most of the global brand exhibitions started from the cultivation of domestic parent exhibitions, so as to form an international brand influence, accumulate a certain amount of international resources, and then replicate and transplant them at the right time in relevant

countries where there is a concentration of the industry or a market distribution hub. In 2021, the Shanghai Council for the Promotion of International Trade created the Yangtze River Delta International Emergency Disaster Reduction and Rescue Expo under the EDRR brand of the security and emergency industry. The expo reached an exhibition area of 52,000 square meters in its first session and 80,000 square meters in the second session, with more than 600 leading enterprises in the domestic security and emergency industry participating in the exhibitions. The accumulation of high-quality exhibitors and industry information has laid a solid industrial foundation for the successful holding of the Indonesian Emergency Exhibition.

Making the best of new opportunities and taking the road of internationalization.

Seeking opportunities to combine their own advantageous industries with international exhibition companies and relevant regional industry associations to jointly hold professional overseas exhibitions with their own brands is an important way for exhibition enterprises to help Chinese companies' global brand building. It is also an important way to enhance the internationalization of their own exhibition brands. At the same time, it is a reasonable approach for exhibition enterprises to choose high-quality international partners and jointly invest in exhibition projects.

Extending value and taking the road of brand transplant. Under a unified exhibition brand, exhibition enterprises create an interactive relationship between domestic parent exhibitions and overseas sub-exhibitions, whereby the parent exhibition provides guidance for the the overseas sub-exhibition, which in turn supports the parent exhibition. This provides a new line of thought for the path to internationalization of Chinese brand exhibitions.

Innovating technologies and taking the road of informatization. It has become the development consensus of many exhibition enterprises to improve the quality of customer service by improving digital capabilities, increase revenue sources by innovating online business models, and form big data assets through building big data platforms.

V. Exhibition organizers are seeing a trend of concentration.

As approved by the CCPIT, a total of 71 exhibition organizers across the country organized exhibitions abroad. The numbers of projects and participating enterprises and the exhibition area have indicated a trend of concentration among the organizers.

In terms of the number of exhibitions organized, the top five exhibition organizers were Zhejiang Broad International Convention & Exhibition Co., Ltd. (105 projects, 11.67%), CMEC International Exhibition Co., Ltd. (76 projects, 8.44%), CCPIT Machinery Industry Sub-council (58 projects, 6.44%), Shanghai International Exhibition (Group) Co., Ltd. (57 projects, 6.33%), and China Chamber of Commerce for Import and Export of Machinery and Electronic Products (54 projects, 6%). The top five exhibition organizers accounted for 38.89% of the total, an increase of 8.62 percentage points over 2019 (30.27%).

In terms of the number of exhibitors organized, the top five exhibition organizers were Zhejiang Meorient Business Exhibition Co., Ltd. (7229, 18.24%), CMEC International Exhibition Co., Ltd. (2542, 6.41%), Zhejiang Broad International Convention & Exhibition Co., Ltd. (2411, 6.08%), China International Exhibition Center Group Co., Ltd. (2319, 5.85%), and CCPIT Textile Industry Sub-council (1981, 5%). The top five exhibition organizers accounted for 41.59% of the total, an increase of 9.02 percentage points over 2019 (32.57%).

In terms of exhibition area, the top five exhibition organizers were Zhejiang Meorient Business Exhibition Co., Ltd. (92070 m², 16.09%), China International Exhibition Center Group Co., Ltd. (51477 m², 9%), CMEC International Exhibition Co., Ltd. (40371.25 m², 7.06%), Zhejiang Broad International Convention & Exhibition Co., Ltd. (36969.95 m², 6.46%), and China Chamber of Commerce for Import and Export of Machinery and Electronic Products (31689 m², 5.54%). The top five exhibition organizers accounted for 44.14% of the total, an increase of 8.67 percentage points over 2019 (35.47%).

Table 4-1 Implementation of China's Overseas Exhibition Participation and Organization Projects in 2023 (Top 30 in the Number of Exhibitors Organized)

No.	Organizer	Number of Projects		Number of Exhibitors		Exhibition Area	
		Number	%	Number	%	Area (m ²)	%
1	Zhejiang Meorient Business Exhibition Co., Ltd.	16	1.78	7229	18.24	92070	16.09
2	CMEC International Exhibition Co., Ltd.	76	8.44	2542	6.41	40371.25	7.06
3	Zhejiang Broad International Convention & Exhibition Co., Ltd.	105	11.67	2411	6.08	36969.95	6.46
4	China International Exhibition Center Group Co., Ltd.	53	5.89	2319	5.85	51477	9.00
5	CCPIT Textile Industry Sub-council	11	1.22	1981	5.00	27620	4.83
6	CCPIT Chemical Industry Sub-council	27	3.00	1774	4.48	20414.87	3.57
7	China Chamber of Commerce for Import and Export of Machinery and Electronic Products	54	6.00	1763	4.45	31689	5.54
8	China Chamber of Commerce for Import and Export of Medicines and Health Products	33	3.67	1665	4.20	18546.55	3.24
9	China Textile Advertising Exhibition Co., Ltd.	7	0.78	1541	3.89	19014	3.32
10	Foreign Trade Development Bureau of the Ministry of Commerce	13	1.44	1456	3.67	19285	3.37
11	CCPIT Machinery Industry Sub-council	58	6.44	1324	3.34	21104.75	3.69
12	China Chamber of Commerce for Import and Export of Textiles	6	0.67	1138	2.87	11878	2.08
13	Grand International Exhibition Co., Ltd.	32	3.56	1075	2.71	12724.5	2.22
14	Fujian Huiyuan International Exhibition Co., Ltd.	34	3.78	968	2.44	10990	1.92
15	Poly International Exhibition Co., Ltd.	32	3.56	941	2.37	10764	1.88
16	China Foreign Trade Center Group Co., Ltd.	11	1.22	738	1.86	9400.82	1.64
17	Shanghai International Exhibition (Group) Co., Ltd.	57	6.33	569	1.44	8766.04	1.53
18	Electronic Information Industry Sub-council of CCPIT	23	2.56	529	1.33	7142	1.25
19	China Great Wall International Exhibition Co., Ltd.	23	2.56	496	1.25	6894.75	1.20
20	Sinolight International Holding Corporation	11	1.22	486	1.23	10971	1.92

continued

No.	Organizer	Number of Projects		Number of Exhibitors		Exhibition Area	
		Number	%	Number	%	Area (m ²)	%
21	China Chamber of Commerce of Import & Export of Foodstuffs, Native Produce & Animal By-Products	11	1.22	380	0.96	3668.77	0.64
22	China Chamber of Commerce of Metals, Minerals & Chemicals Importers & Exporters (CCCMC)	12	1.33	373	0.94	5378.5	0.94
23	China Electronics International Exhibition and Advertising Co., Ltd.	19	2.11	371	0.94	4204.5	0.73
24	China World Trade Center Co., Ltd.	3	0.33	360	0.91	6032	1.05
25	China National Chemical Information Center Co., Ltd.	11	1.22	351	0.89	4204.5	0.73
26	CCPIT Zhejiang Provincial Committee	10	1.11	324	0.82	3957	0.69
27	Department of Commerce of Jiangsu Province	2	0.22	288	0.73	3495	0.61
28	China General Machine Components Industry Association	4	0.44	231	0.58	2593.5	0.45
29	Zhejiang Zhongzhe International Exhibition Business Co., Ltd.	10	1.11	230	0.58	2412	0.42
30	China National Machinery Industry International Co., Ltd.	11	1.22	227	0.57	2593.5	0.45

VI. The China Council for the Promotion of International Trade resumed organizing on-site overseas exhibitions

It is an important responsibility of the CCPIT to hold exhibitions abroad on behalf of the country. In 2023, the CCPIT resumed organizing enterprises to hold on-site exhibitions abroad. By synergizing the work of overseas exhibitions with high-quality Belt and Road cooperation, foreign trade and foreign investment stabilization, and exploration of diversified markets, the CCPIT has put the focus on exhibition participation and organization in developing countries, emerging markets and strategic emerging sectors to help enterprises explore overseas opportunities through multiple measures.

In terms of exhibition forms, in 2023, the CCPIT organized a total of five overseas exhibition projects, including four on-site exhibitions and one online exhibition: the

Technology of Mobility Conference and Exhibition in Spain, the Economic and Technological Exhibition for Lancang-Mekong Cooperation, the China (Indonesia) Smart Transportation and New Energy Industry Expo, the China-Africa (Nigeria) Production Capacity Cooperation Brand Exhibition, and the China-Oceania and South Pacific International Trade Digital Expo.

In terms of exhibition content, the exhibition projects focus on emerging industries such as new energy and smart transportation, and support enterprises to engage in high-quality, high-tech, and high-value-added green and low-carbon trade, and better integrate into the global industrial chain, supply chain and value chain. For example, at the Technology of Mobility Conference and Exhibition in Spain, Chinese enterprises exhibited new products and smart city solutions in the field of smart transportation, such as artificial intelligence data management software, urban monitoring sensors, smart street furniture and lighting systems. At the China (Indonesia) Smart Transportation and New Energy Industry Expo, enterprises focused on high-tech products in the new energy and automotive industries represented by new energy vehicles, lithium batteries and photovoltaic modules, or the “new three”.



China (Indonesia) Smart Transportation and New Energy Industry Expo creates a platform for exporting the “new three”.

Hosted by the China Council for the Promotion of International Trade and organized by Meorient International Exhibitions, the “China (Indonesia) Smart Transportation and New Energy Industry Expo” (the Smart Transportation Expo) was held in Jakarta, Indonesia from November 23 to 26, 2023. As an overseas exhibition sponsored by the foreign trade special funds of the CCPIT, 38 enterprises from the provinces of Guangdong, Jiangsu, Zhejiang, Shandong, Hebei, Hubei, Jiangxi and Guangxi participated in the expo, including Wuling,

Great Wall, Dongfeng, Chery, Xiaolan Fast Charging, and BAK power, among other Chinese brand enterprises in the fields of new energy vehicles, smart logistics and warehousing, new energy storage, urban traffic management, and charging management. With an exhibition area of 1,008 square meters, the expo has a special installation area of 900 square meters, a special installation rate of 90%, and 28 brand exhibitors, accounting for 73% of the total number of exhibitors. The Smart Transportation Expo has become an important platform for China's "new three" of new energy vehicles, lithium batteries and photovoltaic modules to go global.

In terms of venue, in 2023, the CCPIT mainly focused on organizing exhibitions in developing countries and emerging markets to provide a high-quality platform for the production capacity cooperation and economic and trade exchanges between China and other developing countries. For example, the 2023 Economic and Technological Exhibition for Lancang-Mekong Cooperation held in Ho Chi Minh City, Vietnam, attracted visitors from around 20 countries, including Belarus, the Republic of Korea, Sri Lanka and India, and the China-Africa (Nigeria) Production Capacity Cooperation Brand Exhibition held in Nigeria became a window and an important product display platform for Chinese enterprises to partner with Africa in trade and economic cooperation.



The 2023 Economic and Technological Exhibition for Lancang-Mekong Cooperation helps China and Vietnam to connect industries and cooperate in trade and investment.

From December 7 to 9, 2023, the 2023 Economic and Technological

Exhibition for Lancang-Mekong Cooperation (the Lancang-Mekong Exhibition), hosted by the CCPIT and organized by the China Chamber of International Commerce (CCOIC), was successfully held at the Saigon Exhibition and Convention Center (SECC) in Ho Chi Minh City, Vietnam, at the same time and place as the Vietnam International Trade Expo. This year's Lancang-Mekong Exhibition covers an area of 1,200 square meters, with a total of 67 exhibitors, including Alibaba International Station, Zhongbao Electric, Haima Motor, Jiangsu Sinski Vehicle and many other well-known enterprises, and the exhibits cover high-quality products in many fields such as electronic and electrical products, vehicles and accessories, agriculture and food, intelligent equipment, hardware and light industry. The exhibition attracted about 15,000 visitors from around 20 countries, including Belarus, the Republic of Korea, Sri Lanka and India.

The exhibition closely follows the needs of the Chinese and Vietnamese markets, and puts meticulous efforts on the selection of participating enterprises and organizations, overseas promotion and publicity, business information sharing, and interpretation of laws and regulations, giving full play to the resource advantages of the CCPIT and the CCOIC to create an efficient economic and trade exchange platform for Chinese and Vietnamese enterprises. On the occasion of the 15th anniversary of the comprehensive strategic cooperative partnership between China and Vietnam, the exhibition has contributed to further deepening industrial alignment, and trade and investment cooperation between China and Vietnam, and accelerating the building of the new development paradigm.

In terms of exhibition time, this year, most of the overseas exhibitions that the CCPIT organized enterprises to participate in or organize were in November and December. As a platform for economic and trade exchanges and cooperation between China and El Salvador, the 2023 Trade Fair of the People's Republic of China will be hosted by the CCPIT in January

2024 in San Salvador, the capital of El Salvador.

Table 4-2 List of Overseas Exhibitions Organized by the China Council for the Promotion of International Trade in 2023

No.	Country	City	The name of the exhibition (expo)	Exhibition time	Exhibition content
1	Spain	Barcelona	Technology of Mobility Conference and Exhibition in Spain	November 7-9	Bus, subway and light rail, smart car, autonomous driving system, charging management, smart logistics warehousing, urban logistics equipment and operation management, urban traffic management, smart transportation big data operation management and solutions, etc.
2	Nigeria	Lagos	China-Africa (Nigeria) Production Capacity Cooperation Brand Exhibition	November 7-10	Agricultural products and food processing, electronics, electrical appliances, power equipment, communication products and network information products, building materials, transportation, new energy, etc.
3	Indonesia	Jakarta	China (Indonesia) Smart Transportation and New Energy Industry Expo	November 23-26	New energy storage batteries and equipment represented by lithium batteries, new energy vehicles, automatic driving systems, charging management, smart logistics warehousing, urban logistics equipment and operation management, urban traffic management, etc.
4	Oceania and South Pacific countries including Australia, Fiji, and Solomon Islands.	Online	China-Oceania and South Pacific International Trade Digital Expo	December 5-14	Medical devices, building materials and hardware, office supplies, furniture and home furnishings, gifts, consumer electronics, home appliances, textiles and clothing, food, etc.
5	Vietnam	Ho Chi Minh City	Economic and Technological Exhibition for Lancang-Mekong Cooperation	December 7-9	Agricultural products and food processing, electronics, electrical appliances, power equipment, communication products and network information products, building materials, transportation, vehicles and accessories, green development, photovoltaics, clean energy, etc.

Chapter 5

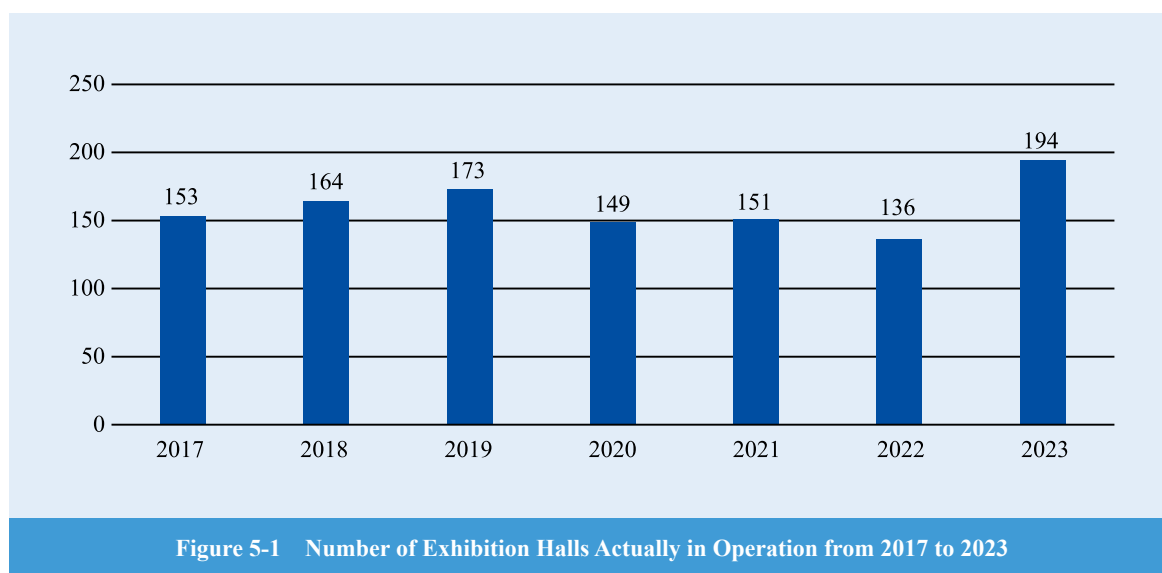
2023 China's Exhibition Center Market Analysis



I. The number of exhibition halls in actual operation has reached a record high.

This report selects the professional exhibition halls that have an indoor rentable area of 5,000 square meters or more and have hosted more than two economic and trade exhibitions in 2023 as the subject of the 2023 Chinese exhibition hall market analysis, that is, the exhibition halls that have actually been in operation in 2023.

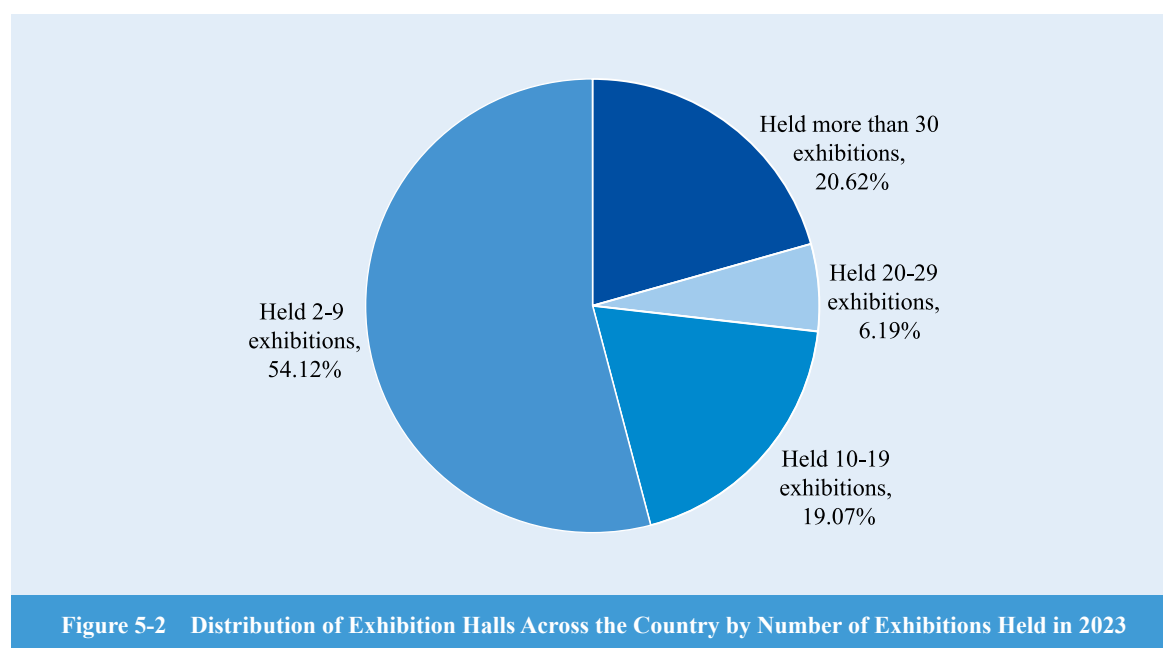
In 2023, there were 194 exhibition halls actually in operation in China, an increase of 58 from 2022 and 21 from 2019, a record number.



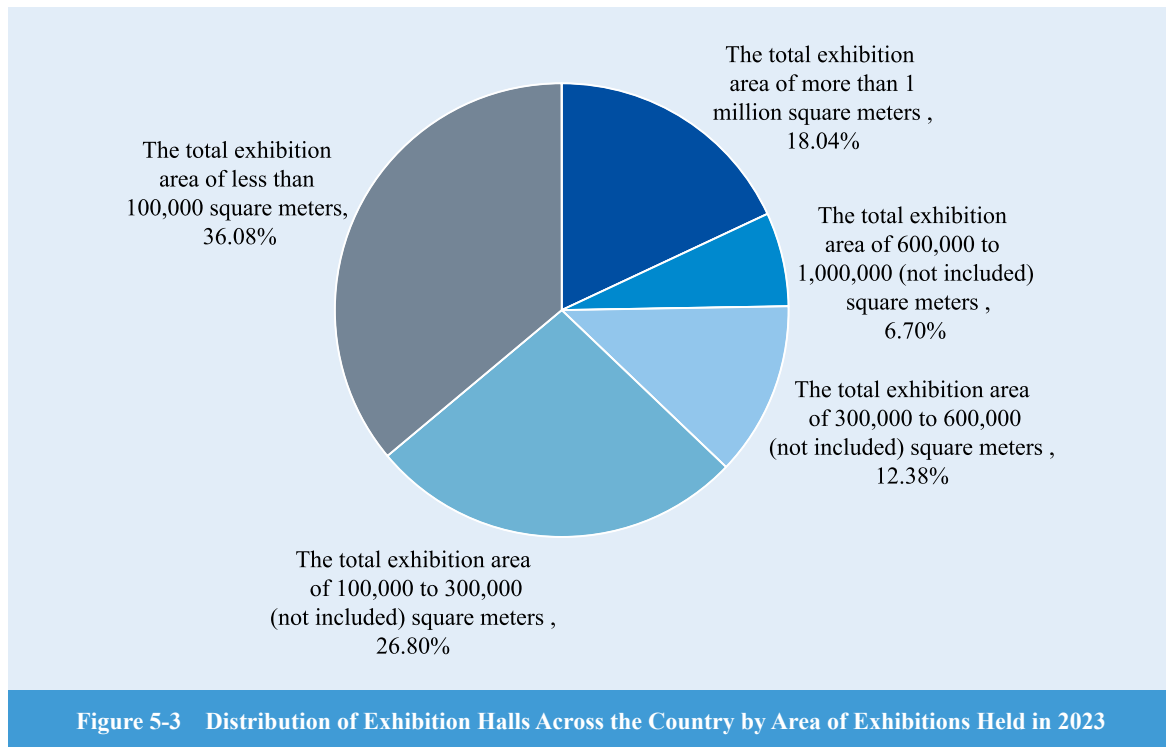
II. The utilization efficiency of large-scale exhibition halls has been greatly improved.

In terms of the number of exhibitions held in the exhibition halls, among the 194 exhibition halls actually in operation in 2023, forty exhibition halls held 30 or more exhibitions in 2023, accounting for 20.62% of the total, a significant increase of 22 exhibitions or 122.22% over 2022, and four more than in 2019, an increase of 11.11%. Twelve exhibition halls held 20

to 29 exhibitions, 37 exhibition halls held 10 to 19 exhibitions, and 105 exhibition halls held two to nine exhibitions.



In terms of the total annual exhibition area of the exhibition halls, in 2023, there were 35 exhibition halls across the country with a total exhibition area of more than one million square meters, an increase of 15 exhibitions or 75% over 2022, and an increase of three exhibitions or 9.38% over 2019. Thirteen exhibition halls held exhibitions with a total area of between 600,000 and 1,000,000 square meters; 24 exhibition halls held exhibitions with a total area of 300,000 to 600,000 square meters, 52 exhibition halls held exhibitions with a total area of 100,000 to 300,000 square meters, and 70 exhibition halls held exhibitions with an area of less than 100,000 square meters.



III. A new wave of exhibition hall project deliveries has arrived.

The COVID-19 pandemic had a negative impact on the construction of exhibition halls, and in 2023, as the pace of construction accelerated, a large number of new exhibition halls were delivered. According to the statistics available, the exhibition area of new exhibition halls exceeded one million square meters in 2023.

1. Xiamen International Conference and Exhibition Center

On July 6, 2023, Hall D of Xiamen International Conference and Exhibition Center (Phase 5) was completed and officially put into use. Hall D of Xiamen International Conference and Exhibition Center covers a ground space of about 30,000 square meters, with a total construction area of more than 70,000 square meters, an exhibition hall area of nearly 15,000 square meters, and a conference area of nearly 10,000 square meters. After the completion of Hall D, the total exhibition area of Xiamen International Conference and Exhibition Center

exceeds 200,000 square meters.

2. National Convention and Exhibition Center (Tianjin)

In September 2023, the second phase of the National Convention and Exhibition Center (Tianjin) project passed the joint acceptance of completion. From September 7 to 9, the Tianjin Machine Tool Exhibition 2023 was held in the National Convention and Exhibition Center (Tianjin) (Phase 2), the first exhibition held after the project's delivery. The National Convention and Exhibition Center (Tianjin) is a key project jointly developed by the Ministry of Commerce and the Tianjin Municipal People's Government, with a total construction area of about 1.38 million square meters, integrating exhibition, conference, commerce, office, and hotel functions. The second phase of the project has added to the central hall a National Convention Center, which has an area of more than 2,700 square meters and an indoor height of nearly 12 meters, and is capable of accommodating more than 2,000 people at the same time.

3. Guangzhou Airport Expo Center

In October 2023, Halls 1 and 2 of Guangzhou Airport Expo Center officially passed the joint acceptance of completion, marking the official completion of the exhibition halls. The Guangzhou Airport Expo Center is located in Guangzhou Airport Economic Zone, only three kilometers away from the terminal buildings of Baiyun Airport. The center has a capacity building area of about 250,000 square meters. According to plan, twelve exhibition halls with a total outdoor exhibition area of 20,000 square meters will be built, and many of the halls can be used in different combinations.

4. Jinan Yellow River International Convention and Exhibition Center

On October 7, 2023, the first phase of the Jinan Yellow River International Convention and Exhibition Center project was officially delivered. With a net exhibition area of about 510,000 square meters, the Jinan Yellow River International Convention and Exhibition Center has three phases of construction. Phase 1 was completed and opened. It has a construction area of 372,000 square meters, and a net exhibition area of 150,000 square meters, including 12

standard single-storey heavy exhibition halls, multi-functional halls, an entry hall, a star-rated hotel and other facilities. Its completion has made up for the lack of a large-scale exhibition hall of more than 150,000 square meters in Jinan City.

5. Guilin International Convention and Exhibition Center

On October 13, 2023, the New Guilin International Convention and Exhibition Center was officially opened. With a total investment of RMB 6.8 billion, the new Guilin International Convention and Exhibition Center project covers a ground space of 548 *mu* (or 365,333 square meters), with a total construction area of 401,000 square meters and a capacity building area of 298,000 square meters. The exhibition center has 2,828 booths and a booth area of 48,800 square meters. Integrating a multi-functional exhibition center, a conference center and a star-rated hotel, the New Guilin International Convention and Exhibition Center can accommodate about 8,000 people for meetings or 2,900 people for meals at the same time, sufficient for the needs of various international and domestic exhibitions, activities and events.

6. Zhongyuan International Expo Center

On October 27, 2023, the opening ceremony of the Zhongyuan International Expo Center was held at the Zhengzhou Airport. The total planned construction area of the Zhongyuan International Expo Center is one million square meters, and 200,000 square meters have been completed so far. By the end of 2023, the first phase of the Zhongyuan International Expo Center has been completed and all eight venues have been put into operation. The second phase will be completed by the end of 2024, when a total of 16 venues will be put into operation, providing an indoor exhibition area of 128,000 square meters and an outdoor exhibition area of 100,000 square meters.

7. Zhuhai International Convention and Exhibition Center

On November 3, 2023, the second phase of the Zhuhai International Convention and Exhibition Center was officially opened. It has a total construction area of about 270,000 square meters, with a 7,500-square-meter exhibition hall, a 6,800-square-meter column-free banquet hall, a 1,200-square-meter international roundtable conference hall, and two VIP lecture halls.

8. Xiamen International Conference and Exhibition Center

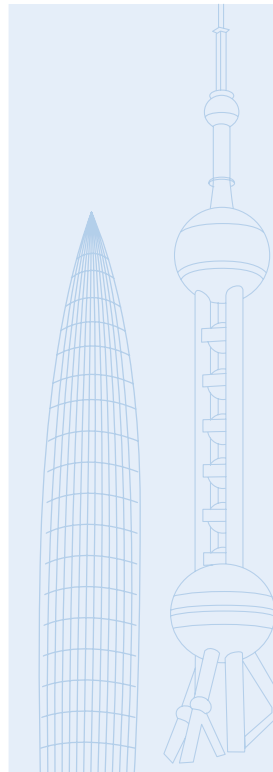
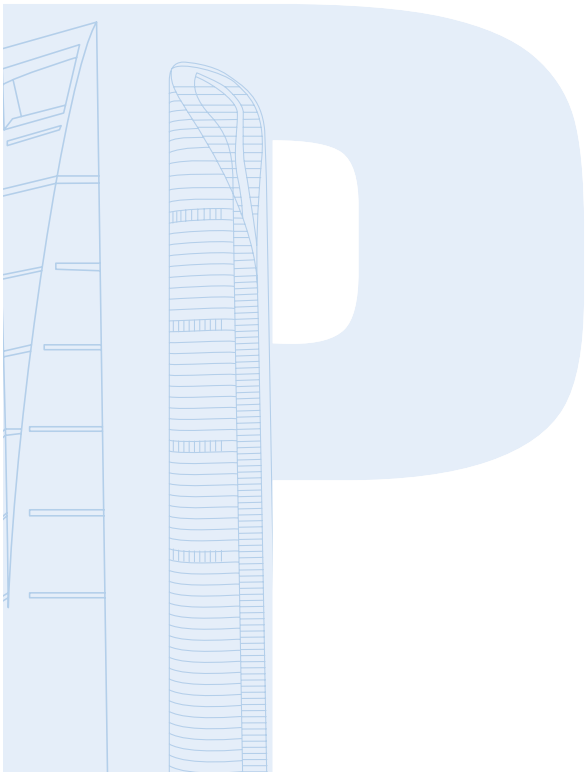
The construction of the Xiamen International Conference and Exhibition Center started on December 26, 2020, and its exhibition center part was opened and put into use on November 13, 2023. The Xiamen International Conference and Exhibition Center consists of exhibition center, conference center, and conference hotel. As of December 2023, the Xiamen International Conference and Exhibition Center covers a total ground space of 846,700 square meters and has a total construction area of 1,159,200 square meters. The exhibition center occupies a ground space of 711,300 square meters and has 11 indoor column-free exhibition halls, with a net exhibition area of about 300,000 square meters and an outdoor exhibition area of 55,000 square meters. The conference center covers a ground space of 107,400 square meters. From November 13 to 15, 2023, the 63rd (Autumn 2023) National Pharmaceutical Machinery Exposition and the 2023 (Autumn) China International Pharmaceutical Machinery Exposition (CIPM) were held at the Xiamen International Conference and Exhibition Center.

9. Zhuzhou International Convention and Exhibition Center

On November 30, 2023, the delivery ceremony of the exhibition halls of Zhuzhou International Convention and Exhibition Center was held in the Motor Town. The Zhuzhou International Convention and Exhibition Center is a reconstruction and expansion of the original exhibition halls of Zhuzhou Motor Town, with new additions of the transit rail exhibition hall D, the transit rail exhibition hall E, the transit rail exhibition hall F and its connecting foyer, the logistics supporting center of rail transit equipment industrial park (parking lot), and the reconstruction and expansion of the comprehensive service center of the rail transit equipment industrial park and supporting ancillary projects.

Chapter 6

Analysis of China's National Exhibitions in 2023



I. The first CISCE provided a new open platform for international cooperation.

Hosted by the CCPIT and organized by China International Exhibition Center Group Co., Ltd., the first China International Supply Chain Expo (CISCE) was successfully held at the China International Exhibition Center (Shunyi Hall) in Beijing from November 28 to December 2, 2023. The CISCE is the world's first national-level exhibition featuring the theme of supply chains.

1. The CISCE presents a new exhibition concept, exhibition method and exhibition results.

Following the direction of internationalization, specialization, marketization and greening, the first CISCE turned out to be a high-standard, high-quality and high-level global economic and trade event, thanks to the strong support and concerted efforts of all parties. It achieved the goal of connecting the upstream, midstream and downstream, bringing together large and small enterprises, integrating industry, university, research and application, and facilitating the interactions between Chinese and foreign businesses. With its role as platforms for trade promotion, investment cooperation, innovation agglomeration, and learning and exchange brought into play, the CISCE has become a new international public good for all and a new carrier for building an open world economy, making positive contributions to world economic recovery and global development and prosperity. Compared with other expos, the CISCE is different in three aspects:

First, the concept of the exhibition is different. At present, the supply chain is a “hot word” and a “keyword” of the world economy, and the CISCE takes the “supply chain” as its name and makes “Connecting the World for a Shared Future” its theme, to pool more consensus on openness, encourage all countries to jointly overcome the difficulties and challenges faced by global economic development, and let openness be the way toward a bright future for global development. At the same time, through exhibitions, forums, seminars and other formats with the supply chain as a medium, the CISCE brings together global

industrial and commercial enterprises to form supply chains, find partners in the upstream and downstream of the chain, and jointly safeguard the stability and smoothness of the global industrial and supply chain.

Second, the way of organizing the exhibition is different. The CISCE is not to display a single product, but to showcase the chain and the ecosystem. The CISCE vertically displays the world's leading products and technologies in the upstream, midstream and downstream of each chain, highlighting green and low-carbon development, environmental protection and digital transformation; and horizontally it displays supply chain services such as finance, logistics, trade consulting, commercial law, cultural tourism and creative design, forming an ecosystem for the development of related industries. There are not only flagship chain leader enterprises in the supply chain, but also small and medium-sized enterprises such as specialized and sophisticated SMEs, little giants, and hidden champions. What you see is not an exhibition of a certain enterprise or a certain product, but a complete ecosystem of five chains.

Third, the results of the exhibition are different. The CISCE is not simply for exhibitors and buyers to display goods and sign orders, but to pay more attention to the exchange and cooperation of upstream, midstream and downstream enterprises in the supply chain, so that everyone can find their accurate position in the supply chain and find the most suitable partners. The CISCE not only focuses on short-term transactions, but also pays attention to long-term cooperation and common development; the CISCE is not only open to professional buyers, but also to colleges and universities, scientific research institutes and the public, so that everyone can see the latest industrial/supply chain development form and future development trend along the five chains.

2. The CISCE sent out a strong message of the times that China will maintain the stability and smoothness of industrial and supply chains with practical actions.

Chinese Premier Li Qiang attended the Opening Ceremony of the first CISCE and the Global Supply Chain Innovation and Development Forum and delivered a keynote speech. Premier Li Qiang pointed out that China is a participant in, beneficiary of, and also a staunch

guardian and builder of cooperation in global industrial and supply chains and that China is ready to work with all other parties to make the global industrial and supply chains more resilient, efficient and dynamic. He also made a four-point proposal on deepening international cooperation in industrial and supply chains.

President of Indonesia Joko Widodo, President of Uruguay Luis Lacalle Pou, and heads of five major international organizations delivered speeches either online or on site. More than 1,100 people from 90 countries and regions in the world and representatives of relevant international organizations attended the event. Premier Li Qiang's keynote speech was warmly received by the Chinese and foreign guests. All parties expressed that they felt China's confidence and determination in promoting international industrial/supply chain cooperation and building an open world economy. The CCPIT and representatives of the participating business communities jointly issued the *Beijing Initiative for the Connectivity of Industrial and Supply Chains*, voicing the shared expectations of the international business community to strengthen mutually beneficial cooperation and firmly maintain the stability and smoothness of global industrial and supply chains.

3. With splendid exhibitions, the CISCE has become a big stage for all parties to strengthen international cooperation in industrial and supply chains.

The exhibition area of the first CISCE was 100,000 square meters, with five industrial chains: smart vehicle supply chain, green agriculture supply chain, clean energy supply chain, digital technology supply chain and healthy life supply chain and the supply chain service exhibition area. Among the 515 exhibitors, 26% were overseas exhibitors, covering 55 countries and regions. American and European companies accounted for 36% of all overseas exhibitors, and the number of exhibitors from the Belt and Road countries accounted for nearly half of the total number of overseas exhibitors. South Africa, Canada, Japan, Vietnam, the African Union, the League of Arab States, Portuguese-speaking countries, and Latin American and Caribbean countries participated in the exhibition in the form of national and regional pavilions. In order to demonstrate openness and inclusiveness, the CISCE also provided support for exhibitors from the least developed countries such as Laos, Rwanda, Timor-Leste

and Haiti.

Vertically, the first CISCE displayed the advanced technologies, products and services of the key sections of each industrial chain and the future development trends. Horizontally, it displayed services such as finance, logistics and platform enterprises. The six exhibition areas had their own distinct features, focusing on high-quality development and high-quality life, highlighting innovative growth, green and low-carbon development, and technology empowerment, laying emphasis on shifting from exhibiting products to exhibiting chains and ecology, and building a cooperation platform between various entities in the related industrial chains of the world. All booths were custom-built booths. In an interactive, immersive and experiential way, forty-seven companies debuted 62 representative new products, new technologies and new services, gaining popularity with the audience.

4. The thematic forums of the CISCE contributed “chain expo wisdom”, built board consensus for cooperation, and vividly depicted a new vision of maintaining the stability and smoothness of the global industrial and supply chain.

Corresponding to the five major industrial and supply chains and supply chain service exhibition areas, there were six thematic forums held at the CISCE, with such components as keynote speeches, discussions, and the release of reports and initiatives. Five academicians of the Chinese Academy of Sciences and the Chinese Academy of Engineering, over 90 representatives of international organizations, and executives of the Fortune Global 500 companies and industry leaders engaged in warm discussions and shared their insights, focusing on the frontier issues on industrial and supply chains. The forums attracted an audience of more than 3,000 Chinese and foreign participants.

During the first CISCE, the CCPIT held the Think Tank Forum on International Trade Promotion and Releasing Conference of *The Global Supply Chain Promotion Report*. The report is the first to provide an all-round, quantitative analysis of the development trend of the global supply chain, and the first to build an analysis system for global supply chain promotion. It puts forward recommendations on promoting technological innovation, open cooperation, interconnection, and inclusive development of the global supply chain. It is the

flagship report of the CISCE and the world's first research report on the theme of supply chain promotion.

At the thematic forums, the relevant enterprises announced and explained their latest research results, such as solving a world-class problem concerning aluminium alloy. China Energy Engineering Group and others jointly released the *Zero Carbon Initiative of New Energy International Investment Alliance*. Some enterprises actively offered their advice and insights on jointly promoting industrial standards, building partnerships and alliances, strengthening consumer-side digital-reality convergence, and innovating supply chain services. Many foreign-invested enterprises said that they would take root in China and increase R&D efforts to provide better products for the Chinese and global markets. The participants agreed that global industrial and supply chains are inseparable, and only through sharing resources and drawing on each other's strengths can we better promote the recovery and growth of the world economy.

5. Rich and colorful supporting activities of the CISCE amplified the comprehensive effect of the exhibition.

During the first CISCE, more than 360 promotion and exchange activities were held, with more than 15,000 people participating, and 23 research reports, initiatives and standards were released; according to the statistics available, more than 200 cooperation agreements and agreements of intent were signed, involving an amount of over RMB 150 billion.

Targeted and effective local investment promotion activities. With the theme of "Invest in Beijing-Tianjin-Hebei for a Win-Win in the New Era", the 2023 Beijing-Tianjin-Hebei Industrial Chain and Supply Chain Conference created a new window for the collaborative promotion of industries in the three regions and a new platform for cooperation and development at home and abroad. A series of activities were held, such as industry site visits and the release of cross-regional industrial chain maps on hydrogen energy, bio-medicine, and industrial internet, as well as a report on the coordinated development of industries in Beijing, Tianjin and Hebei. The governments of Inner Mongolia, Liaoning, Hubei, Sichuan, Guizhou, Xinjiang, and Shenzhen held conferences respectively to promote their advantaged industries and create a global platform for investment promotion and resource

aggregation.

Impressive Sino-foreign economic and trade promotion activities. The CCPIT held the China-Turkey Business Conference with the Foreign Economic Relations Board of Turkey (DEİK) and the Turkish Industry and Business Association (TÜSİAD), and the China-Korea Supply Chain Promotion Conference with the Korea-China Private Economic Association (KOCHA) and the China-Asia Economic Development Association, promoting economic and trade exchanges and cooperation between China and Turkey and China and the Republic of Korea. The Hungarian Embassy in China and the South African ANC Economic Development Forum held the opening ceremonies of the national theme exhibition areas. The International Cooperative Alliance and the All-China Federation of Supply and Marketing Cooperatives held the “Forum on International Trade and Development of Cooperatives and Training Workshop on International Trade of Cooperatives”. Rio Grande do Sul, Brazil, co-hosted with the China Entry-Exit Inspection and Quarantine Association a seminar on the sustainable development of the international trade chain, and signed strategic cooperation agreements with the association and the Harbin Electric International Co., Ltd.

Various forms of other supporting activities. Exhibitors and institutions held a large number of exchanges, roadshows, promotions and other activities. For example, State Grid held the Co-chain Activity of Modern Industrial Chain for New Type of Power System and Press Conference on Opening-up and Cooperation Initiative for the Industrial Chain; Jiangsu Tianyi Aviation held a press conference on intelligent civil aviation overall solutions; and JA Solar and Xiamen ITG Group held a signing ceremony of strategic cooperation agreement.

II. Offline exhibitions of the 133rd and 134th sessions of the Canton Fair fully resumed.

The China Import and Export Fair, also known as the Canton Fair, was founded in the spring of 1957 and is held in Guangzhou in spring and autumn every year. It is jointly sponsored by the Ministry of Commerce and the Guangdong Provincial People's Government, and organized by the China Foreign Trade Center (CFTC).

1. The 133rd session of the Canton Fair

The offline exhibition of the 133rd Canton Fair was successfully concluded in Guangzhou on May 5, and the online platform continued to operate normally. This was the first Canton Fair to go fully offline following the smooth transition of China's COVID-19 prevention and control measures. As of May 4, overseas buyers from 229 countries and regions participated in the Fair either online or offline, including 129 thousand overseas buyers from 213 countries and regions who attended the offline exhibitions. A total of 55 industrial and commercial organizations organized delegations to participate in the Fair. More than 100 leading multinational companies organized buyers to participate, and 391 thousand overseas buyers participated online.

Innovative products with many highlights. Exhibitors uploaded a total of 3.07 million exhibits, including more than 800,000 new products, about 130,000 intelligent products, about 500,000 green and low-carbon products, and more than 260,000 products with independent intellectual property rights. About 300 debut activities were held.

Better-than-expected export turnover. The on-site export turnover was USD 21.69 billion. Regular operations were moved to online platforms, and from April 15 to May 4, the online export turnover reached USD 3.42 billion.

Remarkable results in trade promotion. The 133rd Canton Fair held a total of 52 "Trade Bridge" global trade promotion events, eight "Discover Canton Fair with Bee and Honey" events, three provincial and municipal special matchmaking activities, and two dual-circulation trade promotions, with more than 3,000 participants from overseas industrial and commercial institutions, buyers, and suppliers from 67 countries and regions. Nineteen trade promotion activities and seven fashion shows were held for the targeted promotion of specialty industries, quality enterprises, innovative products and well-known brands, matching suppliers with buyers. Multiple projects were signed. For example, at the Special Promotion Event of Cotton Textiles of Xinjiang, more than 300 kinds of cotton products were on display and an intended purchase amount of RMB 570 million was reached. At the Nanjing Economic and Trade Cooperation Conference named "Meet Nanjing on Pearl River, Link the World by Trade", intended cooperation agreements with a total amount of RMB 2.3 billion were

reached.

New achievements in rural revitalization. An exhibition area of “Rural Revitalization Specialty Products” was set up at the offline exhibition of the 133rd Canton Fair, and an online “Rural Revitalization” section was set up for enterprises from areas that had shaken off poverty to showcase their products. A total of 171 enterprises from 22 provinces exhibited their products in the “Rural Revitalization Specialty Products” area, involving 13 product categories such as food, handicrafts, medicine and health products, and leisure products. A total of 44,400 exhibits were uploaded by enterprises from the areas that had shaken off poverty.

2. The 134th session of the Canton Fair

The offline exhibition of the 134th Canton Fair was successfully concluded in Guangzhou on November 4, and the online platform continued to operate normally.

Demonstrating the innovative capacity of China's foreign trade. Exhibitors have uploaded more than 2.75 million exhibits to the online platform, including more than 700,000 new products, about 110,000 intelligent products, more than 430,000 green and low-carbon products, and about 230,000 products with independent intellectual property rights. A total of 401 debut activities were held.

Overseas buyers participated enthusiastically. As of November 3 (the same below), overseas buyers from a total of 229 countries and regions participated in the Fair either online or offline. Among them, 198 thousand overseas buyers participated offline, an increase of 53.4% over the 133rd session and an increase of 6.4% over the 126th session before the pandemic. There were 126 thousand buyers from the Belt and Road countries, accounting for 63.9% of the total, an increase of 68.6% over the 133rd session. A total of 117 industrial and commercial organizations participated in the Fair, and 165 leading multinational companies organized buyers to participate. A total of 454 thousand overseas buyers participated online, an increase of 16.2% over the 133rd session.

Export turnover showed a recovery trend. The offline export turnover of the 134th Canton Fair was USD 22.3 billion, an increase of 2.8% over the 133rd session, showing a recovery trend. The export turnover of brand enterprises was USD 6.35 billion, an increase of 7.8% over the 133rd session, accounting for 28.5% of the total export turnover. The turnover

with the Belt and Road countries reached USD 12.27 billion, an increase of 2% over the 133rd session.

The Import Exhibition helped overseas enterprises explore the global market. A total of 650 companies from 43 countries and regions participated in the Import Exhibition of this session of Canton Fair, and 60% of these enterprises were from the Belt and Road countries.

The online platform helped enterprises acquire customers. The total number of visitors to the online platform of the 134th Canton Fair was 7.89 million, of which 6.6 million were overseas visitors, accounting for 84%. The cumulative number of visits to the stores of exhibitors was 4.386 million, including 4.348 million visits to the stores of exhibitors in the Export Exhibition and 38,000 visits to the stores of exhibitors in the Import Exhibition. Exhibitors had a total of 3,362 online displays, with a total of about 30,000 views.

III. The 6th CIIE further elevated the “three important roles”.

The China International Import Expo (CIIE) was personally planned, proposed, deployed and promoted by President Xi Jinping. The CIIE is an important decision made by the CPC Central Committee to pursue a new round of high-level opening up, and a major initiative to further widen market access to the rest of the world. It is a concrete action by China to advance an open world economy and support economic globalization. The 6th CIIE was successfully held from November 5 to 10, 2023.

1. President Xi Jinping put forward new requirements for the “three important roles” of the CIIE.

On November 5, 2023, President Xi Jinping sent a letter to the 6th CIIE. He stresses that facing a sluggish world economic recovery, countries need to rally together to pursue common development. China will always be an important opportunity for the world's development, and will firmly advance high-level opening-up and continue to make economic globalization more open, inclusive, balanced and beneficial for all. He hoped that the CIIE will better serve as a window for fostering a new development pattern that creates new opportunities for the world

through China's further development, and as a platform of high-standard opening up that allows China's enormous market to be shared by the world. He hoped that the expo will play a greater role in providing shared international public goods and services that facilitate an open world economy and let the world benefit from win-win cooperation.

2. The Comprehensive Country Exhibition became an important platform for comprehensive image display.

The Country Exhibition provides an important platform for countries at different levels of development to enhance exchanges, promote cooperation, and achieve mutual benefit and win-win results. Eleven countries: Bahrain, Central Africa, Dominica, Gambia, Guinea-Bissau, Honduras, Mali, Oman, Sierra Leone, Togo and Zimbabwe, participated in the exhibition for the first time. The participating countries actively promoted their investment environment, tourism resources, advantageous industries and specialty products, and held nearly 200 colorful events at their booths. With the theme of "New Accomplishments in Chinese Modernization Providing New Opportunities to the World", the China Pavilion focused on the accomplishments of the 10th anniversary of the Pilot Free Trade Zones, showcased China's latest achievements in promoting high-level opening-up and high-quality development, and told the story of "When China does well, the world will get even better".

3. The commercial exhibitions brought together many business participants and many new products, and the results were remarkable.

A total of 3,486 companies from 128 countries and regions participated in the exhibition, including 289 Fortune Global 500 companies and industry leaders. The number of participating companies hit a record high in the history of the Canton Fair. The six exhibition areas focused on high-quality development and high-quality life, with innovation being the common theme, and science and technology empowerment being the mainstream trend. The exhibits at the booths were technology rich, with many novel themes and bright spots. There were also a collective showcase of 442 initial launches of new products, new technologies and new services. The Innovation Incubation area attracted more than 300 innovative projects from 39 countries and regions, more than the previous two sessions combined. According to

statistics, the annual intended turnover reached USD 78.41 billion, an increase of 6.7% over the previous year.

4. The Hongqiao Forum continued to contribute wisdom to building an open world economy

A more accentuated theme of opening-up. Focusing on the theme of “Joining Hands in Development, Opening Up for the Future”, the twenty two parallel sessions of the forum were divided into four sections: “Opening-up for Development”, “Opening-up for Cooperation”, “Opening-up for Innovation” and “Opening-up for Sharing”; and the Press Release and International Symposium on *World Openness Report 2023* was held. **A strong lineup of speakers.** There were eight guests at or above the deputy state leader’s level, 68 at the provincial and ministerial levels, six Nobel Prize or Turing Award winners, eight academicians (faculty members) from home and abroad, 22 well-known experts and scholars, and 118 executives from the Fortune Global 500 companies and industry leaders. A total of 345 speakers from all sectors of society such as politics, business and academia were present. **Innovating functions to promote “Invest in China”.** A series of activities were held for the “Invest in China Year”, including the Summit and Shanghai City Promotion, the Special Promotional Event in Pilot Free Trade Zones, and the roundtable meeting with foreign-invested enterprises. With a focus on the business environment and trade and investment promotion, there were in-depth discussions at the parallel forums to amplify the comprehensive effect of the Hongqiao Forum. **Dramatically increased participation.** The Hongqiao Forum attracted more than 8,000 participants, the largest number ever. The United Nations Development Programme (UNDP) and other international organizations co-hosted a record number of parallel forums.

5. Professional supporting facilities and cultural exchange activities amplified the comprehensive effect of the CIIE.

A total of 122 supporting activities such as policy interpretation, matchmaking and signing, investment promotion, research release, and product display were held. Among them, more than 40% of the activities were hosted by international organizations, relevant

departments, local governments (trading delegations) and central enterprises. Organized visits to the exhibitions were added as a supporting activity to attract more forum guests to the booths as a way of “using conferences to promote exhibitions”. Nearly 4,000 exhibitors were invited to participate in the trade and investment matchmaking meetings, where 416 cooperation intentions were reached. A total of 96 group signing events were organized, where more than 600 cooperation intentions were reached. A total of 71 new product launches were held, showcasing 142 cutting-edge technology products.

IV. The 2023 CIFTIS highlighted the achievements of China's opening up.

The 2023 China International Fair for Trade in Services (CIFTIS), co-sponsored by the Ministry of Commerce and the Beijing Municipal People's Government, was held in Beijing from September 2 to 6 with the theme of “openness leads development, cooperation creates a win-win future”. With an exhibition area of 155,000 square meters, this year's CIFTIS held a total of 10 summit forums, 102 thematic forums, 18 side events and 72 promotion sessions. There were more than 2,400 offline exhibitors and over 6,700 online exhibitors, with a total of nearly 280,000 visitors and more than 1,100 outcomes.

1. President Xi Jinping delivered a video speech.

On the morning of September 2, President Xi Jinping addressed the Global Summit on Trade in Services via video, putting forward the direction and path for China and other countries to jointly promote the development of the services industry and trade from the four aspects of openness, cooperation, innovation and sharing. He stated China's positive will and firm determination to expand opening up, deepen cooperation and jointly promote development. His speech demonstrated China's fulfillment of its responsibility as a major country to gather broad consensus and inject strength into global economic recovery and sustainable development.

Ministerial-level guests and representatives from 42 countries and regions, diplomatic envoys of relevant countries to China, and representatives of international organizations

attended the meeting offline. Nearly 800 people attended the meeting on site and 300 people participated online. Attracting close attention and wide coverage of the domestic and foreign media, the CIFTIS was spoken highly of by relevant experts, scholars, and representatives of multinational companies and warmly received in the international community.

2. The exhibitions improved quantitatively and qualitatively.

The Achievement Exhibition had a distinct theme. Focusing on the great achievements made in the expanded opening up of China's service sector and the innovation and development of service trade since the 18th National Congress of the Communist Party of China, more than 40 advanced achievements and cases in the fields of aerospace, medical services, and information and data services were exhibited. A full-scale model of the world's first in-orbit liquid oxygen-methane rocket, a Surgerii single-port surgical robot and other key exhibits were welcomed by the audience.

International participation further increased. Eighty three countries and international organizations set up exhibitions in the name of governments or headquarters, an increase of 12 over the previous session. Among them, eight countries and international organizations set up exhibitions for the first time. The United Kingdom, the Guest of Honor, set up the largest pavilion since its first participation in the CIFTIS, focusing on British brands in the fields of creativity, education, and technology. More than 20% of the enterprises participating the CIFTIS offline were international exhibitors, including more than 500 Fortune Global 500 companies and industry leaders, covering 28 of the world's top 30 service trading countries and regions. The "circle of friends" was further expanded.

The content of the exhibition featured innovation. The 2023 CIFTIS exhibited the world's first hydrogen fuel cell combined cooling, heating and power demonstration project, China's first independently developed anti-cancer drug approved for marketing in Europe and the United States, and other new technologies and applications in the field of artificial intelligence, chip technology, clean energy and other services. Specialized and sophisticated technology achievements such as large AI models, quantum measurement and control, and satellite remote sensing were unveiled.

3. The forum activities were authoritative.

The levels of participating guests in the CIFTIS were high. Sixty-six meetings were organized by international organizations, embassies in China, foreign institutions, and relevant ministries of the State. More than 340 domestic and foreign guests, including 19 heads of international organizations, 83 domestic and foreign guests at the ministerial level and above, 57 Chinese and foreign academicians and Nobel laureates, and 125 executives of Fortune Global 500 companies and other multinational companies attended the CIFTIS. The forum focused on such hot topics as service trade facilitation, Belt and Road cooperation, scientific and technological innovation, and new business forms of culture and tourism. The parties all agreed that global trade in digital services and green services is becoming an important area for the growth of trade in services, and the rapid recovery of the world tourism market has also injected new vitality into world economic growth. Countries should deepen multifaceted cooperation in trade in services and jointly contribute to world economic growth.

Numerous new achievements and new technologies were released. More than 100 forums and conferences were held, and over 100 authoritative reports were released during the event, including the 2023 report on China's services trade development, the report on digital trade development and cooperation in 2023, the report on world tourism city development in 2022, and the Chinese pharmaceutical enterprise R&D index white paper, leading the new trend in services trade development. Seventy-five well-known enterprises and institutions released 139 achievements, of which 66 enterprises debuted 125 new products and technologies in the fields of artificial intelligence, fintech, medical health, and cultural creativity, and a number of outstanding achievements such as the digital maps of industrial belts and digital solutions for smart laboratories were announced.

4. The 2023 CIFTIS delivered remarkable results.

Of the 72 promotions, 30 were organized by various industries, 29 were organized by the United Kingdom, Germany, the World Intellectual Property Organization, etc., five were organized by Hong Kong and Taiwan regions of China, and eight were organized by eight provinces, autonomous regions and municipalities including Shandong. Nearly 80,000

professional visitors from central enterprises, financial institutions, provinces, autonomous regions and municipalities, and various sectors attended the events, and a total of more than 1,100 achievements were made in the seven aspects of transactions, investments, strategic agreements, authoritative releases, initial innovations, and alliance platforms.

Chapter 7

Outlook of China's Exhibition Industry in 2024



I. The exhibition industry will continue to play an important role in economic recovery.

With the normalization of the exhibition industry and the rapid release of business demand for on-site exhibitions, exhibitions of various types have been actively showcasing new products, services, technologies and models, bringing together the flows of people, business and information, and injecting a strong impetus into China's economic development.

The 2023 Central Economic Work Conference points out that the basic trend of China's economic rebound and long-term improvement remains unchanged. As an important platform for the modern market system and open economic system, the exhibition industry has a major role to play in driving economic growth and industrial inter-connectivity. A good exhibition injects vitality to an entire supply chain and makes the city a better place. Localities across the country are increasingly aware of the important role of the exhibition industry as a platform for opening up, regional economic development, industrial upgrading, and investment promotion, and therefore stepping up policy support of the exhibition industry. In November 2023, the Ministry of Commerce of China (MOFCOM) announced that it “will continue to innovate and optimize government services, accelerate the formulation and introduction of policies and measures to promote the high-quality development of the exhibition industry, summarize and promote the good experience and good practices of the localities, and further optimize the development environment of the exhibition industry to drive high-quality economic development with high-quality exhibitions”¹. The exhibition industry will continue to serve as a propeller for ensuring smooth economic flow, leveraging industrial upgrading and promoting regional economic development, and to continue to contribute to economic recovery.

1 Source: Ministry of Commerce, PRC, <http://www.mofcom.gov.cn/xwfbh/20231102.shtml>.

II. The international influence of China's exhibition industry will continue to increase.

With the exhibition industry being an important window for international exchanges, the focal area for the Chinese exhibition industry to be more internationalized is to cultivate internationally renowned exhibitions, well-known enterprises and exhibition halls, and build internationally recognized exhibition cities. Up to now, more than 230 exhibition companies from China have become UFI members, and more than 220 exhibition projects in China have been certified by the UFI.

In 2024, China's exhibition industry will face more new opportunities in international development. Many localities in the country have made it an important goal of theirs to improve the internationalization of their exhibition sector. Cities such as Shanghai, Guangzhou, Shenzhen, Hangzhou, and Chengdu, have been committed to building an international exhibition city. In 2023, Shenzhen issued the *Implementation Rules for Several Measures to Build an International Convention and Exhibition City (Revision)*, and Shanghai issued the *Three-year Action Plan of Shanghai for Promoting the High-Quality Development of the Convention and Exhibition Economy and Building an International Convention and Exhibition Capital (2023-2025)*, aiming at making the exhibition industry more internationalized. The 2023 Central Economic Work Conference clearly points out that bottlenecks should be removed for foreign nationals travelling to China for business, study and tourism so as to ensure smooth cross-border personnel flow. As China rapidly builds new momentum for foreign trade and expands high-level opening up, it will continue to cultivate more internationally renowned exhibitions in the future, attract more internationally famous exhibition enterprises to China, and more international exhibitors and visitors will also participate in the exhibitions in China. The internationalization level and global influence of China's exhibition industry will continue to increase.

III. The trend of professionalization and specialization of the exhibition industry is becoming more pronounced.

As industries become more vertically specialized, the exhibition industry becomes more specialized, driving professional exhibitions toward a higher degree of segmentation. Exhibitions are closely linked to the relevant industrial chains. They create a platform for professional exchanges and facilitate targeted supply-demand matching and brand promotion. In 2023, Meorient upgraded and incubated professional exhibitions on the basis of its existing trade shows, and upgraded the Homelife and Machinex exhibitions to eight professional shows. Different localities have been promoting the professionalization of the exhibition industry. The Beijing Municipality's *Several Measures to Promote the High-quality Development of the Convention and Exhibition Industry* set forth incentive policies to promote the development of the exhibition industry, drive the brand building, specialization, internationalization and digital development of the exhibition industry, and increase the integration of the exhibition industry and industrial development. *The Action Plan for the High-quality Development of the Convention and Exhibition Industry in Liaoning Province (2023-2025)* clearly proposes to “strengthen the specialization and brand building of the exhibition industry”.

Specialized exhibitions will further improve brand building and marketization. With a clearly defined market position, exhibition logic and target audience, exhibition entities will speed up crossing sectoral boundaries and putting into practice such initiatives as cross-sectoral interactions, cross-regional synergies and cross-format displays, so as to help the exhibition industry expand sustained influence and drive economic growth.

IV. The Chinese exhibition industry will further quicken its pace to go global.

In order to help enterprises explore the international market, various localities and departments have successively introduced support policies for them to either participate in or organize exhibitions abroad as part of the effort support the exhibition industry's “go global”

effort. However, because participating in or organizing overseas exhibitions takes a long time to plan and prepare, and the overseas market environment was not without uncertainty, after the gradual resumption of overseas exhibitions in 2023, some enterprises still took a “wait-and-see” attitude and the demand for overseas exhibitions was still not fully released.

In 2024, the continued improvement in the overall global exhibition industry will bring a good external environment for China's overseas exhibitions, and effectively shore up the confidence of the Chinese enterprises in participating in and organizing exhibitions abroad. AMR International's *15th edition of Globex 2023: the global exhibition organizing market: assessment and forecast to 2025* predicts that the size of the global exhibition market will surpass 2019 levels and grow by 7% by 2024. According to Market Research Future, the market size of the global convention and exhibition industry was USD 871.5 billion in 2022 and is expected to grow from USD 940.3 billion in 2023 to USD 1,727.6 billion in 2032, with a compound annual growth rate of 7.9%¹. The 2023 Central Economic Work Conference points out that it is necessary to accelerate the cultivation of new momentum for foreign trade and consolidate the fundamentals of foreign trade and foreign investment. As an important way for enterprises to explore the international market, participating in and organizing exhibitions abroad is a major approach to stabilize China's foreign trade and optimize its structure. Overseas exhibition participation and organization will further recover, and the pace of China's exhibition industry to go global will accelerate.

V. The level of standardization of the exhibition industry will be further improved.

Standardization provides the technical support for economic activities and social development, and the standardization in China's exhibition industry has been advancing continuously. At present, a system of coordinated development of international, local and group standards has been established in the exhibition industry. On August 11, 2023, the Technical Committee on Tourism and Related Services of the International Organization

1 Source: Market Research Future, <https://www.marketresearchfuture.com/reports/mice-market-12442>.

for Standardization (ISO/TC 228) changed the name of the ISO/TC 228/WG 20 working group from “Exhibition and Convention” to “Exhibitions and Events”, which means that the working group’s scope is expanded to a broader field of events, including exhibitions, conferences, incentive travel, festivals, events and performances. This also marks a new stage of development for the international standardization of conventions and exhibitions under the International Organization for Standardization. The national standard “Guidelines for green exhibition operation” (GB/T 42496-2023) issued on March 17, 2023 and the national standard “Modular exhibition systems - Basic requirements” (GB/T 43213-2023) issued on September 7, 2023 provide the industry standards for the green and low-carbon development of the exhibition industry. The group standard “Display and demonstration operation standard for convention and exhibition industry” (T/SCCEIA 001-2023) issued on November 7, 2023 sets forth the terms and definitions relating to the convention and exhibition industry, general requirements, exhibition operation standards, exhibition hall operation standards, exhibition business services, online exhibition services, and so on. *The Guidelines for Organizing Economic and Trade Exhibitions Abroad* issued on November 27, 2023, provide guidance for enterprises to hold economic and trade exhibitions abroad. Standardization is an important driving force for the high-quality development of the exhibition industry. With the continuous implementation of China’s exhibition industry standards, the level of standardization of the industry will be further improved.

VI. Technological progress will accelerate the transformation and upgrading of the exhibition industry.

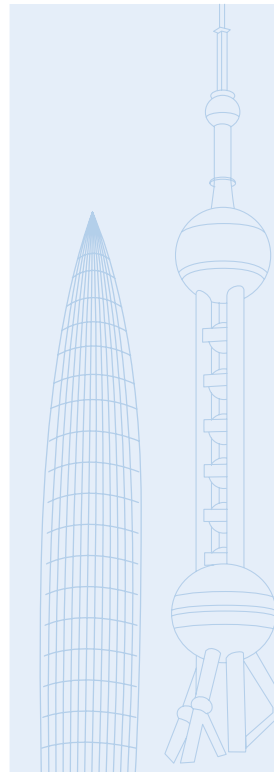
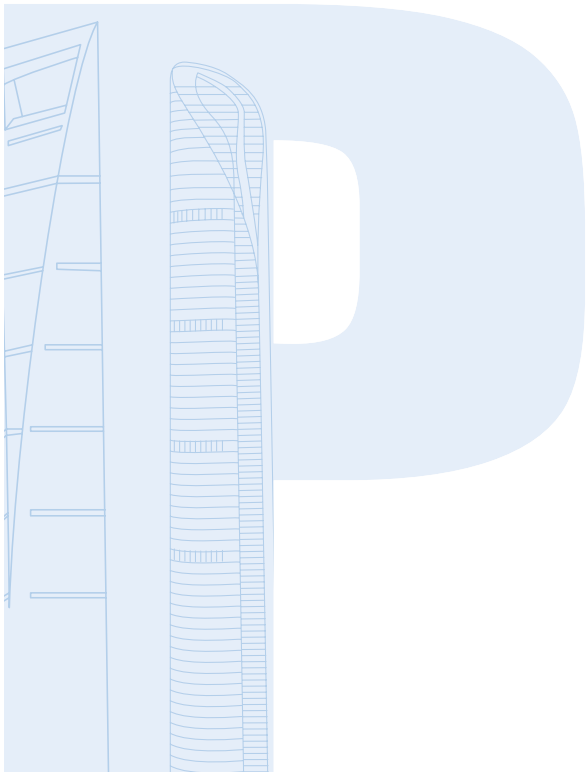
The rapid development of the digital economy has reshaped the exhibition business model, while the COVID-19 pandemic has accelerated the digital transformation process of the exhibition industry, making the deep integration with digital technology an inevitable trend in the industry’s development. Even after the full return to on-site exhibitions in 2023, the combination of the online and on-site formats is still an important direction for exhibition model innovation. In the future, the exhibition industry will continue to explore the industry empowerment and scenario application of digital technologies such as artificial intelligence

and big data, and explore the sustained role of digital technologies in reducing costs and increasing efficiency in marketing management, exhibition and display, so as to provide a better and more convenient experience for participating enterprises and visitors.

At the same time, as scientific and technological innovation (STI) continues to generate new technologies, new products and new industries, and accelerate the incubation of emerging industries, exhibitions in the field of emerging science and technology will emerge one after another, and high-tech industries and the exhibition industry will continue to integrate with each other. In 2023, industrial and technological exhibitions ranked top in terms of number and area. Among them, the number of STI exhibition projects such as intelligent equipment, electronic information, and artificial intelligence continued to increase. There will be more and more exhibition projects that have a good fit, strong relevance and obvious support for high-tech industries. They will further play the role of integrating industry and exhibition, and create a virtuous circle between the two, thus providing a strong impetus for scientific and technological progress, industrial upgrading and high-quality economic development.

Appendix

Analysis of the Development of the Exhibition Industry of Cities in 2023: A Case Study of Nanchang



Based on its ecological resource endowment and unique location advantages, Nanchang City focuses on the goal of “building a famous exhibition city in Central China and a national exhibition destination”, and draws plans to overcome the adversities and seek opportunities. Nanchang has become a popular city for mobile exhibitions in the country, and Convention and Exhibition has become a new “calling card” of Nanchang.

I. The overall development of the exhibition industry in Nanchang

1. Governing body.

In October 2004, Nanchang City set up a leading group for exhibition work, headed by the mayor, with the deputy mayor in charge serving as deputy group leader and the heads of relevant departments directly under the municipal government as group members. The leading group has an office (referred to as the exhibition office, which is a temporary institution), which is responsible for the management, coordination and guidance of the city's exhibition work. The establishment of an exhibition leading institution at municipal level has advanced the exhibition economy from a high level. In 2011, the Nanchang Convention and Exhibition Management Office, subordinated to the General Office of the Municipal Government, was formally established. In the institutional reform in 2019, it was put under the management of the Municipal Bureau of Commerce. In 2021, the Municipal Convention and Exhibition Management Office and the Municipal Commercial and Trade Enterprise Service Center were merged into the Trade and Exhibition Service Center.

2. Exhibition venues.

At present, the Nanchang Greenland International Exposition Center, which is located in Jiulonghu New Town, Honggutan District, is the city's major modern professional convention and exhibition hall. Its construction started in March 2014 and it was officially put into operation on November 22, 2016. The project covers an area of 307,000 square meters, with a construction area of 270,000 square meters and an indoor net exhibition area

of 140,000 square meters, which can accommodate 6,600 standard booths. With a total of 14 independent exhibition rooms on two floors and a single exhibition hall area of about 10,000 square meters, the exhibition hall is currently the largest single exhibition hall in the central region. There are four conference rooms on the first floor of the exhibition hall, including 1 VIP conference room. Other venues that can be used for exhibitions in Nanchang include Blue Ocean Convention and Exhibition Center, Jiangxi International Automobile Convention and Exhibition Center, Anyi Building Materials Doors and Windows Expo Center, Jiangxi Provincial Art Museum (formerly Jiangxi Provincial Exhibition Center), Nanchang Olympic Sports Center, Nanchang National Sports Center, and Bayi Gymnasium.

II. Development achievements of Nanchang's exhibition industry in 2023

In 2023, closely focusing on “driving industrial development and promoting consumption upgrading”, Nanchang introduced a number of national exhibitions, organized a number of industrial exhibitions, and cultivated a number of consumer goods fairs. There are small exhibitions every week, large ones every month, and exhibitions are held in the city all year round.

In 2023, both the number of exhibitions and exhibition area in Nanchang hit a record high, with 83 exhibitions above designated size being held throughout the year, and an exhibition area of two million square meters in total, an increase of 62.7% and 54.4% respectively compared with 2019 before the pandemic (51 exhibitions above designated size in 2019, with an exhibition area of 1.295 million square meters).

III. Experience and practices of Nanchang's exhibition industry in 2023

1. Improving the exhibition service support system.

In terms of policy guarantees, on top of the provincial financial support for Nanchang's convention and exhibition industry, Nanchang municipal finance and Honggutan District

finance each allocate no less than RMB 30 million per year to support the development of the exhibition economy, forming a three-tiered support policy system at provincial, municipal and district levels. At the same time, the city has further improved the guidelines for handling the exhibition hall rent subsidy matters, streamlined the subsidy delivery process, and made sure that the applicant needs only to go to a single window, talk to one government office and get everything done in one go. In terms of service system, “a special task force is set up for each exhibition” to provide supporting services such as public security, fire protection, submissions for approval, and catering, to ensure that the requests are answered and problems solved immediately. Public security, commerce, fire protection, urban management and other departments work together in a coordinated manner to ensure the smooth organization of the exhibition. At the same time, Nanchang has accelerated the construction of infrastructure around the Greenland International Exposition Center, and continuously improved the supporting functions and services in surrounding areas. It has worked to improve event capacity for catering, accommodation and other supporting services so as to create a hassle-free service environment for the exhibition economy.

2. Vigorously introducing national and international exhibitions.

In 2023, seven national exhibitions including four international ones were successfully brought to Nanchang, among which, the 81st China Educational Equipment Exhibition, with an exhibition area of 210,000 square meters, sets the record for exhibition scale in Jiangxi and in the global educational equipment industry. With an exhibition area of 120,000 square meters, the 20th China International Laboratory Medicine and Blood Transfusion Equipment Reagent Expo (CACLP) is the world's first exhibition in the in-vitro diagnostics industry. With an exhibition area of 30,000 square meters, the 2023 China Surveying and Mapping Geographic Information and Technology Equipment Exhibition is currently the only international exhibition of its kind that has been certified by the UFI.

3. Relying on advantageous industries to cultivate industrial exhibitions.

Relying on the “4+4+X” industries, Nanchang has developed a mutually facilitating

and mutually enhancing relationship between exhibitions and industries. It has cultivated a number of industrial exhibitions including the 2023 Central China Industrial Expo, 2023 China (Jiangxi) International New Energy and New Material Industry Expo, 2023 China (Nanchang) International Health Industry Conference and Expo, 2023 Jiangxi (Anyi) Aluminum Profile and Doors and Windows Expo, and 2023 China (Jiangxi) Sugar and Wine Fair and Tea Industry Expo. In 2023, using the exhibitions as a platform, a total of 74 cooperation projects were reached, with a contract amount of RMB 44.9 billion. Among them, the 2nd China (Nanchang) International Health Industry Conference and Expo saw the signing of five investment projects, including Meimu Meijia medical contact lens production, CRO R&D center and kit production, with a contract amount of RMB 2.9 billion.

4. Promoting the quality and efficiency of consumption through consumer goods exhibitions.

Nanchang has highlighted the role of major festivals and holidays in driving consumption and made full use of May Day, Dragon Boat Festival, National Day and other holidays and weekends by holding such consumer goods exhibitions as the Huaxia Home Expo, Jiangxi Consumer Goods Expo, May Day Auto Show, 2023 Nanchang 3rd “Red May” Real Estate Exhibition, 2023 18th Nanchang International Automobile Exhibition, and 2023 Funnybox Animation and Game Expo to stimulate domestic demand, expand commodity consumption, and promote the quality and efficiency of trade and consumption.

5. Actively organizing enterprises to participate in key exhibitions in other cities.

In 2023, Nanchang organized the display of the city’s famous and high-quality products such as Jiangling automobiles, the cultural and creative products featuring the relics of Haihun Principality, Huangshanghuang food products, Luziyao Jiangxi specialty food, and Shengjin Tower Sanhua liquor at well-known exhibitions outside the province such as the China-Eurasia Commodity and Trade Expo, China-Mongolia Expo, Guangzhou Expo, and Liaoning International Fair of Investment and Trade, to showcase the overall image of the city, and open up a broader market for Nanchang’s time-honored brands and famous enterprises.



The World VR Industry and Metaverse Expo focuses on showcasing the most influential new products, technologies and applications.

The World VR Industry and Metaverse Expo has been successfully held in Nanchang for five sessions. The 2023 session has an exhibition area of 30,000 square meters, and over 200 well-known businesses and institutions including iFLYTEK, Huawei, BOE, Hisense, Beike, OPPO, HTC, Xreal, Xiaomi, NOLO, VIVE, ZTE, 4K Garden, Mango TV, DPVR, China Mobile, China Unicom, China Telecom, KMAX, and Tellhow participated in the exhibition.

Compared with the previous sessions, this Metaverse Expo saw a large number of new products, new technologies, new content, and new applications. The expo was richer in technology product content, wider in technology application scope and field, larger in the number of international participating enterprises, and more mass-oriented in the exhibition sites, with deeper and wider participation of key industry leaders. As a professional exhibition of the global VR industry, the World VR Industry and Metaverse Expo has become a high-quality platform for matching production and demand of the VR industry at home and abroad, and the display and exchange of industry products. Its visitors cover a wide range of domestic and foreign industry experts, outstanding scholars, investors, buyers, suppliers and others from all sectors of society. All sessions of the World VR Industry and Metaverse Expo have attracted a total of more than 100,000 visitors, including more than 20,000 professional ones. A growing number of visitors have participated in the metaverse and immersed themselves in the experience of VR.



China Green Food Expo promotes the green food industry and consumption upgrading

The 15th China Green Food Expo (CGFE), sponsored by MOFCOM and the People's Government of Jiangxi Province, and organized by the Circulation Industry Promotion Center of MOFCOM, the Department of Commerce of Jiangxi Province and Nanchang Municipal People's Government, was held from November 17 to 20, 2023. With the theme of "new highlights, new scenes, new breakthroughs and new consumption", this year's CGFE has a total exhibition area of 60,000 square meters. According to statistics after the conclusion of exhibition, a total of 120,000 people visited the CGFE during the four-day show.

This year's CGFE presents four highlights: 1. Increased specialization on all fronts to connect production with marketing. The on-site turnover of the CGFE reached RMB 146 million, and the cumulative turnover of intended orders reached RMB 1.3 billion. 2. Improved quality of participating enterprises with the presence of reputable enterprises. A total of more than 1,800 outstanding enterprises in the green food industry at home and abroad were attracted to the expo, with nearly 20,000 exhibits on display. 3. The "local specialties" element highlighted to support the implementation of the rural revitalization strategy. For the first time, a rural revitalization and county-level native products section and an intangible cultural heritage handicraft section with a total area of about 3,000 square meters were planned for this year's CGFE, and more than 20 counties across the country were organized to participate in the expo, which provides a platform for the key counties of rural revitalization to display featured and

high-quality products. 4. A multi-style, multi-channel, and all-round approach to publicity and promotion. This year's CGFE did the promotion through the establishment of official websites, official accounts, online exhibition platforms, Douyin accounts, video accounts and other publicity channels to widely attract citizens and tourists to the exhibition.

